

INTERNSHIP REPORT

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A REPORT BY

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Under the Mentorship of

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I also extend my thanks to academic supervision and valuable feedback during every stage of this dissertation.

I'm thankful to my peers, the library and technical staff, and the academic support team at IIHMR University for creating an environment conducive to focused research and learning.

— *Harshawardhan Nalwadey*

INTRODUCTION

This dissertation report presents a detailed account of the research undertaken under the mentorship of Mr. Sudhinder Chowhan from 7 April 2025 to 10 June 2025 as a part of the MBA in Pharmaceutical Management program at IIHMR University, Jaipur.

The project focused on the comparative evaluation of **Estradiol Valerate 2mg tablets** available in the Indian market. The aim was to analyze and benchmark 'EV 2mg Tablet' with equivalent preparations marketed by leading pharmaceutical companies, identify prescriber preferences, and recommend strategic insights based on market research and product analysis.

The research was conducted using secondary data, literature review, and primary data collection through structured questionnaires administered to gynecologists, making it an academically driven, data-backed evaluation project.

OBJECTIVES OF THE DISSERTATION

Academic Objectives:

- To conduct a structured research project using both primary and secondary sources.
- To evaluate the market dynamics and therapeutic positioning of Estradiol Valerate.
- To understand physician prescribing behavior and brand preferences within the HRT segment.

Research Objectives:

- To analyze the marketing strategies and product profiles of Estradiol Valerate brands in India.
- To assess physician preferences and expectations regarding formulation, pricing, and brand support.
- To identify opportunities for improved marketing strategy and product positioning in the HRT market.
- To draw comparative insights between EV 2mg and competitors in terms of efficacy, packaging, brand recall, and promotional reach.

MENTOR PROFILE

Mr. Sudhinder Chowhan is a seasoned pharmaceutical professional with extensive expertise in product management, brand strategy, and market research. His guidance during the dissertation provided deep industry context and helped shape the research approach and interpretation of results. His practical understanding of therapeutic trends and commercial strategy enriched the analytical framework of this study.

RESEARCH METHODOLOGY

- **Research Design:** Descriptive and comparative study
- **Data Sources:**
 - **Primary Data:** Questionnaire-based survey of practicing gynecologists
 - **Secondary Data:** Literature review, published journals, product monographs, online databases
- **Sample Size:** 30 gynecologists selected via convenience sampling across different regions
- **Tools Used:** Microsoft Excel for data tabulation, graphs for frequency and response analysis
- **Analysis Approach:** Brand-wise performance metrics, SWOT analysis, strategic mapping.

KEY ACTIVITIES / PROJECTS UNDERTAKEN

- Prepared research questionnaire for gynecologists focusing on HRT brand usage and expectations
- Conducted telephonic and in-person interviews with clinicians across various cities
- Collected and analyzed responses regarding brand preferences for Estradiol Valerate 2mg tablets
- Benchmarked product attributes (e.g., efficacy, price, availability, marketing support)
- Performed SWOT analysis for leading brands including Corona's EV 2mg
- Identified market gaps and proposed promotional positioning strategies
- Compiled all findings into a structured dissertation document with actionable insights.

KEY LEARNINGS FROM DISSERTATION

- Developed a structured research approach combining both qualitative and quantitative methods.
- Gained hands-on experience in survey design, data collection, and statistical interpretation.
- Understood physician behavior and expectations related to HRT therapies
- Strengthened analytical thinking by applying frameworks like SWOT and competitor mapping.
- Improved skills in pharmaceutical communication, report writing, and strategic synthesis.

CONCLUSION

This dissertation under the mentorship of Mr. Sudhinder Chowhan provided a rich academic platform to bridge theoretical knowledge with real-world application. The project sharpened my research acumen and deepened my understanding of the hormonal therapy market in India, particularly for Estradiol Valerate.

The findings offer valuable insights into clinician preferences and competitive benchmarking and have laid the groundwork for further exploration into strategy formulation in specialty segments like HRT.

REFERENCES

- Indian Pharmacopoeia, Government of India
- Pharmatrac Market Data (Secondary Sources)
- Research Journals: IJPS, JOGR, etc.
- Product Monographs and Brochures from EV Brands
- WHO and ICMR Guidelines on Hormone Replacement Therapy
- Responses and analysis from primary data collection