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Should India bail out flood-stranded Pakistan?

Offering strategic solutions

SMSRC is taking prescription research to new highs

Strategic Marketing Solutions and Research Centre (SMSRC) has emerged as the leader in the prescription-based research space. Since the Kolkata-based company started its operations in 2009, with the vision of 'Caring for Healthcare', it has been serving several small, medium to large pharmaceutical companies in India and Bangladesh. It is also a key player in strategic pharma and healthcare marketing consultancy projects, offering solutions concerning brand and portfolio management, doctor coverage planning, brand promotion prioritisation strategy, field force deployment, doctor call pattern designs and other key strategic marketing issues.

SMSRC's niche and experienced consulting team led by the visionary founder and managing director, Sanjoy Mitra has solved several strategic cases ranging from overall pharma corporate restructuring, Go-To-Market (GTM) strategies for new products to post-merger integration for many pharma mergers and acquisitions. The company has also partnered with health-tech start-ups to provide cutting-edge healthcare solutions. It works with Medclin Research Pvt Ltd for clinical trials/RWE related research and with Synaegis Healthtech Pvt Ltd for EMR/Practice Management Software for doctors.

"SMSRC's primary objective is to take prescription research forward and showcase innovative and interesting trends shaping the growth of the space in the future. Strategic prescription research is essentially qualitative Rx research analysis based on quantitative data applicable to marketing and corporate strategy formulations in the pharmaceutical industry. Strategic prescription research showcases doctors' prescription habit analysis over time (bi-monthly and four-monthly basis) to evaluate and tune the brand, portfolio and organisation marketing strategy continuously," says Mitra who is specialised in the field of application of prescription research in strategic pharmaceutical marketing.

Under his leadership, SMSRC, in a



Mitra: solving strategic cases

short span of time, has already achieved leadership status in the field of strategic prescription research. Mitra, an MBA in marketing and PhD in management sciences, started his professional journey in 1986 and since 1995 he started leading strategy workshop projects to develop GTM strategy for clients who are leading MNCs and Indian pharmaceutical formulation marketing companies. The key objectives of these projects are to develop innovative marketing strategies for the client to achieve faster than market growth. Subsequently in 2009, with the mission to take the prescription research forward, he founded SMSRC Pvt Ltd.

Strategic consultant

During the last 12 years under his leadership, not only has SMSRC provided innovative prescription research data analytics periodically to its clients but it also has conducted an innumerable number of strategy workshops and GTM projects for several leading pharmaceutical companies in India and Bangladesh. SMSRC has worked on all major Pharma M&A, restructuring and PE deal projects, as a primary strategic consultant. Some of the leading companies whom SMSRC has served or

is serving are Abbott, Alkem, Aristo, Alembic, Beximco Bangladesh, Cipla, Corona Remedies, Curatio, Eris Life Sciences, Dr Reddy's, Glenmark, GSK, Lupin, Merck, Pfizer, Ranbaxy, Sun Pharma, Torrent, Wockhardt, Zydus and many more.

SMSRC GTM projects typically covers all important strategic aspects such as how to reduce unnecessary product clutter within the portfolio by selecting specific brands for focused promotions, based on trends of prescription research data, sales data trends and all other relevant information as a composite. Subsequently, wise brand marketing promotion strategies are decided and then optimised field force structure and divisions are created for the selected brand portfolio. These projects also help develop plans for a classical brand building approach to shape a specialist focus brand building strategy.

SMSRC has helped Cipla in managing its respiratory and acute therapy portfolio to ensure all-round growth in Cipla respiratory inhalation, respiratory oral as well as other acute therapy areas like anti-infectives, gastro-intestinal and other important therapies. Similarly, Alkem Laboratories used SMSRC strategic recommendations to build its leading acute brands like PAN, Clavam, Xone Injection and simultaneously create successful strategic progress in chronic care, anti-diabetics, and cardiovascular therapy by strategically planning the journey of each brand within the respective therapy areas.

Another recent case study is the J B Chemicals pre-acquisition marketing evaluation for KKR. Once KKR acquired the stakes in J B Chemicals, the SMSRC GTM strategy project restructured the entire organisation portfolio to deliver faster growth. In another interesting recent case, SMSRC helped turn around Akumentis from a previously declining formulation marketing organisation to one of the fastest growing companies in the Indian pharmaceutical market during recent times. ♦

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