

SUMMER INTERNSHIP PROGRAM
at
TORRENT PHARMACEUTICALS LTD

01/06/2025 to 25/07/2025

A REPORT BY
Ankita Mahendralal Vyas
Master of Business Administration
School of Pharmaceutical Management
Roll no - 0724

2024-26

under the Mentorship of
Dr. Sudhinder Singh Chowhan
Associate Professor

IIHMR UNIVERSITY, JAIPUR



29th July 2025

TO WHOMSOEVER IT MAY CONCERN

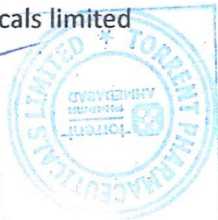
This is to certify that Ms Ankita Vyas, student of IIHMR, Jaipur, under the course of Pharmaceutical Management has completed her internship programme with Torrent Pharmaceuticals from date 1st June 2025 to 25th July 2025. During this period of her internship programme with us, she was found punctual, hardworking with self-motivated attitude to learn new things.

We wish her all the best in her future endeavours.

Yours faithfully,

For Torrent Pharmaceuticals limited


Neha Shah
General Manager - HR



TORRENT PHARMACEUTICALS LIMITED

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IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Ankita Mahendralal Vyas** of academic year 2024-26 of **School of Pharmaceutical Management, IIHMR University, Jaipur** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 30th July 2025

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan'.

Dr. Sudhinder Singh Chowhan

Associate Professor

INDUSTRY PROFILE

HISTORY

Torrent Pharmaceuticals Ltd., established in 1959 is a leading Indian pharmaceutical company known for its strength in chronic therapies such as cardiology, diabetology, gastroenterology, and central nervous system (CNS). It has a strong domestic footprint and growing global presence in over 40 countries. Torrent has a reputation for ethical practices, innovation, and regulatory excellence, positioning itself among the top 10 players in India's pharmaceutical landscape.

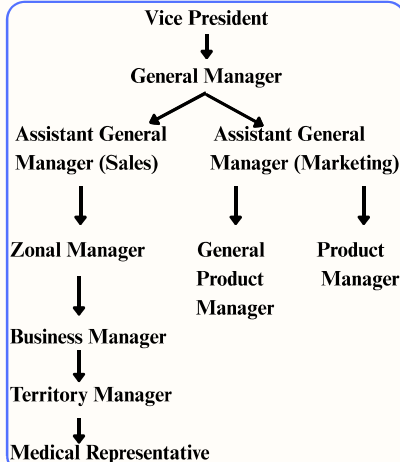
VISSION

To become the Most Respected Pharma Company.

MISSION

We commit ourselves to total customer care by delivering world-class products and services.

ORGANOGRAM



PROJECT OVERVIEW

Objective: To evaluate the market opportunity and competitive standing of Torrent's hypertension and diabetes brands like Telsar, Corbis, Azullix, Sitaxa, and Rozucor, by analyzing prescription patterns and chemist-level sales near Family Physicians (FPs).

Methodology:

Primary Research: Conducted on-ground surveys of chemists located near family physicians across Mumbai.

Data Points Captured: Brand-wise prescription frequency.

Tools Used: Structured questionnaire, MS Excel for data cleaning and analysis.

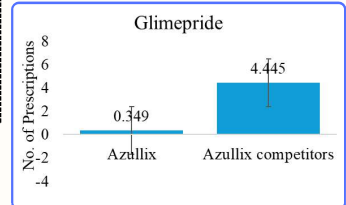
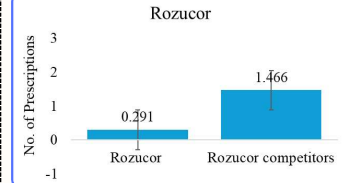
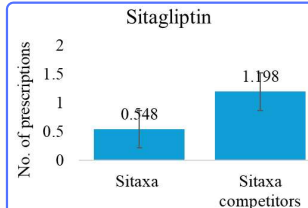
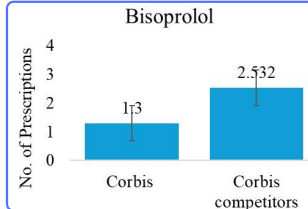
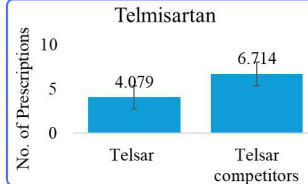
LEARNINGS DURING INTERNSHIP

- Understood competitor analysis through primary market research data
- Developed communication & networking abilities with retail stakeholders

CHALLENGES

- Manual data entry and validation
- Coordinating with chemists during peak hours
- Managing time during extensive field visits
- Some chemists were hesitant to share prescription trends or sales data.

COMPETITOR ANALYSIS



INTERPRETATIONS

- Telsar stands out, showing Torrent's strong grip in the antihypertensive ARB category.
- Corbis and Sitaxa show a moderate footprint but require targeted push strategies to compete better with strong competitors like Concor, Bisoheart, Sitaglo and other generics.
- Rozucor and Azullix are currently underperforming, indicating significant gaps in FPs preference, which shows a clear opportunity to boost brand visibility and engagement in Cholesterol, Triglycerides and diabetic therapy segments.

SUGGESTIONS

- Conduct CMEs/webinars for FPs on underperforming brands.
- Digital & clinic-based awareness campaigns.
- Align chemist-clinic-pharma for stock & demand sync.
- Segment FPs by prescription trends & therapy interest.
- Boost visual merchandising.
- Train MRs to revive underperforming brands.

PRACTICAL EXPOSURE Vs THEORETICAL UNDERSTANDING

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Market Research	Marketing Theory
Survey Design	Research Methodology
Data Analysis	Statistical Technique

SWOT ANALYSIS

- Strong market research focus. - Integration of theory and practice.	Inconsistent doctor recall in few regions
- Targeted engagement with family physicians. - Doctor-chemist connect via local CME activities.	Price wars and generic flooding

Weekly Report 01

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 01

From: 02/06/2025 to 06/06/2025

Activity Done	• Attended a briefing session on Market Research project focusing on ROI validation for Hypertension and Diabestes related drugs. • Understood the use of Visual Aids (VAs) used by medical representatives for doctor communication. • Conducted primary market research through field visits to different areas: Day 2: Dadar Day 3: Bhayander West Day 4: Worli Day 5: Bhayander East
Linking theory (Classroom learning) with practice at your organisation	• Applied knowledge from survey design principles to create a detailed questionnaire targeting healthcare professionals. • Utilized communication skills developed in class to effectively convey key findings and engage with chemists and team members.
Gaps identified on the working area.	• Some chemists were hesitant to share prescription trends or sales data.
Suggestions for improvement	• The initial phase of my internship has been informative. I haven't identified any immediate areas needing improvement as the current processes seems organized.
Plan for the next week	• Continue market research as per the mapped areas.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 02

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 02

From: 09/06/2025 to 13/06/2025

Activity Done	Conducted market research by visiting pharmacies in the following areas: 9th June in Mira Road 10th & 11th June Covered Borivali West 12th June revisited Dadar (Dadar Colony) and Naigaon-Sewree area, and continued research in Worli. On 13th June, field research was conducted in Borivali East.
Linking theory (Classroom learning) with practice at your organisation	- Applied concepts from Marketing Research and Pharmaceutical Marketing courses, including: Techniques for primary data collection Understanding customer behaviour (Retail level) Visual merchandising and promotional material analysis - Utilized knowledge of therapeutic classes (Anti-hypertensive, Diabetes and lipid-lowering agents) covered during pharmacology and therapeutic modules.
Gaps identified on the working area.	- Some chemists were hesitant to share prescription trends or sales data. - Variability in brand availability across zones, leading to inconsistent customer experiences.
Suggestions for improvement	Strengthen retailer engagement through periodic feedback collection.
Plan for the next week	Continue market research as per the mapped areas.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 03

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 03

From: 16/06/2025 to 20/06/2025

Activity Done	Conducted market research by visiting pharmacies in the following areas: 16th June in Borivali East 17th June covered almost the entire Borivali area and resumed work in Worli. 18th June in Bandra. 19th June completed detailed fieldwork in Bandra East and West. 20th June entered the Chakala-MIDC, Andheri zone and began field interactions. Also, distributed Telsar embossed pens to chemists as a token of appreciation and to boost visual engagement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized marketing mix (4Ps) principles, especially Promotion and Placement, in the Telsar brand activity. - Practical application of field-level brand engagement strategies.
Gaps identified on the working area.	- Some chemists were hesitant to share prescription trends or sales data. - Variability in brand availability across zones, leading to inconsistent customer experiences.
Suggestions for improvement	- Strengthen retailer engagement through periodic feedback collection. - Ensure regular updating and distribution of visual aids to all territories.
Plan for the next week	Continue market research as per the mapped areas.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 04

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 04

From: 23/06/2025 to 27/06/2025

Activity Done	Conducted market research by visiting pharmacies in the following areas: 23rd June at Andheri Railway Station area. 24th June: Covered Marol naka, Sakinaka, and Airport Road. 25th & 26th June in Andheri East and central Andheri. 27th June in Andheri East and extended research to Audit Bhawan, Dadar. Also, distributed Telsar embossed pens to chemists as a token of appreciation and to boost visual engagement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized marketing mix (4Ps) principles, especially Promotion and Placement, in the Telsar brand activity. - Practical application of field-level brand engagement strategies.
Gaps identified on the working area.	- Some chemists were hesitant to share prescription trends or sales data. - A few chemists showed resistance to discuss during peak hours.
Suggestions for improvement	Plan targeted visits during off-peak hours to ensure higher interaction quality with Pharmacists.
Plan for the next week	Continue market research as per the mapped areas.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 05

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 05

From: 30/06/2025 to 04/07/2025

Activity Done	Conducted market research by visiting pharmacies in the following areas: 30th June in Dadar (Bhawani Shankar Road), 1st July Kherwadi and Andheri, 2nd July visited Khar Colony and Bangur Nagar (Goregaon), 3rd July in Prabhadevi and Tardeo 4th July in Goregaon. Also, distributed Telsar embossed pens to chemists as a token of appreciation and to boost visual engagement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized marketing mix (4Ps) principles, especially Promotion and Placement, in the Telsar brand activity. - Practical application of field-level brand engagement strategies.
Gaps identified on the working area.	- Some chemists were hesitant to share prescription trends or sales data. - A few chemists showed resistance to discuss during peak hours.
Suggestions for improvement	Plan targeted visits during off-peak hours to ensure higher interaction quality with Pharmacists.
Plan for the next week	- Continue market research as per the mapped areas. - Initiate tabulation of feedback into charts and brand-wise performance summaries.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 06

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 06

From: 07/07/2025 to 11/07/2025

Activity Done	Conducted market research by visiting pharmacies in the following areas: 7th July in Goregaon East, 8th July visited Bazargate and Jogeshwari West, 9th July in Jogeshwari East. 10th July in Parel, Mumbai Central, and Delisle Road, 11th July fieldwork in Kandivali East. Also, distributed Telsar embossed pens to chemists as a token of appreciation and to boost visual engagement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized marketing mix (4Ps) principles, especially Promotion and Placement, in the Telsar brand activity. - Practical application of field-level brand engagement strategies. - Analyzed therapeutic switching patterns due to pricing and availability, connecting with classroom discussions on generic competition.
Gaps identified on the working area.	- Some chemists were hesitant to share prescription trends or sales data. - A few chemists showed resistance to discuss during peak hours.
Suggestions for improvement	Plan targeted visits during off-peak hours to ensure higher interaction quality with Pharmacists.
Plan for the next week	- Continue market research as per the mapped areas. - Initiate tabulation of feedback into charts and brand-wise performance summaries.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 07

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 07

From: 14/07/2025 to 18/07/2025

Activity Done	Conducted market research by visiting pharmacies in the following areas: 14th July in Delisle Road, Matunga, and Wadala Road, 15th July in Kandivali West and Charkop, 16th July visited Bharat Nagar SO, Grant Road, and Charni Road. 17th July completed charkop area. 18th July in Vile Parle, Juhu, and Irla. Also, distributed Telsar embossed pens to chemists as a token of appreciation and to boost visual engagement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized marketing mix (4Ps) principles, especially Promotion and Placement, in the Telsar brand activity. - Practical application of field-level brand engagement strategies. - Analyzed therapeutic switching patterns due to pricing and availability, connecting with classroom discussions on generic competition.
Gaps identified on the working area.	- Some chemists were hesitant to share prescription trends or sales data. - A few chemists showed resistance to discuss during peak hours.
Suggestions for improvement	Plan targeted visits during off-peak hours to ensure higher interaction quality with Pharmacists.
Plan for the next week	- Continue market research as per the mapped areas. - Initiate tabulation of feedback into charts and brand-wise performance summaries.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Weekly Report 08

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Week no: 08

From: 21/07/2025 to 25/07/2025

Activity Done	- Conducted market research by visiting pharmacies in the following areas: 21st July in Malad east. 22nd July in Malad east. 23rd July in Hanuman road-Vileparle. 24th July in malad including west. Also, distributed Telsar embossed pens to chemists as a token of appreciation and to boost visual engagement. 25th July: Last working day. Submitted expense form. Compiled the data. Prepared the report. Performed competitive analysis using the data.
Linking theory (Classroom learning) with practice at your organisation	- Applied data organization skills to carefully compile research findings, ensuring all collected data was accurately recorded and easy to analyze. - Used data synthesis skills to create a comprehensive report effectively summarizing the project's objectives, research methods, and findings.
Gaps identified on the working area.	Enhance my data analysis skills to draw meaningful conclusions.
Suggestions for improvement	Strengthening analytical skills to help me better understand market trends.
Plan for the next week	Internship completed. Poster preparation and presentation.

Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Torrent Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Market Research (ROI validation) in Sigma-CVD Division

Name of the Student: Ankita Mahendralal Vyas

Roll no: 0724

Stream: MBA Pharmaceutical Management

Activity Done	Over the 8-week internship at Torrent Pharmaceuticals Ltd., I conducted ROI validation for hypertension and diabetes brands - primarily focusing on Telsar, Corbis, Azullix, Sitaxa and Rozucor. I was briefed on the SIGMA CVD division and was familiarized with visual aids. I carried out detailed field research across major areas of Mumbai, including Borivali, Kandivali, Malad, Goregaon, Jogeshwari, Andheri, Vile Parle, Khar Road, Bandra, Matunga, Wadala Road, Dadar, Worli, Prabhadevi, Parel, Mumbai Central, Grant Road and Charni Road. The work involved visiting chemists near family physicians (FPs) to “Explore Opportunities for Hypertension & Diabetes medications among patients consulting Family Physician”. I also distributed Telsar embossed pens to chemists as a token of appreciation. • Number of Family Physicians covered: 655 • Number of Chemists covered: 760
Linking theory (Classroom learning) with practice at your organisation	• Applied knowledge from survey design principles to create a detailed questionnaire targeting healthcare professionals. • Utilized communication skills developed in class to effectively convey key findings and engage with chemists and team members. • Applied concepts from Marketing Research and Pharmaceutical Marketing courses, including: - Techniques for primary data collection - Understanding customer behaviour (Retail level) - Visual merchandising and promotional material analysis • Utilized knowledge of therapeutic classes (Anti-hypertensive, Diabetes and lipid-lowering agents) covered during pharmacology and therapeutic modules. • Utilized marketing mix (4Ps) principles, especially Promotion and Placement, in the Telsar brand activity.

	- Analyzed therapeutic switching patterns due to pricing and availability, connecting with classroom discussions on generic competition. - Practical application of field-level brand engagement strategies. - Applied data organization skills to carefully compile research findings, ensuring all collected data was accurately recorded and easy to analyze. - Used data synthesis skills to create a comprehensive report effectively summarizing the project's objectives, research methods, and findings.
Gaps identified on the working area.	- Limited brand recall among chemists in zones with low MR activity. - Uneven distribution of visual aids and promotional materials. - Lack of follow-up mechanisms post brand promotion (e.g., pen distribution). - Chemists hesitant to engage during peak hours. - Brand substitution driven by higher margin offerings over brand value.
Suggestions for improvement	- Conduct focused CMEs and webinars for family physicians on underperforming molecules. - Launch digital and in-clinic campaigns linking FPs with patient awareness tools. - Strengthen coordination between pharma reps, clinics, and chemists to ensure stock availability and promotion balance. - Segment family physicians based on prescription behavior, therapy interest, and brand adoption potential. - Improve field force training to effectively promote underperforming brands. - Implement structured digital tools for real-time data collection and chemist feedback. - Introduce post-promotion tracking systems to evaluate impact of giveaways. - Provide short, targeted handouts or reminders to chemists along with promotional tools. - Conduct field visits during off-peak hours for improved interaction quality. - Regularly audit brand visibility in high-potential but underperforming zones.
Key Learnings	- Gained in-depth understanding of ROI validation methods in pharmaceutical brand management. - Developed skills in territory mapping and chemist-clinic engagement strategies. - Strengthened communication and networking abilities through direct interactions with healthcare retailers and influencers.

	• Learned to practically apply classroom models like STP and SWOT in real market environments. • Enhanced ability to conduct and analyze primary research and summarize insights. • Realized the importance of MR coordination, promotional material impact, and field-level brand recall. • Understood competitive benchmarking and how pricing, availability, and marketing influence brand choice.
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Signature of the Student: Ankita Vyas

Approved by the IIHMR University's Mentor