

INTERNSHIP REPORT
BLACK BELT BRAND BUILDERS

**Transforming Branded Generics into Power Brand: A Framework for
Building Premium Positioning in India's Price Sensitive Market.**

Dissertation 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

Shefali Karmore

Under the Supervision and Guidance of

Akshay Kumar Mishra

Associate Professor

IIHMR University, Jaipur 2025

NAME: Shefali

Karmore

ROLL NO.: 0573

BATCH: MBA (Pharmaceutical Management) 2023-25

INTERNSHIP REPORT

1. Introduction

Branded generics represent a significant segment of the Indian pharmaceutical market, offering affordable alternatives to innovator drugs while still carrying a recognizable brand identity. During my internship with B-Black Belt Brand Builders, a consultancy specializing in pharmaceutical branding, I focused on understanding how branded generics can be transformed into power brands. The internship provided exposure to brand strategy, market segmentation, physician engagement tactics, and digital outreach methods used in promoting branded generics. My primary role involved market analysis, competitor benchmarking, and evaluating perception gaps among healthcare professionals and patients.

2. Objectives of the Internship

- To understand branding strategies used in marketing of generic pharmaceutical products.
 - To evaluate the perception and acceptance of branded generics among healthcare professionals.
 - To analyze market positioning and pricing patterns of selected branded generics.
 - To identify challenges in creating trust and differentiation in a price-sensitive market.
 - To suggest branding frameworks for power positioning of selected generic molecules.
-

3. Organizational Profile

B-Black Belt Brand Builders is a strategic pharmaceutical brand consulting firm led by Mr. Vivek Hattangadi. The organization works with Indian pharmaceutical companies to help

build strong, trusted brands, particularly within the branded generics category. The firm specializes in physician engagement strategies, emotional branding, brand audits, storytelling, and training. With deep industry expertise, B-Black helps companies differentiate their products through ethical and impactful branding strategies that resonate with both prescribers and end users.

4. Services Provided by the Organization

- **Brand Audit & Positioning:** Evaluating current brand equity and identifying opportunities for premium positioning.
 - **HCP Engagement Strategies:** Designing CME campaigns, MR training modules, and KOL engagement frameworks.
 - **Story-Based Branding:** Crafting emotional narratives and brand stories to connect with healthcare professionals and patients.
 - **Marketing Collateral Development:** Creating visual aids, brochures, and digital content aligned with brand messaging.
 - **Market Research & Analytics:** Conducting perception studies, competitor mapping, and trend analysis for branded generics.
 - **Digital Outreach:** Helping clients use social media, WhatsApp bots, and e-pharmacy platforms for patient education.
-

5. Key Works Undertaken During Internship

- conducted brand perception surveys with healthcare professionals and pharmacists in Tier 2 and Tier 3 cities.
- Collected secondary data on sales performance and market share of top branded generics in therapeutic areas like antibiotics, pain management, and vitamins.
- Compared MRP differences and analyzed profit margins between branded, branded generic, and unbranded generics.
- Reviewed branding campaigns of successful generics like Dolo 650, Livogen, and Sporlac for pattern analysis.
- Identified emotional branding gaps and suggested story angles for three underperforming brands.

- Assisted in creating a draft brand storybook and digital strategy framework for a calcium supplement brand.
 - Highlighted regulatory and perception challenges limiting wider physician adoption of branded generics.
-

6. Key Learnings from the Internship

- Perception and trust play a greater role than price in the prescription of branded generics.
 - Emotional branding and storytelling can help transform a generic product into a power brand.
 - Consistent HCP engagement through CMEs and scientific data helps build brand loyalty.
 - Many pharmaceutical companies underutilize digital tools like WhatsApp health bots and e-pharmacy partnerships.
 - Branding success requires cross-functional coordination between medical, marketing, and sales teams.
 - A brand's identity must go beyond its composition—it should stand for quality, empathy, and patient-centricity.
-