

SUMMER INTERNSHIP PROGRAM

at

ARISTO PHARMACEUTICAL PRIVATE LIMITED



From May 6th to July 6th 2024

A REPORT BY

NEEL SISODIA

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

KAJAL SITLANI





Date: 5th July, 2024

To Whomsoever It May Concern

This is to certify that **Ms. Neel Sisodia**, a student of the IIHMR University, Jaipur, successfully fulfilled an **8 Weeks Summer Internship** under the guidance of **Mr. Rakesh Kumar Patro**.

Her overall performance during the period of Summer Internship, from 01st May 2024 to 30th June 2024, was found to be sincere, dedicated, and committed.

We wish her the very best in all his future endeavors.

For Aristo Pharma,

Mr. Rakesh Kumar Patro

(Group Product Manager)



**ARISTO
PHARMACEUTICALS
PRIVATE LIMITED**

23-A, Shah Industrial Estate,
Off Veera Desai Road, Andheri (W),
Mumbai - 400 053, India.

IIHMR University Faculty Mentor Approval

This is to certify that **NEEL SISODIA** of the 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 her work as per the guidelines. Her poster is approved for presentation.

Date:

A handwritten signature in blue ink, appearing to read 'Kajal', written over a horizontal line.

(Signature of Faculty Mentor)

Dr. KAJAL SITALNI
(ASSISTANT PROFESSOR)
IIHMR UNIVERSITY
JAIPUR



MARKET RESEARCH ASSESSMENT ON TELMISARTAN [TELVAS] DRUG

Presented By : NEEL SISODIA

: Dr. KAJAL SITLANI

Industry Mentor: MR . RAJESH KUMAR PATRO



ARISTO PHARMACEUTICAL PVT LIMITED

Aristo Pharmaceuticals Private Limited is a Non-govt company, incorporated on 1971. Aristo Pharmaceuticals Private Limited's operating revenues range is Over INR 500 cr for the financial year ending on 31 March, 2023. Known for its commitment to providing quality healthcare products, Aristo specializes in the development, manufacture, and marketing of a wide range of pharmaceutical formulations. The company's product portfolio includes tablets, capsules, injectables, and other dosage forms, catering to various therapeutic segments such as cardiology, gastroenterology, neurology,

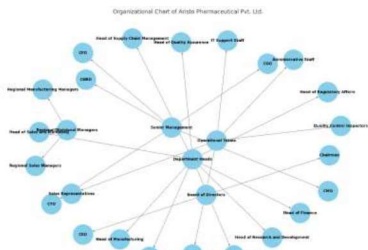
VISION

To be recognized as an integrated healthcare provider with global footprints. To achieve this through a relentless pursuit of excellence in every facet of our business

MISSION

To make quality healthcare accessible to all.

ORGANIZATION STRUCTURE



SWOT ANALYSIS

Strengths

- Proven Efficacy:** Telmisartan has demonstrated effectiveness in controlling high blood pressure and reducing cardiovascular risk. Established reputation and trust in the pharmaceutical market.
- Telmisartan is generally well-tolerated with a favorable side effect profile, leading to better patient compliance.

Weaknesses

- Generic Competition:** Telmisartan is available in generic forms, leading to intense price competition and potentially lower market share for Telvas.
- Side Effects:** Although generally well-tolerated, Telmisartan can cause side effects such as dizziness, fatigue, and hyperkalemia, which may affect patient adherence.
- Limited Awareness:** Despite its benefits, there might be limited awareness or misconceptions about Telvas compared to other antihypertensive drugs.

Threats

- Regulatory Challenges:** Changes in regulatory policies and compliance requirements can pose challenges to maintaining market approval and competitiveness.
- Market Saturation:** The antihypertensive market is highly competitive with many established brands and generic alternatives, making it challenging to capture and retain market share.
- Price Sensitivity:** Economic factors and price sensitivity among consumers and healthcare providers can impact sales, especially in price-sensitive markets.

Opportunities

- Growing Hypertension Market:** With the rising prevalence of hypertension globally, there is a growing market for effective antihypertensive medications like Telvas.
- Combination Therapy:** Increasing awareness through targeted marketing and educational campaigns can enhance brand recognition and patient uptake.

OBJECTIVE

To collect data from doctors on their preference of telmisartan drug

ABOUT THE DISEASE

In India, nationally, more than 1 in 4 people have hypertension, and cumulatively, more than 90% of adults with hypertension are either undiagnosed, untreated, or treated but with uncontrolled hypertension.

TELMISARTAN [TELVAS 40] MG

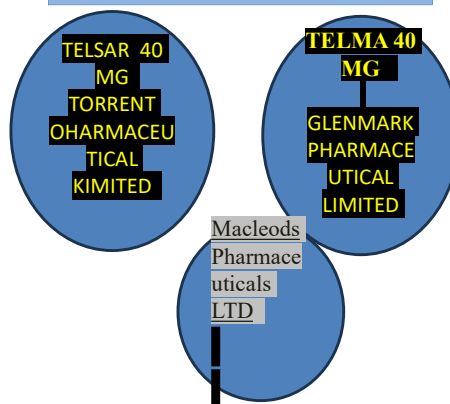
- Telvas 40 Tablet is a medicine used to treat high blood pressure and heart failure
- Lowering blood pressure helps to prevent future heart attacks and strokes.
- This medicine is also effective in preserving kidney function in patients with diabetes.
- Telvas 40 Tablet can be prescribed either alone or in combination with other medicines.
- It may be taken with or without food during the day or at night.



TOP INDUSTRY PLAYERS IN TELMISARTAN MARKET

AURIBINDO PHARMACEUTICALS
ABBOTT LABOURATORIES
CIPLA INC ,
SUN PHARMACEUTICAL INDUSTRY LIMITED
GLAXOSMITH KLINE PLC
MYLAN NV

TOUGH COMPEITOTRS OF TELVAS DRUG



USEFULNESS OF INTERNSHIP

- Practical experience
- Industry exposure
- Skill development
- Self delivery and career exploration
- Confidence booster

CHALLENGES FACED DURING INTERNSHIP

- Difficulty in meeting doctors, they difficulty given time.
- Since it was new to me, so I was quite nervous in communicating
- In hospitals it was quite difficult to reach the department of doctors, as the guard refuse to enter.
- Sometimes doctors didn't responded well and not given proper answers.

THEORITICAL V/S PRACTICAL

Practical knowledge produces concrete data on doctors preception
Theoretical knowledge is derives from scientific literature and educational resources

LEARNINGS

- Understanding the market size, growth and trends of telmisartan telvas product
- Collecting knowledge and data from various doctors consulting the drug.
- Time management, communication skills and management skills

ANALYSIS OF THE SURVEY [N – 80]

1. The biggest challenges you face when treating patients with hypertension?

Responses:

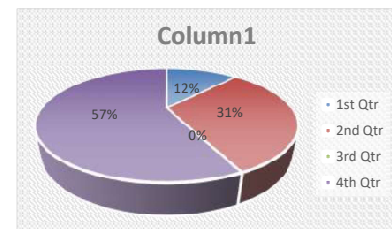
- Patient adherence to medication-
- Identifying the underlying cause of hypertension-
- Managing multiple co-morbidities alongside hypertension-
- Educating patients about lifestyle changes -
- Any Other



2. In diabetic hypertensives, your most preferred ARB?

Responses:

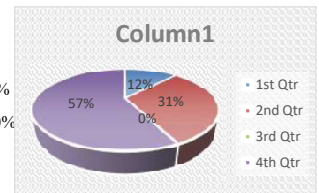
- Losartan: 25%
- Telmisartan: 65%
- Valsartan: 0%
- Irbesartan: 10%



3. Majority side effects that occur with Telmisartan?

Responses

- Dose adjustment: 30%
- Switching to another ARB: 25%
- Adding another medication: 20%
- Discontinuation: 25%



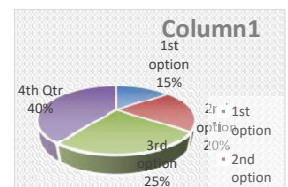
4. To whom Telmisartan is prescribed?

Responses:- Patients with diabetes 15%

Patients with chronic kidney disease 20%

Patients with heart failure 25%

General hypertensive patients 40%

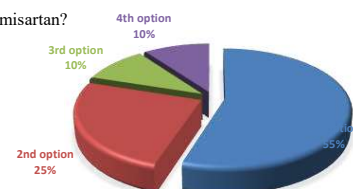


5. According to you which ARB is the closest competitor to Irbesartan 10%

Olmesartan 10% Telmisartan?

Responses

- Losartan 55%
- Valsartan 25%



Reporting Format (Week-1)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 1 **From:** 06 May to 12 may 2024

Activity Done	I joined the organization on the 6 th of May, 2024. This report outlines the activities and accomplishments of my first week as a Market Research Intern at ARISTO PHARMACEUTICAL PVT LIMITED. I was assigned the molecule by the company where my molecule is telmisartan [TELVAS DRUG]. One month it will be online where I have to study about the molecule and brands and the another one month will be offline conducted as a survey .My survey location is of indore as per allotted .Right now my focus is on familiarizing myself with the company requirements and understanding the market research process. Their was introduction and orientation program and onboarding sessions conducted online. Had a Meeting on zoom with the market research team and my mentorof the company. Then I Overviewed the company products and target markets. Also Studied various research techniques such as surveys, focus groups, and data analysis. First 3 days my task was to learn about the company and the telvas products . I was assigned to make a presentation on my molecule which I had to present on next week
Linking theory.(Classroom learning) with practice at your organisation	Understanding Market Research Fundamentals Market segmentation, targeting, positioning, consumer behavior, data collection methods (surveys, interviews, focus groups), data analysis techniques (quantitative and qualitative), and the use of market research

	tools. Understanding ethical guidelines in conducting research. Learning about data privacy laws and regulations
Gaps identified on the working area.	No gaps
Suggestions for improvement	Till Now there is no suggestions
Plan for the next week	To make the presentation as per the company's prospective

Signature of the Student: Neel Sisodia

Approved by the IIHMR University's Mentor

Reporting Format

(Week-2)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

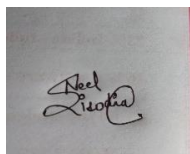
Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 2 **From:** 13 May to 19 may 2024

Activity Done	As I was assigned by the presentation, I presented it to my head but it was not that accurate according to the company. So he said me to have some changes in it. So I was assigned to make a new presentation and I completed this for 3 days. After it I presented it well to me. Then I was assigned to make the questionnaire for my molecule. .
Linking theory.(Classroom learning) with practice at your organisation	Understanding Market Research Fundamentals Market segmentation, targeting, positioning, consumer behavior, data collection methods (surveys, interviews, focus groups), data analysis techniques (quantitative and qualitative), and the use of market research tools. Understanding ethical guidelines in conducting research. Learning about data privacy laws and regulations.
Gaps identified on the working area.	I did face major obstacles as such a bit anxious about the presentation. .
Suggestions for improvement	Till Now there is no suggestions

Plan for the next week

Have to form 30 questions for the questionnaire pattern for the doctor call of my molecule. The data has been provided by the company which needs to be analysed within 5 days

Signature of the StudentA handwritten signature in black ink on a light-colored background. The signature appears to read "Neel Sisodia" in a cursive script.

Approved by the IIHMR University's Mentor

Reporting Format

(Week-3)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

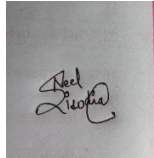
Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 3 **From:** 20 May to 26 may 2024

Activity Done	I completed the questionnaire. As I was assigned to make the questionnaire, I made 20 questions regarding research of molecule telmisartan. I presented it to my head but it was not that accurate according to the company. So he said me to have some changes in it. So I did changes in my questionnaire. This was completed in 4 days. After that He assigned me the Mat data sheet in pivot table on excel to find out the brand analysis , 5yrs data , competitor analysis, total market size , competition market , top ten brands , total market sku wise of my brand
Linking theory.(Classroom learning) with practice at your organisation	The excel that I learned in the classroom that really helped me
Gaps identified on the working area.	I did face major obstacles as such a bit anxious about the presentation and questionnaire part.
Suggestions for improvement	Till Now there is no suggestions improvement.

Plan for the next week	Have to find all the data that has been provided by the company which needs to be analysed within 3 days

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Week-4)

Annexure-E Reporting Format (Weekly)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

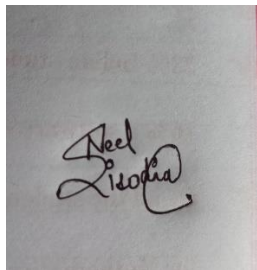
Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 4 **From:** 27 May to 2 june 2024

Activity Done	I completed 70 % Excel work . As I was assigned to complete the data from excel but it was quite difficult because I know how to use excel but not that good in advanced excel. I did many mistakes in excel as the file was hanging and clitching. The data was also huge and there were things that were not helping me to find the data . I also taken help from my classmates but they were also not able to help. I did find some data as I calculated CAGR, Growth, top 10 brands, SKU, SKU Wise market data but also not able to find total market share AND competition market analysis.
Linking theory.(Classroom learning) with practice at your organisation	Excel helped me a lot .
Gaps identified on the working area.	I did face major obstacles to find the data and calculate

	the analysis of data on excel. The knowledge I gained during these days was to how to calculate the data analysis of the brand.
Suggestions for improvement	Till Now there is no suggestions
Plan for the next week	Some data is still left that has to cover up in the next week.

Signature of the Student



Neel Joshi

Approved by the IIHMR University's Mentor

Reporting Format

(Week-5)

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

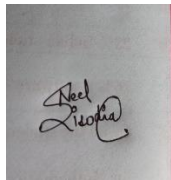
Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 5 **From:** 3 june to 9 june 2024

Activity Done	I completed all the excel work and the presentation part As I was assigned to complete the overall data, So I completed all the calculation and analysis of the data in 4 days. After this they told me to make 1 presentation including all the data that has been calculated on excel. All the total market share, CAGR - growth Chart , SKU data , Outcomes , suggestions , market insights of telmisartan, market opportunity. Thus work has to done in 3 days. After 3 days I completed the presentation part and headed towards the doctor survey. My head told me find the doctors and start the survey.
Linking theory.(Classroom learning) with practice at your organisation	Excel helped me as I was taught excel by Rahul sharma sir but I did face major obstacles to find the data and calculate the analysis of data on excel and as well as to make the presentation

Gaps identified on the working area.	I did face major obstacles to find the data and calculate the analysis of data on excel and as well as to make the presentation
Suggestions for improvement	Till Now there is no suggestions
Plan for the next week	To start the market assessment survey as my questionnaire was already ready .

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format

(Week-6)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

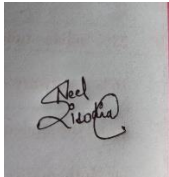
Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 6 **From:** 10 june to 15 june 2024

Activity Done	As I was assigned to start the survey. I started my survey on Tuesday with taking a target of 80 doctors to be covered this month. Till sat 15june I completed 25 doctors. And getting a good response of doctors. As a intern , It's new for me to interact with the doctors and asking them about my molecule as a questionnaire form . I am getting good response from the doctors.
Linking theory.(Classroom learning) with practice at your organisation	The presentation skills were developed in the class that helped me to interact with the doctors
Gaps identified on the working area.	Yes it is quite challenging and interesting to interact with doctors. In some hospitals they are not allowing to talk to the doctors directly. I was also sent back. Some responses of doctors are good but some doctors are also talking badly and not interacting
Suggestions for improvement	Till Now there is no suggestions
Plan for the next week	I have to cover up more doctors next week . .

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Signature of the Student

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Approved by the IIHMR University's Mentor

Reporting Format

(Week-7)

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 7 **From:** 17 june to 23 june 2024

Activity Done	As I was assigned to start the survey. I started my survey on Tuesday with taking a target of 80 doctors to be covered this month. Till sat 15 june I completed 25 doctors. And I was given to complete more doctors this week . So I completed more doctors this week . It was quite challenging but I was getting a good response of doctors. As a intern , It's new for me to interact with the doctors and asking them about my molecule as a questionnaire form . I am getting good response from the doctors
Linking theory.(Classroom learning) with practice at your organisation	The presentation skills were developed in the class that helped me to interact with the doctors.
Gaps identified on the working area.	Yes it is quite challenging and interesting to interact with doctors. In some hospitals they are not allowing to talk to the doctors directly. I was also sent back. Some responses of doctors are good but some doctors are also talking badly and not interacting
Suggestions for improvement	Till Now there is no suggestions

Plan for the next week	Understand the work and deal with the doctors

Signature of the Student

A small, square image showing a handwritten signature in blue ink. The signature appears to be 'Suhin' with a stylized flourish underneath.

Approved by the IIHMR University's Mentor

Reporting Format

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

Roll no:0539 **Stream:** Pharmaceutical MBA

Week no: 8 **From:** 24june to 6 jully 2024

Activity Done	As I was assigned to complete the survey. I completed my survey on 5 july with taking a target of 80 doctors to be covered. I completed for 80 doctoRS . It was quite challenges and doctors was not easily available , it was taking time but the best I deal with it and completed my survey. After sending the surveys and forms of doctors , my company conducted my presented and report. I presented the report and presentation nicely . After that that given a nice gesture and responded me nicely. . It was very new and difficult for me but I did it . And started to prepare the final report.
Linking theory.(Classroom learning) with practice at your organisation	• College knowledge helped me and my communication skills
Gaps identified on the working area.	Yes it is quite challenging and interesting to interact with doctors. In some hospitals they are not allowing to talk to the doctors directly. I was also sent back. Some responses of doctors are good but some doctors are also talking badly and not interacting.
Suggestions for improvement	No suggestions
Plan for the next week	Understand the work .

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Signature of the Student



Approved by the IIMMR University's Mentor

Approved by the IIMMR University's Mentor

*On the last day of every week report in the above format should be submitted to the faculty mentor.
Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.*

Compiled Reporting Format

Name of the Organisation: ARISTO PHARMACEUTICAL PVT LIMITED

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH

Name of the Student: NEEL SISODIA

Roll no:0539 **Stream:** Pharmaceutical MBA

Activities done	1. WEEK 1 - Introduction of Organization I joined ARISTO PHARMACEUTICAL PVT LIMITED on May 6, 2024, as a Market Research Intern. My assigned molecule is telmisartan (TELVAS DRUG). The first month involves online study, followed by a month of conducting a survey in Indore. I focused on understanding company requirements and the market research process. The week included an online orientation, a Zoom meeting with the research team and mentor, and an overview of company products and target markets. I studied research techniques like surveys, focus groups, and data analysis. My initial task was to learn about the company and TELVAS products, and I was assigned a presentation on telmisartan for the following week. WEEK 2 - I initially presented my assigned presentation on telmisartan to my head, but it needed adjustments. I spent three days revising it and successfully re-presented it. Then, I was assigned to create a questionnaire for my molecule. WEEK 3 – I created a 20-question survey on telmisartan, but it needed revisions. I spent four days making the necessary changes and then presented it to my head. Afterward, I was assigned to create a MAT data sheet in Excel using pivot tables for brand analysis, including 5-year data, competitor analysis, market size, competition market, top ten brands, and SKU-wise market analysis of my brand. WEEK 4 - I completed 70% of the Excel work assigned. Despite knowing basic Excel, I struggled with advanced features and made several mistakes, causing the file to hang and glitch due to the large data set. I sought help from classmates, but they couldn't assist much either. I managed to calculate CAGR, growth, top 10 brands, SKU, and SKU-wise
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market data but couldn't determine the total market share and competition market analysis.

WEEK 5 - I completed all the Excel work and data analysis in four days. Then, I was instructed to create a presentation including total market share, CAGR growth chart, SKU data, outcomes, suggestions, market insights, and market opportunities for telmisartan. This task took three days. After finishing the presentation, I moved on to the doctor survey as directed by my head.

WEEK 6 - I started the survey on Tuesday with a target of covering 80 doctors this month. By Saturday, June 15, I had completed 25 surveys, receiving positive feedback. As an intern, interacting with doctors and discussing my molecule through the questionnaire is a new experience, but I'm getting good responses.

WEEK 7 - I started the survey on Tuesday with a target of covering 80 doctors this month. By Saturday, June 15, I had completed surveys with 25 doctors and was tasked with completing more this week. Despite the challenges, I received positive responses. As an intern, interacting with doctors and discussing my molecule through the questionnaire is a new experience, but I'm getting good feedback.

WEEK 8 -

I completed the survey on July 5, reaching my target of 80 doctors. Despite the challenges and difficulty in finding available doctors, I managed to finish the survey. After submitting the surveys and forms, I presented my report and presentation to the company. The feedback was positive, and I received a nice gesture in response. Although it was new and difficult for me, I successfully completed the task and began preparing the final report.

Linking theory (Classroom learning) with practice at your organisation	Marketing Module helps a lot The presentation skills were developed in the class that helped me to interact with the doctors • College knowledge helped me and my communication skills • Excel helped me as I was taught excel by Rahul sharma sir but I did face major obstacles to find the data and calculate the analysis of data on excel and as well as to make the presentation
GaPs identified on the working area.	▪ Difficulty in meeting the doctors, they didn't use to give time to us. ▪ Since it was a new place, it was difficult to find the hospitals and clinics. ▪ In the hospitals, it was difficult to find out where exactly the department and doctors are. ▪ Sometimes doctors used to doubt that we are visiting on behalf of a company. ▪ Yes it is quite challenging and interesting to interact with doctors. In some hospitals they are not allowing to talk to the doctors directly. I was also sent back. Some responses of doctors are good but some doctors are also talking badly and not interacting ▪ . In some hospitals they are not allowing to talk to the doctors directly
Suggestions for improvement	Better communication & providing more opportunities for freshers. Communication Skills Time Management: Preparation and Training

Signature of the Student:- NEEL SISODIA

Approved by the IIHMR University's Mentor