

SUMMER INTERNSHIP PROGRAM

at



Muller & Phipps India Ltd. Mumbai

From **1st May 2024** to **1st July 2024**

A REPORT BY

Narayani Tiwari

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of
Dr. Himadri Sinha



MULLER & PHIPPS (INDIA) LIMITED

CIN No. L63090MH1917PLC007897

Reg. Off. : 204, Madhava Bldg., Bandra Kurla Complex, Near Family Court, Bandra (East), Mumbai - 400051.
Tel.: 022-2659 1191 • Fax: 022-2659 1186 E-mail : mnpco@mulphico.co.in • Website : www.mulphico.co.in

Date: 02/07/2024

CERTIFICATE OF INTERNSHIP

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Narayani Tiwari** has completed her internship program at MULLER & PHIPPS (India) Ltd. in Marketing Department from 02/05/2024 to 02/07/2024 under the guidance of Mr. Kapil Mudliar, Business Head.

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

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

For MULLER & PHIPPS (India) Ltd.

Kapil Mudliar
Business Head,
Group Business Development

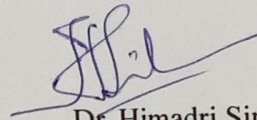
Celebrating 100 Years

IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Ms. NARAYANI TIWARI 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



Dr. Himadri Sinha

Professor and Dean SDS

IIHMR University, Jaipur

About Organization:- M&P India is one of the largest company with highly efficient distribution network & quality marketing services in India for the past 10 decades. Our services to the principals make them totally worry free for distribution & Marketing of their brand. With our brand leveraging techniques our customers and principals are highly satisfied.

M&P believes in effective distribution system as a cardinal principal of marketing. With this in view, we have developed a wide distribution set-up throughout the country. Each state office is headed by very efficient Sales Managers.

From Consumer Products to OTC Pharma Products, M&P caters to different segments of trade.

Our Products:- Dental products, Ayurvedic skin ointment
Top Selling Products:- Nixoderm, Cavisan, Cavifast.

Vision:- To become number one national marketing and distribution house in the country in partnership with our esteemed principals.

Mission:- Continuous improvement and implementing innovative techniques of distribution and Marketing, to venture into pioneering areas such as van coverages and direct retailing/delivery to the retailers.

Future in Complete Oral Care begins with



- More Healthy Smiles
- Only formulation that cares for Soft Tissue & Hard tissue of Oral Cavity
- Better Performance than any other Oral care Formulation

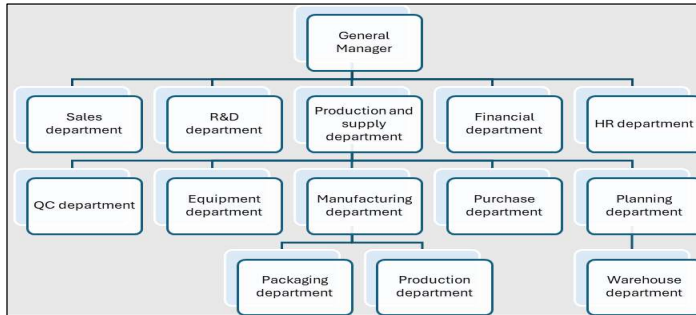
Complete Tooth & Gum Care

- Gum Energizer
- Prevents Gingivitis & Periodontitis
- Prevents Mouth Sores
- Effective in Oral Lichen Planus along with Cavimax/Cavimax Forte
- Reduces Oral Sub Mucous Fibrosis along with Cavidine
- Prevents Dental Caries



Your Patients deserve more.....

Project Description:- During my internship at Muller & Phipps India Ltd. Mumbai, I undertook a project focused on developing product manuals, visual aids, and performing data analysis & interpretation. The primary objective of this project to enhance user experience & understanding, and provide data-driven insights for better decision-making & efficiency.



Strengths

1. Strong presence in Dentistry & OTC.
2. Quality marketing services in India for the past 10 decades.
3. The largest distribution network in India.
4. Promoting established brands like Nixoderm, Cavisan, Cavifast.

Weakness

1. Inefficient initial planning & Task Distribution

Opportunity

1. Adapting to current trends.
2. Caviric mouth dispersing soft gels first time in India for Oral Cancer in 1-2 stages & Co-prescription for all Oral Mucosal Fibrosis.

Threats

1. Competitive Landscape.
2. Regulatory Challenges.

Suggestions:-

1. Work from the office should be corporate for the interns instead of work from home to understand the work culture thoroughly.
2. It is also necessary to have a social media account of the company like LinkedIn, if any intern or any other employee wish to join the company then they can review it through LinkedIn profile and connect to the employee of the company who work there.

Challenges faced during SIP :-

1. Dealing with unexpected assignments that disrupt planned schedule.
2. As I worked at M&P, time management was another challenge. I had to complete all my work with in limited frame, which was another learning experience for me..
3. Fear of making mistakes & their potential consequences.

Key Learnings during Internship:-

1. Data Analysis: Techniques for analyzing and interpreting complex medical data.
2. Medical Research: Theoretical knowledge of research methodologies
3. Learned about how to develop product manuals?

Name:- Narayani Mahendra Tiwari
Roll No.:- 0537
Batch:- MBA- PM15
Mentor:- Dr. Himadri Sinha

Acknowledgements

I would like to express my heartfelt appreciation to Mr. Kapil Mudliar at Muller & Phipps India Ltd. Mumbai, 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 Muller & Phipps India 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 honors 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 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. Kapil Mudliar, for your mentorship and for providing me with the opportunity to contribute to Muller & Phipps India Ltd. 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 Muller & Phipps India 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.

Narayani Tiwari

Department of pharmaceutical Management

IIHMR University, Jaipur

Index

Sr. no.	Content	Page no.
1	Introduction	01
2	Organization Structure	02
3	Weekly Report	03-10
4	Compiled Report	11

Introduction

About Organization: - M&P India is one of the largest company with highly efficient distribution network & quality marketing services in India for the past 10 decades.

Our services to the principals make them totally worry free for distribution & Marketing of their brand. With our brand leveraging techniques our customers and principals are highly satisfied.

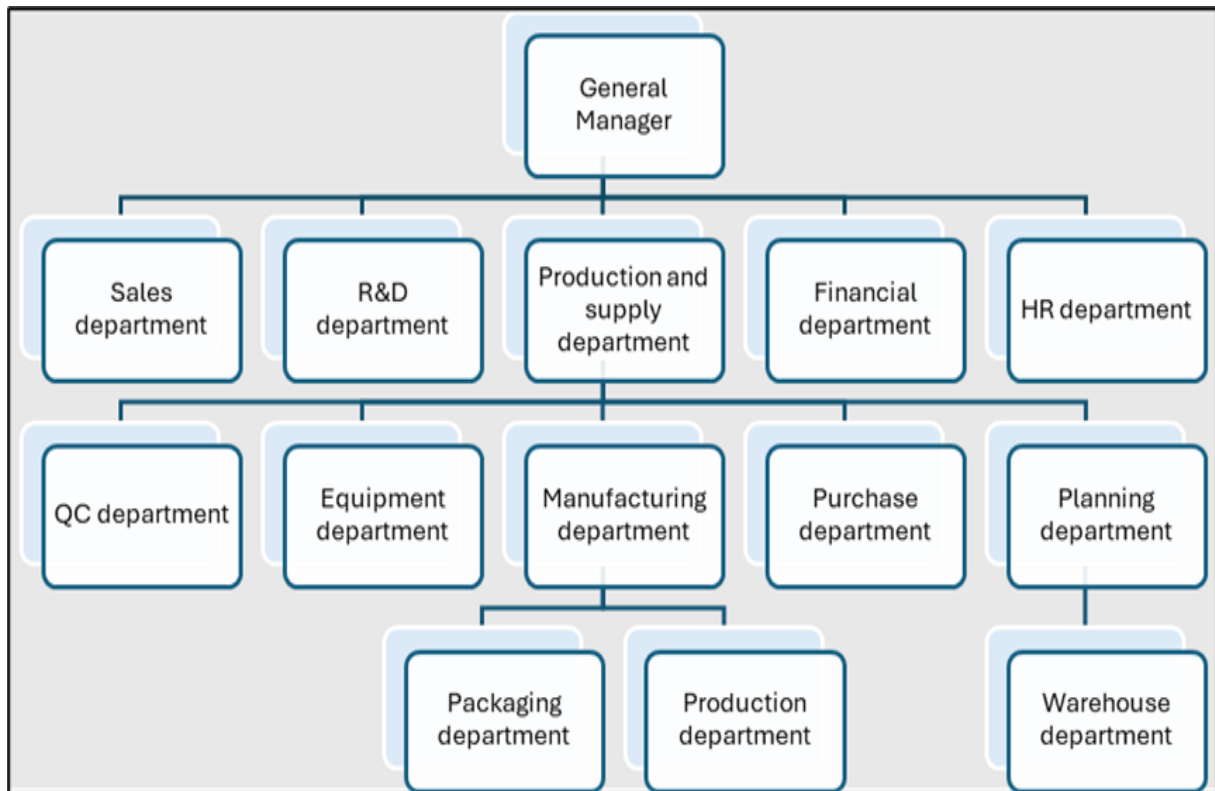
M&P believes in effective distribution system as a cardinal principal of marketing. With this in view, we have developed a wide distribution set-up throughout the country. Each state office is headed by very efficient Sales Managers.

From Consumer Products to OTC Pharma Products, M&P caters to different segments of trade.

Our Products: - Dental products, Ayurvedic skin ointment

Top Selling Products: - Nixoderm, Cavisian, Cavifast.

Organization Structure



1st Week report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 01

From: 1st May 2024 to 5th May 2024

Activity Done	• A thorough grasp of the main components of our goods. • Knowledgeable organizational design. • Developed and redesigned the company website. • Prepared a presentation on the market and scientific research of papaya leaves extract. • Recognized competitor analysis, understanding tooth pain types, anatomy of teeth, causes of tooth pain.
Linking theory (Classroom learning) with practice at your organization	Organization Behaviour, Medical Knowledge, research skills and critical thinking to evaluate the reliability and relevance of information.
Gaps identified on the working area	NA
Suggestions for improvement	NA

2nd Week report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 02

From: 6th May 2024 to 11th May 2024

Activity Done	Detailed study of why platelet count is decreasing after COVID? With the help of review papers & articles available on Google Scholar & PubMed.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Organizational behavior.
Gaps identified on the working area.	Kapil Sir asked to focus more on reason for decreasing platelet count post COVID scenario.
Suggestions for improvement	NA

3rd Week report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 03

From: 13th May 2024 to 18th May 2024

Activity Done	• Acquired knowledge of Product Monograph. • Learned from our marketing manager how to make Product Monograph. • I began working to making Product Monograph for our company products.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Presentation skills. • Organizational behavior. • Business Development.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA

4th Week Report

Name of the Organization: Muller & Phipps India Ltd

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 04

From: 20th May 2024 to 25th May 2024

Activity Done	• I started to make product monograph for another product. • Prepared PowerPoint presentations for Annual Conference meet 2024. • Prepared Visual aid for the products.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Presentation skills. • Organizational behavior. • Business Development
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA

5th Week Report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 05

From: 27th May 2024 to 1st June 2024

Activity Done	• Analysis of Doctors & Chemist list. • Examine & interpretation of the data. • Analysis of Doctors, Chemist, Stockiest data sent by Medical Representative
Linking theory (Classroom learning) with practice at your organization	• Technical knowledge is important. • Presentation skills. • Organizational behavior. • Data Analysis & Interpretation. • Business Development.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA

6th Week Report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 06

From: 3rd June 2024 to 8th June 2024

Activity Done	• Analysis of Doctors & Chemist list. • Examine & interpretation of the data. • Analysis of Doctors, Chemist, Stockiest data sent by Medical Representative. • Create Video for Doctors to wish them on their sacrifices i.e. Doctor's Day.
Linking theory (Classroom learning) with practice at your organization	• Technical knowledge is important. • Presentation skills. • Organizational behavior. • Data Analysis & Interpretation. • Business Development.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To continue with the analysis of Doctors, Chemist, & Stockiest data.

7th Week Report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 07

From: 10th June 2024 to 15th June 2024

Activity Done	• Analysis of Doctors & Chemist list. • Examine & interpretation of the data. • Analysis of Doctors, Chemist, Stockiest data sent by Medical Representative. • Create Video for Doctors to wish them on their sacrifices i. e. Doctor's Day.
Linking theory (Classroom learning) with practice at your organization	• Technical knowledge is important. • Presentation skills. • Organizational behavior. • Data Analysis & Interpretation. • Business Development.
Gaps identified on the working area.	• Coordination
Suggestions for improvement	NA
Plan for the next week	To analyze & interpret the same data.

8th Week Report

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Week no: 08

From: 17th June 2024 to 1st July 2024

Activity Done	• Analysis of Doctors & Chemist list. • Examine & interpretation of the data. • Analysis of Doctors, Chemist, Stockiest data sent by Medical Representative. • Create Video for Doctors to wish them on their sacrifices i.e. Doctor's Day.
Linking theory (Classroom learning) with practice at your organization	• Technical knowledge is important. • Presentation skills. • Organizational behavior. • Data Analysis & Interpretation. • Business Development.
Gaps identified on the working area.	No gaps identified as such
Suggestions for improvement	NA
Plan for the next week	To analyze the same data.

Compiled Reporting Format

Name of the Organization: Muller & Phipps India Ltd.

Area/ Department/ Project of Summer Internship Program: PMT

Name of the Student: Narayani Tiwari

Roll no: 0537

Stream: MBA-PM15

Activity Done	The internship period from 1st May to the 1st of July provided an insightful experienced. I learned to make Product Monograph, Data Interpretation, Visual Aid. I learned as much in my 2 months summer internship program.
Linking theory (Classroom learning) with practice at your organization	➤ Classroom Learning: • Medical Research: Theoretical knowledge of research methodologies. • Data Analysis: Techniques for analyzing and interpreting complex medical data. • Presentation Skills. ➤ Application in Practice: • Data Presentation: Synthesized research findings into clear, informative presentations and communicated them to stakeholders. • Hands-on experience in real-world scenarios.
Gaps identified on the working area.	• Communication Gap. • Coordination
Suggestions for improvement	• Work from the office should be incorporated for the interns instead of work from home to understand the work culture thoroughly. • It is also necessary to have a social media account of the company like LinkedIn, if any intern or any other employee wish to join the company then they can review it through LinkedIn profile and connect to the employee of the company who work there.

Signature of the Student
Narayani Tiwari

Approved by the IIHMR University Mentor
Dr. Himadri Sinha
(Signature)