

SUMMER INTERNSHIP PROGRAM
at
ISSAR PHARMACEUTICALS PVT LTD

May 6th to June 30th

A REPORT BY

Konatham Gowtham Kumar

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ratna Verma

Associate Professor





Issar Pharmaceuticals Pvt. Ltd.

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No. SI/2024/ISSAR/0786

02.07.2024

To Whom It May Concern

This is to certify that Mr. KONATHAM GOWTHAM KUMAR of PM-15 of IIHMR UNIVERSITY JAIPUR has worked with our organization for his summer internship from 6th May to 30th June. The overall performance shown by him during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.

We wish him success in his future endeavours.

Thank you.

E. Sravani
02/07/2024

Name: Dr. E Sravani

Designation: Manager

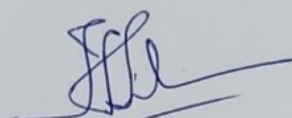


IIHMR University Faculty Mentor Approval

This is to certify that Mr. KONATHAM GOWTHAM KUMAR of academic year 2023-2024 of School of Pharmaceutical management has prepared a poster with respect to his summer internship held during May 6th - June 30th, 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 23-07-2024.


(Signature of Faculty Mentor)

Name: Dr. Ratna Verma
Designation: Associate Professor



Marketing about Xylentra at Issar pharma Pvt ltd, Hyderabad

Vision:

"Peptide Molecules for Healthcare Products

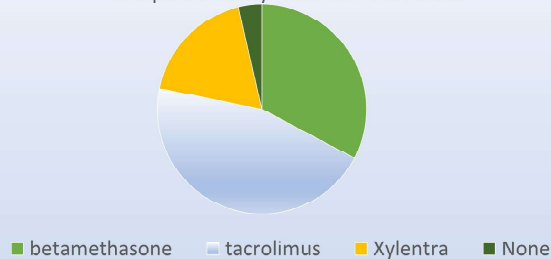
Mission

"provide unparalleled wound care solutions with Xylentra, ensuring faster healing and improved quality of life for our customers through innovative, effective, and trusted products."

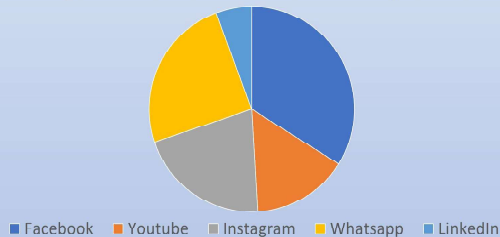
Organization Structure



Comparison of Xylentra and Tacrolimus



Comparison of Social media channel preferred



Learning and value Additions done during internship:

- Conducted detailed market research and SWOT analysis, providing insights for strategic planning.
- Implemented SEO strategies and created engaging content, boosting Xylentra's online visibility.
- Engaged with influencers and developed targeted email campaigns, enhancing brand credibility and customer relationships.

Usefulness of internship:

- During this period of the internship, I have interacted with dermatologists & learned about dAMP peptide
- I have learnt about market in Hyderabad, which molecules are the dermatologists are preferring
- Social media channel preferred by the doctors to create awareness

Challenges faced during internship:

- Understanding and interpreting market research data or analytics can be challenging
- Marketing trends and strategies evolve quickly

Brief History:

- "ISSAR Pharma began as a small pharmaceutical company focused on developing innovative and effective treatments for various medical conditions. Over the years, it has grown into a recognized name in the pharmaceutical industry, known for its commitment to research and development, high-quality products, and dedication to improving patient outcomes. ISSAR Pharma has expanded its product portfolio to include a wide range of medications, including its flagship wound care product, Xylentra. With a strong emphasis on innovation and customer satisfaction, ISSAR Pharma continues to advance in the field, maintaining a reputation for excellence and reliability.
- SSAR Pharma ventured into the wound care market in the early 2010s, identifying a need for advanced and effective wound healing solutions. Leveraging its strong foundation in pharmaceutical research and development, ISSAR Pharma focused on creating innovative wound care products. The company's dedication to quality and efficacy led to the development of Xylentra, a cutting-edge wound care product known for its superior healing properties.

Methodology

Project Objectives:

1. Market Segmentation
2. SWOT Analysis
3. Competitor Research
4. Digital Marketing Plan
5. SEO Strategies
6. Email Marketing

Expected Outcomes

1. Increased Brand Awareness
2. Market Share Growth
3. Enhanced Customer Engagement
4. Improved Online Presence
5. Positive Brand Perception

Strengths

Product Portfolio
Low-Cost Drugs for Cancer Patients
Strong Brand Portfolio
Good Training Programmes

Weakness

Rivalry
Dependent on the Indian Market

Opportunities

Expansion
Develop in Emerging Countries
Merging and acquisitions

Threats

Regulations
Intense Competition
Exchange rate fluctuations
Competition from Generic Medicines

Name: Konatham Gowtham kumar

Stream: MBA-PM

Roll: IIHMR U/02/2023 25/0521

Name of Faculty Mentor: Dr. Ratna verma

Name of Industry Mentor: Dr. E Sravani

Organization Name: Issar pharmaceuticals Pvt Ltd, Hyderabad

WEEK 1

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing Intern

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 01

From:06-05-2024 to 11-05-2024

Activity Done	Introduction Introduction of team members Introduction to products Orientation of the products and company
Linking theory (Classroom learning) with practice at your organisation	Just learning the key factors and revising the basics of marketing and other important issues Brief about the organisation structure Key point of the basic strategies
Gaps identified on the working area.	Communication issues and working culture of the employees
Suggestions for improvement	
Plan for the next week	From 13-05-2024 the real experience to the product and a training session for 3 days will be conducted and the a specific team will lead the remaining project

H. Goutham

Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 2

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing Intern

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 02

From:12-05-2024 to 18-05-2024

Activity Done	• Market Segmentation: Analyzed potential customer segments for Xylentra. • SWOT Analysis: Evaluated Xylentra's strengths, weaknesses, opportunities, and threats.
Linking theory (Classroom learning) with practice at your organisation	• Segmentation Models: Applied theoretical frameworks to identify target audiences. • Marketing Mix: Discussed pricing, promotion, and distribution strategies.
Gaps identified on the working area.	• Digital Presence: Xylentra lacked a robust online presence.
Suggestions for improvement	• Digital Marketing Plan: Develop a website, social media presence, and targeted ads. • KOL Engagement: Collaborate with key opinion leaders for endorsement.
Plan for the next week	Draft Xylentra's website content. Social Media Strategy: Brainstorm engaging posts.

H. Coulson

Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 3

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 03

From:20-05-2024 to 25-05-2024

Activity Done	• Market Research: Conducted a detailed analysis of wound care market trends, including growth rates, key players, and emerging therapies. • Competitor Analysis: Evaluated competing wound care products, their positioning, and marketing strategies.
Linking theory (Classroom learning) with practice at your organisation	• Market Segmentation Models: Applied segmentation frameworks to identify Xylentra's target audience. • Marketing Intelligence: Gathered real-world data to inform our marketing decisions.
Gaps identified on the working area.	• Lack of Digital Presence: Competitors had stronger online visibility.
Suggestions for improvement	• Digital Marketing Campaign: Develop a comprehensive online strategy for Xylentra. • SEO Optimization: Enhance the Xylentra website for better search engine visibility.
Plan for the next week	• Content Creation: Draft blog posts highlighting Xylentra's benefits. • Social Media Calendar: Plan engaging posts for the upcoming month.

H. Coulson

Signature of the Student

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WEEK 4

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 04

From:27-05-2024 to 01-06-2024

Activity Done	• Content Creation: review blog articles on wound care, emphasizing Xylentra's advantages. • Social Media Posts: Designed visually appealing posts for Xylentra's social media channels.
Linking theory (Classroom learning) with practice at your organisation	• Content Marketing Strategies: Implemented content marketing principles. • Visual Communication: Leveraged design tools for eye-catching social media graphics.
Gaps identified on the working area.	• Consistency: Content creation was sporadic; we needed a more structured approach. •
Suggestions for improvement	• Content Calendar: Create a monthly content plan with specific themes. • Collaborate with KOLs: Invite experts to contribute guest blog posts. •
Plan for the next week	• Email Newsletter: Draft a newsletter for healthcare professionals. • Influencer Outreach: Identify potential influencers for Xylentra endorsements.

H. Constance King

Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 5

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 05

From:02-06-2024 to 08-06-2024

Activity Done	- Collaborated with the web development team to create the Xylentra website. SEO Optimization: Researched relevant keywords and implemented on-page SEO strategies.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing Fundamentals: Applied concepts like user experience (UX) design and search engine optimization (SEO). Content Management Systems (CMS): Explored CMS platforms for website management.
Gaps identified on the working area.	User Experience: The website needed further improvements for seamless navigation.
Suggestions for improvement	User Testing: Conduct usability tests to identify pain points. Mobile Optimization: Ensure the website is mobile-friendly.
Plan for the next week	Launch Website: Coordinate with the development team for the website launch. Social Media Campaign: Plan a campaign around the website launch.

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WEEK 6

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 06

From:09-06-2024 to 15-06-2024

Activity Done	• Influencer Outreach: Identified healthcare professionals and influencers interested in wound care. • Email Campaign: Drafted an email newsletter introducing Xylentra to our mailing list.
Linking theory (Classroom learning) with practice at your organisation	• Influencer Marketing Strategies: Leveraged influencer partnerships for brand visibility. • Email Marketing Best Practices: Followed guidelines for effective email communication
Gaps identified on the working area.	• Segmented Email Lists: We needed better segmentation for targeted messaging.
Suggestions for improvement	• Segmentation Tools: Use email marketing platforms to segment lists based on user behaviour. Personalization: Customize email content for different recipient groups.
Plan for the next week	• Influencer Collaboration: Reach out to potential collaborators. • Newsletter Deployment: Send the email newsletter to our subscribers.

H. Coulson

Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 7

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 07

From:17-06-2024 to 22-06-2024

Activity Done	• Influencer Outreach: Engaged with healthcare professionals and influencers interested in wound care. Discussed potential collaborations. • Email Campaign Analysis: Reviewed the performance of our email newsletter. Tracked open rates, click-through rates, and conversions.
Linking theory (Classroom learning) with practice at your organisation	• Influencer Marketing Strategies: Implemented influencer partnerships to amplify Xylentra's reach. • Email Analytics: Applied knowledge of email marketing metrics.
Gaps identified on the working area.	• Conversion Optimization: Some email recipients opened the newsletter but didn't take further action.
Suggestions for improvement	• Call-to-Action (CTA): Enhance CTAs in emails to encourage conversions. • Segmented Follow-ups: Send targeted follow-up emails based on user interactions.
Plan for the next week	• Conversion Optimization: A/B test different CTAs in our email campaigns. • Influencer Content: Collaborate with influencers to create Xylentra-related content.

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Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 8

Name of the Organisation: Issar Pharmaceuticals Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: MBA Pharmaceutical Management

Week no: 08

From:24-06-2024 to 30-06-2024

Activity Done	Evaluated my overall experience, lessons learned, and personal growth.
Linking theory (Classroom learning) with practice at your organisation	- Applied self-assessment techniques to evaluate my performance. - Proposed actionable recommendations for Xylentra's marketing.
Gaps identified on the working area.	Xylentra drug that are using the peptides need more improvement.
Suggestions for improvement	- Need online marketing and proper website - Maintain the proper firm website that will help for the proper drug information
Plan for the next week	End of internship

H. Constance King

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: ISSAR PHARMACEUTICALS PVT LTD

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Konatham Gowtham Kumar

Roll no: 0521

Stream: Pharmaceutical Management

Activity Done	Market Research and Analysis Extensive Market Research: In the first few weeks, I dedicated all my efforts to conducting thorough market research to educate myself on wound care market trends, growth rates/growth drivers/key players/emerging therapies. It included an in-depth analysis of the potential customer segments and their needs, preferences, and buying behaviour. Through the analysis of those factors, I was able to identify Xylentra's most profitable customer segment. I also researched competitive wound care products, the way they were positioned and marketed to assess their pros and cons. The competitive analysis helped in getting a 360-degree overview of the market which helped create blue oceans and fill that gap for Xylentra. Following a detailed SWOT analysis by listing the strengths, weaknesses, and opportunities among others of Xylentra which formed our basis for creating marketing strategies. Strategy Development and Implementation Crafting Detailed Marketing Strategies: Based on market research insights, I put together comprehensive marketing strategies that included setting specific digital marketing plan in terms of our objectives, target market, message focuses and the platforms to be used. I developed and contributed to content for the Xylentra website among other digital marketing efforts. The plan even contained an in-depth section that covered how social media posts would benefit, enhance the overall look of the website, and build a customer base. I closely worked with the web development team to ensure the website was welcoming, elegant and optimized for search engines. All content was optimized for SEO using keyword research we conducted to Improve our chances of reaching our target audience.
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	Content Creation and Digital Marketing Collaborating with the Web Development Team: As per the crucial step of the strategy, creation of Xylentra website was what we had to sort. Combining efforts with the web development team to deliver an extremely great combined aesthetics and functionality was what i will consider my best skill. A comprehensive user experience, with crisp calls to action, and clear, detailed information about Xylentra’s benefits and usage were foremost on our minds when we designed the site. Influencer Engagement and Campaign Analysis Engaging with Healthcare Professionals and Influencers: Developing relationships with healthcare professionals and influences is an essential part of our strategy - we found this in relation to individuals with experience in wound care, and engaging with such people facilitated the extending of Xylentra's scope of influence. I sourced potential collaborators, explored potential partnerships, and identified opportunities to recommend Xylentra to those influencers. I also cooperated with them on outreach to their network through guest blogging and social media shout-outs or video testimonials. I also created and distributed email newsletters to introduce Xylentra to possible takers in the world of health care I knew from participating in different groups, with all the unique benefits and recent advancements. I tailored our newsletters by sector to make sure the content was both meaningful and attractive to our audience while monitoring the success of email marketing campaigns. Lastly, I monitored the performance of these campaigns to identify areas for improvement, using measures such as open rates and click-through rates to measure efficiency and conversions for effectiveness.
Linking theory (Classroom learning) with practice at your organisation	Applying Market Segmentation Models: Xylentra's target audience was identified through abstract market segmentation models utilized by yours truly. The models included demographic, psychographic, geographic, and behaviour segmentation. I utilized real-world data to conduct market intelligence, assess the competitive environment, plugged all the gaps in. It calls for a comprehensive understanding of varying customer needs, preferences, and pain points. This method helped in knowing the most lucrative segments such as hospitals, clinics, and individual consumers with specified wound care problems. By implementing and deriving valuable insights from the competitive evaluation process, we

	accomplished the effective positioning of Xylentra, highlighting its unique selling points, contrasting it to others who boast extended/advanced formulations that ostensibly makes them different from the norm. Developing a User-Friendly and Optimized Website: Worked with the Web Development team, applying traditional web practices (user experience (UX) design, search engine optimization (SEO), content management systems (CMS) for example), to create a clean, user-friendly Xylentra website. — This project was targeted towards not only design and function, but also editing and updating due to the use of a custom CMS Inianda developed, in WordPress. We kept a user friendly approach for slick user experience and accessibility. The website was designed with focusing on a clean and professional look, quick load times, intuitive navigation, optimized for search engines, and the main goal of helping to generate our clients as many leads as possible. Leveraging Influencer Marketing Strategies: Influencer marketing tactics let us extend Xylentra's reach and brand exposure. I discovered and started to interact with skilled medical professionals and wound care industry influencers about prospective collaborations, such as guest blogs, social recommendations, and video testimonials. As a result of our engagement with influencer partners to reach a bigger audience, their endorsements also helped us to gain credibility. Email analytics also allowed us to track success metrics with the use of some of the campaigns. We can use the specific number like open rates, click-through rates, or the number of conversions to measure the data and make informed decisions. For instance, comparing the result of multiple email campaigns allowed us to monitor which content captivated consumer attention and improve our strategy so as to enhance future email promotions for optimal ROI.
Gaps identified on the working area.	Lack of Robust Online Presence for Xylentra: Although Xylentra lacked strong online presence, it was identified as major weakness during the stage of

market research. Competing sites, on the other hand, had striking web presence right from the start, a clear presence on social networks including Facebook, Twitter, YouTube, Flickr and LinkedIn with well-liked profiles, and perfectly optimized digital marketing. Xylentra's footprint online was hardly visible in comparison with these players, consequently limiting their ability to see and reach out to prospective customers who largely look online for wound care responses. Filling this void became all the more critical in order to both increase the audience base through attraction and ensure brand identity perceivability.

- **Website Improvements for Seamless Navigation and Better User Experience:** While working with the web dev team, it became clear that the Xylentra website was in need of a significant amount of polish for smoother navigation and better UI. The initial website had several issues such as sluggish load times, awry navigation menus, and mobile un-optimization. To rectify these, we began by streamlining the website structure, as well as optimizing images and the JavaScript to have everything loading promptly. To sum it up, our focus was on creating web design templates that better fit anyone who accesses it from different devices. Our subsequent improvements, such as a more user-friendly interface and improved design, strive to create a more customer-centric web experience that holds visitors' attention and encourages them to explore more about Xylentra.
- **Email Lists Needed Better Segmentation for Targeted Messaging:** **Headline:** Increasing Email Marketing Optimization Segment of your email list with unique content to provide more value to users. The trick to an effective email marketing is to group your email list according to the segments and send the right content to the best audience group. When Xylentra commenced, the company distributed ungrouped emails to their customer base. At one level, this implied all the beneficiaries received the same generic text. We created a more intricate segmentation plan utilizing different tools like user demographics, their past association with our brand, the phase of the customer route they are on amongst others, in order to drive this back. It helped us send extra relevant and customized messages to our consumers significantly improving the odds of a transaction.
- **Need for Better Conversion Optimization in Email Campaigns:** However, people did not follow through with a large number of the clicks on this email, which underscores the importance of nailing

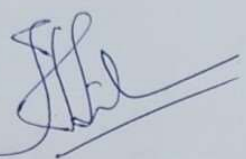
	conversion points. In our case, we have focused on what can be done to the emails on the conversion-demanding emails to make them more compelling as well as clearer calls to action. In another case, this measure did not reduce abandonment at all, so we refocused on the calls to action in the emails. And last but not least, every single email is tested for the right design, subject line and content optimization for the most relevant content resonating with our user base. As part of the campaign, runners received follow-up emails reminding them of the newsletters they received and urging them to act. Our efforts were meant to improve conversion rates on this email and make this program more effective.
Suggestions for improvement	Competitors' Stronger Online Visibility and Digital Marketing Strategies: "Although the wound-care market is experiencing fierce competition among its players, the digital marketing strategies implemented by the competitors not only gave them a significant online visibility advantage but also maximized their potential reach in this domain. Within this myriads of innovative digital marketing sales, *Product Page Master* and *Service Sellers* competed largely on *eBay* amidst a smattering more prevalent search engines (collectible maps, rare stamps, etc). This meant that, when shopping for specific industries with many different SKUs or sub-brands on Google's network at least, however there were no serious rivals other than Yahoo!'s affiliates". Collaborating with Key Opinion Leaders (KOLs): Collaborating with KOLs was key to create a reputable and trusted name in the market. These were people who held weight in the industry (such as HCPs) and are greatly respected, and therefore who validation is trusted. I hunted down the KOLs in the wound care industry and then made them aware of what we were doing so that they could get involved with us. I used their influence to create partnerships and have them create case studies, guest blog, mention us in social media or testimonials — whatever that was. This social proof from some notable names gave the marketplace the confidence they needed to make the purchase decision.

- **Ensuring Mobile-Friendliness:** In this mobile world, we must never forget mobile optimization for Xylentra site as a mobile-friendly site was increasingly crucial as it adapts to an ever-increasing smaller form factor. Optimize the style and functionality of the site for devices with small screens, which also makes the site faster to load by designing with that form factor in mind and gives us a seamless look and feel between phones and desktop browsers. Moreover, it was necessary to make the mobile-friendliness of the website not only as a matter of user experience, but also to fulfil convincing laws of the search engine, that mobile-friendly websites become more important for search engine optimization since Google, for example, now ranks websites that are marked as mobile-friendly higher than those that are not deliberately optimized. By taking advantage of mobile optimization, we displayed Xylenra.com in such a way that it was user-friendly for visitors regardless of the device use cases.
- **Optimizing Email Campaigns for Better Conversions:** Although some initial success was evident, we needed further optimization to increase the conversion rates in email campaigns. In fact, some of readers read the email but skipped the desired action. So, my strategy was to revamp the Calls to Actions (CTAs) in the emails, so that it becomes more persuasive and clearer. Apart from that, the testing team tried different design, subject lines, and content formats for work email. With the aim of understanding which type of content would resonate with our audience the most, we AB tested the content. Then depending upon the results from these tests, we made decisions to further refine our targeting. This also involved following-up from your end on all communications so that recipients who got your emails would receive a reminder about the previous communication. Along with that, promoters who signed up to send this email will continue sending information about your promotions for 7 days.
- The results were promising at first, but it was clear that we would need more optimization in order to reach the conversion rates for our email

	campaigns. Despite the plethora of open emails in the past, recipients often didn't meet the necessary bottom-line. These were the primary targets when revamping the embedded call to action (CTA) in your emails. The CTAs needed to be clearer so that the recipient could act upon completing the desired goal. Internally, a myriad test was conducted to check if a image could perform better than just simple words. Based on the gathered insights, we were then able to refine our approach in order: Follow-up email. In case they missed our earlier communication then through the follow-up email, you can reach out again to those targeted prospects. Depending on where your prospect landed in the user journey, the tunnel should run its course from our end within 6 working days. If you need more details on how to run the tunnel, please reply or book a call. • I requested the content and the transaction IDs highlighted here but it seems that I have only received the transaction IDs so, could you please share the rest of the content as requested. As a result, our system retrieves the transaction data by the transaction's unique ID and highlights the specific datetime of the transaction in In-Memory OLAP engine.

H. Chandan

Signature of the Student



H Approved by the IIHMR University's Mentor