PRESS INFORMATION BUREAU পর কুমনা কার্যালয GOVERNMENT OF INDIA নামন ক্ষরকা

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hajiv Singh

-95-98 premature ejaculation, then bree Gelisfor you."The prescrip-continues: "If you don't want rjun Juneja sometimes sounds like a newspaper "sexpert". "Use Adiction deodorant before sex," he recommends, "and if you

reganews is there. hether your uneja though is not a therapist and protected ies, use Manforce Condoms. After notected sex, you can opt for anted 72. And if you want to know partner has conceived,

For many houses, sex talk is taboo, only spoken of in permutations and combinations of non-low swager, serve the letring and copious nervous gis ging. But this passionate act is trans-lating into pleasure of an entitely different sort for this Dalh-based phar-India by sales. up writing columns

company has built a marketing model around sex with its blockbuster OTC (Over The Counter) products, avail-able without prescription from a chemist. These include energency contraceptive Unwanted 72 and Prega ma company "Sex sells," says Juneja. He'd know since his 73,000-crore company has built a marketing model tory, it's a pharma story," he says. But ne with a fairytale twist. diction. aceptive Unwanted 72 and Prega besides Manforce condoms and " he says, OTC products ac-just over 7% of Mankind's "It has never been an OTC "But we are not only about " he says, OTC products ac-

ucts are manufactured Obviously, such growth is driven by more than just OTC. The company has been sitting firmly on the No1 slot in terms of pre-scriptions per doctor per month over crore mark by 2017. The company cov-ers around 3 lakh doctors across the country. While it had just one manufac-turing plant in 1995, the number has shot up to 20 where over 85% of its prodcrore. But in just six years the company yosted a tur nover of \$2,000 crore in 2011-12. And now it is an over \$3,000 crore firm that aims to cross the \$5,000 Mankind started in 1985 and closed ts first financial year with a modest 73.8 crore. It took a decade to clock ₹350 Analysts say it is marketing that's iden the company far. This began with

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sex. Yet revenues from this part of for products that revolve around Mankind Pharma is best known rest of the business? total. Does the rub-off help the its portfolio are under 10% of the

(IN VALUE TERMS) MANKIND'S Oxikind-CV cond largest in terms sales in India

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LAUNCHED OTC IN 2010

Now OTC ntributes over

abortion kits — and not the pertphery. This is where sex appeal lies. They should persist with it.

low-cost anti-inflectives and now conthi-ues with a sharp focus on the obtain disease segment and OVC products. "The gold is at the bottum of the pyractic And they have found their sweet spot' says Abraham Kodhy pro-dessor of markeding at 104 Ahmed and the higgest of the pharma play-ers. Moreover, they unyeled the gener-al physician and to specifial idention thermolyses at an economical, pocket the ingenesity was positioning thermolyses and marketing. Says been agrees we marketing. Says you was the specified to be the product their prices. But her gene changer has been agrees we marketing. Says you was the specified to be the product of the specified to be product their prices. But her gene changer has been agrees we marketing. Says you was the specified to be product of the specified to be product of the price of the specified to be product of the specified to be product of the theory of the specified to be product of the specified to be product of the theory of the specified to be product of the specif been aggressive marketing. Says Koshy, 'They understood the market looking at the core of sexual activity – condoms, tablets, gels, pregnancy and

Subject Nami, managang director of Subject Nami, managang director of Subject Nami, managang director of 2007, swear by the company's market-ing strategy The the Nampany's market-ing strategy The Manabach of the Subject Nami Kani was in a meeting fa 2002, says night operator that they need not wor-ry a louit. "But after site months Mankind again corpoyed up in a meet-ing and this time it was leading two segments. And the same sailes manag-er diati i have any unswers." Kaul now holds 11's in Markhd. OTC may not be churning big num-

bers for the price warrier company, but it definitely has a rub of effect. Brend ambassidors like porn star turned actor Samy Leone probably help thms alone, "OTC gave us visi-bitity," admits Jungia, who joined his father Rc Jungia share reception of Mankind, in 2003 Before the OTC bit: Yanakut had searn recepting a quality because of the cheap ing. Diu after aggressibly advertishing out of Chandis, we have samed the good will and faith of consumers'. Her plane its contribution to the company's surnover his high double digits.

Mankind Sheetal Arora, marketing director of i agrees the perception and OTC has become the face has

of the company: 'Now Manforce comes first, Mandral later.' While relating a focus on rural markets, the company is now targeting top loctors or the teramy liver of spe-cial lats in behin and other metros. Does this signal or hange: "Lungia disenses these theories. "Who desority cannot be applicational?" But we want to be missentrational.

massipational " massipational transition won't be easy. The cheap tag is not going to go overnight," he says it can only be dented by substantial investment in R&D and an image makeover. The company's image in OTC is often su-perimposed to its offertings in pre-scription as well,"says Smitha Sarma

Ranganathan, a brand communica-

automatically get value." So, no thoughts of giving up the tag of price warrior? "We are the *Dobangg* of pharma market in India and we are proud of being aggressive," he says. rajiv.singh@timesgroup.com

miserinelarity of ar, sine away "Now it is critical that the company pitches it self on tenets of aspiration that by pass low price." Junga, however, believes in what he calls value for money pricing as it has been a USP Measys. "We believe in wo unes. And when you have volumes, you

tion specialist. For a pharma compe-ny, brand equity is achieved by the ea-tent to which its offering can be differ-entiated in a cluttered market. Mankind Pharma has managed to do

The largest in India

NUMBER OF contributes over 7% of its revenues over 9,000

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were at No 1 position and 20 at No 2

n as per IMS Ith 2013

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