

Internship Report

submitted to



IIHMR UNIVERSITY, JAIPUR

For the partial fulfilment the award of the degree of

**Master of Business Administration (MBA) in
Pharmaceutical Management**

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1. Introduction

The internship undertaken at B-Black Belt Brand Builder, completed in an online mode, was designed to provide exposure to real-time challenges in pharmaceutical branding and lifecycle strategies. The internship was part of the academic curriculum for the MBA in Pharmaceutical Management at IIHMR University, Jaipur. Over the course of the internship, I engaged in strategic brand research, marketing simulations, case study analysis, and practical implementation frameworks related to lifecycle management of off-patent pharmaceutical brands. The experience significantly enriched my understanding of the market dynamics, stakeholder roles, and competitive forces in the Indian pharmaceutical sector.

2. Objectives of Internship

The primary objectives of the internship were:

1. To understand the lifecycle management (LCM) approaches used by Indian and multinational pharmaceutical companies' post-loss of exclusivity (LOE).
2. To contribute to the development of a dissertation focused on *strategic interventions post-patent expiry, with both academic and industry relevance.
3. To engage with real-world cases and simulated marketing data, thereby honing analytical and research skills.
4. To bridge the gap between classroom theory and industry practice in the domain of pharmaceutical brand management.

3. Organizational Profile

B-Black Belt Brand Builder is a specialized pharmaceutical marketing consultancy known for providing brand strategy solutions to companies in India and globally. Founded by industry expert Mr. Vivek Hattangadi, the organization serves as a training ground for aspiring brand managers and pharmaceutical marketers.

The organization operates as a knowledge-based consultancy, offering:

- Brand auditing and strategy design
- Lifecycle management guidance
- Workshops on pharmaceutical marketing

- Brand plan templates and decision-support tools
- Online internships and project mentoring for MBA students

B-Black Belt Brand Builder is particularly recognized for its case-based learning methodology and simulation-driven education for students entering the competitive pharmaceutical branding domain.

4. Services Provided by the Internship

During the internship, I was engaged in a structured, multi-phase academic program involving:

- Literature Review Support: Curating academic and industry sources on LCM strategies across global and Indian contexts.
- Case Study Development: Studying the lifecycle interventions of top pharmaceutical brands like Pfizer's Lipitor, Cipla's Foracort, and GSK's Augmentin.
- Simulated Research Design: Developing structured questionnaires, simulating primary data using expert inputs, and conducting cross-tabulated analysis.
- Data Visualization & Analysis: Preparing sales erosion curves, lifecycle timelines, and brand retention models

Additionally, I received continuous mentoring from Mr. Vivek Hattangadi, who provided industry insights and refined my research logic through weekly feedback sessions.

5. Key Activities / Projects Undertaken Other Than Dissertation

Apart from dissertation work, I also participated in the following:

Case-Based Industry Discussions: Online forums where participants critically analyzed real-world pharma branding cases, simulating management-level decisions.

- **PharmaSim Exercises:** Role-play modules where I assumed the position of a brand manager and worked through LOE scenarios.
- **Mini-Workshops on Market Research:** Attended webinars on prescription audit analysis, therapy-specific brand strategies, and digital promotion techniques.
- **Mentoring Sessions:** Engaged in learning sessions on brand storytelling, the role of Key Opinion Leaders (KOLs), and crafting patient-centric brand messaging

6. Key Learnings from the Internship

During my internship with B-Black Belt Brand Builders, I gained a comprehensive understanding of strategic marketing within the pharmaceutical industry, particularly focusing on Lifecycle Management (LCM) of off-patent **brands**. The hands-on experience provided me valuable insights that bridged the gap between academic theory and real-world pharmaceutical brand management.

A. Strategic Brand Management

- Understood the importance of early LCM planning (12–24 months pre-LOE) for market share retention.
- Identified the role of brand equity, prescriber loyalty, and patient adherence in post-LOE survival.

B. Understanding Lifecycle Management (LCM) in Pharma

- I developed a clear understanding of how innovator companies manage their brands after the **loss of exclusivity (LOE)**.
- The internship highlighted the importance of **early planning (12–24 months pre-LOE)**, and how companies integrate marketing, regulatory, and scientific inputs to sustain brand equity.

C. Strategy Evaluation and Design

I learned to analyse and compare strategies such as:

1. Branded generics
2. Line extensions (FDCs)
3. Digital promotions

4. Co-marketing partnerships
5. Prescriber loyalty programs

Understanding how these strategies are implemented depending on therapeutic segment and company type was particularly insightful.

D. Digital Marketing & Omnichannel Strategy

- A significant learning was how pharma companies are shifting from traditional sales-force-dependent models to digital engagement through webinars, e-detailing, and patient education apps.
- I understood the measurable impact of these digital tactics on brand recall and physician engagement post-LOE

E. Framework Development and Strategic Thinking

- The project enabled me to co-develop a **5**-point strategic framework for brand survival post-LOE, including:
 1. Early planning
 2. Multichannel marketing
 3. Product diversification
 4. Stakeholder engagement
 5. Real-time monitoring
- This exercise sharpened my ability to think from a consultant's and brand strategist's perspective.