

SUMMER INTERNSHIP PROGRAM

at

ERIS LIFESCIENCES Ltd.

From May 12 ,2025 to July 21, 2025

A REPORT BY

Shubham Sharma

Master Of Business Administration

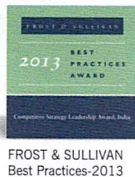
Pharmaceutical Management

2024-26

Under the Mentorship of

Dr. Akshay Kumar Mishra





Date: 21-07-2025

Internship Certificate

This is to certify that **Mr. Shubham Sharma** has successfully completed his internship in the Montana Department as an intern from 12th May 2025 to 21st July 2025 at Eris Lifesciences Limited.

During his internship period, he has demonstrated thinking abilities and a hardworking attitude, and he was able to complete the internship successfully on time.

We wish **Shubham Sharma** great success for his future endeavours.

With Best Wishes,

Eris Lifesciences Ltd.

Authorized Signatory
HR Department

Registered & Corporate Office:

Shivarth Ambit, Plot No. 142/2, Ramdas Road, Off SBR, Near Swati Bungalows, Bodakdev, Ahmedabad – 380054
Phone: +91-79-69661000/1001 • Email: eris@erislifesciences.com • Web Site: www.eris.co.in • CIN: L24232GJ2007PLC049867

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Shubham Sharma** of academic year 2024-26 **School of Pharmaceutical management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 30/07/2025

A handwritten signature in blue ink, appearing to read 'Akshay', with a stylized flourish at the end.

Dr. Akshay Kumar Mishra
Associate Professor

Calshine X – Fulfilling calcium requirements through every stage of womanhood

SHUBHAM SHARMA

Pharmaceutical Management (Roll Number - 0712)

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.

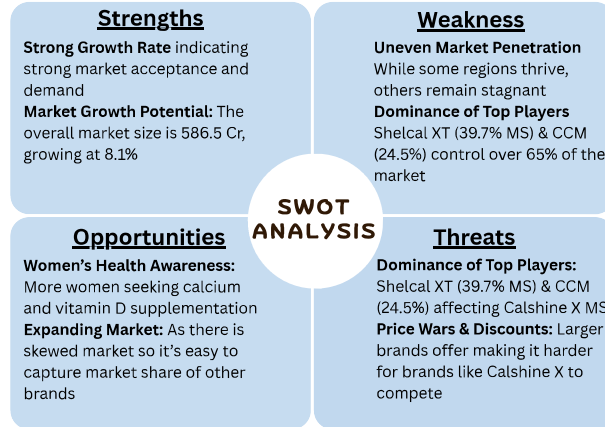
Vision

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.

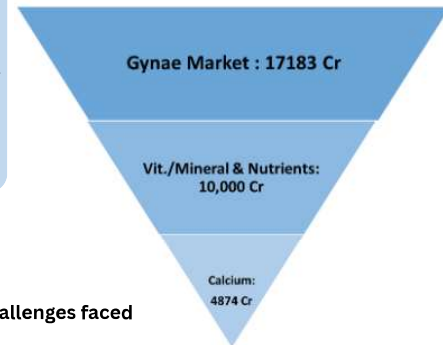
SWOT Analysis



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

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

Reporting Format (Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Department Summer Internship Program: Pharma

Name of the Student: Shubham Sharma

Roll no: 0712

Stream: PM

Week no: 1 **From:** 12/5/25 to 18/5/25

Activity Done	• Orientation session with company and division heads. • Studied the current product portfolio related to women's health (Hinder Cream and Metital)
Linking theory (Classroom learning) with practice at your organisation	Applied marketing concepts like STP (Segmentation, Targeting, Positioning) to understand how products are positioned in different specialties
Gaps identified on the working area.	Lack of clear segmentation in campaign targeting between rural and urban gynecology clinics.
Suggestions for improvement	Lack of clear segmentation in campaign targeting between rural and urban gynecology clinics.
Plan for the next week	Conduct competitor analysis for the women's health segment.

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Stream: PM

Week no: 2 **From:** 19/5/25 to 24/5/25

Activity Done	- Proposed 5 creative campaign themes tailored for the Bioart brand including art-based activations and patient engagement models - Collected feedback on CALSHINE B12 promotional input ideas from doctors
Linking theory (Classroom learning) with practice at your organisation	- Used consumer behavior frameworks to understand patient journey in fertility care. - Strategic communication models helped in structuring campaign pitches
Gaps identified on the working area.	Absence of integrated digital + on-ground marketing for fertility campaigns
Suggestions for improvement	Develop gamified educational tools for doctors to engage patients in waiting areas..
Plan for the next week	Shadow a sales team member to understand on-ground doctor interactions

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Stream: PM

Week no: 3 **From:** 26/5/25 to 31/5/25

Activity Done	· Shadowed sales and marketing executives for field visits to gynecologists. · Assisted in drafting creative content for World IVF Day campaign planning.
Linking theory (Classroom learning) with practice at your organisation	· Strategic communication models helped in structuring campaign pitches. · Exposure to pharmaceutical B2B marketing helped reinforce Kotler's B2B principles.
Gaps identified on the working area.	Lack of a standardized content calendar for IVF-specific awareness days
Suggestions for improvement	Integrate feedback forms for doctors to track effectiveness of marketing inputs
Plan for the next week	Coordinate with the design team for input on visual identity of Bioart campaigns.

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Stream: PM

Week no: 4 **From:** 01/06/25 to 07/06/25

Activity Done	• Conducted competitor analysis for IVF and PCOS brands in gynecology segment. • Assisted in ideating doctor engagement strategies for Bioart division. • Participated in content development for promotional inputs.
Linking theory (Classroom learning) with practice at your organisation	• Applied Porter's Five Forces to understand market competition and brand positioning. • Used consumer behavior models to tailor content strategies for HCPs.
Gaps identified on the working area.	• Lack of unified messaging across different promotional tools.
Suggestions for improvement	• Create a central content guide for product lines to ensure consistency.
Plan for the next week	• Prepare a presentation draft for the Bioart launch plan and internal review.

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Stream: PM

Week no: 5 **From:** 09/06/25 to 14/06/25

Activity Done	• Supported in organizing a gynecologist-focused awareness campaign for PCOS. • Conducted field visits to collect feedback on Metital brand inputs.
Linking theory (Classroom learning) with practice at your organisation	• Insights from integrated marketing communication helped in campaign execution. • Value-based marketing strategies applied during doctor interaction sessions.
Gaps identified on the working area.	• Limited tracking of field input performance post-distribution.
Suggestions for improvement	• Develop a digital feedback system for input effectiveness.
Plan for the next week	• Contribute to finalizing launch assets for Bioart division. • Analyze effectiveness of previous campaigns using field feedback.

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Stream: PM

Week no: 6 **From:** 16/06/25 to 21/06/25

Activity Done	- Helped draft internal communication for cross-functional team coordination. - Conducted brainstorming for Doctors' Day campaign themes and gifting ideas
Linking theory (Classroom learning) with practice at your organisation	- Practical use of AIDA model in structuring launch campaigns. - Team collaboration principles from OB (Organizational Behavior) applied in inter-departmental work
Gaps identified on the working area.	Delay in feedback turnaround from internal stakeholders.
Suggestions for improvement	Create a fixed timeline or feedback protocol for faster campaign roll-outs.
Plan for the next week	- Support in Doctors' Day campaign execution. - Analyze Hinder Cream referral strategy performance among gynecologists.

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Stream: PM

Week no: 7 **From:** 23/06/25 to 28/06/25

Activity Done	- Coordinated final reviews of Calshine B12 flip calendar content. - Worked on packaging ideas and box design for Raricap FCM injectable.
Linking theory (Classroom learning) with practice at your organisation	- Used branding and packaging design concepts from marketing lectures. - Learned the role of occasion-based marketing during festival/doctor-day campaigns.
Gaps identified on the working area.	Delays in alignment between medical, design, and product teams
Suggestions for improvement	Set predefined checkpoints and calendar timelines across departments before campaign launches
Plan for the next week	Document key learnings and campaign outcomes from field

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Reporting Format (Weekly)**Name of the Organisation:** Eris Lifesciences Ltd.**Department Summer Internship Program:** Pharma**Name of the Student:** Shubham Sharma**Roll no:** 0712**Stream:** PM**Week no:** 8 **From:** 30/06/25 to 5/07/25

Activity Done	• Collected field insights from gynecologists on Hinder Cream engagement. • Coordinated dispatch of final inputs for Doctors' Day initiative
Linking theory (Classroom learning) with practice at your organisation	• Gained real-world insight into campaign performance monitoring and medical marketing psychology.
Gaps identified on the working area.	• Difficulty in measuring referral effectiveness without real-time tools.
Suggestions for improvement	• Introduce simple digital tracking forms for future campaigns
Plan for the next week	• Continue working on active campaigns and input finalization

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Roll no: 0712

Stream: PM

Week no: 9 **From:** 07/07/25 to 12/07/25

Activity Done	• Worked on documentation of campaign outcomes for Metital and Calshine B12. • Take feedback of campaign outcomes for Metital and Calshine B12.
Linking theory (Classroom learning) with practice at your organisation	• Understood alignment of brand message across multiple formats and touchpoints.
Gaps identified on the working area.	• No structured template for post-campaign performance analysis.
Suggestions for improvement	• Implement a standard reporting format to capture field impact and learnings.
Plan for the next week	• Continue working on active campaigns and input finalization.

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Roll no: 0712

Stream: PM

Week no: 10 **From:** 14/07/25 to 19/07/25

Activity Done	- Coordinated with the design team to finalize visual elements for Raricap FCM box packaging. - Supported drafting of communication material for field force training on new brand launches.
Linking theory (Classroom learning) with practice at your organisation	Understood the importance of visual-brand consistency in packaging and doctor-facing materials.
Gaps identified on the working area.	Feedback from field teams not systematically consolidated for future input optimization.
Suggestions for improvement	Establish a feedback loop document or form after every major campaign for regional teams.
Plan for the next week	Internship concluded.

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Compiled Reporting Format

Name of the Organisation:

Area/ Department/ Project of Summer Internship

Program: Name of the Student:

Roll no:

Stream:

Activity Done	• Assisted in drafting creative content for World IVF Day campaign planning. • Conducted competitor analysis for IVF and PCOS brands. • Coordinated with design teams for Bioart division campaigns. • Organized awareness campaigns, including Doctors' Day events. • Collected field feedback for multiple brands (Metital, Raricap , Calshine B12) • Contributed to Raricap FCM communication. Supported creation of training materials for field force. • Prepared presentations summarizing campaign outcomes. • Worked on internal reviews and documentation of marketing strategies.
Linking theory (Classroom learning) with practice at your organisation	• Applied strategic communication models for campaign pitches. • Leveraged Porter's Five Forces for competitor analysis. • Implemented integrated marketing communication concepts for brand campaigns. • Applied consumer behavior models to develop content targeting HCPs. • Learned organizational behavior principles in inter-departmental coordination
Gaps identified on the working area.	• Limited tracking of field input performance. Delayed feedback from the field • Delays in alignment between medical, design, and product teams • Difficulty in measuring referral effectiveness without real-time tools.

Suggestions for improvement	• Integrate feedback forms and digital trackers for campaign effectiveness. • Create fixed timelines and protocols for inter-department approvals. • Maintain a centralized knowledge portal for campaigns and best practices. • Establish a standard post-campaign reporting format.
Key Learnings	• Enhanced understanding of pharma marketing dynamics. • Learned how to align theoretical marketing frameworks to real-world projects. • Strengthened project management and inter-team collaboration abilities. • Developed hands-on experience in campaign execution, packaging design, and field coordination.

Signature of the Student

Shubham Sharma

Approved by the IIHMR University's Mentor

Akshay Kumar Mishra

