

INTERNSHIP AT
B-Black Belt Brand Builders,
Bangalore, Karnataka

INTERNSHIP REPORT Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of
Master of Business Administration (MBA) in
Pharmaceutical Management

by

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INTERNSHIP REPORT

Organization: B Black Belt Brand Builders

Duration: 9th March – 31st May

Project Title: A Strategic Assessment of India's Medical Device Sector

INTRODUCTION

This report outlines my internship journey with B Black Belt Brand Builders, a strategic healthcare branding and consulting firm. Over nearly three months, I engaged deeply with research, strategic assessment, and market evaluation in the context of India's rapidly growing medical device sector. The experience provided a unique opportunity to blend academic learning with hands-on exposure to consulting practices, market dynamics, and strategic analysis in the healthcare ecosystem.

INTERNSHIP OBJECTIVES

The key objectives of this internship were to:

- Understand the structure, trends, and regulatory landscape of India's medical device industry.
- Conduct strategic analysis and benchmarking for Indian and global medical device companies.
- Explore market entry challenges and growth opportunities within the domestic sector.
- Apply business research methods to assess competitiveness and policy frameworks.
- Develop industry-focused content and assist in thought leadership initiatives.
- Enhance skills in stakeholder communication, strategic writing, and secondary data analysis.

ABOUT THE ORGANIZATION

B Black Belt Brand Builders is a reputed healthcare strategy and branding consultancy. With a focus on pharmaceuticals, medical devices, hospitals, and healthcare startups, the firm blends deep sector knowledge with creative strategy. The organization helps clients build stronger brand identities, conduct insightful market research, and design go-to-market and growth

strategies. Its work spans corporate branding, KOL (Key Opinion Leader) engagement, business analytics, and healthcare communications.

SERVICES OFFERED

The firm provides services including but not limited to:

- **Healthcare Brand Strategy & Positioning**
- **Market Research & Industry Intelligence**
- **Key Opinion Leader (KOL) Mapping & Engagement**
- **Medical Writing & Scientific Content Development**
- **Digital Strategy for Healthcare Brands**
- **Healthcare Policy Advisory & Training Modules**

PROJECTS AND ACTIVITIES INVOLVED

My core project during the internship was a strategic dissertation titled: **“A Strategic Assessment of India’s Medical Device Sector”**. This involved a comprehensive evaluation of the current market structure, key players, regulatory trends, and Make-in-India opportunities.

Key activities included:

- Conducting literature reviews using government reports, WHO data, and industry publications.
- Studying the market segmentation – diagnostic imaging, consumables, therapeutic devices, and patient aids.
- Analysing FDI inflow, import dependency, and manufacturing ecosystem.
- Benchmarking Indian policies against international medical device regulations (e.g., MDR, FDA).
- Preparing SWOT analysis and strategic recommendations to strengthen domestic manufacturing.

- Participating in brainstorming sessions on client strategy decks and campaign development.
- Drafting summaries and insights for internal newsletters and whitepapers.

KEY LEARNINGS

The internship provided a strong foundation in healthcare strategy and sectoral analysis. My major learnings include:

- **Industry Insight:** Gained an in-depth understanding of India's medical device landscape and regulatory reforms.
- **Strategic Thinking:** Learned how to assess market attractiveness, risks, and growth drivers using strategic tools.
- **Research Proficiency:** Developed skills in structured secondary research, data triangulation, and market interpretation.
- **Content Development:** Contributed to professional content pieces that bridged scientific rigor and marketing clarity.
- **Consulting Approach:** Understood how client briefs are translated into actionable strategic documents.
- **Professionalism:** Improved my written and verbal communication, meeting etiquette, and deadline management.

CONCLUSION

My internship at B Black Belt Brand Builders has been an enriching and professionally rewarding experience. It not only deepened my understanding of India's evolving medical device sector but also honed my analytical, research, and strategic thinking capabilities. The exposure to healthcare consultancy practices has broadened my perspective and aligned well with my goal of contributing to healthcare transformation in India.