

INTERNSHIP REPORT

Introduction

Infertility is the biggest key issue in our country and it will be growing on day-to-day basis. The pharmaceutical industry has witnessed significant advancements over the past few decades, particularly in the field of Gynecology and Infertility methods.

Overall If you see Gynecology Plus Hormonal Market will be around 14000 Cr and growing @ 23%. Infertility Drugs Market will be growing more than 30% in India and become fastest growing market in Gynecology segment.

Objectives Of Internship:

1. To assess the challenges include in Infertility Drugs available in market and to Study Key Ingredients of Market Leader as well as current brand in the organization.
2. To identify and categorize different types of Infertility Drugs available in the market.
3. To study the factors influencing consumer preferences and acceptance of Infertility drugs including convenience, efficacy, safety, and cost.
4. To Study the Prescribing Pattern by the Gynecologist and Understand treatment line of option available in Infertility Disorders.
5. To recommend strategies to company How they will launch their brands in to Infertility Market or into Gynecology Segment

Organizational Profile: Solderma Pharmaceuticals Pvt Limited is an Indian Pharmaceutical company and leading player into Dermatology Segment and now they wanted to expand wings into Gynaecology Segment.

Company having Pan India Operations and good name in Healthcare Industry.

The Company having two plants situated nearer to Ahmedabad & One of the plant (Name of Sister company: - Arovia Formulation- Group company of Solderma Pharmaceuticals Private Limited) is biggest Derma cosmetic Manufacturing Facility into Gujarat Level.

Key Activities Undertaken Other Than Dissertation:

Study of internal and external data of Gynaecology Therapy and Infertility Drugs available in the Market

1. Active Participation of Company into Various Conferences held in different parts of India. They have made good name into Dermatology with the help of 350 Field Forces who work in each corner of India
2. Given task to analyze the performance and scope of Gynaecology Segment in Different company business models
3. To Study Various New launch and Molecules coming into Gynaecology and Prepare detailed Study of Infertility regimen

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.