

SUMMER INTERNSHIP PROGRAM

at
MIDUTY

12Th of May 2025 – 25Th of July 2025

A REPORT BY

Shegokar Kshitij Narendra
Master of Business Administration
Pharmaceutical Management
Roll no-0708
2024-26

Under the Mentorship of
Dr. Sudhinder Singh Chowhan
Associate Professor

IIHMR UNIVERSITY, JAIPUR



INTERNSHIP LETTER

Unit No. 307 & 308, Tower A,
Pioneer Urban Square, Golf Course Ext Rd, Sector 62, Gurugram,
Ghata, Haryana 122005
www.miduty.in

Date: 19-07-2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shegokar Kshitij Narendra, a student of IIHMR, has successfully completed their internship with Miduty from 12th May 2025 to 25th July 2025

During the course of the internship, the performance of the intern was good, and we are satisfied with the contributions made throughout the engagement. The intern demonstrated commendable dedication and actively contributed across multiple business verticals.

Some of the major projects and areas of hands-on exposure included:

- **Field Work with Medical Representatives (MR):** Gained practical insights into on-ground healthcare marketing and customer engagement.
- **Marketplace Management:** Acquired working knowledge of leading e-commerce platforms such as Amazon, Flipkart, and Quick Commerce (Q-comm), including product listing optimization, pricing strategies, and sales tracking.
- **Search Engine Optimization (SEO):** Understood the fundamentals of SEO and its impact on organic visibility and brand discovery.
- **Performance Marketing:** Assisted in executing data-driven digital campaigns, analyzing ad metrics, and optimizing return on ad spend.
- **Customer Relationship Management:** Contributed to handling customer complaints and managing negative reviews, enhancing customer satisfaction and brand credibility.

We wish Shegokar Kshitij Narendra all the best in their future endeavors.

Sincerely,

For MIDVISION PRIVATE LIMITED


Pranav Midha
(Founder)

Authorised Signatory

869990-869991

www.miduty.in

85, Choti Baradari, Part 1 Garha,
Dhin, Jalandhar, Punjab, 144022



IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Shegokar Kshitij Narendra** 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: 28/07/2025

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

Dr. Sudhinder Singh Chowhan

Associate Professor

IIHMR University Jaipur

About Organization:- Miduty is an Indian nutraceutical company focused on health and wellness products. They offer a range of dietary supplements, including those for hair, skin, and overall well-being, blending natural ingredients with scientific knowledge. Miduty emphasizes personalized health consultations, aiming to understand individual needs and recommend suitable products and lifestyle adjustments.

Our Products:- Hair, Skin, Nails, Gut Health, Immunity, Others etc

Top Selling Products:- Liver Detox ,Vit B12 &Folate, Magnesium Relax.

Vision:- To become India's most trusted and innovative wellness brand, empowering individuals with premium, science-backed supplements that enhance daily health and holistic well-being—globally.

Mission:- At Miduty, our mission is to deliver superior quality nutraceuticals that are 16x more effective than conventional supplements, by leveraging patented formulations and deep customer insights.

Project Description:- Worked with medical reps to understand how they talk to customers and promote products. Learned SEO basics to help the brand show up better on Google. Helped run online ads and checked what worked best.

Organization Structure



Theory vs Practical

Theory	Practical
Segmenting & Targeting	Explained benefits to customer
Product Positioning	Used visuals, talks, and brochures in real time

Strengths

1. High-quality supplements and unique formulations.
2. Good customer feedback from sample trials.
3. Direct interaction with store visitors for insights.

Weakness

1. Low brand recognition among walk-in customers.
2. Customers unwilling to switch from familiar brands.
3. Some customers found prices high.

Opportunity

1. Expanding through offline tie-ups with new stores.
2. Collaboration with MRs to reach doctors.
3. Targeting wellness-conscious consumers.

Threats

1. Intense competition from Tata 1mg, Health Kart, etc.
2. Strong loyalty towards competitor brands.
3. Online preference making store visits rare.

Suggestions:-

1. Organize training sessions for store staff to explain product benefits clearly.
2. Offer introductory discounts or samples to gain customer trust.
3. Use posters or mini-displays inside the store to attract attention
4. Target open-minded retailers who are willing to support new brands.
5. Use creative ideas like dosage charts, mini calendars, and product booklets for doctors.

Challenges faced during SIP :-

1. Most customers only followed doctors' prescriptions, not open to suggestions.
2. Tough competition from well-known brands with more visibility and trust.
3. Limited offline presence many people were unaware of the Midutys Brand.
4. Some shops only promoted their own brands.
5. Many people preferred to shop online and didn't visit the store.

Major Learnings during Internship:-

1. Product knowledge and polite communication go a long way.
2. Listening to customer needs first is more effective than just pushing a sale.
3. Visuals (like packaging, display boards) have a big impact.
4. Doctor trust and prescription-based purchase dominates decision making.

TOWS Matrix

	Opportunities (O)	Threats (T)
Strengths (S)	S-O Strategies 1. Use strong product knowledge.	S-T Strategies 1. Build Customer Trust
Weakness (W)	W-O Strategies 1. Run campaign for customers	W-T Strategies 1. Offer rewards points to customers



Name:- Shegokar Kshitij Narendra
Roll No:- 0708
Batch:- MBA-PM-16
Mentor:- Dr. Sudhinder Singh Chowhan

Annexure E

1st Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 1 From: 12 May 2025 to 16 May 2025

Activity Done	My summer internship at Miduty started this day. We were warmly received by the founder who held a full orientation meeting. The background, transformation process, and attitude to wellness at Miduty. • How working together and being creative helps organizations succeed. • Investigated the following introductory supplements: • Consider using NAC and Milk Thistle for Liver Detox*. • Chewable methyl B12 and folate aid in providing support to both energy and nerve systems. • Taking vitamins A, D and K together helps boost the absorption of calcium and strengthen your immune system. • Magnesium Relax* and Probiotic Fiber help support both gut and sleep health. Discussed ideas like: • This supplement offers Krill Omega Complex, Betaine HCl + Pepsin, Plant-Based Collagen, and Triple Thyroid Care. • Explored products meant for certain lifestyles. • Joint Pain Relief, Multivitamin, Fit & Lean Protein, PCOS Formula, and Estrogen Balance. Go over a live field report: • I have taken note of how Swisse, Wellbeing, and Tata 1mg compete.
----------------------	---

	• Visted Tata 1 Mg store in Gurgaon and Delhi to gain the knowledge that how there product are better than others.
Linking theory (Classroom learning) with practice at your organisation	• Implemented marketing theories in deciding how to position products and develop a brand strategy. • Borrowed from product lifecycle to improve development. Assessed how stores were doing their retail and merchandising by applying various frameworks.
Gaps identified on the working area.	• Training for retail promoters is not consistent from that outlet. • Other sellers offer easier ways to engage customers and deeper discounts. • Promoters could do better by bringing out the key benefits.
Suggestions for improvement	• Host review sessions for those managing store promotions. • Review your margin structures to better compete.
Plan for the next week	• Follow up with different outlet of Tata 1 Mg.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

2nd Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 2 From: 19May 2025 to 23 May 2025

Activity Done	• We worked this week on monitoring operations from the back end, retail stores and setting up connections with distributors to help Miduty go offline. • I went to the Miduty warehouse to see how things are done. Packaging, storage, counting, the packaging materials store and the main office area are the areas in the warehouse; label auditing, billing, barcode scanning and product wrapping are their specific functions. I learned a lot about how things are managed during the order and inventory part of the business. • Organic Blood Builder: Offers Ferrous Bisglycinate, Vitamin C, B12 and Folate so iron nutrients are taken in by the body. Iron Strips for Kids: Blend of Ferrous Fumarate and Amla to strengthen your child's immunity. Kids Vision Improvement Strips are designed with Lutemax® 2020 to help your eyes when you are using a screen device. I made a Retail Visit to the Tata 1mg Store. • Taking vitamins A, D and K together helps boost the absorption of calcium and strengthen your immune system. • Magnesium Relax* and Probiotic Fiber help support both gut and sleep health. • The distributor outreach program began with a first field visit. Invited Miduty into many distributor stores and explained the product catalog. Noted that these drug companies mostly focus on government orders and do not pay much attention to new health products.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation	• I used segmentation and targeting principles when getting ready to contact distributors. • Showed product USPs during field visits using different brand positioning strategies.
Gaps identified on the working area.	• Some walk-in customers don't know the Miduty brand. • There is a small number of distribution channels providing feedback. • Unlike competitors, the company seems to use little printed material to advertise.
Suggestions for improvement	• Highlighting the special advantages of your product. • Show products to customers and create promotional displays within the store.
Plan for the next week	• Follow up with different outlet of Tata 1 Mg.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

3rd Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 3 From: 26May 2025 to 30May 2025

Activity Done	• I went to the Tata 1mg store to check how Miduty's products are set up on the shelves. Customers passing by were familiar with Liver Detox and Multivitamins, yet most were asking for the leading brands, Wellbeing and HealthKart. Getting people informed about topics and making the brand more recognized are big issues. • I looked at three leading examples of topical products: Day time moisturizer with Hexapeptide-8 and low molecular weight Hyaluronic Acid for full hydration. The use of Centella Asiatica, Olive Squalane and Oat Beta-Glucan helps soothe and heal your skin barrier. EpiRepair Night Cream provides Ceramide Complex, Palmitoyl Peptides and Fermented Aloe Water to help the skin become elastic and recover during sleep. EpiShield Day Serum: A featherweight serum that shields against UV and polluting factors because of ExpoZen, Ectoin, Ferulic Acid and Niacinamide. • A customer with asthma and high blood sugar was interested in Lung Detox and liked the packaging, but hesitated because it was too expensive for them. After that, he reserved a credit service and mentioned he'd likely purchase it the following time. Miduty was asked about a face wash that they haven't made yet. • A customer considering Omega was recommended to take Krill Omega (1300 mg salmon oil). He looked at Tata 1mg's 1000 mg product and after discussing the price and discounts, chose not to buy. Most customers said they preferred to gather information about the products online prior to buying them. I handed out our consultation papers and told many visitors about our
----------------------	--

	website. Miduty was promised a recommendation from that customer to his circle of friends. A fitness fan asked about whey protein. Following registration and speaking to someone, he discovered he could get it on the official website.
Linking theory (Classroom learning) with practice at your organisation	• I focused on segmenting and targeting to get ready for distributor and customer interactions. • Explained the strategy used for our brands and talked about their special features personally.
Gaps identified on the working area.	• Most walk-in customers are not aware of my brand name. • Price continues to be a challenge for customers, even though the products are high quality. • No print advertising makes it harder to make stores attractive to potential buyers.
Suggestions for improvement	• Use discounts or begin your prices low to encourage people to purchase what you have to offer. • Increase the selection in stores such as offering whey protein, to suit what customers want.
Plan for the next week	• Follow up with different outlet of Tata 1 Mg.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

4th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 4 From: 2June 2025 to: 7June 2025

Activity Done	• 1.Making sure to track the progress of liver detox sample feedback and the successful delivery of results. • 2. I would follow up with customers over the phone. The samples were successfully delivered and the customers were told how to use them. Let me explain that every container has 10 pills that have been proven with research. Recent deliveries were identified and confirmed using the records at society gates. 3. Items suggested for people who ask health-related questions. Familiar product Superiorities, approved Testing qualifications, and what makes the platform easy to use. • 4. I was present at a session about Performance and Campaign Marketing. I have experience in setting up campaigns through Meta Ads. Ad sets were improved based on different groupings, such as by product (such as sleep and energy) and by cost to compete. I watched the progress of the campaign by looking at ROAS, CTR, and Impressions. • 5. Ensured that Excel reports and logs in the CRM were kept and updated properly. I made notes describing whether or not I had a call and what feedback I received after each contact. I noted the ratings of dissatisfied customers and kept track of the results in the “Rating TrackerAttempting to be clear, trusting, and mindful at every moment of interaction.
----------------------	---

Linking theory (Classroom learning) with practice at your organisation	• I used the Engagement and CRM concepts I learned in marketing to help with products. • Constructed a campaign system called an audience retargeting, and learned how to use campaign funnels. Memories from the studied texts • Putting learning about segmentation and the funnel into practice using case studies taught in class.
Gaps identified on the working area.	• Many people have no idea about the product unless it is well explained. • Some people chose not to continue since they did not understand the details. • Delayed deliveries and misunderstandings produce a lack of trust.
Suggestions for improvement	• Send reminders to your customers when samples land at the warehouse. • Teach support team how to have orderly follow-up conversations with customers. • Provide a CRM dashboard so staff can sort out customers with ease and at great speed.
Plan for the next week	• Hold further follow-up conversations with clients who have left feedback. • Try setting up audience-based ad sets to help with your meta campaigns.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

5th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 5 From: 9June 2025 to 13June 2025

Activity Done	• Had a meeting with Sunil Sir (GM, Operations & Marketing) in a supplement store. Existing company profile, products line, and offline development perspectives; discussion was suspended because of his meeting. • At muscle nutrition, they had a common catalogue and negotiated the prices, margins, and dealer discounts; the pre-workouts are the best sellers there. Respective Nutrition First (meeting rescheduled). • At Paradise Store, they got to know they have their brand and in-house production. At Muscle and Strength HO, shared details; Whey Protein is the best seller; catalogue and margin information was asked. In Muscle Intense, Nitro & Whey Concentrate were referred to as best selling products; we were asked to provide the complete catalogue. Nutrition First rejected the cooperation because of current brand and own label strategies. • Visited Nutrition First (license to be discussed; follow-up required), M Muscle Strong (catalogue provided; samples requested: Ashwagandha, Probiotic, Estrogen Balance, Eye Vision Shield, Leaky Gut, Happy Heart, Liver Detox, Whey Protein; asked about presence in the Internet; top sellers: Isolate & Isopure).
----------------------	---

Linking theory (Classroom learning) with practice at your organisation	• Applied my study of how to communicate with customers and discuss company products when greeting store owners • Used my classroom learning about how businesses operate to negotiate prices, profits, and product samples with stores. • Applied knowledge of company expansion and growth when pitching our offline business plan to various stores.
Gaps identified on the working area.	• Some of the retailers favor established relationships or own label brands, which restrain further expansion prospects. • There are stores that require margins or initial samples to tie up the deals.
Suggestions for improvement	• Follow up by planning meetings with decision-makers to keep in touch and advance conversations. • Find stores that would be willing to carry new brands rather than just approaching stores that are already associated with brands.
Plan for the next week	• Will be visiting to the various doctor with the MR and observe how MR will pitch the product to the doctors.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

6th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 6 From: 16June 2025 to 20June 2025

Activity Done	• This week started with a brainstorming session at the office, where we were asked to come up with 10 creative strategies to help doctors remember our products better. I suggested practical yet thoughtful ideas like giving doctors mini booklets with product information, a small wooden calendar with a health tagline, and even a fidget spinner with the Miduty logo — something small but memorable. We also thought of dosage charts that can help both doctors and patients. • Since morning, a total of three customers visited the store. Later, two more people came, but they had placed their orders online and arranged for delivery through Ola and other services. • Orders have been received both online and offline. Some customers visited the store in person to purchase their medicines and supplements. In the morning, a few elderly customers came by foot to buy health supplements. • One customer came for eye tablet so I recommend our product that we also provide the eye vision shield but they purchased the different eye tablet as they were saying that that are consultant by there doctor sir i really tell them about benifits of our product but they were in hurry.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation	• I used my communication and product presentation skills that we've been trained on in class, especially when explaining ingredients or benefits to customers in a simple, relatable way. • Observing the mix of online and offline buying helped me think about how businesses need to adapt — it's not just about shelf placement anymore, it's about being visible where the customer actually shops. • Applied knowledge of company expansion and growth when pitching our offline business plan to various stores.
Gaps identified on the working area.	• Most customers already trust certain brands or follow their doctor's advice strictly, which makes it hard to promote alternatives.
Suggestions for improvement	• Create simple, eye-catching handouts or product charts for customers to take home. • Focus more on stores where decision-makers are open to new products and promotions. • Regularly update and engage store staff so they can confidently promote our products.
Plan for the next week	• Will be visiting to the various doctor with the MR and observe how MR will pitch the product to the doctors.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

7th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 7 From: 23June 2025 to 27June 2025

Activity Done	• On Monday, we were in the office and assigned the task of calling customers who had received free samples of Liver Detox, Magnesium Relax, and Vitamin B12. I spoke to many customers and took their feedback. Some had already started using the product and shared positive experiences. • Throughout the week, I continued working at the store. I noticed that most of the orders were online — almost 15–20 orders on some days — while only a few customers visited in person. Most people who came to the store had a doctor's prescription and wanted only the product they were prescribed. • I interacted with multiple walk-in customers, but many of them were in a hurry or came with specific prescriptions. I still tried to talk about Miduty's products like Liver Detox, Peprin Bethnin, and our other bestsellers. • One key observation from this week is that most customers are now placing orders online through delivery platforms. Very few come physically to the store.
Linking theory (Classroom learning) with practice at your organisation	• I used the communication skills we practiced in class while speaking to real customers and taking feedback politely over the phone. • I applied what we learned about customer behaviour by observing how different people buy — some based on prescriptions, some based on brand, and some open to suggestions.

	I also used my product knowledge to confidently recommend suitable Miduty supplements depending on the customer's needs, even if they didn't buy right away.
Gaps identified on the working area.	Most walk-in customers only want the product mentioned on their prescription and are not open to trying new products.
Suggestions for improvement	- Create small product display boards or posters inside the store to improve visibility. - Train store staff to quickly suggest alternatives when customers come with common health issues. - Regularly update and engage store staff so they can confidently promote our products.
Plan for the next week	Will be visiting to the various doctor with the MR and observe how MR will pitch the product to the doctors.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

8th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 8 From: 31June 2025 to 04July 2025

Activity Done	• This week, I visited the Tata 1mg store every day and interacted with both offline and online customers. On Monday, one customer came looking for folic acid. I suggested that folate is better and explained the difference, but she insisted on only buying folic acid as per her preference. • Throughout the week, most of the orders were placed online — almost 15–20 orders per day. Only a few customers came to the store in person, and many of them had prescriptions. They usually purchased only the medicine their doctor advised and didn't show interest in trying other products. • One customer asked for a product related to period problems. I told him about Miduty and suggested our PCOS supplement. He asked for the brand name and said he would check it online. Another customer came and showed interest in Liver Detox after I explained its benefits. He was impressed and took time to look through our products. • One of the customers I spoke to had diabetes and also joint pain. She was using another brand, but I told her about our Joint Pain Relief. She said she would think about trying it later. I also met a customer who had already used our Liver Detox product. When I asked for feedback, he said it was okay.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation	• I used my learning from class while talking to customers and explaining the benefits of our products in a simple and easy way. • I saw the importance of listening to the customer first, then gently suggesting our products based on their needs. • I also used my product knowledge to confidently recommend suitable Miduty supplements depending on the customer's needs, even if they didn't buy right away.
Gaps identified on the working area.	• Customers mostly come with a fixed mindset — they only want what's written in their prescription.
Suggestions for improvement	• Create small product display boards or posters inside the store to improve visibility. • Train store staff to quickly suggest alternatives when customers come with common health issues. • Regularly update and engage store staff so they can confidently promote our products.
Plan for the next week	• Will be visting to the various doctor with the MR and observe how MR will pitch the product to the doctors.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

9th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 9 From: 07July 2025 to 11July 2025

Activity Done	• This week, I visited the Tata 1mg store every day and interacted with both offline and online customers. On Monday, one customer came looking for folic acid. I suggested that folate is better and explained the difference, but she insisted on only buying folic acid as per her preference. • Throughout the week, most of the orders were placed online — almost 15–20 orders per day. Only a few customers came to the store in person, and many of them had prescriptions. They usually purchased only the medicine their doctor advised and didn't show interest in trying other products. • One customer asked for a product related to period problems. I told him about Miduty and suggested our PCOS supplement. He asked for the brand name and said he would check it online. Another customer came and showed interest in Liver Detox after I explained its benefits. He was impressed and took time to look through our products. • One of the customers I spoke to had diabetes and also joint pain. She was using another brand, but I told her about our Joint Pain Relief. She said she would think about trying it later. I also met a customer who had already used our Liver Detox product. When I asked for feedback, he said it was okay.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation	• I used my learning from class while talking to customers and explaining the benefits of our products in a simple and easy way. • I saw the importance of listening to the customer first, then gently suggesting our products based on their needs. • I also used my product knowledge to confidently recommend suitable Miduty supplements depending on the customer's needs, even if they didn't buy right away.
Gaps identified on the working area.	• Customers mostly come with a fixed mindset — they only want what's written in their prescription.
Suggestions for improvement	• Create small product display boards or posters inside the store to improve visibility. • Train store staff to quickly suggest alternatives when customers come with common health issues. • Regularly update and engage store staff so they can confidently promote our products.
Plan for the next week	• Will be visiting to the various doctor with the MR and observe how MR will pitch the product to the doctors.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure E

10th Week Report

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no: 0708

Stream: MBA Pharmaceutical Management

Week no: 10

From: 14July 2025 to 18July 2025

Activity Done	• This was my last week at Miduty, and I spent the whole week working from the office. It was a great time to look back and understand everything I had learned during the internship. • In the office, I completed final reporting, followed up on previous tasks, and had discussions with different departments. I also gave updates on all the store visits I did, shared customer feedback, and explained which products people were interested in. • A new thing I got to learn this week was about SEO (Search Engine Optimization). The digital team explained how Miduty improves its visibility online. I learned that using the right keywords, good product names, and simple content helps more people find Miduty products on Google or online stores. This was a new experience for me and very useful. • I also spoke with team members from each department to understand how they work and how everything connects — from marketing, field sales, to digital.
Linking theory (Classroom learning) with practice at your organisation	• I used my classroom learning when talking to real customers, handling questions, and giving product advice. • I saw how every department — marketing, sales, digital — must work together for success. • I understood how important communication, follow-up, and online presence is in the real business world.

Gaps identified on the working area.	• Customers mostly follow prescriptions, not open to trying new brands easily. • Online product pages can be improved with better pictures and content.
Suggestions for improvement	• Create small product display boards or posters inside the store to improve visibility. • Train store staff to quickly suggest alternatives when customers come with common health issues • Start a simple follow-up tracker after sample distribution to collect reviews.
Plan for the next week	• I'll also start getting ready for the final viva, make the poster, and prepare myself for any questions from the academic jury. • Collect the internship completion certificate from Miduty and submit all the required reports to IIHMR for final SIP completion.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor

Annexure F

Compiled Reporting Format

Name of the Organisation: Miduty

Area/ Department/ Project of Summer Internship Program: Marketing and Strategy Intern

Name of the Student: Shegokar Kshitij Narendra

Roll no:0708

Stream: MBA Pharmaceutical Management

Activity Done	• At the beginning of the internship, I attended an orientation where I got to know about Miduty, its values, and the product range. I received training on how each supplement works. I also visited Tata 1mg stores to observe competitor products and understand what makes them popular. I got to see how the warehouse works — how products are packed, labeled, and stored. I was also introduced to how distributors are approached when entering the offline market. • I started visiting more stores regularly. My job was to see where products were placed and to talk to customers who visited. I explained how our products like Liver Detox, Krill Omega, and the PCOS formula help with health problems. I also made follow-up calls to customers who had received free samples, asking for their feedback. I got to learn the basics of online campaigns using Meta Ads and also used a CRM tool to track customer responses. • I visited many more supplement stores like Muscle Nutrition and Nutrition First. I shared product catalogues and gave samples. I also talked to store owners about discounts and how much profit they can earn. Not every store said yes — some said no — but I learned how to handle rejection and keep trying. I also asked which products sell best in their stores and found that Whey Protein, Isolate, and Pre-Workout supplements are the top sellers. • These weeks were all about working at the Tata 1mg store. I talked to walk-in customers and introduced them to Miduty products. I noticed that most people ordered online or only bought what their doctor had told them. It was not easy to convince them to try something new, but I still shared suggestions for common problems like diabetes, joint pain, and period health. I learned how to adjust my pitch based on the person in front of me. • In my last week, I worked from the office and shared everything I had done in the past weeks. I gave feedback on what customers said, which products they liked, and what we can improve. I also learned about SEO
----------------------	--

	— how using the right words online can help people find our products faster. I had small talks with different teams like marketing, sales, and digital to understand how they all work together to grow the brand.
Linking theory (Classroom learning) with practice at your organisation	• I saw how important good product display and branding are — just like we learned in marketing class. • I understood that customers follow habits, like buying only what the doctor says — this matched what we studied about customer behaviour. • I used what we learned about teamwork and follow-ups while working with different departments and calling customers after giving samples.
Gaps identified on the working area.	• Limited awareness among store staff: Some store staff were not well-informed about Miduty products. They didn't always mention our brand unless we reminded them. • Strong competition from known brands: Many big brands are already popular in the market, so customers trusted those names more than newer options.
Suggestions for improvement	• Put small boards or posters in stores to help customers notice Miduty products. • Train the store staff so they can confidently talk about the products. • Make the packaging and online product pages more attractive and easy to understand. • Give small offers and loyalty benefits to make both customers and retailers more interested.
Key Learnings	• I became more confident while speaking to customers and learned how to explain things simply. • I now understand how both online tools and offline efforts work together in product marketing. • I got to try tools like CRM and learned basic SEO and digital marketing ideas. • I learned how to pitch a product, negotiate with stores, and ask for customer feedback. • I understood that teamwork, consistency, and knowing the product well really matter in sales.

Signature of the Student

Approved by the IIHMR University's Jaipur Mentor