

# **SUMMER INTERNSHIP PROGRAM**

**at**

**CIPLA Ltd.**



From 6<sup>th</sup> May 2024 to 6<sup>th</sup> July 2024

**A REPORT BY**

**Ashutosh Kaurav**

**Master of Business Administration**

**(Pharmaceutical Management)**

**2023-2025**

under the Mentorship of

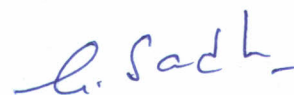
**Dr. Goutam Sadhu Sir**  
**Professor and Proctor**



## IIHMR University Faculty Mentor Approval

This is to certify that Mr. Ashutosh Kaurav of academic year 2023-25 of School of Pharmaceutical Management has prepared a Poster with respect to his/ her summer internship held during May-june 2024. He /she has carried out work as per the guidelines. His / Her poster is approved for presentation.

Date: 23/07/24

A handwritten signature in blue ink, appearing to read 'G. Sadhu'.

(Signature of Faculty Mentor)

Dr. Goutam Sadhu

Professor, proctor

**Date:** 30<sup>th</sup> June 2024

## To Whomsoever It May Concern

This is to certify that **Ashutosh Kaurav (IIHMR-U/02/2023-25/0486)** of IIHMR University, Jaipur has successfully completed 2 Months Summer Internship as a Market Research Intern from 01<sup>st</sup> May 2024 to 30<sup>th</sup> June 2024 from Cipla Ltd. under the guidance of Mr. Harshal Gangurde.

His/Her overall performance during the internship was found to be sincere and dedicated.

We wish him/her success in his/her future endeavors.

For Cipla Ltd.

A handwritten signature in blue ink, appearing to read "Harshal", is positioned above the printed name of the signatory.

**Mr. Harshal Gangurde**

Marketing Head  
PH Care

**Cipla Ltd.,**

**Regd. Office:** Cipla House, Peninsula Business Park, Ganpatrao Kadam Marg,  
Lower Parel, Mumbai - 400013. India. **Website:** [www.cipla.com](http://www.cipla.com)

# SUMMER INTERNSHIP PROGRAM

ORG. MENTOR : MR. NIDHISH GAURAV  
FACULTY MENTOR : Dr. GOUTAM SADHU  
Roll No. 0486

## IIHMR UNIVERSITY JAIPUR

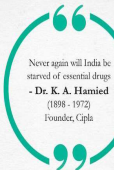
SUBMITTED BY – ASHUTOSH KAURAV

### MARKET ASSESSMENT ON ILD & EFFECTIVENESS OF ANTI-FIBROTICS IN IT'S TREATMENT THROUGH MARKET RESEARCH

Cipla

#### HISTORY OF CIPLA

Cipla is a leading pharmaceutical from India with presence across the world. It was established in 1935 as Chemical Industrial Pharmaceutical Laboratories Ltd and changed to its current name in 1984. The company has a vast portfolio with more than 1,500 products in the market. The company's business is divided into three strategic units: APIs, respiratory and Cipla Global Access. Its largest market is India, followed by Africa and North America.



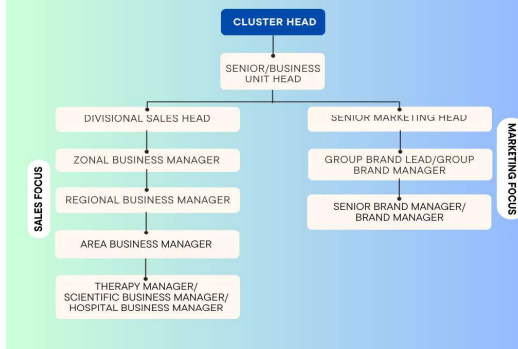
#### VISION

To become a Centre of excellence in the manufacturing of quality, affordable and newer medicines.

#### MISSION

To be a leading global healthcare company which uses technology and innovation to meet everyday needs of all patients.

#### ORGANIZATION STRUCTURE



#### SWOT

##### Strength

- ❖ Most preferred treatment for ILD's.
- ❖ Good Efficacy, Safety and Tolerability

##### Weakness

- ❖ Expensive.
- ❖ Decrease the symptoms but doesn't cure the disease.



##### Threats

- ❖ Growing competition.
- ❖ Inexpensive alternatives.

##### Opportunity

- ❖ Collaborations and Partnerships.
- ❖ Patient education increase awareness related to ILD's.

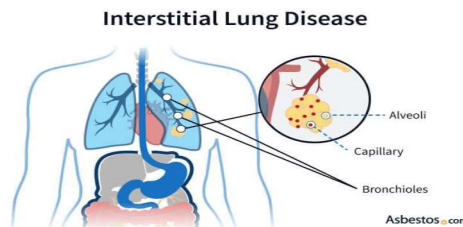
#### Learnings

- Understanding the market size, growth & trends of Nintedanib and Pirfenidone.
- Collecting information and data from various Pulmonologist & CP's of Delhi.
- Time management and interpersonal skills.

#### OBJECTIVE

To collect data from Pulmonologists of Delhi on their preference between Pirfenidone and Nintedanib.

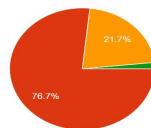
#### ABOUT THE DISEASE



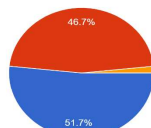
Interstitial Lung Disease (ILD) refers to a group of lung disorders characterized by inflammation & scarring (fibrosis) of the interstitial tissue that supports the air sacs in the lungs. ILD encompasses various conditions, including idiopathic pulmonary fibrosis (IPF), sarcoidosis, hypersensitivity pneumonitis, & others.

#### ANALYSIS OF SURVEY

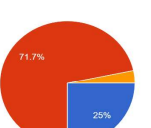
Number of new patients to which doctor prescribe antifibrotics every week.



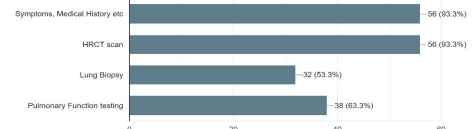
Generally observed photosensitivity reaction related to pirfenidone at



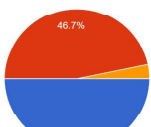
The mean survival of your IPF Patients receiving antifibrotic treatment is



Techniques used for diagnosis of IPF/ILD are



Generally, observe GI related adverse event related to pirfenidone at



#### TREATMENT

Pirfenidone & Nintedanib are 2 medications approved for the treatment of idiopathic pulmonary fibrosis (IPF), which is the most common & severe form of ILD.

#### PACKAGING



#### COMPETITOR OF PIRFENEX

FIBRODENE (LUPIN)

PULMOFIB (MSN LABS)

PIRFETAB (ZYDUS CADILA)

PIRFEMAC (MACLEODS)

FIBRORESP (GLENMARK)

#### COMPETITOR OF NINTIB

NINTENA (SUN PHARMA)

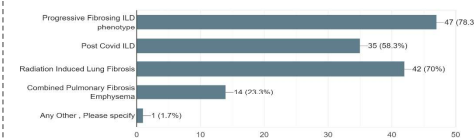
NINDANIB (GLENMARK)

CYENDIV (BOEHRINGER INGELHEIM)

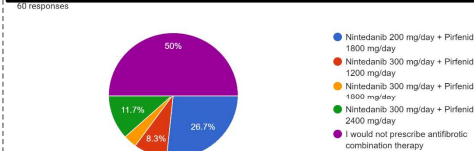
IDOFNIB (LUPIN)

NINDEV (ZYDUS CADILA)

The other suitable patient profiles for prescribing antifibrotics are



The daily dose combination of the two antifibrotics would be appropriate in IPF patients that may consider for combination therapy



#### Theoretical Vs Practical

- Practical knowledge produces concrete data on doctors' perception and their impact on patient outcomes.
- Theoretical knowledge is derived from scientific literature and educational resources.

#### USEFULNESS OF INTERNSHIP

- Practical Experience.
- Industry Exposure.
- Skill Development.
- Self-Discovery and Career Exploration.
- Confidence Building.

#### CHALLENGES FACED

- Difficulty in meeting the doctors, they didn't use to give time to us.
- 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.

#### Suggestions

##### Enhance Patient Support Programs

Develop comprehensive patient support programs to address side effects and improve compliance.

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude and appreciation to MR. NIDHISH GAURAV SIR for introducing me to CIPLA Ltd. His guidance and support have been invaluable in helping me navigate through the organization and understand its operations.

I cannot extend enough gratitude for my mentor from college, Dr. Goutam Sadhu (Dean and Professor IIHMR University). His guidance, expertise, and unwavering support have been instrumental in shaping my understanding and approach towards my project.

I would like to acknowledge the support and assistance of the entire team at CIPLA Ltd. who provided me with essential resources, information and a collaborative working environment.

I am incredibly grateful to my family and friends for their constant understanding, support, and encouragement throughout this time. Their constant motivation has been a pillar of strength throughout my internship.

I am grateful for the opportunity to work with such dedicated professionals who have been instrumental in shaping my understanding of the organization and its objectives. Their commitment to excellence and their continuous support have greatly contributed to my professional development.

Once again I wanted to convey my sincere appreciation to my mentors for their support, guidance, & unwavering encouragement all over my journey at CIPLA. I am really grateful for their contribution to my learning and the successful completion of my project.

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## About Organization

Cipla is a well-known Indian pharmaceutical company that is present all over the world. Chemical Industrial Pharmaceutical Laboratories Ltd. was its original name when it was founded in 1935, and it adopted its current name in 1984.

With more than 1,500 goods on the market, the firm boasts an extensive range. The three strategic business segments of the firm are APIs, respiratory, and Cipla global access. India is the company's biggest market which is followed by Africa & North America. India is home to Cipla, a well-known multinational pharmaceutical corporation. With more than 80 years of expertise, Cipla is well-known for both its dedication to enhancing access to healthcare globally and for producing high-quality, reasonably priced medications.

**Headquartered** in Mumbai, India.

**Mission Statement:** To be the leading global healthcare company that uses technology and innovation to meet the everyday needs of all patients.

**Vision Statement:** To be the first Global biotech company to provide high quality product at affordable prices that enable access for millions of patients worldwide.

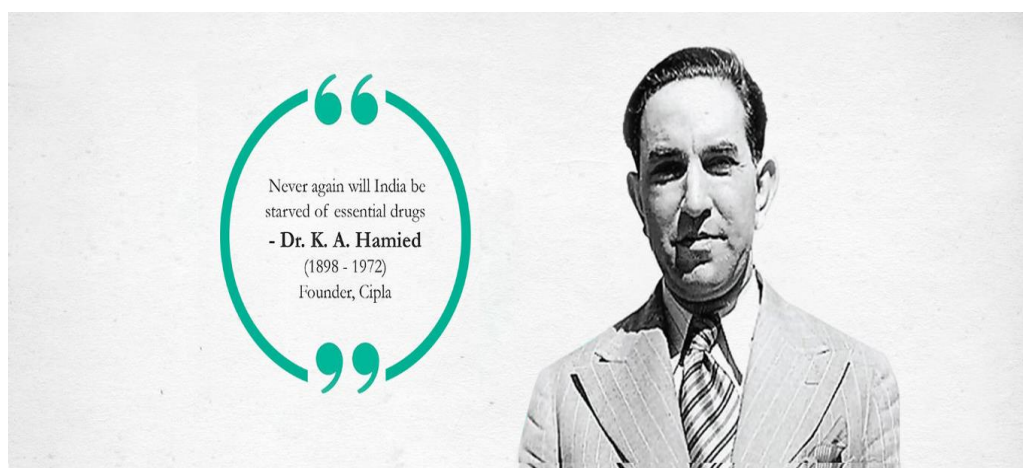
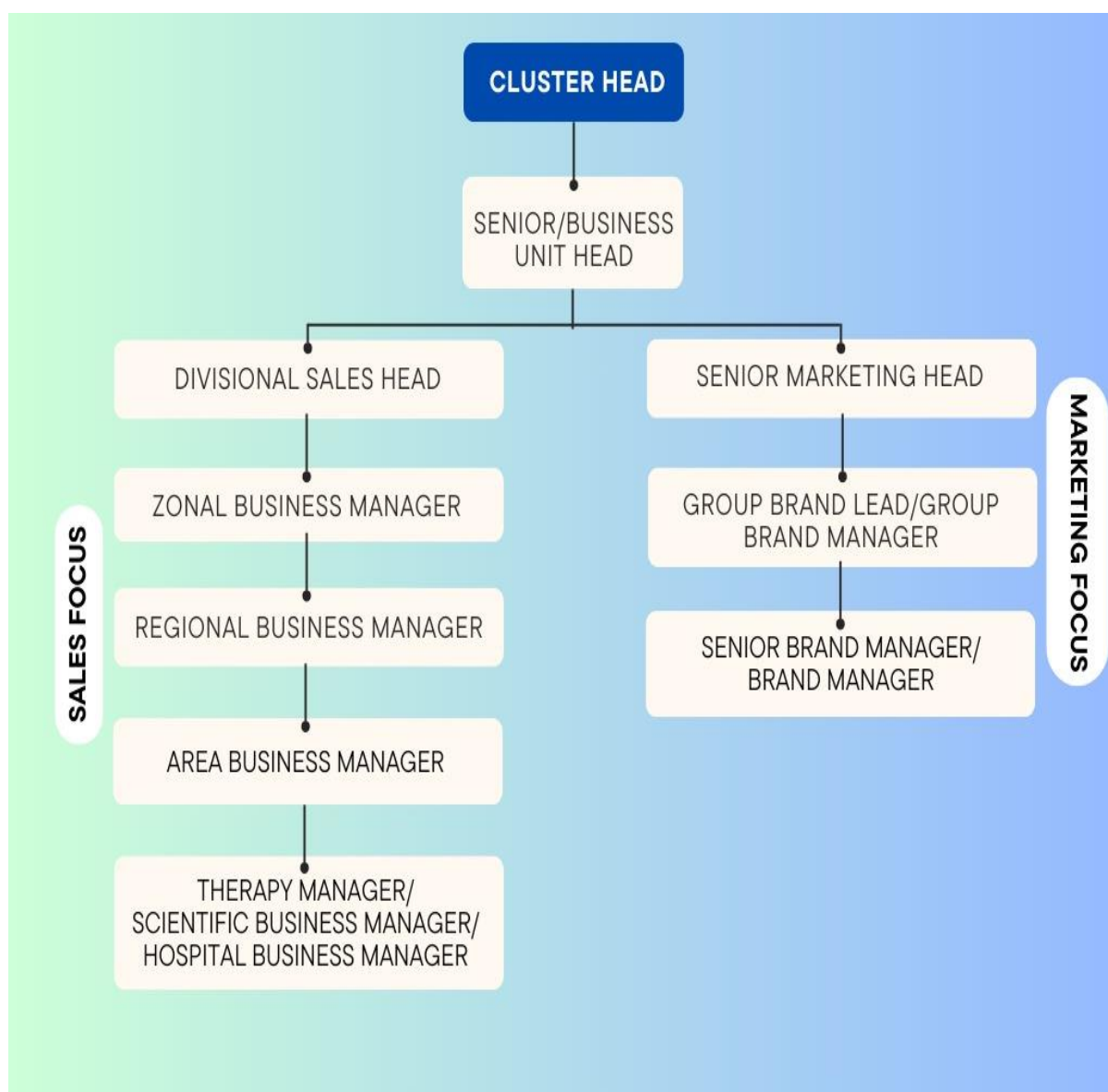


Fig. 1

# About the Department

## Organization Structure



## Areas of Therapy in CIPLA

- Respiratory
- Pediatric Asthma
- Asthma
- COPD
- HIV/AIDS
- Oncology
- Cipla Generics
- Cipla Diagnostics
- Covid Care
- API
- OTC – Cipla Health
- Nebulization
- Other Therapies

# My Project

## Understanding The Disease

### Idiopathic Pulmonary Fibrosis:

Idiopathic Pulmonary Fibrosis is a irreversible & progressive lung disease characterized by stiffening & scarring of lung tissue. This debilitating condition can severely impact an individual's quality of life and is associated with a poor prognosis.

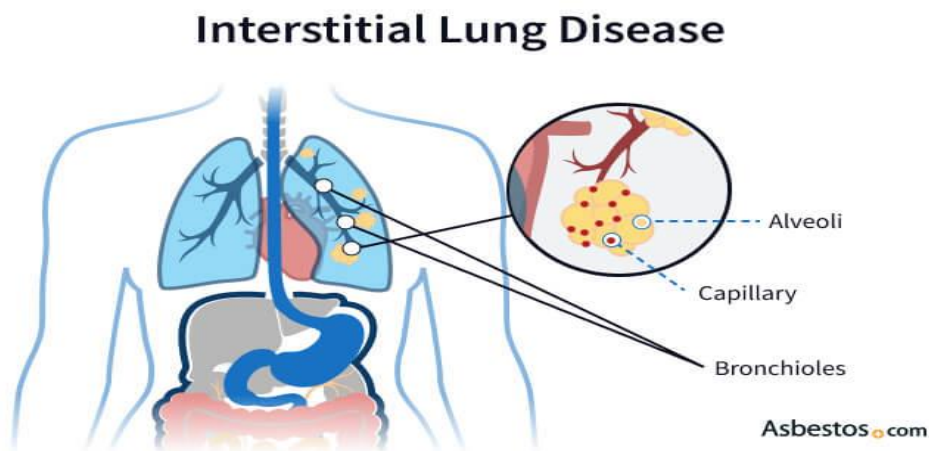


Fig.2

### Epidemiology and Prevalence of IPF

- **Incidence** - most occurrences of IPF occur in people 50 years of age and beyond, particularly affecting elderly adults.
- **Prevalence** - the global prevalence of IPF is estimated to be between 3 and 5 cases per 10,000 individuals, with regional variations.

**Risk Factors** - Known risk factors for IPF include smoking, exposure to certain environmental and occupational agents, and genetic predisposition

### Global Idiopathic Pulmonary Fibrosis Disease Treatment by type

- Pirfenidone
- Nintedanib
- Other

## Understanding the Molecule

A prescription drug called **Pirfenex Tablet** is used to treat idiopathic pulmonary fibrosis.

### MARKETER

[Cipla Ltd](#)

### SALT COMPOSITION

[Pirfenidone \(200mg\)](#)

**STORAGE** Store below 30°C

It has shown remarkable efficacy in improving the lives of patients suffering from Idiopathic Pulmonary Fibrosis by slowing down disease progression, improving lung function, enhancing quality of life.



Fig.3

### Pirfenidone: A Solution for Idiopathic Pulmonary Fibrosis (IPF)

Pirfenidone offers a groundbreaking solution for patients battling IPF by:

#### Slowing Disease Progression

- Unlike previous treatments that primarily managed symptoms, Pirfenidone is the first medication approved to slow down the lung scarring process, a hallmark of IPF.
- This translates to a potential delay in the decline of lung function, allowing patients to breathe easier for longer.

#### Improving Quality of Life:

- By slowing the progression of IPF, Pirfenidone can help patients maintain a higher level of activity and independence.
- This can significantly improve their quality of life and ability to participate in daily activities.

#### Managing Symptoms

- While Pirfenidone targets the underlying cause of IPF, it may also indirectly alleviate symptoms like shortness of breath and fatigue.
- This offers patients some immediate relief while addressing the long-term progression of the disease.

## Science of Molecule

- **Inhibition of TGF- $\beta$**

Pirfenidone affects the signaling pathway of Transforming Growth Factor Beta (TGF- $\beta$ ), which is a major cause of lung fibrosis.

- **Reduction of CTGF**

It also reduces the expression of Connective Tissue Growth Factor (CTGF), which is another important mediator of fibrosis.

- **Modulation of Fibroblasts**

Pirfenidone helps regulate the activity and proliferation of lung fibroblasts, the cells responsible for excessive collagen deposition.

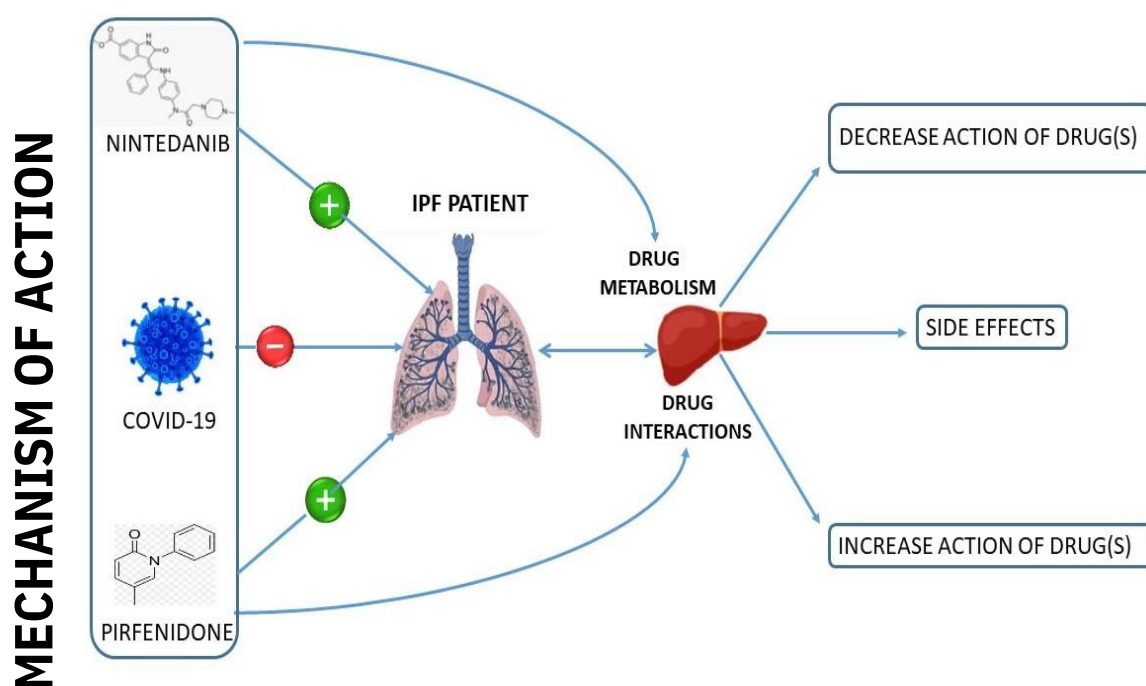


Fig. 4

### Structure of Pirfenidone

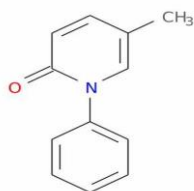


Fig.5

## Understanding the Market

### IPF TRENDS

The market for the IPF (idiopathic Pulmonary fibrosis) is anticipated to be valued at **USD 4.60 Billion in 2024** & rise to **USD 6.43 Billion by 2029**, With a CAGR (Compound annual growth rate) of **6.95%** from (2024) to (2029).

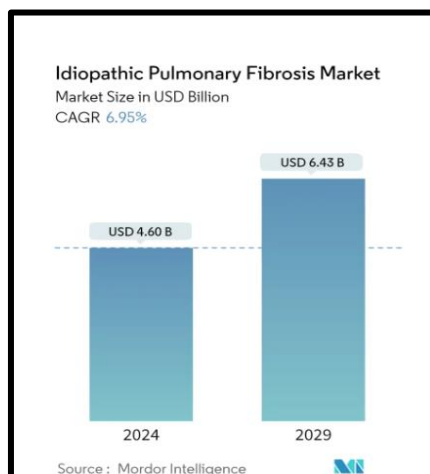


Fig.6

Total Market of Pirfenidone is **50.55 CRORES**.

Total market of pirfenex is **38.03. CRORES**.

### Top 5 Competitors of Pirfenex

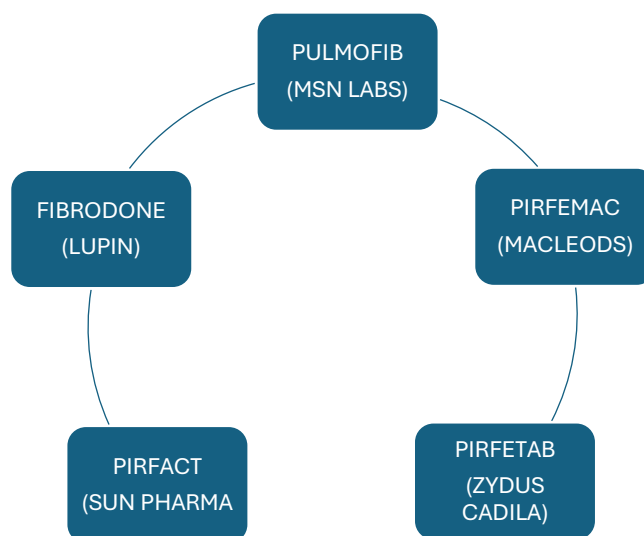
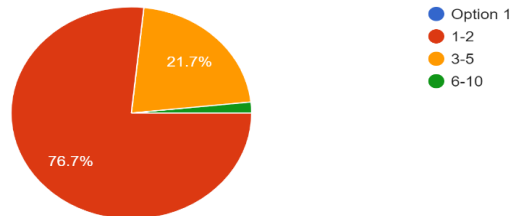


Fig 6.

## Analysis Of Survey

1). Research Question: “How many new patients do you prescribe antifibrotics every week?”.

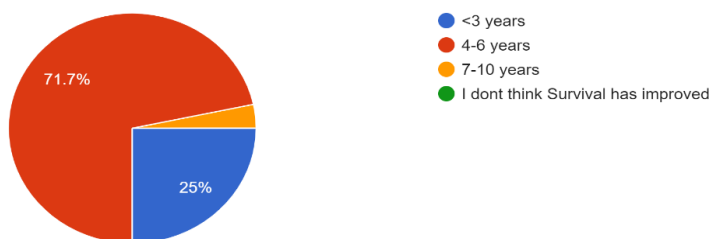
How many new patients do you prescribe antifibrotics every week ?  
60 responses



Interpretation - It shows that 76.7% of physicians prescribe antifibrotics to between 1 to 2 patients every week, while 21.7% of physicians prescribe antifibrotics to 3 to 5 patients every week.

2). Research Question: “What has been the mean survival of your IPF patients (post diagnosis) receiving antifibrotic treatment?”

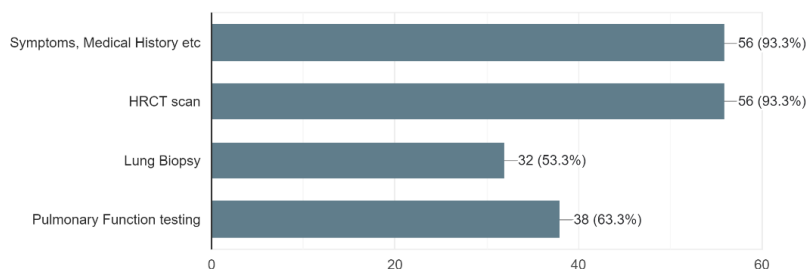
What has been the mean survival of your IPF patients (post diagnosis) receiving antifibrotic treatment?  
60 responses



Interpretation: It shows that 71.7% of physicians marked that the mean survival of IPF patients after receiving antifibrotic treatment is 4 to 6 years.

3) "What type of techniques do you use for diagnosis of IPF/ILD?"

What type of techniques do you use for diagnosis of IPF/ILD ?  
60 responses

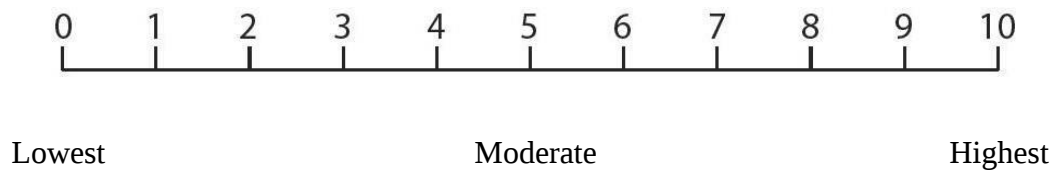


Interpretation: It shows the different diagnostic techniques used for Interstitial lung disease (ILD) and Idiopathic Pulmonary Fibrosis (IPF), and the percentage of doctors who use each technique.

- **Symptoms, Medical History etc:** 93.3% of doctors use patients' symptoms and medical history for diagnosis.
- **HRCT scan:** 93.3% of doctors use HRCT scans for diagnosis. HRCT stands for high-resolution computed tomography.
- **Lung Biopsy:** 53.3% of doctors perform lung biopsies for diagnosis.
- **Pulmonary Function Testing:** 63.3% of doctors use pulmonary function testing for diagnosis.

4). At what level do you mostly encounter with a patient suffering from IPF/ILD?

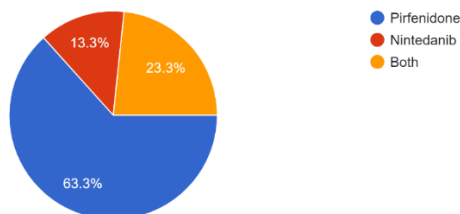
(Severity level)



Interpretation: 50% of doctors marked the scale at 7, 45 % Doctors marked the scale at 8 and 5% Doctors marked the scale at 5.

5). Which of the below antifibrotics is safe to use in IPF patients with concomitant cardiovascular disease?

Which of the below antibiotics is safe to use in IPF patients with concomitant cardiovascular disease?  
60 responses

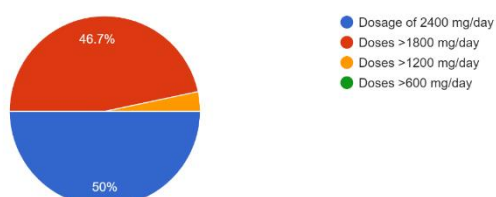


Interpretation: It shows the percentage of antifibrotics safe to use in patients with idiopathic pulmonary fibrosis (IPF) and concomitant cardiovascular diseases.

- **Nintedanib:** 13.3% of Physician's marked Nintedanib as safe to use.
- **Pirfenidone:** 63% of Physician's marked Pirfenidone as safe to use.
- **Both:** 23.3% of Physician's marked both Nintedanib and Pirfenidone as safe to use.

6). You generally observe GI-related adverse events related to pirfenidone at

You generally observe GI related adverse event related to pirfenidone at  
60 responses

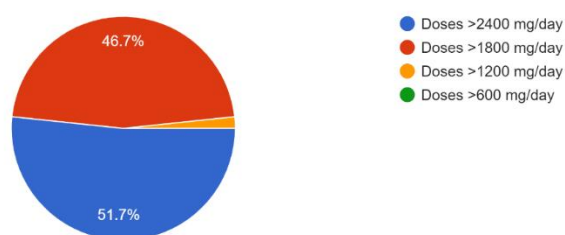


Interpretation: It shows the percentage of physicians who responded to the question.

- **Dosage of 2400 mg/day:** 50% of physician's responded that they generally observe GR related adverse events related to pirfenidone at a dosage of 2400 mg/day.
- **Doses >1800 mg/day:** The percentage of physician's who responded that they generally observe GR related adverse events related to pirfenidone at doses greater than 1800 mg/day is 46.7%, and doses greater than 1200 mg/day is 3.3%.

#### 7). You generally observe photosensitivity reactions related to pirfenidone at ?

You generally observe photosensitivity reactions related to pirfenidone at  
60 responses

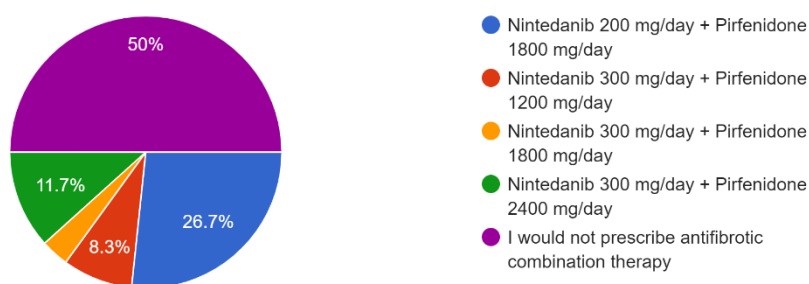


Interpretation: It shows the percentage of physicians who responded to the question.

- **Dosage of 2400 mg/day:** 51.7% of physician's responded that they generally observe photosensitivity reactions related to pirfenidone at a dosage of 2400 mg/day.
- **Doses >1800 mg/day:** The percentage of physician's who responded that they generally observe photosensitivity reactions related to pirfenidone at doses greater than 1800 mg/day is 46.7%, and doses greater than 1200 mg/day is 1.6%.

#### 8). In your opinion, which daily dose combination of the two antifibrotics would be appropriate in IPF patients that you may consider for combination therapy?

In your opinion which daily dose combination of the two antifibrotics would be appropriate in IPF patients that you may consider for combination therapy  
60 responses

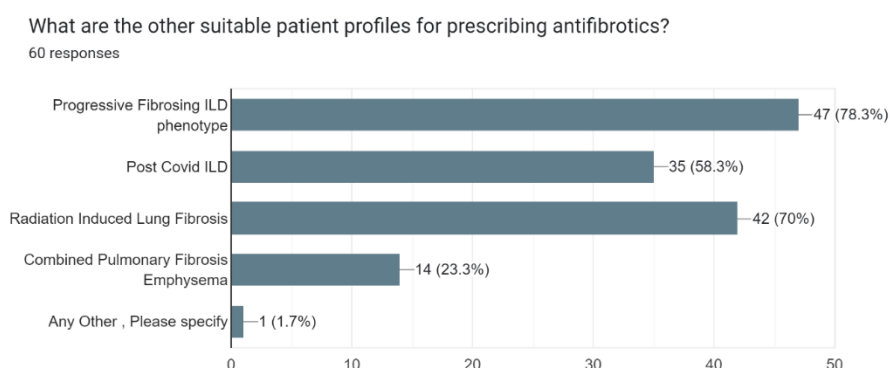


Interpretation: It shows the survey responses from doctors about which daily dose combination of Nintedanib and Pirfenidone would be appropriate for Idiopathic Pulmonary Fibrosis (IPF) patients undergoing combination therapy.

- **Not prescribed:** 50% of doctors indicated that they would not prescribe antifibrotic combination therapy.

- **Nintedanib 200 mg/day + Pirfenidone 1800 mg/day:** 26.7% of doctors indicated that this would be an appropriate dosage.
- **Nintedanib 300 mg/day + Pirfenidone 2400 mg/day:** 11.7% of doctors indicated that this would be an appropriate dosage
- **Nintedanib 300 mg/day + Pirfenidone 1200 mg/day:** 8.3% of doctors indicated that this would be an appropriate dosage.
- **Nintedanib 300 mg/day + Pirfenidone 1800 mg/day:** 3.3% of doctors indicated that this would be an appropriate dosage.

9). What are other suitable patient profiles for prescribing antifibrotics? (You can select multiple alternatives)

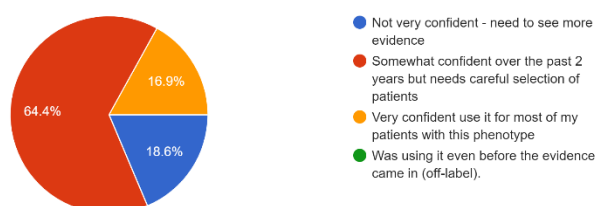


It shows the survey responses from doctors regarding suitable patient profiles for prescribing antifibrotics:

- **Progressive Fibrosing ILD phenotype:** 78.3% of doctors indicated that this is a suitable patient profile for prescribing antifibrotics.
- **Post-Covid ILD:** 58.3% of doctors indicated that this is a suitable patient profile for prescribing antifibrotics.
- **Radiation Induced Lung Fibrosis:** 70% of doctors indicated that this is a suitable patient profile for prescribing antifibrotics.
- **Combined Pulmonary Fibrosis and Emphysema:** 23.3% of doctors indicated that this is a suitable patient profile for prescribing antifibrotics.
- **Any Other:** 1.7% of doctors indicated that there are other suitable patient profiles for prescribing antifibrotics.

10). How confident are you in prescribing antifibrotic therapy appropriately for patients with the progressive fibrosing ILD phenotype, other than IPF?

How confident are you in prescribing antifibrotic therapy appropriately for patients with the progressive fibrosing ILD phenotype other than IPF ?  
59 responses



It shows the survey responses from doctors regarding their confidence in prescribing antifibrotic therapy for patients with progressive fibrosing ILD, excluding Idiopathic Pulmonary Fibrosis (IPF).

- **64.4%** of doctors responded that they are somewhat confident over the past 2 years but needs careful selection of patients.
- **18.6%** of doctors responded that they are not very confident and need to see more evidence.
- **16.9%** of doctors responded that they are very confident use it for most of patients with this phenotype.

# Compiled Report

**Name of the Organization: CIPLA**

**Area/ Department: Marketing**

**Name of the Student: Ashutosh Kaurav**

**Roll no: 0486**

**Stream: Pharmaceutical Management**

## Activity Done

Introduction of Organization, Organizational Structure, Understanding the molecule, Science of Molecule, Creating of Pitch Deck, Preparation of Questionnaire, Commencement of Survey, Analyzing the feedback, Finalization of Pitch Deck, Creating of Final Report.

## Linking theory (Classroom learning) with practice at your organization

- Marketing Management Module helps a lot.

## 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.

## Suggestions for improvement

- Better communication.
- Providing more opportunities for freshers.

**Signature of the Student**

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

## Internship Report 1

**Name of the Organization:** CIPLA

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

**Name of the Student:** Ashutosh Kaurav

**Roll no:** 0486

**Stream:** Pharmaceutical Management

**Week no:** 1<sup>st</sup>

**From – 6<sup>th</sup> May to 11<sup>th</sup> May 2024**

|                                                                               |                                                                                                                        |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Introduction Session<br/>Understanding Brand Plan<br/>Making &amp; Presentation of Brand Plan</b>                   |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>In the Marketing Management Module have a glimpse of brand plan that will help in practicing here.</b>              |
| <b>Gaps identified on the working area.</b>                                   | <b>Difficulty in making brand plan and understanding organization culture.<br/>Time management problem</b>             |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals.</b> |
| <b>Plan for the next week</b>                                                 | <b>Launching Plan of a Drug</b>                                                                                        |

## Internship Report 2

**Name of the Organization: CIPLA**

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

**Name of the Student: Ashutosh Kaurav**

**Roll no: 0486**

**Stream: Pharmaceutical Management**

**Week no: 2nd**

**From – 13<sup>th</sup> – 18<sup>th</sup> May 2024**

|                                                                               |                                                                                                                        |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Making &amp; Presentation of Brand Plan<br/>IQVIA Data Analysis and understanding<br/>Launch Plan Glimpse</b>       |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Help of marketing management module</b>                                                                             |
| <b>Gaps identified on the working area.</b>                                   | <b>Difficulty in understanding and handling IQVIA data<br/>Time management problem</b>                                 |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals.</b> |
| <b>Plan for the next week</b>                                                 | <b>Questionnaire Preparation</b>                                                                                       |

## Internship Report 3

**Name of the Organization: CIPLA**

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

**Name of the Student: Ashutosh Kaurav**

**Roll no: 0486**

**Stream: Pharmaceutical Management**

**Week no: 3rd**

**From – 20th – 26th<sup>th</sup> May 2024**

|                                                                               |                                                                                                                       |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Making &amp; Presentation of Brand Plan<br/>Excel and Questionnaire Preparation</b>                                |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Help of marketing management module</b>                                                                            |
| <b>Gaps identified on the working area.</b>                                   | <b>Time Management<br/>Difficulty in Preparation of Questionnaire</b>                                                 |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals</b> |
| <b>Plan for the next week</b>                                                 | <b>Preparation For Survey for Market Research</b>                                                                     |

## Internship Report 4

**Name of the Organization: CIPLA**

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

**Name of the Student: Ashutosh Kaurav**

**Roll no: 0486**

**Stream: Pharmaceutical Management**

**Week no: 4th**

**From – 24<sup>th</sup> - 28<sup>th</sup> 2024**

|                                                                               |                                                                                                                           |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Making &amp; Presentation of Brand Plan.<br/>IQVIA Data Analysis and Understanding.<br/>Microsoft Excel Knowledge.</b> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Help of Marketing Management Module</b>                                                                                |
| <b>Gaps identified on the working area.</b>                                   | <b>Time Management<br/>Communication</b>                                                                                  |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals</b>     |
| <b>Plan for the next week</b>                                                 | <b>Preparation for Market Research Survey</b>                                                                             |

## Internship Report 5

**Name of the Organization:** CIPLA

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

**Name of the Student:** Ashutosh Kaurav

**Roll no:** 0486

**Stream:** Pharmaceutical Management

**Week no:** 5th

**From – 3rd – 7th June 2024**

|                                                                               |                                                                                                                         |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Preparation of Questionnaire</b>                                                                                     |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Marketing Management Module helped a lot.</b>                                                                        |
| <b>Gaps identified on the working area.</b>                                   | <b>Time Management.<br/>Communication.</b>                                                                              |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication.<br/>Can have more industry source to get data.<br/>Increase networking with professionals.</b> |
| <b>Plan for the next week</b>                                                 | <b>Preparation for Market Research Survey.</b>                                                                          |

## Internship Report 6

**Name of the Organization: CIPLA**

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

**Name of the Student: Ashutosh Kaurav**

**Roll no: 0486**

**Stream: Pharmaceutical Management**

**Week no: 6th**

**From – 10th – 14th June 2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Survey started, Visiting of hospitals, Interview with Doctors</b>                                                                                                                                                                                                                                                                              |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Marketing Management Module helped a lot.</b>                                                                                                                                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | <b>Difficulty in meeting the doctors, they didn't use to give time to us.<br/>Since it was a new place, it was difficult to find the hospitals and clinics.<br/>In the hospitals, it was difficult to find out where exactly the department and doctors are.<br/>Sometimes doctors used to doubt that we are visiting on behalf of a company.</b> |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals</b>                                                                                                                                                                                                                             |
| <b>Plan for the next week</b>                                                 | <b>Survey (Meeting with Chest Physicians, Pulmonologists, General Consultants).</b>                                                                                                                                                                                                                                                               |

## Internship Report 7

**Name of the Organization: CIPLA**

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

**Name of the Student: Ashutosh Kaurav**

**Roll no: 0486**

**Stream: Pharmaceutical Management**

**Week no: 7th**

**From – 17th – 21st June 2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Survey, Visiting of hospitals, Interview with Doctors</b>                                                                                                                                                                                                                                                                                      |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Marketing Management Module Helped a lot.</b>                                                                                                                                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | <b>Difficulty in meeting the doctors, they didn't use to give time to us.<br/>Since it was a new place, it was difficult to find the hospitals and clinics.<br/>In the hospitals, it was difficult to find out where exactly the department and doctors are.<br/>Sometimes doctors used to doubt that we are visiting on behalf of a company.</b> |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals</b>                                                                                                                                                                                                                             |
| <b>Plan for the next week</b>                                                 | <b>Survey (Meeting with Chest Physicians, Pulmonologists, General Consultants).</b>                                                                                                                                                                                                                                                               |

## Internship Report 8

**Name of the Organization:** CIPLA

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

**Name of the Student:** Ashutosh Kaurav

**Roll no:** 0486

**Stream:** Pharmaceutical Management

**Week no:** 8th

**From – 24th – 28th July 2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <b>Survey Completed, visiting of hospitals, Interview with Doctors done</b>                                                                                                                                                                                                                                                                       |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <b>Marketing Management Module helped a lot.</b>                                                                                                                                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | <b>Difficulty in meeting the doctors, they didn't use to give time to us.<br/>Since it was a new place, it was difficult to find the hospitals and clinics.<br/>In the hospitals, it was difficult to find out where exactly the department and doctors are.<br/>Sometimes doctors used to doubt that we are visiting on behalf of a company.</b> |
| <b>Suggestions for improvement</b>                                            | <b>Better Communication<br/>Can have more industry source to get data.<br/>Increase networking with professionals</b>                                                                                                                                                                                                                             |
| <b>Plan for the next week</b>                                                 | <b>Survey (Meeting with Chest Physicians, Pulmonologists, General Consultants).</b>                                                                                                                                                                                                                                                               |

## Annexure

### Market Research Questionnaire (Pirfenidone)

Name \_\_\_\_\_

1. Specialization: \_\_\_\_\_

2. No. of patients you treat in a day: \_\_\_\_\_

3. Do you provide treatment for IPF/ILD patients?

Yes ☐

No ☐

4. How many new patients do you prescribe antifibrotics every week?

- a) 0
- b) 1-2
- c) 3-5
- d) 6-10

5. What has been the mean survival of your IPF patients (post-diagnosis) receiving antifibrotic treatment?

- a) <3 years
- b) 4-6 years
- c) 7-10 years
- d) I don't think survival has improved

6. what type of techniques do you use for diagnosis of IPF/ILD?

- a) Symptoms, medical history etc.
- b) HRCT scan
- c) Lung biopsy
- d) Pulmonary function testing

7. At what level do you mostly encounter with a patient suffering from IPF/ILD?

(Severity level)



Lowest

Moderate

Highest

8. Which of the below antifibrotics is safe to use in IPF patients with concomitant cardiovascular disease?

- a) Pirfenidone
- b) Nintedanib
- c) Both

9. You generally observe GI-related adverse events related to pirfenidone at

- a) Dosage of 2400 mg/day
- b) Doses > 1800 mg/day
- c) Doses > 1200 mg/day
- d) Doses > 600 mg/day

10. You generally observe photosensitivity reactions related to pirfenidone at

- a) Dosage of 2400 mg/day
- b) Doses > 1800 mg/day
- c) Doses > 1200 mg/day
- d) Doses > 600 mg/day

11. In your opinion, which daily dose combination of the two antifibrotics would be appropriate in IPF patients that you may consider for combination therapy?

- a) Nintedanib 200mg/day + pirfenidone 1800mg/day
- b) Nintedanib 300mg/day + pirfenidone 1200mg/day
- c) Nintedanib 300mg/day + pirfenidone 1800mg/day
- d) Nintedanib 300mg/day + pirfenidone 2400mg/day
- e) Any other suggested dose combination \_\_\_\_\_ + \_\_\_\_\_/day
- f) I would not prescribe antifibrotic combination therapy

12. What are other suitable patient profiles for prescribing antifibrotics? (You can select multiple alternatives)

- a) Progressive Fibrosing ILD phenotype
- b) Post-Covid (or other viral infection) Interstitial Lung Disease
- c) Radiation-Induced Lung Fibrosis
- d) Combined Pulmonary Fibrosis Emphysema
- e) Any other, please specify: \_\_\_\_\_

13. How confident are you in prescribing antifibrotic therapy appropriately for patients with the progressive fibrosing ILD phenotype, other than IPF?

- a) Not very confident – need to see more evidence
- b) Somewhat confident over the past 2 years, but needs careful selection of patients
- c) Very confident – use it for most of my patients with this phenotype
- d) Was using it even before the evidence came in (off-label)