

Internship Report of
Revolutionizing Patient Access: Development of Value Based Pricing
Models for Biopharmaceuticals in Emerging Market

by
B Black Belt Organization

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA) in
Pharmaceutical Management

by
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INTERNSHIP REPORT

Introduction and Objectives of Internship

As a partial requirement of the MBA in Pharmaceutical Management program at IIHMR University, Jaipur, I undertook an internship at Cadila Pharmaceuticals, a renowned pharmaceutical company known for its commitment to therapeutic innovation and global healthcare contribution. The internship was designed to provide hands-on exposure to the pharmaceutical industry, enabling students to translate classroom learning into real-world applications. The primary objectives of the internship were to develop a comprehensive understanding of pharmaceutical marketing practices, understand consumer behavior and market segmentation, gain insights into branding and patient awareness, and learn the intricacies of strategic decision-making within a pharmaceutical organization. Additionally, the internship aimed to help students develop soft skills such as communication, teamwork, and analytical thinking while contributing meaningfully to organizational objectives. Through this experience, I was expected to build competencies in primary research, data interpretation, cross-functional collaboration, and gain first-hand knowledge of industry workflows, particularly in the area of over-the-counter (OTC) gastroenterological products and patient education.

Organizational Profile and Services Provided by the Organization

Cadila Pharmaceuticals, established in 1951, is one of India's largest privately held pharmaceutical companies. Headquartered in Ahmedabad, the company operates globally across more than 100 countries, including a strong presence in emerging markets. It is known for its robust R&D pipeline, WHO-GMP certified manufacturing plants, and a diversified product portfolio covering critical therapeutic areas such as anti-infectives, cardiology, diabetology, respiratory care, gastroenterology, oncology, and pain management. Cadila is vertically integrated, with capabilities ranging from active pharmaceutical ingredient (API) synthesis to finished dosage formulations, and also caters to both institutional and retail segments. The organization has a deep commitment to affordable innovation, as seen in its efforts to develop novel drug delivery systems and socially impactful therapies such as Sepsivac for sepsis management and Mycidac-C for non-small cell lung cancer. The company provides services that span drug development, manufacturing, brand marketing, therapeutic education, B2B licensing, international regulatory compliance, and health awareness programs.

Through a patient-first philosophy, Cadila combines evidence-based science with holistic care delivery models.

Key Activities/ Projects Undertaken Other Than Dissertation-

Besides working on my dissertation project, which focused on assessing patient knowledge and brand awareness in the management of acidity, I was actively involved in several organizational activities. I assisted the marketing team in evaluating current promotional strategies and identifying gaps in product positioning for gastrointestinal drugs, especially in the antacid segment. I participated in the conceptualization of digital campaigns focused on enhancing consumer education around the differences between antacids, H2 blockers, and PPIs. I also contributed to reviewing patient information materials to ensure alignment with regulatory requirements and consumer clarity. One of the major tasks involved helping with a comparative analysis of key antacid brands, assessing their market share, patient loyalty, and product feedback received from the field force. In addition, I worked with the product management team to review past campaign performance data and suggested improvements in digital engagement strategies. I also had the opportunity to shadow cross-functional meetings involving sales managers, marketing executives, and medical representatives to gain exposure to integrated decision-making processes. Furthermore, I contributed to brainstorming sessions on brand recall strategies and collaborated with the design team on drafting content for educational posters and WhatsApp-based patient interaction campaigns.

Key Learnings from Internship-

This internship was a transformative learning experience that allowed me to develop both professional competencies and personal growth. One of the most valuable lessons was understanding the importance of patient-centricity in pharmaceutical branding. My exposure to real-time patient behavior through the primary research study taught me how awareness, education, digital access, and lifestyle patterns significantly influence drug selection and brand loyalty. I also learned how pharmaceutical companies develop brand value not just through efficacy but also through communication, visibility, and empathy-driven marketing. Collaborating with the marketing and sales teams deepened my understanding of the pharmaceutical value chain, especially the influence of chemists, physicians, and digital

touchpoints on consumer choices. The internship improved my data interpretation skills, especially while analyzing survey results and correlating them with market trends. I also learned the value of ethical marketing practices, the significance of regulatory compliance, and how brands like Aciloc have gained patient trust through consistency and reliability. The guidance of my mentors at Cadila helped me realize the importance of timely communication, stakeholder alignment, and collaborative execution in achieving marketing excellence. Overall, the internship empowered me with a deeper sense of market responsiveness, digital transformation, consumer empathy, and strategic acumen—skills that will undoubtedly shape my future contributions in the pharmaceutical sector.