

# **SUMMER INTERNSHIP PROGRAM**

**at**

**Brinton Pharmaceuticals Ltd. Pune**

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

**A REPORT BY**

**Pakhale Pooja Bhaskar**

**Master of Business Administration**

**Pharmaceutical Management**

**2023-25**

**under the Mentorship of**

**Dr. Saurabh Kumar Banerjee**



Date: 02/07/2024

## CERTIFICATE OF INTERNSHIP

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Pooja Pakhale** 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. Pooja Pakhale 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. PAKHALE POOJA BHASKAR** 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

A handwritten signature in blue ink, appearing to read "Dr. Saurabh Kumar Banerjee", is written over a diagonal line.

Dr. Saurabh Kumar Banerjee

Professor

IIHMR University Jaipur

**Name - Pardeep Arya**  
**Organization - Microlabs**  
**Mentor -Dr Saurabh kumar**  
**Roll number - 0543**  
**Stream - MBA PM**

## The Market Research Analysis and Brand Plan of Drug Braxofin (Fexofenadine)

### Organization and it's Structure

Microlabs was incorporated on 7th september 1973.its operating revenue range is INR 500 cr.have manufacturing facilities and R&D centers that are with international standard.it is ranked 14th among prescription by SMSRC and 19th in sales.

**Vision** - Micro labs aspires to not only be the finest, but also pioneer in the creation,production and distribution of high end pharmaceutical goods.micro labs wants to produce medicine of greatest caliber and sell it at reasonable price.

**Aspiration** - Micro Labs helps to provide value through high quality pharmaceutical drugs and to create strong brands in all therapeutic categories.

### Organization Structure

CHAIRMAN & MANAGEMENT DIRECTOR  
(DILIP SURANA)

DIRECTOR  
(ANAND SURANA)

CHIEF BUISNESS OFFICER & PRESIDENT  
(TAVINDER JIT SINGH VASUDEVA)

MICROLABS LTD GURUGRAM OFFICE  
BUSINESS MARKET

FRENCH WEST AFRICA NORTH AFRICA VIETNAM CAR COUNTIES ELTHOPIA

### How to build yourself as a BRAND?

Self discovery ► Online presence ► Target audience ► Networking ► Consistency ► Personal development & visibility  
 Monitor ► Adopt ► Work ,Work ,Work ,

### Brand Plan

Executive summary-

- This report deal with the launch of brand plan for Braxofin.
- The target customer for this product will be General physician, Consultant physician and Retail Pharmacy Store.
- The promotional inputs consists of Visual aid , brand sample and visual videos.

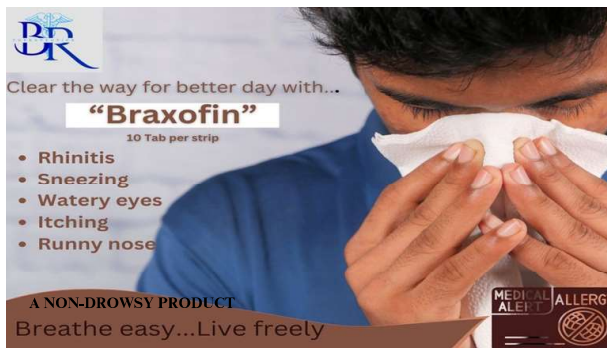
Molecule and Brand Name

Molecule name= fexofenadine

Brand name = Braxofin

Tag lines = Breathe Easy Live Freely.

Class= Antihistamine Drug



### Competitor Analysis

### SWOT Analysis

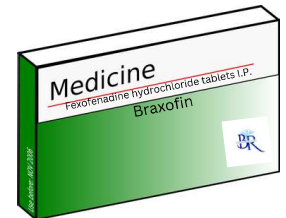
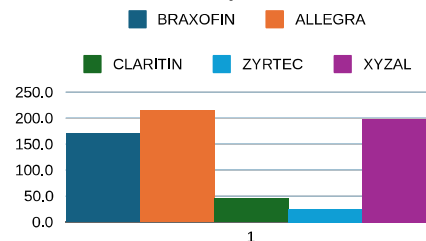
| BRAND NAME | MOLECULE        | COMPANY  | MRP    |
|------------|-----------------|----------|--------|
| Claritin   | Loratadine      | Bayer    | 41     |
| Zyrtec     | Cetirizine      | Eximed   | 27     |
| Xyzal      | Levocetirizine  | Dr Reddy | 198    |
| Allegra    | Fexofenadine    | Sanofi   | 216.63 |
| Benedryl   | Diphenhydramine | ILJ      | 29.22  |

| STRENGTHS:                                                                                                                                                                                                                                                                                                                                                                                                  | WEAKNESSES:                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Common, personal, portable, low-cost and connected devices</li> <li>- Improved embedded sensors for data collection</li> <li>- Real-time support at the point of care (CDSS)</li> <li>- Readily available scientific knowledge</li> <li>- Some apps already available</li> </ul>                                                                                   | <ul style="list-style-type: none"> <li>- Few validated apps and studies to assess effect on outcomes</li> <li>- Reliable, standardized information on app features is lacking</li> <li>- Systematic assessment of app data quality is not available</li> <li>- Several apps with published data are not publicly available</li> <li>- No apps available for diagnostic personalization</li> </ul> |
| OPPORTUNITIES:                                                                                                                                                                                                                                                                                                                                                                                              | THREATS:                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Increasing need of CDSS due to the amount of scientific information, physician time pressure and increasing complexity of diagnostic personalization</li> <li>- Diagnostic personalization improvement by the inclusion of data from other sources (e.g. pollen, pollution, sensors)</li> <li>- Apps for the many allergic diseases still not addressed</li> </ul> | <ul style="list-style-type: none"> <li>- Evolving commercialization in allergic diseases</li> <li>- Evolving and diverging allergic disease guidelines</li> <li>- Existing "traditional" disease classifications</li> <li>- No uniform phenotype classification</li> <li>- Evolving concepts (e.g., treatable traits)</li> </ul>                                                                  |

### Global Fexofenadine Hydrochloride Market Size and Scope



### MRP Comparison



### Pricing Strategy

### Market Share



## 7 Cs of Marketing

By Philip Kotler

- 1.Customer needs & wants
2. Cost of ownership
3. Convenience
4. Communication
5. Customer service
6. Credibility
7. Competition

### suggestions

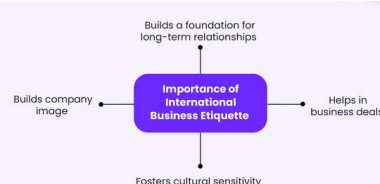
As the internship was online although we learned a lot but didn't got exposure of field work so i would like to suggest to please give atleast 2 week exposure to next interns .

### Learnings during internship

- The best thing i have learned from micro labs about self care ,strengths ,values and how much physical health is important for us.
- i have learned how to make impactful brand plan.

### Challenges

As it was online internship the main challenge i have faced to lack of continuous guidance although our mentors helped us a lot



### Usefulness of internship

- As i am always eager to going to the marketing,sales,branding etc..i am sure that whatever i have learned from this 2 months will helps me in my future endeavors.
- Under the guidance of tavinder sir we learned the value of life and how we can make it more successful.

### Thank you note

At last I would like to thanks my Mentor Saurabh sir for always supporting me. A big thank to Mr tavinder sir for guidance at last would also like to thanks my mentors,family members and my dear friends to always helps me.

## **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.

**Pakhale Pooja Bhaskar**

**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-**

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

## 1<sup>st</sup> Week Report

**Name of the Organisation:** Brinton Pharmaceuticals Ltd., Pune

**Department of Summer Internship Program:** Marketing Department

**Name of the Student:** Pakhale Pooja Bhaskar

**Roll no:** 0542

**Stream:** MBA Pharmaceutical Management

**Week no:** 1

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

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p>Pre-interactive session on April 29</p> <p>We talked about expectations, the framework of the internship, and major project that will take place in the upcoming weeks during the session.</p> <p>Assignment-</p> <p>1) Understanding Basics concepts of Marketing.</p> <p>2) Research on a variety of topics is necessary to comprehend the fundamentals of marketing. One may, for example, concentrate on the Indian probiotic goods industry.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p>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.</p>                                                                            |
| <b>Gaps identified on the working area.</b>                                   | <p>In the Indian infant probiotic 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.</p> <p>Products may not be available in all potential markets, especially in rural or less accessible areas.</p>                                                                              |
| <b>Suggestions for improvement</b>                                            | <p>Provide special qualities or advantages that set your products apart from the competition.</p> <p>Extend distribution networks to rural and untapped markets.</p> <p>Use competitive pricing to draw in more clients.</p>                                                                                                                                                                                                                             |
| <b>Plan for the next week.</b>                                                | <p>Understand about probiotics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                      |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## 2<sup>nd</sup> Week Report

**Name of the Organisation:** Brinton Pharmaceuticals Ltd., Pune

**Department of Summer Internship Program:** Marketing Department

**Name of the Student:** Pakhale Pooja Bhaskar

**Roll no:** 0542

**Stream:** MBA Pharmaceutical Management

**Week no:** 2

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

|                                                                               |                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | Learning how to perform a SWOT analysis, investigating current trends and advancements in the probiotics products industry in India, and comprehending the distinctions between trademark, copyright, and patent were among the exercises. |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | 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.                                            |
| <b>Gaps identified on the working area.</b>                                   | The market for probiotic goods is not being sufficiently tracked or analysed in terms of new developments.<br>Not using a systematic method while performing SWOT analysis to find opportunities, threats, weaknesses, and strengths.      |
| <b>Suggestions for improvement</b>                                            | Put systematic techniques in place to monitor consumer preferences and market trends.<br>To keep up with developments in the sector, update market research on a regular basis.                                                            |
| <b>Plan for the next week.</b>                                                | Understand the key players in the probiotic market, understand their strategies behind their success, learn to make a questionnaire.                                                                                                       |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

### 3<sup>rd</sup> Week Report

**Name of the Organisation:** Brinton Pharmaceuticals Ltd., Pune

**Department of Summer Internship Program:** Marketing Department

**Name of the Student:** Pakhale Pooja Bhaskar

**Roll no:** 0542

**Stream:** MBA Pharmaceutical Management

**Week no:** 3

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

|                                                                               |                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | The activities included understanding and learning brand planning using the Patient Journey template. Additionally, we learned how to create a questionnaire.                                                                                                                                      |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | 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. |
| <b>Gaps identified on the working area.</b>                                   | Due to underutilization of the Patient Journey template, the patient experience was only partially understood.<br>There were not enough sophisticated research methods used to obtain more complex and useful insights, even though we developed questionnaires.                                   |
| <b>Suggestions for improvement</b>                                            | Adequate knowledge should be provided about questionnaire is required.                                                                                                                                                                                                                             |
| <b>Plan for the next week.</b>                                                | Schedule appointments with pediatricians to conduct the survey regarding probiotics.<br>Prepare a Brand Plan.                                                                                                                                                                                      |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

### 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> Week Report

**Name of the Organisation:** Brinton Pharmaceuticals Ltd., Pune

**Department of Summer Internship Program:** Marketing Department

**Name of the Student:** Pakhale Pooja Bhaskar

**Roll no:** 0542

**Stream:** MBA Pharmaceutical Management

**Week no:** 4,5,6

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

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

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## 7<sup>th</sup> Week Report

**Name of the Organisation:** Brinton Pharmaceuticals Ltd., Pune

**Department of Summer Internship Program:** Marketing Department

**Name of the Student:** Pakhale Pooja Bhaskar

**Roll no:** 0542

**Stream:** MBA Pharmaceutical Management

**Week no:** 7

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

|                                                                               |                                                                                                                                                     |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | Start the survey regarding probiotics with pediatricians in Pune.<br>PowerPoint presentation on use of Artificial Intelligence in Pharma Marketing. |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Studied Pharmaceutical Marketing Management and Analytics to have a thorough understanding of the application of AI in pharmaceutical marketing.    |
| <b>Gaps identified on the working area.</b>                                   | Certain parents were discouraged from buying probiotics because of its high cost and less awareness.                                                |
| <b>Suggestions for improvement</b>                                            | To give strong evidence in favor of the usage of probiotics for children, and a detailed knowledge about every strains of probiotics.               |
| <b>Plan for the next week.</b>                                                | Data entry of survey in excel sheet.                                                                                                                |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

**8<sup>th</sup> , 9<sup>th</sup> Week Report****Name of the Organisation:** Brinton Pharmaceuticals Ltd., Pune**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Pakhale Pooja Bhaskar**Roll no:** 0542**Stream:** MBA Pharmaceutical Management**Week no:** 8, 9**From:** ...17/06/2024... to...29/06/2024...

|                                                                               |                                                                                                                                                                             |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | Data entry of survey responses in excel sheet and analyze the data in Jaipur and Pune region.<br>Final Presentation on the survey findings with proper data interpretation. |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Data analysis and interpretation.                                                                                                                                           |
| <b>Gaps identified on the working area.</b>                                   | No gaps identified as such.                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | NA                                                                                                                                                                          |
| <b>Plan for the next week.</b>                                                | 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:** Pakhale Pooja Bhaskar

**Roll no:** 0542

**Stream:** MBA Pharmaceutical Management

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | 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 probiotics during my internship. I learned a lot about brand planning and marketing principles from this project. |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | 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.                                                                                                                                   |
| <b>Gaps identified on the working area.</b>                                   | There are no such major gaps                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Suggestions for improvement</b>                                            | 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 probiotics. Through regular encounters with mentors, team members, and healthcare professionals, my communication skills have also substantially improved, promoting better collaboration and knowledge exchange.