

Internship Report

Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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Introduction

The pharmaceutical industry has witnessed significant advancements over the past few decades, particularly in the field of drug delivery systems. Traditional methods, such as oral tablets and capsules, although effective, often face challenges such as poor bioavailability, patient non-compliance, and systemic side effects. LAI are designed to release a drug gradually over a prolonged period, ranging from several days to several months. This method of delivery can maintain therapeutic drug levels in the bloodstream, minimizing the frequency of administration compared to daily oral medications.

Objectives Of Internship:

- Evaluate the level of awareness among consumers regarding long-acting injections and neuropathic nanogels.
- Analyze consumer perceptions of these NDDS in terms of efficacy, safety, convenience, and overall appeal compared to traditional drug delivery methods.
- Assess the cost-effectiveness of long-acting injections and neuropathic nanogels from a consumer perspective.
- Explore issues related to accessibility and affordability of these advanced drug delivery systems, particularly in different socio-economic settings.

Organisational Profile:

Torrent Pharmaceuticals is an Indian multinational pharmaceutical company known for its innovation and quality in the healthcare industry. Headquartered in Ahmedabad, Gujarat, it operates in over 40 countries worldwide. The company specializes in manufacturing and marketing a wide range of generic and branded drugs across various therapeutic segments, including cardiovascular, central nervous system, gastro-intestinal, diabetology, and anti-infective. Torrent Pharma is renowned for its research and development capabilities, with several state-of-the-art facilities dedicated to creating advanced medical solutions. Their commitment to improving patient health is reflected in their sustainable practices and global reach, making them a trusted name in the pharmaceutical sector.

Key Activities Undertaken Other Than Dissertation:

1. Study of internal and external data of CNS department.
2. Active participation in one of the most prestigious TYSA i.e Torrent Young Scholar Awards, which is being successfully organized by torrent pharma from last 28 years. No other organization is able to replicate this kind of activity on such a big platform.
3. Given task to analyse the performance of division compared to covered market.
4. Given task to study and solve the business cases of some new molecules which is to be launched in upcoming quarters.
5. Undertaken weekly brand recall activity of specific brand.

Key learnings from internship:

- learn how to analyze market trends, identify opportunities, and develop strategies to position products effectively in a competitive market.
- Experience working closely with diverse teams including medical affairs, marketing, sales, and designer department.
- Develop skills in gathering and interpreting customer feedback and market data to inform product development and marketing strategies.
- Improved my project management skills by coordinating complex projects, managing timelines, and resources effectively.
- Foster a culture of innovation and problem-solving, driving the development of new and improved pharmaceutical products.