

About Organization

Eris Lifesciences Ltd is a publicly listed Indian pharmaceutical company and a leading player in the domestic branded formulations market. Ranked #20 in the IPM and it has established a leading presence in its core cardio-metabolic franchise in just 17 years from inception.

Vision

It focuses on innovation and commitment to addressing unmet medical needs, ensuring accessibility to crucial healthcare solutions for patients across various segments

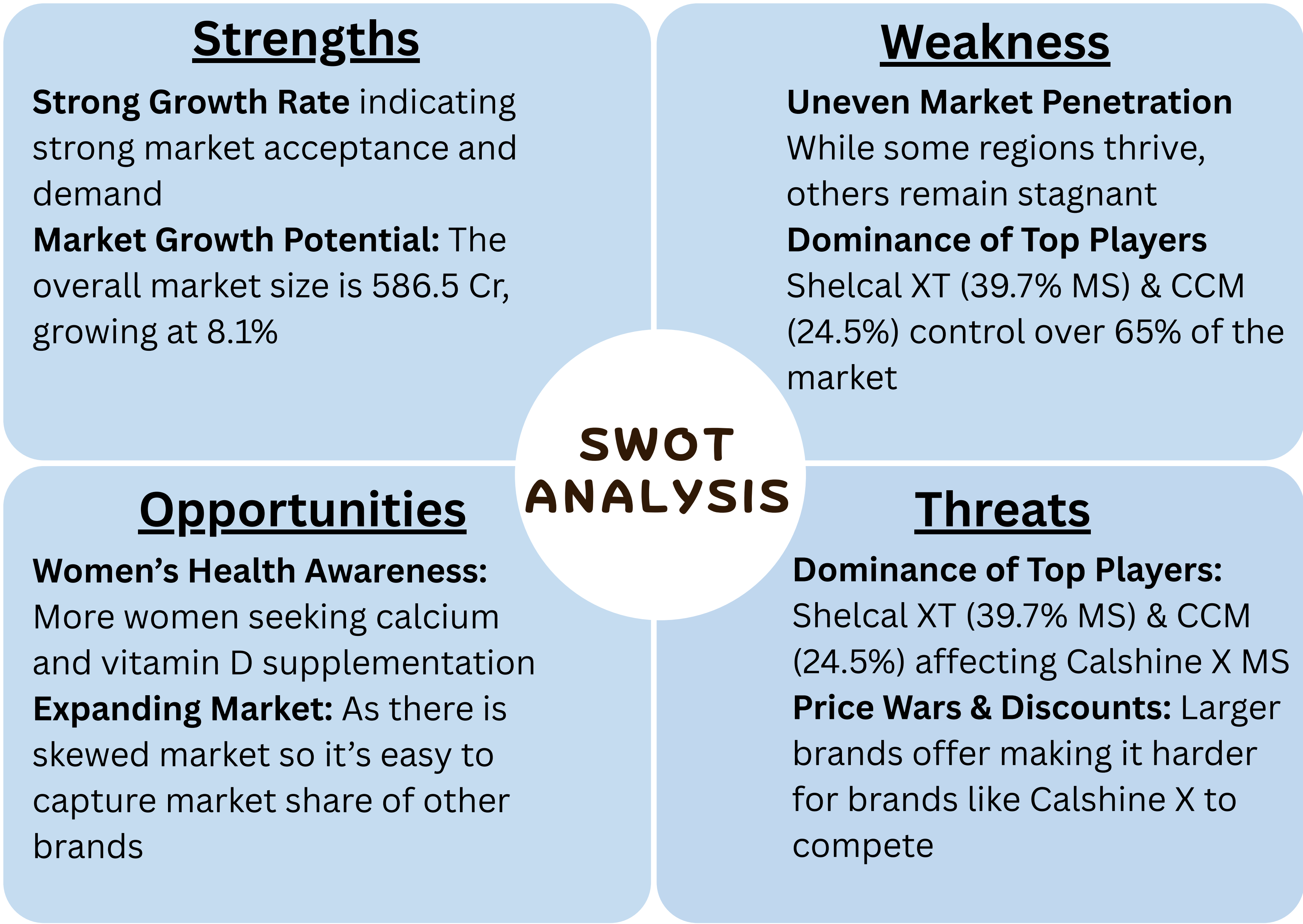
Mission

It aims to be a leading player in the pharmaceutical industry by delivering high-quality, affordable medicines.

Theory and Practical Understandings

Aspect	Theoretical Understanding	Practical Exposure
Marketing Application	Focus on concepts like 4Ps, segmentation, STP, and consumer behavior.	Use of 4Ps with field challenges such as budget constraints & local competition in different region
Strategy vs. Execution	Case-based discussions, ideal strategies, and frameworks.	Had to adjust strategies based on actual market needs and what doctors in different areas prefer
Data Handling & Analysis	Usage of hypothetical datasets and Excel tools for analysis.	Collecting field data and use AWACs & SMSRC data for analysis
Understanding Customer Behaviour	Classroom learning on consumer decision-making models.	Observed behavior of HCPs and patients—what actually drives prescriptions.
Team Dynamics	Group projects and peer discussions.	Got insight from sales teams and reporting managers about campaigns execution from field

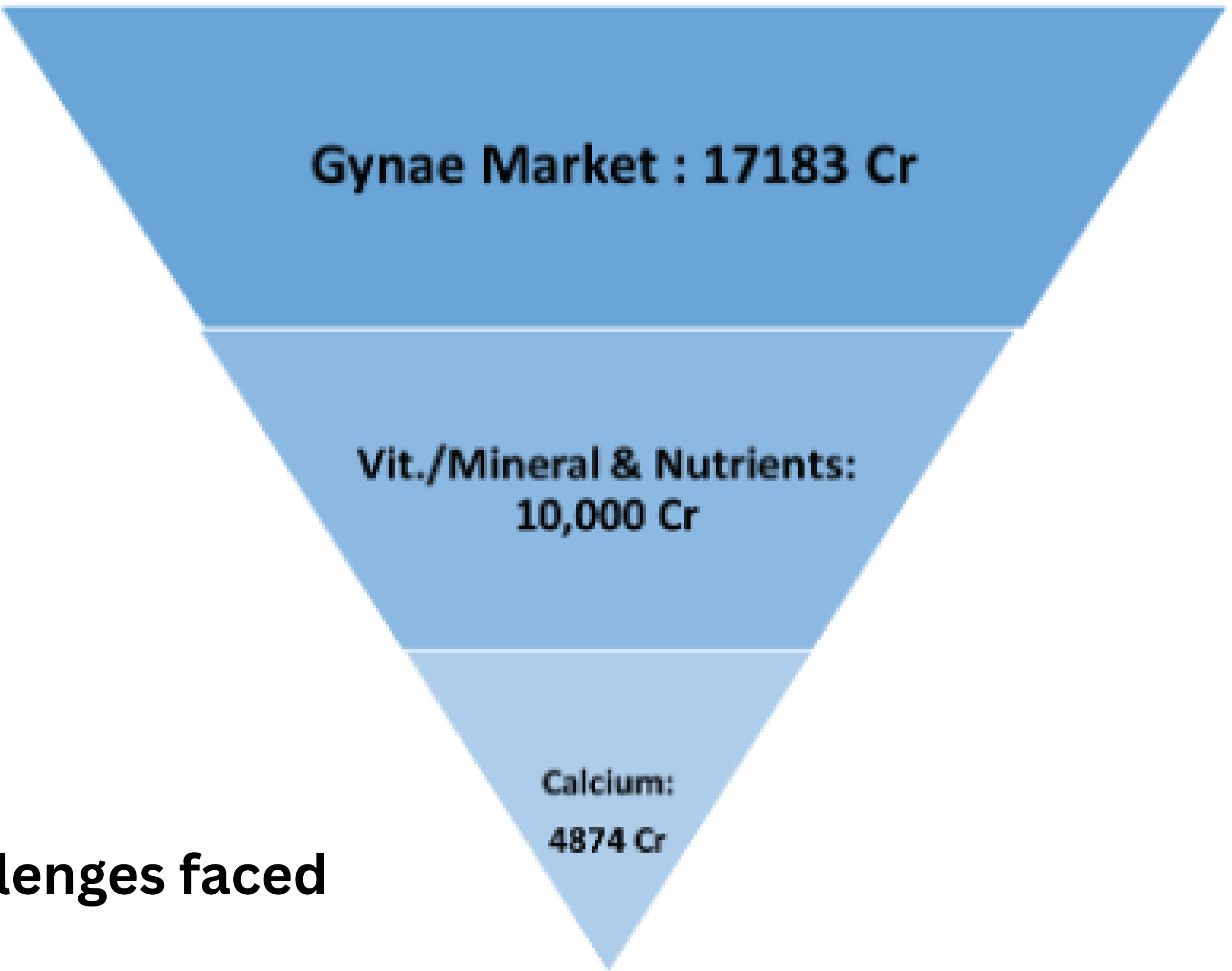
SWOT Analysis



Promotional Campaigns



Therapy Scan



Challenges faced

- Adapting to cross-functional coordination with sales, design, and medical teams.
- Managing timelines for campaign development & execution under tight deadlines
- Limited time to analyze market data and translate it into actionable strategies
- Creating promotional content that is both compliant and impactful for the field force

Major learnings

- Understood how campaigns are planned, budgeted, and launched in real time.
- Learned to design visual aids, promotional inputs, and campaign concepts.
- Improved skills in market research analysis and creative thinking
- Understood how to align product strategy with HCP needs