

SUMMER INTERNSHIP PROGRAM
at
MACLEODS PHARMACEUTICALS LTD., MUMBAI

From 02 May to 01 July

A REPORT BY
SAMIKSHA VIVEK SANKHE
IIHMR-U/02/2023-25/0568

MBA PM-15

2023-25

under the Mentorship of
Dr. Saurabh Kumar Banerjee
Associate Professor
School of Pharmaceutical Management,
IIHMR University, Jaipur.



Date: 01st July, 2024

To,

Ms Samiksha Sankhe,

Dear Ms Samiksha Sankhe,

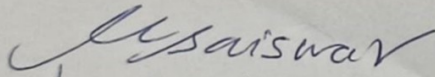
We are happy to share that you have completed your internship with us in our Domestic Business Department at our Head Office, Andheri.

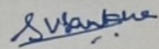
The internship duration was of 2 months from 02nd May, 2024 to 01st July, 2024.

We appreciate your sincerity and discipline displayed during the internship duration.

We wish you all the best.

For Macleod's Pharmaceuticals Limited.


Saidutta Nanda
President - HRD


Candidate name & sign

Samiksha Sankhe
Accepted & acknowledged by

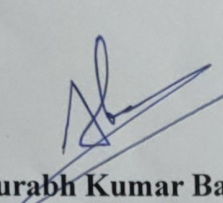
IIHMR University Faculty Mentor Approval

This is to certify that **Ms. SAMIKSHA SANKHE** 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: _____

19/7/2024


Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur

IIHMR Mentor- Dr . Saurabh Kumar Banerjee (Associate Professor)
Presented by-Samiksha Sankhe **Stream-** PM 15 **Roll no-** 0568
Company Mentor- Niteesh Srivastava (Senior Vice-President)

Macleods Pharma Ltd.

History

Established in 1989, engaged in developing, manufacturing, and marketing a wide range of formulations across several major therapeutic areas including anti-infectives, cardiovascular, anti-diabetic, dermatology, and hormone treatment.

Vision

To be a leading global pharmaceutical company by providing high quality, affordable and innovative therapeutic solutions for patients with diverse medical needs.

Mission

To contribute towards improving patients' quality of life across the globe, by providing effective and accessible medicines.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

Theoretical Understanding: At university, I learned about marketing and product management through textbooks and lectures. I studied general concepts and worked on hypothetical projects. The focus was more on understanding broad principles that apply to many industries.

Practical Exposure: During my internship, I applied these ideas to real projects in the oral care industry. I created actual brand plans, did field research with dentists, and presented to company leaders. This hands-on experience taught me specific skills and industry knowledge that one can't get from a textbook.

ORGANIZATION STRUCTURE

Managing Director

Senior VP's for different division

General Manager

Marketing Manager

Product Manager

Intern

CHALLENGES FACED

- Adapting to the fast-paced professional environment and meeting deadlines
- Balancing multiple tasks such as market research, data analysis, and presentation preparation
- Overcoming initial nervousness when presenting findings to senior management
- Conducting effective field research and interviews with time constraints



LEARNING

- Developed practical skills in creating comprehensive brand plans for oral care products
- Enhanced ability to conduct and interpret market analysis and consumer trend data
- Improved presentation and data visualization techniques for effective communication

VA of mouthwash



STRENGTHS

- Strong creative thinking capacity in the team
- Practical skills in creating brand plans for oral care products
- Ability to conduct and interpret market analysis

WEAKNESSES

- Limited number of employees compared to workload
- Time management challenges in meeting deadlines
- Balancing multiple tasks (research, analysis, presentations)

SWOT ANALYSIS

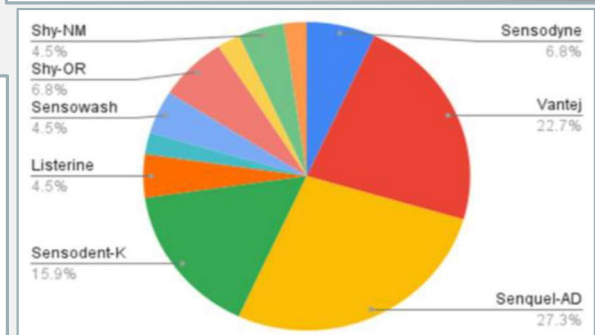
OPPORTUNITIES

- Growing oral care market (as for e.g. in mouthwash brand preferences)
- Potential for innovative products (like probiotic toothpaste)
- Expansion into new therapeutic areas

THREATS

- Competition in the pharmaceutical industry
- Changing consumer trends in oral care
- Time constraints for field research and interviews

Preferred brands of Mouthwash by dentists



USEFULNESS

- This internship was really eye-opening. I got to see firsthand how toothpaste and mouthwash products are developed and marketed in the real world. It helped me understand how the things I learned in class actually apply in a real job. I got to work on market research, create brand plans, and even present my ideas to senior managers. This experience has definitely made me feel more confident and prepared for my future career in product management.

Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Macleods Pharmaceuticals Ltd., Mumbai

Area/ Department/ Project of Summer Internship Program: Product Management Trainee

Name of the Student: Samiksha Vivek Sankhe

Roll no:0568

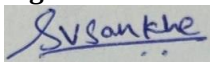
Stream: Pharmaceutical MBA

Week no: 1

From:02 May to 05 May 2024

Activity Done	Day 1: Introduction to company protocols and team members of my division by Channa Keshava Sir. Day 2: Read the product overviews for my division and various company products. Day 3: Gained insights into the company culture and how the product management department operates.
Linking theory. (Classroom learning) with practice at your organization	• Used learning about product management and workplace behavior to work well with team members and follow company ways. • Took part in team activities, fully experienced the company's unique culture, and combined classroom learning with real product management work. • Offered valuable thoughts during group idea sessions to make practical product plans, connecting classroom concepts with actual project results using research findings.
Gaps identified on the working area.	I've identified a few areas where I can continue to grow. I recognize the opportunity to further enhance my understanding of product management principles during my training.
Suggestions for improvement	As a trainee, I don't have any specific suggestions for improvement. I'm focused on learning and understanding work ethics and I will continue to observe and gain more experience.
Plan for the next week	Deepen my understanding of the workflow and focus on making brand plan.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Trainee

Name of the Student: Samiksha Vivek Sankhe

Roll no:0568

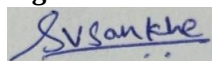
Stream: Pharmaceutical MBA

Week no: 2

From: 06 May to 10 May 2024

Activity Done	Day 1: I was instructed by Niteesh sir to develop a brand plan for a probiotic toothpaste and a desensitizing and chlorhexidine mouthwash. Day 2: I learned Excel tips and shortcuts, as well as how to analyze data, from Siddharth sir. Day 3: I learned how to conduct a comprehensive literature review on my topic. Day 4: I researched about tooth sensitivity, its mechanism of action, and molecules and ingredients in toothpaste and mouthwash. Day 5: I examined the product offerings of different brands that produce toothpaste containing probiotics, mouthwash formulated for tooth sensitivity, and mouthwash featuring chlorhexidine as an active ingredient.
Linking theory. (Classroom learning) with practice at your organization	• Applied product management principles to develop brand plan. • Utilized research methodologies for literature review and data analysis. • Employed brand strategy concepts to study competitor offerings. • Practiced teamwork and collaboration skills during group activities.
Gaps identified on the working area.	I acknowledge the need to further strengthen my proficiency in areas such as market research, competitor analysis, and data interpretation and the importance of continuously expanding my knowledge of industry trends, emerging technologies, and consumer preferences. There is room for improvement in my ability to synthesize diverse information from multiple sources and derive actionable insights that can contribute to differentiated product strategies.
Suggestions for improvement	To continuously explore industry publications, reports, and online resources to stay updated on the latest developments, challenges, and best practices within the oral care and personal care domains.
Plan for the next week	Examining raw stomatological data and getting inferences.

Signature of the Student



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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Product Management Trainee

Name of the Student: Samiksha Vivek Sankhe

Roll no: 0568

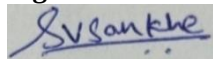
Stream: Pharmaceutical MBA

Week no: 3

From: 13 May to 18 May 2024

Activity Done	Day 1: An exploration of dental diseases and their numerous causative factors, ranging from oral hygiene deficiencies to dietary choices and medical conditions, formed the subject of my studies. Day 2: I studied the ingredients that can be incorporated into dental pastes and mouthwashes to combat various dental diseases. Day 3: I carefully examined and studied the raw stomatological data presented to me. Day 4: I thoroughly investigated and comprehensively studied the existing market demand and requirements for toothpaste and mouthwash products. Day 5: I conducted an in-depth analysis and evaluation of the manufacturing processes and production capabilities required for dental hygiene products. Day 6: I delved into the exploration of marketing strategies, branding approaches, and distribution channels for effectively promoting and positioning oral care products in the market.
Linking theory. (Classroom learning) with practice at your organization	My activities have covered a wide range of theoretical concepts related to product development, market research, manufacturing, and marketing strategies, aligning well with the practical considerations involved in developing a brand plan for a probiotic toothpaste, desensitizing and chlorhexidine mouthwash.
Gaps identified on the working area.	There is room for improvement in my ability to synthesize diverse information from multiple sources and derive actionable insights that can contribute to differentiated product strategies.
Suggestions for improvement	I need to continuously explore industry publications, reports, and online resources to stay updated on the latest developments, challenges, and best practices within the oral care and personal care domains.
Plan for the next week	Making a presentation for brand plan.

Signature of the Student



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Reporting Format (Weekly)

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Name of the Student: Samiksha Vivek Sankhe

Roll no: 0568

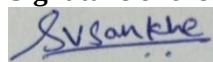
Stream: Pharmaceutical MBA

Week no: 4

From: 20 May to 24 May 2024

Activity Done	Day 1: I was assigned to start working on a brand plan presentation, so I began by learning the basics and familiarizing myself with the process of creating effective presentations. Day 2: After researching dental anatomy, I incorporated the gathered information into the presentation, laying the foundation for my brand plan. Day 3: I delved into clinical study reports related to my topic and carefully edited the relevant findings into the presentation. Day 4: I focused on the ingredients and formulations section, editing and adding details about the active components and their compositions for my toothpaste and mouthwash products. Day 5: I included the raw data I had previously gathered, highlighting key insights, consumer trends, and potential opportunities for differentiation.
Linking theory. (Classroom learning) with practice at your organization	Throughout the week, I applied theoretical knowledge gained from classroom learning to the practical task of developing a comprehensive brand plan presentation.
Gaps identified on the working area.	While I made significant progress in compiling the necessary information, I recognized the need to further enhance my presentation skills to effectively convey complex ideas and strategies.
Suggestions for improvement	To improve my presentation abilities, I plan to seek feedback from peers and mentors and continuously practice and refine my delivery techniques.
Plan for the next week	I will conduct a detailed market analysis to gain a deeper understanding of the competitive landscape and consumer trends within the oral care industry.

Signature of the Student



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Reporting Format (Weekly)

Name of the Organization: Macleods Pharmaceuticals Ltd., Mumbai

Area/ Department/ Project of Summer Internship Program: Product Management Trainee

Name of the Student: Samiksha Vivek Sankhe

Roll no: 0568

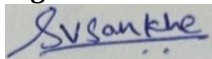
Stream: Pharmaceutical MBA

Week no: 5

From: 27 May to 01 June 2024

Activity Done	Day 1: Received instructions from Niteesh sir on how to conduct a detailed market analysis, including key points to focus on. Day 2: Performed an overall market analysis of oral care products, focusing on the value and growth rates of toothpastes, mouthwashes, gargles, and gels. Day 3: Conducted separate analyses of the same products, considering company factors and brand factors. Day 4: Studied toothpastes in detail, examining categories such as antibacterial, sensitivity, probiotic, and others. Day 5: Analyzed mouthwashes in depth, looking at market value and growth rates for products like chlorhexidine, desensitizing, and general mouthwashes. Day 6: Summarized the findings from the previous five days of detailed market analysis.
Linking theory. (Classroom learning) with practice at your organization	I applied market research techniques learned in class to analyze real-world oral care product trends and data.
Gaps identified on the working area.	While I gathered a lot of data, I realized I need to improve my skills in drawing meaningful conclusions from the information collected.
Suggestions for improvement	To enhance my analytical skills, I plan to study more advanced data interpretation techniques and seek guidance from experienced colleagues.
Plan for the next week	To do field work.

Signature of the Student



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Reporting Format (Weekly)

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Name of the Student: Samiksha Vivek Sankhe

Roll no: 0568

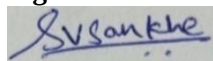
Stream: Pharmaceutical MBA

Week no: 6

From: 03 June to 07 June 2024

Activity Done	Day 1: Instructed by Niteesh sir to conduct field work with dentists. Prepared a questionnaire and got it approved. Day 2: Visited dentists in Mumbai Central and Colaba areas to gather insights on toothpaste and mouthwash preferences. Day 3: Conducted field work with dentists in Dadar East and Byculla regions, collecting their views on oral care products. Day 4: Interviewed dentists in Bandra and Dadar West areas about their recommendations for toothpastes and mouthwashes. Day 5: Visited dentists in Borivali and Kandivali, gathering insights on oral care preferences.
Linking theory. (Classroom learning) with practice at your organization	Applied survey techniques and interview skills learned in class to gather real-world data from dental professionals.
Gaps identified on the working area.	Realized the need to improve time management skills to conduct more interviews within the given timeframe.
Suggestions for improvement	To plan to develop a more structured approach to interviews and practice active listening to gather more detailed insights.
Plan for the next week	Continue to do field work and analyze the data.

Signature of the Student



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Reporting Format (Weekly)

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Roll no: 0568

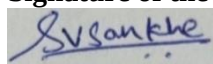
Stream: Pharmaceutical MBA

Week no: 7

From: 10 June to 15 June 2024

Activity Done	Day 1: Conducted field visits to dentists in Jogeshwari and Andheri areas. Day 2: Visited dentists in Vile Parle and Mira Road for fieldwork. Day 3: Completed field visits with dentists in Bhayandar. Day 4: Worked in the office to begin preparing a summary of all field visits. Day 5: Continued working on the report, compiling insights from the field work. Day 6: Presented field visit observations and findings to sir.
Linking theory. (Classroom learning) with practice at your organization	Applied data compilation and reporting skills learned in class to summarize field research findings.
Gaps identified on the working area.	Recognized the need to improve efficiency in organizing and presenting large amounts of collected data.
Suggestions for improvement	To develop better data organization techniques and enhance presentation skills for clearer communication of findings.
Plan for the next week	Develop brand plans for both desensitizing mouthwash and probiotic toothpaste based on field work insights.

Signature of the Student



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Reporting Format (Weekly)

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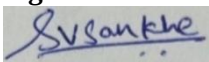
Stream: Pharmaceutical MBA

Week no: 8

From: 17 June to 21 June 2024

Activity Done	Day 1: Started creating the brand plan presentation, focusing on brand name, logo, and basic product information. Day 2: Analyzed primary research to identify need gaps and market gaps for product pitching. Day 3: Developed taglines and detailed product descriptions for the toothpaste and mouthwash. Day 4: Researched top 5 competing products in the market for positioning strategy. Day 5: Completed Segmentation, Targeting, and Positioning (STP) analysis for the products.
Linking theory. (Classroom learning) with practice at your organization	Applied branding and marketing strategy concepts learned in class to develop a comprehensive brand plan.
Gaps identified on the working area.	Realized the need to improve skills in competitive analysis and market positioning strategies.
Suggestions for improvement	To study more case studies on successful product launches in the oral care market for better strategic insights.
Plan for the next week	Submit the internship project and present the final brand plan presentation.

Signature of the Student



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Reporting Format (Weekly)

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Roll no: 0568

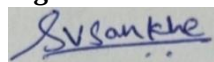
Stream: Pharmaceutical MBA

Week no: 9

From: 24 June-29 June and 01 July 2024

Activity Done	Day 1: Continued working on the brand plan presentation, focusing on engagement strategies for probiotic toothpaste and desensitizing mouthwash. Day 2: Prepared visual aids to enhance the presentation of both products. Day 3: Presented progress to sir and received feedback for improvements. Day 4: Developed a structured content plan for effectively presenting both brands. Day 5: Finalized the presentation by adding rationales for both products. Day 6: Presented the completed brand plan to my mentor and the senior Vice President. Day 7: Received my completion certificate and enjoyed a farewell from my division.
Linking theory. (Classroom learning) with practice at your organization	Applied presentation skills and strategic marketing concepts learned in class to create and deliver a comprehensive brand plan.
Gaps identified on the working area.	Recognized the need to improve public speaking skills for more confident presentations to senior management.
Suggestions for improvement	To practice presentation delivery techniques and seek more opportunities for public speaking.
Plan for the next week	As this was my final week of the internship, the plan is to reflect on the experience, organize learnings, and prepare to apply these insights in future academic and professional endeavors.

Signature of the Student



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Compiled Reporting Format

Name of the Organization: Macleods Pharmaceuticals Ltd., Mumbai

Area/ Department/ Project of Summer Internship Program: Product Management Trainee

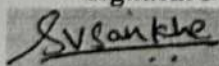
Name of the Student: SAMIKSHA VIVEK SANKHE

Roll no: 0568

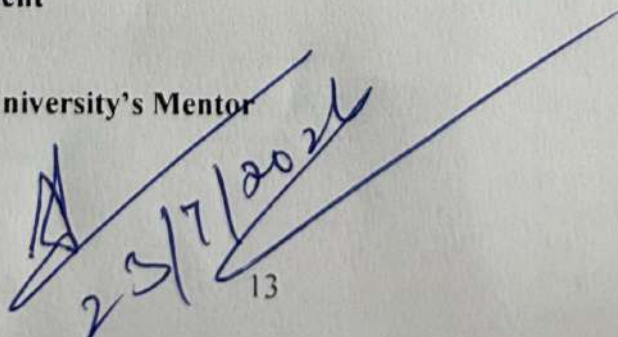
Stream: PHARMACEUTICAL MBA

Activity Done	Over the 9 weeks, I learned about the company and its products, developed brand plans for toothpaste and mouthwash, did market research, and analyzed data. I also did fieldwork, interviewing dentists across Mumbai to understand their preferences. I created presentations, studied dental diseases and ingredients for the dental products. At the end, I presented my work to senior management.
Linking theory (Classroom learning) with practice at your organization	I used what I learned in class about product management, market research, and branding in my daily work. This helped me understand how classroom concepts apply in the real world of oral care products.
Gaps identified on the working area.	I noticed I needed to improve my skills in data analysis, time management, and public speaking. I also realized I should learn more about industry trends and how to draw meaningful conclusions from large amounts of data.
Suggestions for improvement	To get better, I plan to practice my presentation skills, learn more about data organization, and stay updated on industry news. I also want to work on my interview techniques and study successful product launches in the oral care market.

Signature of the Student



Approved by the IIHMR University's Mentor


25/7/2024
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