

INTERNSHIP AT B – BLACK BELT BRAND BUILDERS

Internship Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

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2025

Internship Report

Name: Bingi Shashank

Program: MBA – Pharmaceutical Management

Internship Period: March 10 – May 31, 2025

Organization: B - Black Belt Brand Builders (Formerly "The Enablers")

Guide: Mr. Vivek Hattangadi

1. Introduction

The internship was undertaken at B - Black Belt Brand Builders, a leading pharmaceutical brand consultancy known for shaping marketing strategies in the Indian healthcare sector. This internship was part of the academic curriculum of MBA Pharmaceutical Management at IIHMR University, Jaipur. The work during the internship involved both academic research and practical exposure to industry operations, particularly focusing on marketing approaches to enhance the perception and trust of branded generics in India.

2. Objectives of Internship

- To understand the operational and strategic approaches used in pharmaceutical brand building.
- To apply theoretical knowledge in real-world scenarios, particularly related to patient-centric marketing strategies.
- To conduct a dissertation project assessing the impact of digital and HCP-endorsed marketing on consumer trust in branded generics.
- To gain exposure to how pharmaceutical consultancy firms operate and interact with pharma clients to deliver branding solutions.

3. Organizational Profile

B - Black Belt Brand Builders (formerly known as *The Enablers*) is a strategic marketing consultancy that supports pharmaceutical companies in creating effective brand narratives and engagement strategies. Founded and mentored by Mr. Vivek Hattangadi, the firm is recognized for pioneering patient-centered and physician-endorsed branding in India. The organization

blends marketing science with behavioral insights to help pharma brands reach their target customers, patients, physicians, and pharmacists more effectively.

Key areas of expertise include:

- Brand positioning and identity creation
- Continuing medical education (CME) content development
- Patient and physician communication strategies
- Pharmaceutical brand audits and lifecycle management

4. Services Provided by the Organization

- **Brand Strategy Development:** Crafting unique positioning strategies for pharmaceutical products.
- **Training & Workshops:** Conducting marketing excellence programs for pharma sales and marketing professionals.
- **Content Creation:** Developing scientific promotional materials, digital content, and educational campaigns.
- **Digital Marketing Integration:** Leveraging platforms such as WhatsApp, YouTube, and mobile apps for patient engagement.
- **Research Support:** Supporting data-driven decision-making through market research and brand audits.

5. Key Activities

While the core focus was the dissertation project titled “*Humanizing Branded Generics: Transforming Commodity Perception Through Patient-Centered Marketing Ecosystems*,” several other activities enriched the internship experience:

- **Brand Communication Analysis:** Assessed promotional strategies of various branded generics for benchmarking best practices.
- **Market Research Support:** Contributed to secondary data gathering from IQVIA reports and WHO documents for internal projects.

- **Content Drafting:** Assisted in drafting patient leaflets and visual aid content with a focus on compliance and emotional engagement.
- **Digital Platform Evaluation:** Participated in evaluating client websites and social media handles for improving patient interface and trust-building.
- **Observational Learning:** Attended internal sessions on brand architecture, lifecycle management, and neuro-marketing principles in pharma.

6. Key Learnings from Internship

- **Patient-Centric Marketing is the Future:** Traditional prescriber-centric marketing is giving way to models where patients are educated, engaged, and empowered.
- **Trust is Multi-Dimensional:** Factors such as affordability, doctor endorsement, digital visibility, and prior experience shape patient trust in pharmaceutical products.
- **Digital Tools Need Empathy:** Campaigns must be designed not just for awareness but for emotional resonance and health literacy.
- **Data-Driven Strategies Work Best:** Integrating qualitative and quantitative insights results in more grounded and scalable marketing plans.
- **Branding is Not Just Aesthetic It's Strategic:** Every touchpoint, from packaging to a doctor's detailing session, reinforces brand value and influences patient choices.