

SUMMER INTERNSHIP PROGRAM

at

Mankind Specialties

From 6th May to 6th July 2024

A REPORT BY

Prinsi Suresh Gangurde

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Rahul Sharma

Assistant Professor





Annexure A

Completion Certification from the Organization CERTIFICATE

This is to certify that **Ms.Prinsi Gangurde** of **2023- 2025** batch of **IIHMR University, Jaipur** has worked with our organization "**Mankind Pharma Ltd.**" for her summer internship from **06th May to 28th June 2024.**

The overall performance shown by her during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.

Date: 28th June 2024

(Signature of organization Mentor)

Name: Mr. Ramit Handa

Department: HR

Seal/Stamp of the Organization



MANKIND PHARMA LIMITED

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Prinsi Suresh Gangurde** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared 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:

(Signature of Faculty Mentor)

A handwritten signature in blue ink, appearing to read 'Rahul Sharma', written over the printed name.

Mr. Rahul Sharma

Assistant Professor

IIHMR UNIVERSITY JAIPUR

Exploring the influence of bonus offers on brand building in Indian pharmaceutical market.

Faculty mentor – Rahul Sharma

Name – Prinsi Gangurde
Roll no - 0503

Industry mentor – Rahul Bendre

Mankind specialities

Mankind is a transnational pharmaceutical company that started operations in 1995. Committed to a healthier & happier world, Mankind Pharma strives to provide accessible & affordable healthcare whilst achieving best quality industry standards. Mankind has grown exponentially to become India's No.1 company as per Prescriptions. Mankind specialities is super specialty division of mankind pharma, which started operations in Mumbai in the financial year 2020-21 with the vision of serving the lives of millions of patients with innovation solutions, by offering quality and affordable products.

MISSION

To be a global pharmaceutical company, most admired for its affordability, quality and accessibility of products.

VISION

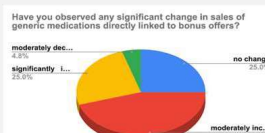
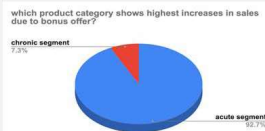
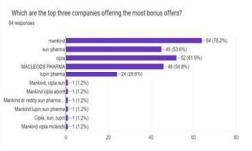
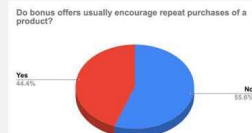
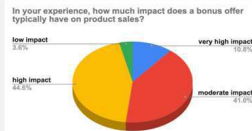
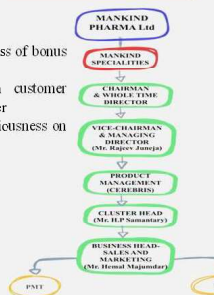
to be able to provide cost-effective, innovation based superior quality pharmaceutical products across the globe, to improve the lives of the patients.

Project Objectives

- To determine therapy segment wise effectiveness of bonus offers in brand building.
- To understand buying behavior of Indian customer including doctors, hospital pharmacy and retailer
- Assist the potential positive or negative consciousness on long term brand value

Method approach

- Primary research
- Secondary research



SUPERGROUP	Sum of PAID UNITS	Sum of FREEUNITS	% bonus offer
VITAMINS/MINERALS/NUTRIENTS	551216	106984	19.408725
RESPIRATORY	3248886	514344	15.831396
PAIN / ANALGESICS	224013	49426	22.063898
NEURO / CNS	283033	56379	19.919585
HEPATO PROTECTIVES	21135	3580	16.938727
GENITALS	57716	37006	64.12604
GASTROINTESTINAL	3931085	495653	12.608555
DERMA	220304	54412	24.695598

Primary Data Observations:

- Bonus offers significantly influence product sales, particularly in competitive and high-demand markets.
- However, not all products with bonus offers experience increased sales, indicating that prescription patterns also play a crucial role.
- Healthcare professionals (doctors) are generally not influenced by bonus offers when making prescriptions.
- Bonus offers are effective for gaining short-term market share, especially for new products.

1. Industry Insights:

- Bonus offers can encourage repeat purchases, but demand may decrease once the offer is removed.
- Minimal to no effect of bonus offers on prescription behavior observed.

2. Secondary Data Findings:

- Divided therapies into acute (short-term use) and chronic (long-term use) categories.
- Examples of bonus offers and their impact across different therapy segments were provided.

Insights and Conclusions:

Effectiveness Across Therapy Segments:

- Acute Segments:** Bonus offers are prevalent, particularly in segments like Anti-infectives, Dermatology, Gynaecology, Hepatoprotective, Pain, Vitamins, and Gastrointestinal. These offers often lead to increased sales and competitiveness.
- Chronic Segments:** While some bonus offers exist, they are generally less impactful compared to acute segments. Chronic therapies like Antidiabetics, Cardiac, Neurology/CNS, and Respiratory show varying degrees of bonus offer utilization.

Challenges

When collecting primary data, medical professionals, particularly those in hospital pharmacies, were uncooperative and did not allocate adequate time for the data collection process. Their lack of cooperation made it challenging to gather the necessary information formally.

learning

- Time management
- Analytical skills
- Communication skills
- Interpersonal skills

About Organization

Mankind is a transnational pharmaceutical company that started operations in 1995. Committed to a healthier & happier world, Mankind Pharma strives to provide accessible & affordable healthcare whilst achieving best quality industry standards.

Mankind has grown exponentially to become India's No.1 company as per Prescriptions. Mankind specialties is super specialty division of mankind pharma, which started operations in Mumbai in the financial year 2020-21 with the vision of serving the lives of millions of patients with innovation solutions, by offering quality and affordable products.

Vision:

To be a global pharmaceutical company, most admired for its affordability, quality and accessibility of products.

- Global
- Pharmaceutical company
- Widely recognized
- Affordability
- Quality
- Accessibility

mission:

to be able to provide cost-effective, innovation based superior quality pharmaceutical products across the globe, to improve the lives of the patients.

- Purpose
- Value
- Business
- Reach
- customer

Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 1st

From 6th may **to** 10th may

Activity Done	☐ learned office culture and created a PowerPoint on the Indian pharma market. ☐ Presented the PowerPoint to the marketing head of the department. ☐ Compiled a report based on provided data.
Linking theory (Classroom learning) with practice at your out organisation	• presentation making • marketing data
Gaps identified on the working area.	• vase data handling • limited practical skill
Suggestions for improvement	
Plan for the next week	• start to work on secondary data

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 2nd

From 13th may **to** 17th may

Activity Done	☐ Received secondary data from the data analysis team. ☐ Explored methods to evaluate secondary data.
Linking theory (Classroom learning) with practice at your out organisation	• excel handling
Gaps identified on the working area.	• Limited experience in data handling
Suggestions for improvement	• More focus on current data in industry • more practice on data evaluation methods.
Plan for the next week	• data analysis

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 3rd

From 20th may **to** 24th may

Activity Done	☐ Analyzed secondary data, focusing on therapies and top molecules. ☐ Researched substitutions for top molecules. ☐ Identified leading companies per therapy using IQVIA data.
Linking theory (Classroom learning) with practice at your out organisation	• Data evaluation • Data report reading
Gaps identified on the working area.	• More data reading requires
Suggestions for improvement	
Plan for the next week	

Signature of the Student

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Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 4th

From 27th may **to** 31st may

Activity Done	☐ Met with data analysis team to discuss required data. ☐ Learned basic Excel functions. ☐ Organized data using pivot tables. ☐ Analyzed bonus offer patterns.
Linking theory (Classroom learning) with practice at your out organisation	• Excel use in data sorting
Gaps identified on the working area.	
Suggestions for improvement	• more data handing
Plan for the next week	• question making for primary data serve

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 5th

From 3rd June **to** 7th June

Activity Done	☐ Developed questionnaire for primary data collection. ☐ Addressed factors such as retailers' purchasing patterns and bonus offer impacts. ☐ Finalized questionnaire based on objectives.
Linking theory (Classroom learning) with practice at your out organisation	• once we did serve on prescription that was useful experience
Gaps identified on the working area.	• More focus on serves as need we deep understanding for making question
Suggestions for improvement	• More field knowledge
Plan for the next week	• Finalization of questions • Department and company knowledge

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 6th

From 10th June **to** 14th June

Activity Done	☐ Finalized questionnaires for industry, chemists, retailers, and hospital pharmacies. ☐ Explored department functions with employees. ☐ Prepared industry contacts list. ☐ Planned fieldwork coordination.
Linking theory (Classroom learning) with practice at your out organisation	• Company hierarchy understanding
Gaps identified on the working area.	• More industry persons contact
Suggestions for improvement	• More field experience
Plan for the next week	

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: mankind specialties

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 7th

From 17th June to 21june

Activity Done	☐ Conducted 10-day fieldwork, targeting ten retailers/hospitals daily. ☐ Collected data via Google Forms in Pavel, Belapur, Koperkharne, Nerul, South Bombay, CSMT.
Linking theory (Classroom learning) with practice at your out organisation	
Gaps identified on the working area.	• More field work needed
Suggestions for improvement	
Plan for the next week	

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: mankind specialities

Area/ Department/ Project of Summer Internship Program: marketing intern in cardiac department

Name of the Student: Prinsi Suresh Gangurde

Roll no: 0503

Stream: pharmaceutical management

Week no: 8th

From: 24th June to 28th June

Activity Done	☐ Compiled primary data findings into PowerPoint. ☐ Presented primary data findings to marketing head. ☐ Integrated primary and secondary data into combined report. ☐ Presented insights graphically.
Linking theory (Classroom learning) with practice at your out organisation	• Report making • Data combining
Gaps identified on the working area.	• Data collecting methods were not know
Suggestions for improvement	
Plan for the next week	

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: mankind pharmaceuticals ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Prinsi Suresh Gangurde

Roll no:0503

Stream: MBA Pharmaceutical management

Activity Done	Week 1: Orientation and Market Understanding The first week of the internship involved familiarizing myself with mankind specialities s office culture. Additionally, I was tasked with creating a PowerPoint presentation on the Indian pharma market. This presentation aimed to provide a comprehensive overview, covering market trends, key players, regulatory landscape, and growth prospects. The culmination of the week was delivering this presentation to senior management, showcasing my understanding and research skills. Week 2: Secondary Data Analysis During the second week, I received secondary data from the data analysis team. I learned various methods to evaluate and interpret this data effectively. Understanding the nuances of secondary data utilization was crucial for deriving insights into market dynamics and competitive positioning within the pharmaceutical sector. Week 3: Thematic Analysis and Market Insights The focus of the third week shifted to sorting data by therapeutic categories and further categorizing these into acute and chronic therapies. I identified the top molecules in each therapy category and explored their substitutes available in the market. Moreover, I analysed IQVIA data to correlate findings with previously acquired secondary data, identifying
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	dominant companies within each therapy segment. Week 4: Excel Proficiency and Pivot Table Analysis In the fourth week, I engaged with the data analysis team to discuss data requirements for in-depth analysis. I received training on basic Excel functions essential for organizing data effectively, utilizing pivot tables for clearer insights. This enabled me to merge top molecules with the best bonus offers available in the market. I also studied the patterns of bonus offers across quarters or seasons to discern strategic market behaviours. Week 5: Questionnaire Development for Primary Data Collection Week five involved developing a comprehensive questionnaire for primary data collection. The questionnaire was designed to capture insights into retailer purchasing patterns regarding bonus offers, the influence of bonuses on prescription product sales, and other pertinent industry activities related to bonus offers. Each question was crafted to align with specific research objectives aimed at understanding market behaviours and impacts. Week 6: Finalizing Questionnaires and Field Work Planning During the sixth week, I finalized questionnaires tailored for industry stakeholders, chemists, retailers, and hospital pharmacies. I also gained insights into departmental functions through interactions with various employees. This process enabled me to compile a list of industry contacts essential for conducting primary data collection. Additionally, I collaborated with the marketing head to plan a structured fieldwork schedule across designated areas.
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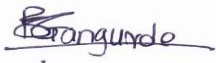
	Week 7: Field Work Execution In the seventh week, I executed the primary data collection plan, conducting fieldwork over ten days. I targeted ten retailers or hospital pharmacies daily, aiming for a total sample size of 100 respondents. Areas covered included Pavel, Belapur, Koperkharne, Nerul, South Bombay, and CSMT. Data was collected using Google Forms to ensure accuracy and efficiency in data gathering. Week 8: Data Analysis and Reporting The final week focused on compiling and analysing the primary data collected during fieldwork. I created a PowerPoint presentation outlining key findings from both primary and secondary data sources. This presentation was delivered to the marketing head, highlighting insights into bonus offers' impacts on pharmaceutical sales across various therapy areas. Additionally, I synthesized findings into graphical representations for clearer visualization and understanding.
Linking theory (Classroom learning) with practice at your organisation	Understanding the Pharma Market • Classroom Theory: Learned about office culture and created a presentation on the Indian pharma market. • Application: Used what we learned to understand how the pharma market works, including key players and regulations, just like in Marketing Management. Using Secondary Data • Classroom Theory: Applied skills from research methods and data evaluation to analyze secondary data. • Application: Analyzed market trends and competitor activities to make

	informed decisions, like what we studied in class. Analyzing Therapy Data • Classroom Theory: Sorted data by therapy types and identified top-selling molecules, akin to market segmentation lessons. • Application: Identified leading companies in each therapy area and understood how products compete, aligning with competitive analysis teachings. Excel Skills and Data Insights • Classroom Theory: Practiced basic Excel functions and pivot tables for data management and visualization. • Application: Combined top-performing molecules with bonus offer data, identifying seasonal trends to guide marketing strategies, similar to data analysis coursework. Designing Primary Data Collection • Classroom Theory: Developed questionnaires focusing on bonus offers' impact on sales, using survey design knowledge. • Application: Prepared questions to understand how bonus offers affect purchasing decisions, similar to our market research studies. Finalizing Plans for Fieldwork • Classroom Theory: Organized fieldwork logistics and finalized questionnaires for stakeholders. • Application: Executed fieldwork to collect data from retailers and hospitals, using digital tools like Google Forms, as taught in digital marketing classes. Conducting Fieldwork • Classroom Theory: Conducted primary data collection using methods for validation and accuracy.
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	• Application: Collected data efficiently via Google Forms, reflecting practical research methods learned in class. Analyzing Data and Reporting • Classroom Theory: Analyzed primary data findings and presented insights using data interpretation skills. • Application: Created graphical presentations combining primary and secondary data to inform marketing strategies, demonstrating our ability to use data for decision-making.
Gaps identified on the working area.	Limited exposure to real-world office dynamics despite creating a presentation on the Indian pharma market. Need for more interactive sessions with industry experts to understand practical applications of market analysis. Insufficient training on advanced data evaluation techniques. Interns needed more structured guidance on using data analysis tools effectively (e.g., Excel, keyword analysis software). Difficulty in sorting and analyzing therapy data; identifying top molecules and market substitutions was challenging. Struggles with segmentation techniques and understanding market dynamics across different therapy areas. Basic proficiency in Excel; need for more advanced training in data manipulation and pivot table usage. Lack of skills in organizing and visualizing data effectively, especially understanding data in row form. Inadequate preparation in questionnaire design for primary data collection.

	Interns required more training in formulating comprehensive and relevant survey questions to gather actionable insights. Limited exposure to collaborative project management and stakeholder engagement. Suggested need for structured mentorship and team-based project assignments to improve planning and execution of fieldwork. Lack of training in data validation and analysis during fieldwork. Emphasis on the importance of hands-on training in data validation techniques and deriving meaningful conclusions from collected data. Challenges in integrating primary and secondary data for strategic decision-making. Need for training sessions on data integration, graphical representation, and effective communication of findings to improve reporting skills.
Suggestions for improvement	To check for minute details as well, considering it is very important. Minimizing the gap about the problems by working on minute details, analysing it and improving on it. About software, they should introduce, describe the use of it, explain about the tools available, what all we can explore and needed for the task. For better understanding of the task assigned, one on one mentorship is needed, making intern work under one employee, would help in more effectively in clearing doubts, and excelling performance. Observation, it as skill you need to develop on your own but being a marketing intern and looking from marketer's perspective, one should guide about the things to look after, minute details, what questions need to be asked if

	you are conversing, to get our answers that will help in knowing mindset of the people. They can use data analytics tools for better management of data. Not many cases studies were discussed, for making us understand the healthcare market and outside environment, I think more often case studies discussion should happen for better gaining of idea and knowledge. Also, learn more about how to look for better content and how to surf for better data. How to think about the social media post. And how to make it in such a way to present. Brainstorming, how to look for creative ideas and generate new ideas. Would have to learn about and practice that marketer's perspective to understand the things from grass root level and for better understanding.
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Signature of the Student

Prinsi Gangurde.

Approved by the IIHMR University's Mentor