

INTERNSHIP REPORT

At

Corona Remedies Pvt. Ltd.

From 7 April 2025 to 10 June 2025

A REPORT BY

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Table of Contents

ACKNOWLEDGEMENT	3
INTRODUCTION	4
OBJECTIVES OF THE INTERNSHIP	5
ORGANIZATIONAL PROFILE	6
SERVICES PROVIDED BY THE ORGANIZATION.....	7
KEY ACTIVITIES / PROJECTS UNDERTAKEN.....	8
KEY LEARNINGS FROM INTERNSHIP	9
CONCLUSION.....	10
REFERENCES	11

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I would also like to thank the placement cell and all my batchmates for their support and motivation. This internship has offered me an enriching learning experience and helped shape my understanding of real-world strategic functions in pharmaceutical management.

– Prinsi Gangurde

INTRODUCTION

This internship report summarizes the work carried out at Corona Remedies Pvt. Ltd., during my summer internship from 7 April 2025 to 10 June 2025 as part of the MBA in Pharmaceutical Management program at IIHMR University, Jaipur.

The core of the internship revolved around analyzing the existing brand portfolio of Corona across nine therapy divisions. The focus was on identifying underperforming brands, spotting therapy gaps, evaluating potential new launches, and proposing divisional re-alignment to improve strategic focus.

Working with the Corporate Strategy Team, the project relied entirely on secondary data through tools like Pharmartrac and Microsoft Excel. This experience enhanced my understanding of portfolio optimization, therapy-level benchmarking, market competition, and decision-making models in pharma marketing.

OBJECTIVES OF THE INTERNSHIP

Academic Objectives:

- To apply core marketing and strategic concepts in a live corporate environment.
- To understand therapy-wise market trends using real industry data.
- To support dissertation objectives through analysis of Corona's brand and therapy performance.

Professional Objectives:

- To gain exposure to the tools and techniques used for secondary research in the pharma industry.
- To analyze brand-wise and therapy-wise MAT performance data using Excel and Pharmartrac.
- To identify gaps and recommend potential strategic actions such as product launches and divisional clustering.
- To understand how brand-level strategic decisions are made in a mid-sized, fast-growing pharma company.

ORGANIZATIONAL PROFILE

Corona Remedies Pvt. Ltd. is a mid-sized, innovation-driven pharmaceutical company headquartered in Ahmedabad, Gujarat. Established in 2004, the company's mission is to promote "Healthy Life, Happy Life" through a strong portfolio of branded generics focused on critical therapy areas such as Cardio-Diabetic, Pain Management, Urology, Gynaecology, and more. With a PAN India presence and growing exports, Corona is known for its focused therapy divisions and customer-centric product offerings. The Corporate Strategy Division plays a pivotal role in identifying growth opportunities, market gaps, and therapy realignment—driving brand decisions at a strategic level.

SERVICES PROVIDED BY THE ORGANIZATION

- Pharmaceutical Product Development
- Brand Management across therapy divisions
- Strategic Planning & Market Intelligence using tools like Pharmartrac
- Corporate Strategy for brand positioning and alignment
- New Product Planning and market gap identification
- Sales & Field Force Support through training and performance monitoring

KEY ACTIVITIES / PROJECTS UNDERTAKEN

- Portfolio analysis across nine divisions using Pharmartrac data
- Therapy-wise opportunity mapping and underperformance evaluation
- Benchmarking Corona's brands against top 3 competitors for each therapy
- Suggested therapy clustering and brand realignment (e.g., Telmisartan combinations)
- Proposed a new product launch: Tamsulosin + Finasteride + Vitamin D3 in Urology
- Created Excel-based dashboards for management insight and strategy formulation

KEY LEARNINGS FROM INTERNSHIP

- Gained practical exposure to therapy alignment and brand-level strategy
- Developed skills in Excel-based data analysis and Pharmartrac usage
- Understood cross-divisional brand planning and competitive positioning
- Improved business communication and data presentation abilities
- Learned how mid-sized pharma companies make portfolio decisions

CONCLUSION

The internship at Corona Remedies was an insightful and enriching experience that significantly enhanced my understanding of the pharmaceutical industry's internal workings. Working on a real-time portfolio optimization project allowed me to apply academic learning to practical challenges and gain exposure to therapy-level strategic planning.

This experience has laid a strong foundation for my future career in pharma marketing and brand strategy, and I am thankful for the professional mentorship and learning environment that Corona Remedies provided.

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