

About Company

Mankind Pharma was incorporated in 1991, and began active operations in 1995, launched by brothers Ramesh C. Juneja (Chairman) and Rajeev Juneja (MD & Vice Chairman) with a small investment and just 25 medical representatives. Their early strategy focused on ultra-low pricing of essential drugs like Zenflox and Moxikind CV, targeting rural and price-sensitive markets.

Expansion and Diversification

From its founding core, Mankind expanded across therapeutic segments. Key milestones:

- Entered OTC and consumer health in 2007, launching major brands such as Manforce condoms, PregaNews pregnancy kits, Unwanted-72, and others.
- Acquired Magnet Labs (2007) to enter antipsychotic drugs; bought.
- Longifene in 2010 for pediatric appetite-stimulants.

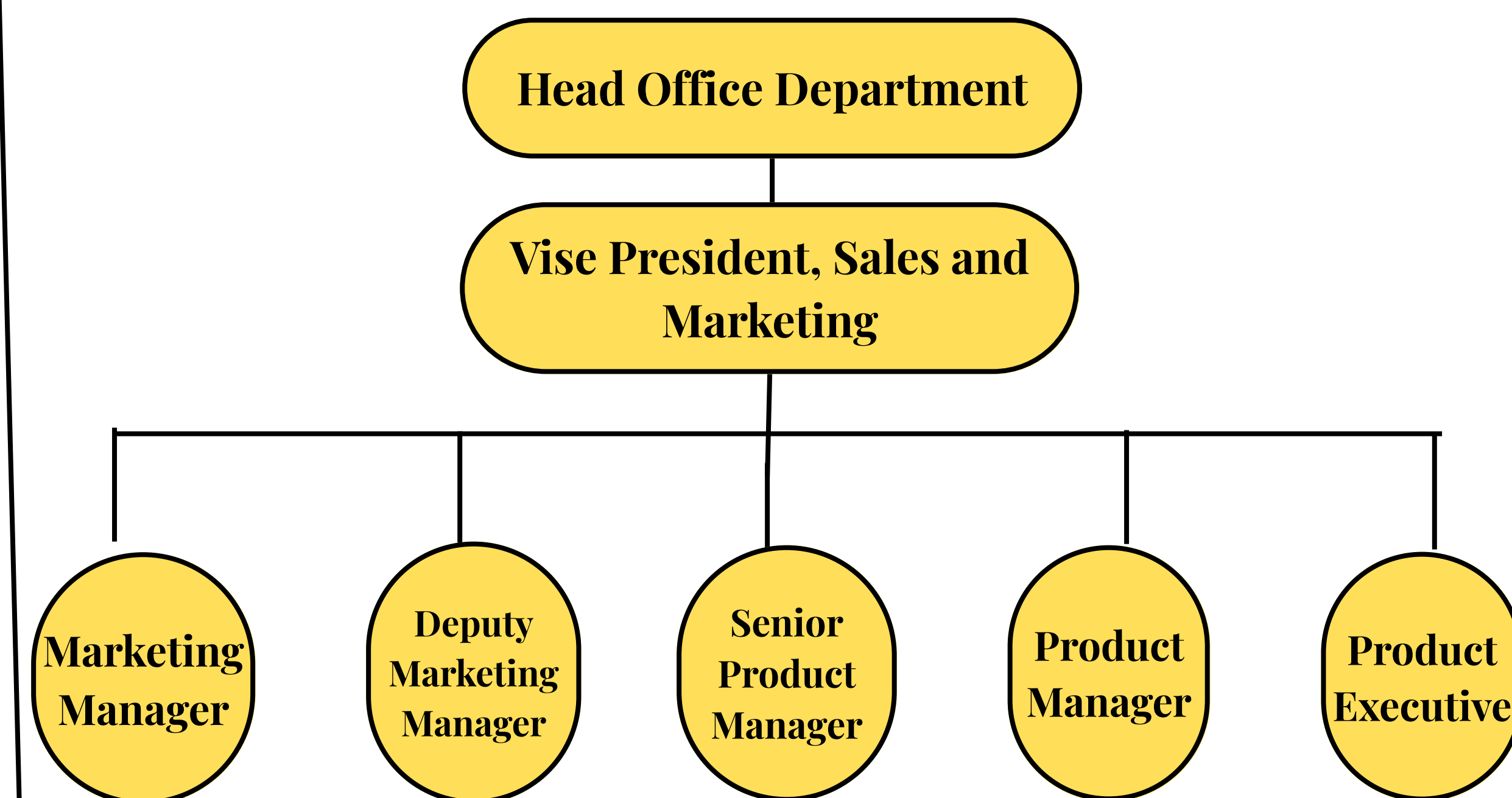
Organisation Vision

Mankind Pharma aims to achieve global leadership in the healthcare industry by offering effective, reliable, and high-quality healthcare products. They also aspire to foster trust and positive change through their products.

Organisation Mission

Their core mission is to provide high-quality treatment at a fair cost to everyone. This includes continuously seeking innovative solutions and supporting societal health and safety. They emphasize the importance of ethical conduct, customer care, and delivering accessible, high-quality healthcare solutions promptly.

Organisation Structure

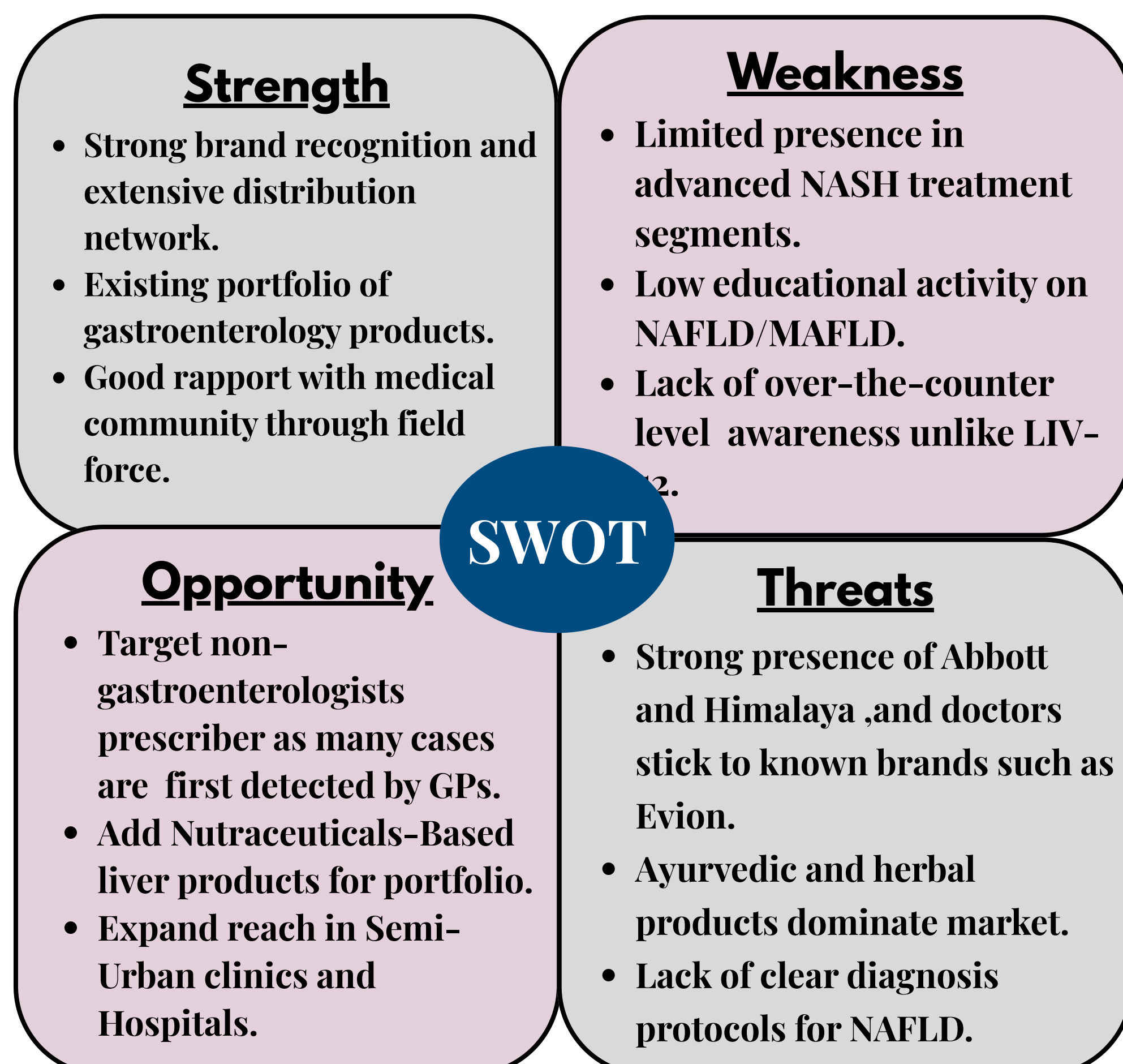


Learning and Value Addition

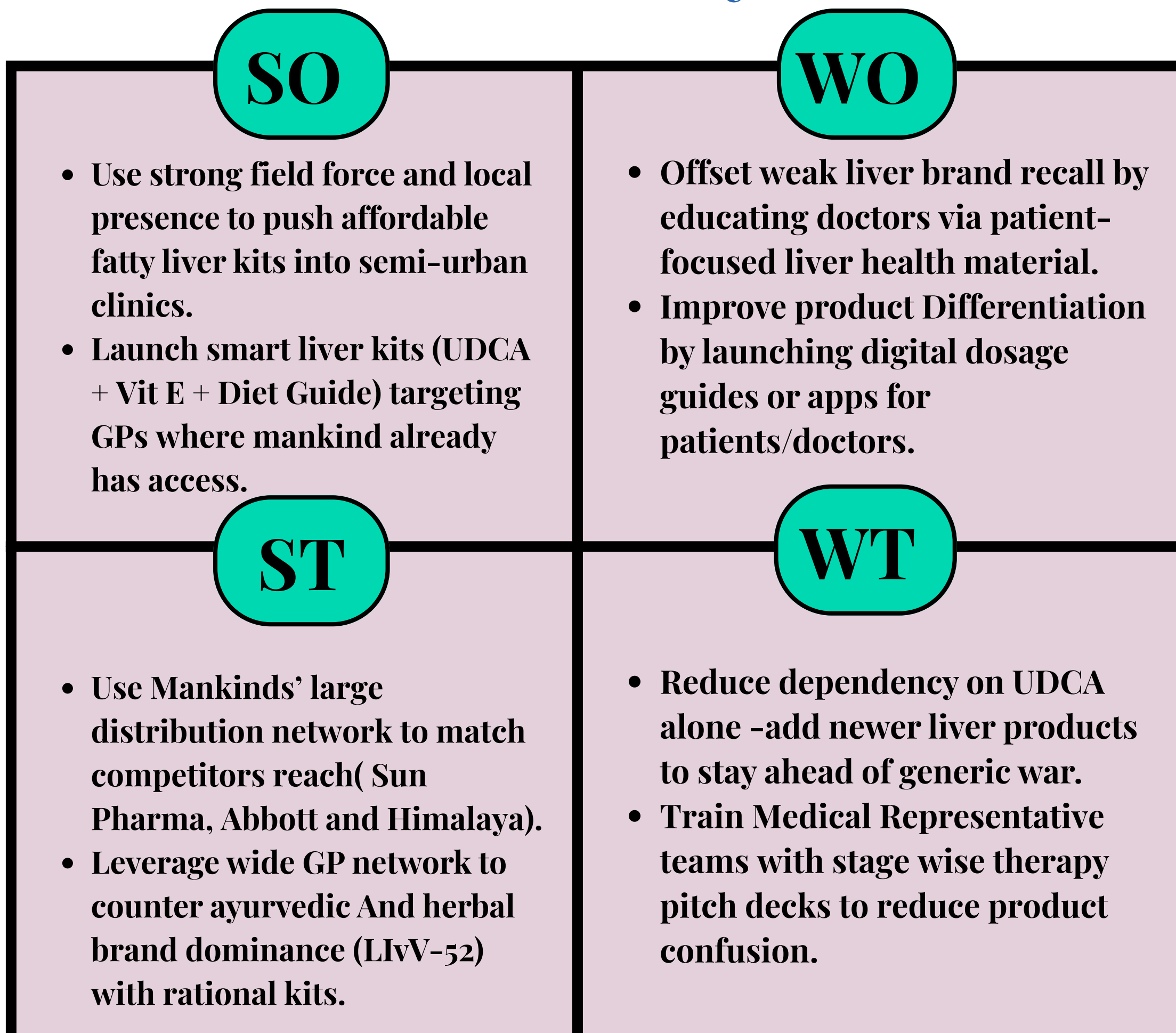
Internship Overview

During my internship at Mankind Pharma, I worked as a market research intern-Gastroenterology Division with the primary objective of collecting data. My responsibilities involved identifying and meeting gastroenterologists across various hospitals and clinics, explaining the purpose of the survey, and collecting expert opinions related to NAFLD and MAFLD. I aimed to understand current diagnostic practices, including the use of serum biomarkers like FIB-4 and NAFLD Fibrosis Score, and gather insights into commonly prescribed liver health medications. The data collected was intended to assess market trends, unmet needs, and clinical preferences, which could inform strategic decisions for product positioning and new launches. Throughout the internship, I maintained regular field visits, documented interactions, followed up with doctors when necessary.

SWOT analysis



TOWS analysis



Activity Snapshot



COMPETITORS (HEPAKIND)

Company	Brand	MRP	DOSAGE FORM
Sun pharmaceuticals	Ursocol 300	433	Tablet
Cipla	Maxirich liver-care	140	Liquid
Abbott	Udiliv 300	346	Tablet
Himalaya	Liv 52	235	Tablet
Lupin	Ulyses 300	414	Tablet
Torrent Pharma	Ursetor 300	439	Tablet
Win-Medicare	Hepamerz	249	Tablet



Practical VS Theoretical approach

Practical Exposure	Theoretical Learnings
- Approached doctors using short to the point conversations. - Observed how product is positioned in comparison to other liver brands. - Conducted surveys with gastroenterologists and modified questions based on real time responses.	- Studied communication flow and importance of KOL engagement. - Understood product life cycle, branding strategy and positioning using 4Ps. - Learnt how to design surveys, segment target audience and analyze data.

Challenges faced during internship

- DOCTORS' TIME CONSTRAINTS:** Most doctors' were extremely busy, especially in OPD hours, making it difficult to explain the purpose of the survey and get it filled.
- DIFFICULTY IN GETTING APPOINTMENTS:** Many times, I waited hours without a confirmed meeting which delayed my daily targets and affected overall planning.
- VARIATIONS IN CLINICAL PRACTICES:** There was no consistency in how NAFLD was diagnosed -even among experienced doctors. Each doctor had their own protocols.

Major learnings from internship

- IMPROVED DOCTOR COMMUNICATION SKILLS:** I learned how to approach and communicate professionally with doctors, adjust my tone and language based on seniority.
- UNDERSTANDING GROUND LEVEL HEALTHCARE PRACTICES:** This internship gave me reel look at how liver-related diseases like NAFLD/MAFLD are actually diagnosed and treated.
- EXPOSURE TO BRAND PERCEPTION & MARKET BEHAVIOR:** I gained insights how liver brands are perceived and how competition operates in this segment.

Suggestions for improvement

- INCLUDE GPs IN FUTURE OUTREACH:** Many patients with fatty liver symptoms visit GPs, not gastroenterologists
- BUILD DOCTOR ENGAGEMENT THROUGH CMEs:** Several doctors showed interest in academic discussions. Hosting small scale CMEs would build stronger relationships.
- PRE-SURVEY ORIENTATION FOR INTERNS:** Field interns should be given a clear, well-prepared script or short training on how to introduce themselves, explain the objective of the survey.