

# **Internship Report**

Submitted to



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By

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## ❖ **Introduction to the Nutraceutical Industry**

The nutraceutical industry, encompassing dietary supplements, functional foods, and medicinal foods, focuses on products that offer health benefits beyond basic nutrition. This sector is driven by increasing consumer awareness of health and wellness, scientific advancements, and regulatory support. The market has experienced significant growth, with global market value estimated to reach approximately \$500 billion by 2025, growing at a CAGR of around 7-8%. High volume and value growth are attributed to the rising demand for preventive healthcare and natural, health-enhancing products.

## ❖ **Objective of internship:**

To leverage in-depth knowledge of pharmaceutical products and strong sales skills to effectively promote and sell medical products. Aim to build lasting relationships with healthcare professionals, stay informed on market trends, gather valuable customer feedback, and achieve sales targets. Utilize communication, problem-solving abilities, and industry insights to drive product adoption and contribute to overall business growth.

## ❖ **Hexagon Nutrition Ltd.**

Hexagon Nutrition is a research-driven nutraceutical company that focuses on micronutrient premixes, clinical nutrition, and therapeutic foods. Founded in 1993, they're a leading supplier of nutritional products in over 70 countries.

- **Micronutrient premixes**

Hexagon develops customized blends to address nutrient gaps in diets. They're a preferred partner for fortified rice brands, using warm extrusion technology to produce kernels that retain micronutrients and have a longer shelf life.

- **Clinical nutrition**

Hexagon's flagship product is pentasure, which provides complete nutrition for all age groups. They also have products for disease-specific and lifestyle conditions, and targeted nutritional requirements.

- **Therapeutic foods**

Hexagon works with ngos, governments, and food manufacturers to create cost-effective access to balanced nutrition. They've partnered with Millers for Nutrition and technoserve to enrich flour and eliminate malnutrition.

❖ **Product portfolio and market presence:**

Hexagon supplies products to 70+ countries and has four own manufacturing units. Their product lineup includes are as follow:

- **Pentasure 2.0:** High energy and protein.
- **Pentasure DM:** Balanced nutrition for diabetics.
- **Pentasure:** Balanced nutrition for weight improvement.
- **Pentasure HP:** Protein formula for hyper catabolic conditions.
- **Pentasure Hepatic:** Nutrition for hepatic insufficiency.
- **Pentasure Renal:** Nutrition for kidney function.
- **Pentasure DLS:** For dialysis patients.
- **Pentasure Critipep:** Peptide-based for malabsorption.
- **Obesigo:** Low-calorie weight management.
- **Pedia Gold:** Nutrition for children.

❖ **Service provided by organization:**

1. Premixes
2. Therapeutic nutrition
3. Clinical nutrition.

❖ **Key activity done during the dissertation:**

- ✓ **Product Knowledge:** Understanding the products thoroughly, including their benefits, usage, and potential side effects.
- ✓ **Customer Relationships:** Building and maintaining relationships with doctors, pharmacists, and other healthcare providers.
- ✓ **Sales Target Achievement:** Meeting or exceeding sales targets.
- ✓ **Market Research:** Gathering feedback from healthcare professionals and staying updated on industry trends.
- ✓ **Reporting:** Keeping detailed records of interactions and sales activities.

❖ **Key Learnings from Working as a Pharmaceutical Medical Representative:**

- ✓ **Product Expertise:** Deep understanding of medical products and treatments.
- ✓ **Sales Skills:** Developing persuasive techniques to meet or exceed sales targets.

- ✓ **Communication:** Building strong relationships with healthcare professionals.
- ✓ **Market Insight:** Staying informed about industry trends and competitor products.
- ✓ **Customer Feedback:** Gathering and utilizing feedback to improve sales strategies.
- ✓ **Problem-Solving:** Addressing customer concerns and providing solutions.