

SUMMER INTERNSHIP PROGRAM

at

IPCA LABORATORIES

From 8th May 2024 to 8th July 2024.

A REPORT BY

KARTIKEY KUMAR

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. ASHOKE KUMAR PEEPLIWAL

Associate Professor



Date- 08/07/2024

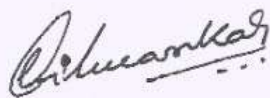
TO WHOME SO EVER IT MAY CONCERN

This is to certify that Mr. Kartikey kumar ,Student of MBA from IIMR University Jaipur Rajasthan has successfully completed his industrial training with us from 08 May 2024 to 08 July 2024.

During the training Period , his attitude, behavior and eagerness to learning is found Satisfactory.

We wish all the best for his bright career.

For Ipca Laboratories Ltd.



Chetan Tilwankar
Dy. General Manger- Operations.

Ipca Laboratories Ltd.
www.ipca.com

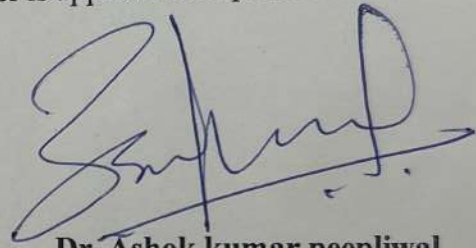
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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. KARTIKEY KUMAR** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May-June 2024.

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

Date: 23/7/2024

A handwritten signature in blue ink, appearing to read 'Dr. Ashok Kumar Peepliwal', written over a horizontal line.

Dr. Ashok kumar peepliwal

Professor

IIHMR University Jaipur

IPCA LABOLATRIES

ABOUT

A consumer-led global pharmaceutical company, creating healthy doses of life since 1949.

When you operate in an industry like pharmaceuticals, your work goes way beyond creating 'products for customers'. It is different from any other domain – there lies a higher sense of **responsibiliti** and a need for utmost **integriti** in everything you do. As you serve millions of lives, high **qualiti** standards become a pre-requisite, and **safeti** of your people and consumers always comes first. All this, while ensuring that each life you touch is treated with respect and **digniti**.

VISION

At Ipca, our incessant hunger for growth is complemented by our obsession with the personal growth and happiness of our people. The results we believe in, are not restricted to just numbers on a piece of paper.

MISSION

At Ipca, learning never stops. Our mission of producing world-class products is only possible if our people are constantly learning and evolving themselves. We encourage and guide our people to grow both vertically and laterally.

USEFULNESS

- Skill development
- Industry insights
- Professional experience
- Exposure to client
- Networking

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

Theoretical understanding focused on learning concepts and theories in a structured and organized manner. It involves studying and absorbing information through reading, listening, and observing.

- Coursework and exam
- Simulated scenarios
- Case studies

Practical exposure gives me hands-on experience and the chance to develop and refine your skills in real-world situations. Theoretical exposure provides the essential knowledge and structured understanding needed for problem-solving. Both are crucial for a complete and well-rounded education.

- Real world projection
- Tools proficiency

OBJECTIVE

To dive into the world of product management by actively engaging in market research and competitive analysis. To contribute to creating and executing strategic marketing plans. To work closely with diverse teams to ensure successful product launches. To deepen my understanding of the pharmaceutical industry and its product management processes.



ORGANOGRAM

Premchand Godha
Executive Chairman

Dr. Anil Pareek
President – Medical
Affairs & Clinical
Research

Dr. Ashok Kumar
President – R&D
(Chemical)

Hitesh Maheshwari
President – R&D
(Formulations)

Shashil Mendonsa
President – International
Marketing (Branded
Formulations)

Sunil Ghai
President –
Marketing

SWOT ANALYSIS

Strength

- Strong Market Presence.
- Diverse Product Portfolio.
- Regulatory Approvals

Weaknesses

- Limited OTC Presence.
- Several Product Recalls.

Opportunity

- Market expansion.
- Strategic partnership.

Threat

- Changing industry trends.
- Intense Competition
- Regulatory changes.

SUGGESTION

- Prioritize client engagement and satisfaction as much as possible.
- Enhancements in the length and breadth are required.

LEARNING

- Practical exposure, on the other hand, emphasized learning through doing. I applied my theoretical knowledge to real-world situations, learn from hands-on experiences, and gain practical skills.
- Developed and implemented brand strategies, including the creation of content calendars and social media engagement plans.
- Applied classroom knowledge of marketing strategies, social media marketing, and consumer behavior to real-world projects.
- Utilized SWOT and PESTEL analyses to assess and plan marketing campaigns, ensuring a comprehensive understanding of internal and external factors.
- Gathered and analyzed data from past campaigns to inform and strengthen future marketing strategies.

CHALLENGES FACED

- Communication barriers
- Technical and learning challenges.
- Limited networking opportunities
- Pressure to prove my worth and demonstrate my abilities during limited time in the internship.

1st Week Report

Name of the Organisation: IPCA laboratory

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Kartikey Kumar

Roll no: 0519

Stream: MBA Pharmaceutical Management

Week no: 1

From: 08/05/2024 **to** 11/05/2024

Activity Done	First day Hr. Malkhan Singh sir prepared my schedule in ipca laboratory. In my first week I was in QC and in there I observe different instrument and conducted different quality test with different analyst and learn how QC manager mange all the different activity in QC department.
Linking theory (Classroom learning) with practice at your organisation	Management Techniques: Utilized techniques for effective staff management and work distribution in the QC department. Quality Control Principles: Applied theoretical knowledge of quality control processes to real-world scenarios, ensuring compliance and accuracy in testing procedures.
Gaps identified on the working area.	Lack of Communication: There was a noticeable lack of communication among colleagues, which affected workflow and efficiency.
Suggestions for improvement	Communication Skills Sessions: IPCA Laboratories should conduct regular sessions on communication skills to enhance interaction and collaboration among colleagues.
Plan for the next week.	Continue in QC department for another week

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: IPCA laboratory

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Kartikey Kumar

Roll no: 0519

Stream: MBA Pharmaceutical Management

Week no: 2

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

Activity Done	Working with manager and preparing working schedule of analyst and disturbing work to the analyst, Also checking logbook of different instrument with executive. This was the last week for me in the QC department.
Linking theory (Classroom learning) with practice at your organisation	This week learn how to manage the qc staff and distribution of work among staff
Gaps identified on the working area.	Improper filling of logbook which causes problem during audits in company.
Suggestions for improvement	Weekly checking of logbook for proper result at the time of audits.
Plan for the next week.	Next week I will be working in PMT department.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report**Name of the Organisation:** IPCA laboratory**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Kartikey Kumar**Roll no:** 0519**Stream:** MBA Pharmaceutical Management**Week no:** 3**From:** 20/05/2024 to 25/05/2024

Activity Done	Focused more on the learning and understanding that how a brand plan or strategy is made.
Linking theory (Classroom learning) with practice at your organisation	Connecting the marketing plan that I learnt in class with the marketing research and analysis.
Gaps identified on the working area.	NA
Suggestions for improvement	Consider and come up with several solutions to the issues raised, along with suggestions for how to overcome or eliminate the issue.
Plan for the next week.	Continue the learning and gain more and more knowledge and information on preparing a brand plan

Signature of the Student**Approved by the IIHMR University's Mentor**

4th Week Report

Name of the Organisation: IPCA laboratory

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Kartikey Kumar

Roll no: 0519

Stream: MBA Pharmaceutical Management

Week no: 4

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

Activity Done	Orientation with the sales officer to understand the sales strategy for RAPICLAV 625MG TAB. Accompanied the sales officer on field visits to pharmacies and clinics. Introduced RAPICLAV 625MG TAB to healthcare professionals and provided detailed information about the product's benefits and usage.
Linking theory (Classroom learning) with practice at your organisation	Applied classroom knowledge of sales and marketing strategies to real-world interactions. Learned about the practical challenges and techniques in pharmaceutical sales, including how to effectively communicate product benefits.
Gaps identified on the working area.	No gap identified
Suggestions for improvement	No suggestion
Plan for the next week.	Work on marketing plan

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report**Name of the Organisation:** IPCA laboratory**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Kartikey Kumar**Roll no:** 0519**Stream:** MBA Pharmaceutical Management**Week no:** 5**From:** 03/06/2024 to 08/06/2024

Activity Done	Transitioned on a project focused on developing a marketing plan for ipca brand ex. IMOC 500.
Linking theory (Classroom learning) with practice at your organisation	Utilized knowledge from marketing courses to structure a comprehensive plan
Gaps identified on the working area.	Difficulty in coordinating between different units within the organization
Suggestions for improvement	Foster improved communication channels between various units to streamline coordination
Plan for the next week.	Develop detailed action plans for both on-ground activities and social media extension. .

Signature of the Student**Approved by the IIHMR University's Mentor**

6th Week Report

Name of the Organisation: IPCA laboratory

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Kartikey Kumar

Roll no: 0519

Stream: MBA Pharmaceutical Management

Week no: 6

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

Activity Done	Created initial drafts of visual aids for the IMOX 500 tablet, focusing on the key features, benefits, and usage instructions. Studying with the design team to finalize the layout, color scheme, and imagery .
Linking theory (Classroom learning) with practice at your organisation.	Utilizing the knowledge of marketing course to structure the visual aid of IMOX 5000 tablet
Gaps identified on the working area.	Some technical terms used in the visual aid were not easily understandable by the target audience (general practitioners and pharmacist)
Suggestions for improvement.	Replace complex medical terms with simpler, more relatable language without compromising on accuracy
Plan for the next week.	Collaborate with the design team to standardize the design elements and incorporate feedback.

Signature of the Student

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7th Week Report

Name of the Organisation: IPCA laboratory

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Kartikey kumar

Roll no: 0519

Stream: MBA Pharmaceutical Management

Week no: 7

From: 17/06/2024 to 22/06/2024

Activity Done	Developed a Marketing Calendar for I MOX 500 brand tablet: • identified target audience: General practitioners, ENT specialists, pharmacists, and patients needing antibiotic treatment. • Created a calendar: Daily/weekly activities focusing on product awareness, benefits of i MOX 500, and IPCA Laboratories' expertise in antibiotics. • Scheduled engaging activities: Informative seminars, in-clinic presentations, leaflet distributions, product samples, and feedback collection.
Linking theory (Classroom learning) with practice at your organisation	The knowledge gained on creating effective marketing campaigns, identifying key stakeholders, and engaging with healthcare professionals proved instrumental in developing the marketing calendar for i MOX 500.
Gaps identified on the working area.	While market research was conducted, access to more specific preferences of healthcare professionals could have further enhanced the targeting strategy for i MOX 500.
Suggestions for improvement	Consider acquiring a feedback tool to gain deeper insights into healthcare professionals' preferences and engagement levels.
Plan for the next week	First refine the calendar and marketing plan based on their input. Create a brand communication

Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report**Name of the Organisation:** IPCA laboratory**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Kartikey kumar**Roll no:** 0519**Stream:** MBA Pharmaceutical Management**Week no:** 8**From:** 24/06/2024 to 29/06/2024

Activity Done	Worked on the same project as I did last week, Gathered and included data and metrics from past to strengthen the justification for proposed ideas.
Linking theory (Classroom learning) with practice at your organisation	the knowledge gained on creating effective marketing campaigns, identifying key stakeholders, and engaging with healthcare professionals proved instrumental in developing the marketing calendar for i MOX 500.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	End of summer training.

Signature of the Student**Approved by the IIHMR University's Mentor**

Compiled Report

Name of the Organisation: IPCA laboratory

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Kartikey kumar

Roll no: 0519

Stream: MBA Pharmaceutical Management

Activity Done	- On joining IPCA Laboratories, Mr. Malkhan Singh, HR, prepared my schedule, which included rotations in the QC lab, Production, QA, PMT, and HR departments. During my time in the QC department, I observed different instruments and conducted various quality tests with analysts. I learned how the QC manager manages all activities within the department. - Later, I worked closely with the manager to prepare the working schedule of analysts, distribute work, and check logbooks of different instruments with an executive. In the PMT department, I focused on understanding how a brand plan or strategy is developed, and I worked on a project to develop a marketing plan for IPCA's IMOC 500 brand. - I created initial drafts of visual aids for the IMOX 500 tablet, focusing on key features, benefits, and usage instructions. I collaborated with the design team to finalize the layout, color scheme, and imagery. Finally, I developed a comprehensive Marketing Calendar for the IMOX 500 brand tablet, targeting general practitioners, ENT specialists, pharmacists, and patients needing antibiotic treatment. The calendar included daily and weekly activities such as informative seminars, in-clinic presentations, leaflet distributions, product samples, and feedback collection.
Linking theory (Classroom learning) with practice at your organisation	- In the QC department, I applied management techniques for managing staff and distributing work among analysts. - In the PMT department, I utilized marketing strategies and research analysis to develop a brand plan for IMOX 500. - I leveraged knowledge from marketing courses to structure visual aids and a marketing calendar, ensuring effective communication and engagement with healthcare professionals. - Refined the SWOT and PESTEL analyses for a thorough understanding of the campaign environment and internal capabilities

Gaps identified on the working area.	• QC Department: Lack of communication among colleagues and improper filling of logbooks, which could cause problems during audits. • PMT Department: Difficulty in coordinating between different units within the organization and the use of complex medical terms in visual aids that were not easily understandable by the target audience. • Market Research: Limited access to specific preferences of healthcare professionals, which could have enhanced the targeting strategy for IMOX 500.. • Requires more detailed audience data for precise campaign strategy adjustments.
Suggestions for improvement	Communication Skills: Conduct sessions on communication skills to improve interactions among colleagues. Logbook Management: Implement weekly checks of logbooks to ensure proper documentation during audits. Coordination: Foster improved communication channels between various units to streamline coordination. Simplify Language: Replace complex medical terms in visual aids with simpler, more relatable language without compromising accuracy. Feedback Tool: Acquire a feedback tool to gain deeper insights into healthcare professionals' preferences and engagement levels.

Signature of the Student

Approved by the IIHMR University's Mentor