

SUMMER INTERNSHIP PROGRAM

at

Brinton Pharmaceuticals Ltd. Pune

From **02 May 2024** to **02 July 2024**

A REPORT BY

Khedkar Shrushti Shivnath

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sudhinder Singh Chowhan



Date: 02/07/2024

CERTIFICATE OF INTERNSHIP

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Shrushti Khedkar** has completed her internship program at Brinton Pharmaceuticals Ltd. in Marketing Department from 02/05/2024 to 02/07/2024 under the guidance of Mr. Rahul Dhingra, GM-Marketing.

During this period, she has gained valuable experience and skills in understanding and implementing strategies in marketing domain.

We congratulate Ms. Shrushti Khedkar on the successful completion of her internship and wish her continued success in her future endeavours.

For Brinton Pharmaceuticals Ltd.



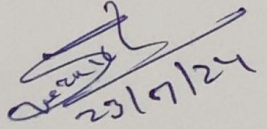
Human Resources

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Khedkar Shrushti Shivnath** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 23 / 07 / 2024


23/7/24
Dr. Sudhinder Singh Chowhan

Professor

IIHMR University Jaipur

About Company-Brinton Pharmaceuticals Ltd. Is a public company incorporated on 27 September 2013. It is classified as a public limited company and is located in Pune, Maharashtra. The company researches, , develops, manufactures, markets, and sells pharmaceutical products. It offers products for infectious and non-infectious skin disorders, including anti acne, anti-fungal, demelanizing (depigmenting agents), emollient and protective etc.

Our Products-

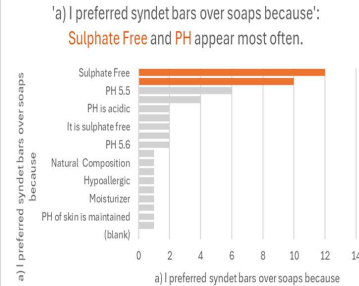
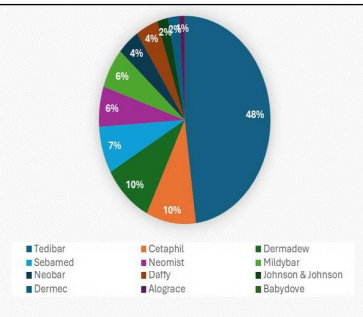
Skincare, Hair care, Footcare, Healthcare, Health and wellness, Pedia.

Top Selling Products- Krack, UVDoux.

Vision- To be a worldclass company offering high quality, innovative and affordable solutions catering to unmet healthcare needs.

Mission- Touching lives globally through continuous research, Novel ideas, and advanced technologies.

Project Description-During my internship at Brinton Pharmaceutical in Pune, I undertook a project focused on understanding the perspectives of pediatricians regarding the use of syndet bars. The primary objective of this research was to gain insights into the preferences, prescribing habits, and brand perceptions among pediatricians in Jaipur and Pune.



Survey Findings- Tedibar is the most predominantly used syndet bar in Jaipur and Pune.

Survey Findings-Most pediatricians prescribe syndet bars over soaps because it is **Sulphate free**

Learnings by Internship-

1. Market research techniques.
Gained proficiency in conducting primary and secondary market research to gather valuable data and insights.
2. Data analysis and interpretation.
3. Acquired a deep understanding of Pharmaceutical market, especially in the context of syndet bars.
4. Learned about the factors influencing prescribing habits of pediatricians about syndet bars brands.
5. Improved communication skills through interactions with healthcare professionals , mentors and team members.

Challenges Faced During Internship-

1. Balancing workload and time management- Managing multiple tasks and deadlines can be overwhelming , especially when new to the professional environment.
2. Communication Barrier- Navigating different communication styles and expectations in a professional setting can be difficult, particularly when giving and receiving feedback.
3. Limited experience

Suggestions-

1. Structured onboarding-Develop a comprehensive onboarding program to familiarize interns with company processes, tools, and expectations. This could include a welcome guide, training sessions, and access to resources.
3. Training and Development Opportunities.

Name- Shrushti Khedkar
Roll no.- 0520
Batch- MBA PM 15
Mentor-Dr.Sudhinder Singh Chowhan

STRENGTHS

- 1.Strong presence in Derma Space.
2. No.1 Derma company in the South.
3. Presence in more than 30 countries.
4. Promoting Established brands like Krack, UVDoux.

WEAKNESS

- 1.Not present in all therapy areas (Esp in chronic Diseases like cardio, Diabetes, Neuro, Nephron etc.)
2. Not present in Tier 3 & Tier 4 cities.

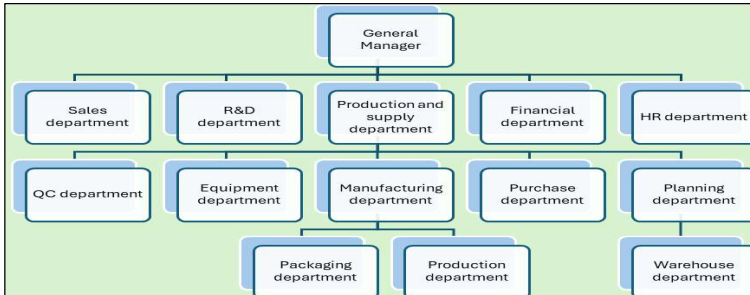
SWOT

OPPORTUNITIES

1. Grabbing MS in Growing IPM market.
2. Expand Suncscreen market, newer therapy areas etc

THREATS

- 1.Highly competitive Local companies in Derma space.
2. Government regulations in Pedia Space, Price Control



Acknowledgement

I would like to express my heartfelt appreciation to Mr. Rahul Dhingra at Brinton Pharmaceuticals Ltd, Pune, Maharashtra, for his indispensable support in helping me complete my tasks.

I am writing to convey my deep appreciation for the exceptional opportunity to intern at Brinton Pharmaceuticals Ltd. under your esteemed guidance. It has been a great honor and privilege to learn and develop within the vibrant environment of your renowned organization.

I sincerely appreciate you letting me work with you and participating in a variety of initiatives and projects throughout my internship. Your advice, experience, and mentorship have been invaluable in helping me develop my skill set and mold my perspective of the business.

I have had the honour of observing your constant devotion to quality and your commitment to promoting an innovative culture throughout my internship. I am very appreciative of the wisdom and ideas you have so kindly given with me; your leadership has been an amazing source of inspiration.

I also wish to express my gratitude to the entire team at Brinton Pharmaceuticals Ltd. for their warm welcome, unwavering support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish for a lifetime.

Once again, thank you, Mr. Rahul Dhingra sir, for your mentorship and for providing me with the opportunity to contribute to Brinton Pharmaceuticals. I am confident that the skills and knowledge I have gained during this internship will serve as a strong foundation for my future endeavors.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to Brinton Pharmaceuticals Ltd. in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

Khedkar Shrushti Shivnath

School of Pharmaceutical Management

IIHMR University, Jaipur

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Brinton Pharmaceuticals Ltd.

Vision- To be a worldclass company offering high quality, innovative & affordable solutions catering to unmet healthcare needs.

Mission- Touching lives globally through continuous Research, Novel ideas, and Advanced Technologies.

Brinton Pharmaceuticals Ltd. is an unlisted public company incorporated on 27 September 2013. It is classified as a public limited company and is in Pune, Maharashtra.

The company research, develops, manufactures, markets, and sells pharmaceutical products. It offers products for infectious and non-infectious skin disorders, including anti acne, anti-fungal, demelanizing (depigmenting agents), emollient and protective etc.

Brinton embarked on a transformative journey rooted in innovation and profound commitment to humanity with a vision of “**redefining the standards of healthcare worldwide.**”

Our Products-

Skincare, Hair care, Footcare, Healthcare, Health and wellness, Pedia.

Top Selling Products- Krack, UV Doux.

SWOT Analysis-

Strength Strong presence in Derma Space. No.1 Derma company in the South. Presence in more than 30 countries. Promoting Established Brands like Krack, UV Doux.	Weakness Not present in all therapy areas (Esp in chronic Diseases like cardio, Diabetes, Neuro, Nephron etc.) Not present in Tier 3 & Tier 4 cities.
Opportunity Grabbing MS in Growing IPM market. Expand Sunscreen market, newer therapy areas etc.	Threats Highly competitive Local companies in Derma space. Government regulations in Pedia Space, Price Control.

1st Week Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Week no: 1

From: ...02/05/2024... to...04/05/2024...

Activity Done	Pre-interactive session on April 29 We talked about expectations, the framework of the internship, and major project that will take place in the upcoming weeks during the session. Assignment- 1) Understanding Basics concepts of Marketing. 2) Research on a variety of topics is necessary to comprehend the fundamentals of marketing. One may, for example, concentrate on the Indian baby bathing goods industry.
Linking theory (Classroom learning) with practice at your organisation	The comprehension of marketing principles is strengthened by analysing rival strategies based on product attributes, pricing, distribution methods, and promotional activities. Furthermore, it's critical to comprehend how to distinguish a product employing the seven Ps of marketing: people, process, place, pricing, promotion, product, and tangible evidence.
Gaps identified on the working area.	In the Indian infant bathing goods market, a lot of products seem alike, making it hard for buyers to tell one brand from another. It could be difficult for some brands to draw in price-conscious consumers because of their uncompetitive pricing. Products may not be available in all potential markets, especially in rural or less accessible areas.
Suggestions for improvement	Provide special qualities or advantages that set your products apart from the competition. Extend distribution networks to rural and untapped markets. Use competitive pricing to draw in more clients.
Plan for the next week.	Understand about Syndet bars.

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Week no: 2

From: ...06/05/2024... to...11/05/2024...

Activity Done	Learning how to perform a SWOT analysis, investigating current trends and advancements in the baby bathing products industry in India, and comprehending the distinctions between trademark, copyright, and patent were among the exercises.
Linking theory (Classroom learning) with practice at your organisation	It was possible to comprehend copyright and patents with the aid of the university course Intellectual Property Rights. The Strategic Planning technique was also used to master SWOT analysis.
Gaps identified on the working area.	The market for baby bathing goods is not being sufficiently tracked or analysed in terms of new developments. Not using a systematic method while performing SWOT analysis to find opportunities, threats, weaknesses, and strengths.
Suggestions for improvement	Put systematic techniques in place to monitor consumer preferences and market trends. To keep up with developments in the sector, update market research on a regular basis.
Plan for the next week.	Understand the key players in the baby bathing market, understand their strategies behind their success, learn to make a questionnaire.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Week no: 3

From: ...13/05/2024... to...18/05/2024...

Activity Done	The activities included understanding and learning brand planning using the Patient Journey template. Additionally, we learned how to create a questionnaire.
Linking theory (Classroom learning) with practice at your organisation	Regulatory Business Development in the pharmaceutical business was one of the topics covered in class, and we used the Patient Journey template to better understand brand planning principles. Furthermore, utilizing the research techniques we had studied in class, I created a questionnaire.
Gaps identified on the working area.	Due to underutilization of the Patient Journey template, the patient experience was only partially understood. There were not enough sophisticated research methods used to obtain more complex and useful insights, even though we developed questionnaires.
Suggestions for improvement	Adequate knowledge should be provided about questionnaire is required.
Plan for the next week.	Schedule appointments with pediatricians to conduct the survey regarding syndet bars. Prepare a Brand Plan.

Signature of the Student

Approved by the IIHMR University's Mentor

4th, 5th, 6th Week Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Week no: 4,5,6

From: ...20/05/2024... to...08/06/2024...

Activity Done	Start the survey regarding syndet bars with pediatricians in Jaipur. Prepare a brand plan for launching a new brand in the market.
Linking theory (Classroom learning) with practice at your organisation	Learn to create a Brand Plan using the concepts understood in the Business Development.
Gaps identified on the working area.	The advantages of syndet bars over conventional soaps were not well understood by paediatricians. More clinical research and data proving the security and effectiveness of syndet bars for kids were required.
Suggestions for improvement	Look into ways to lower the cost of syndet bars for parents through pricing or promotional offers.
Plan for the next week.	Continuation of Survey. Understand the use of Artificial Intelligence in Pharma Marketing.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Week no: 7

From: ...10/06/2024... to...15/06/2024...

Activity Done	Start the survey regarding syndet bars with pediatricians in Pune. PowerPoint presentation on use of Artificial Intelligence in Pharma Marketing.
Linking theory (Classroom learning) with practice at your organisation	Studied Pharmaceutical Marketing Management and Analytics to have a thorough understanding of the application of AI in pharmaceutical marketing.
Gaps identified on the working area.	Certain parents were discouraged from buying syndet bars because of its high cost in comparison to other soaps.
Suggestions for improvement	To give strong evidence in favor of the usage of syndet bars for children, conduct and publish further clinical trials.
Plan for the next week.	Data entry of survey in excel sheet.

Signature of the Student

Approved by the IIHMR University's Mentor

8th, 9th Week Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Week no: 8, 9

From: ...17/06/2024... to...29/06/2024...

Activity Done	Data entry of survey responses in excel sheet and analyze the data in Jaipur and Pune region. Final Presentation on the survey findings with proper data interpretation.
Linking theory (Classroom learning) with practice at your organisation	Data analysis and interpretation.
Gaps identified on the working area.	No gaps identified as such.
Suggestions for improvement	NA
Plan for the next week.	End of Summer training.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Brinton Pharmaceuticals Ltd., Pune

Department of Summer Internship Program: Marketing Department

Name of the Student: Khedkar Shrushti Shivnath

Roll no: 0520

Stream: MBA Pharmaceutical Management

Activity Done	From 2 May to 29 June, I worked as an intern at Brinton Pharmaceuticals Ltd., where I participated in a variety of activities that enhanced my knowledge and professional abilities. I worked on a primary research project to learn about paediatricians' opinions on the use of syndet bars during my internship. I learned a lot about brand planning and marketing principles from this project.
Linking theory (Classroom learning) with practice at your organisation	Applied marketing strategy concepts learned in the class to the organization's project. Utilizing the research techniques we had studied in class, I created a questionnaire. Learn to create a Brand Plan using the concepts understood in Business Development.
Gaps identified on the working area.	There are no such major gaps
Suggestions for improvement	Some more classes and effective learning should be added.

Signature of the Student

Approved by the IIHMR University's Mentor

Conclusion:

My experiences have equipped me with the skills necessary to collect insightful data and valuable data through primary and secondary market research approaches. My proficiency in data analysis and interpretation has allowed me to draw insightful conclusions from intricate datasets. My comprehension of the pharmaceutical industry has grown, with a specific emphasis on syndet bars. I now know about all the variables that affect how paediatricians recommend different brands of syndet bars. Through regular encounters with mentors, team members, and healthcare professionals, my communication skills have also substantially improved, promoting better collaboration and knowledge exchange.