

SUMMER INTERNSHIP PROGRAM

at

TORRENT PHARMACEUTICAL



From May 2025 to July 2025

A REPORT BY

Rahul

Master of Business Administration (Pharmaceutical
Management)

2024-26

under the Mentorship of

Dr.Ashok peepliwal



29th July 2025

TO WHOMSOEVER IT MAY CONCERN

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

We wish him all the best in his future endeavours.

Yours faithfully,

For Torrent Pharmaceuticals limited



Neha Shah
General Manager - HR

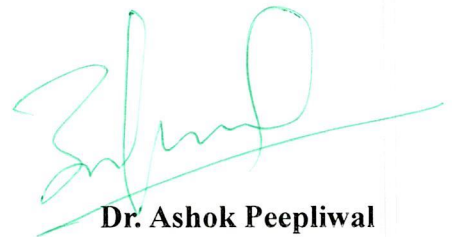


IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Rahul** of academic year 2024-26 of **School of Pharmaceutical Management, IIHMR University, Jaipur** 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: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Ashok', with a long horizontal stroke extending to the right.

Dr. Ashok Peepliwal

Professor

IIHMR University, Jaipur

About organization

- Founded in 1959; headquartered in Ahmedabad, India.
- Strong presence in cardiology, diabetology, CNS, and gastroenterology.
- Sigma-CVD Division targets chronic disease segments like hypertension & diabetes.
- Known for high-quality manufacturing and innovation-driven product development.
- Operates in over 40 countries with a global supply network.

Mission

- To become the most respected pharmaceutical company.
- This concise vision captures Torrent's long-term aspiration to earn trust and high regard within the global pharmaceutical industry

VISION

- We commit ourselves to total customer care by delivering world-class products and services.
- This mission emphasizes their current focus: delivering high-quality products and comprehensive customer attention to drive satisfaction and care across stakeholders

Organization Structure



SWOT Analysis

Strengths

- Trusted by doctors for chronic therapies due to long-term efficacy and safety.
- Extensive distribution network ensures product availability across Delhi NCR.
- High-quality manufacturing and consistent product supply chain

Weaknesses

- Lower product recall compared to aggressive competitor brands in some areas.
- Inconsistent field presence by medical representatives in select territories.
- Pharmacist awareness and training on new products needs improvement.

Opportunities

- Rising burden of hypertension and diabetes increases long-term demand.
- Leverage data from RCPA to realign MR strategies and territory priorities.
- Conduct pharmacist training programs to build retail-level advocacy.

Threats

- Strong competition from brands like Rosuvas, Telma, Istamet, Glycomet-GP.
- Doctors dispensing medicines directly, bypassing pharmacy data flow.
- Price-sensitive customers preferring low-cost or generic alternatives.

Challenges

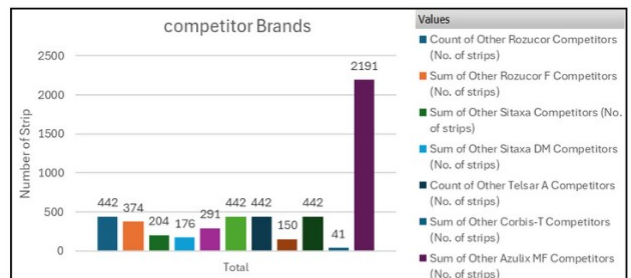
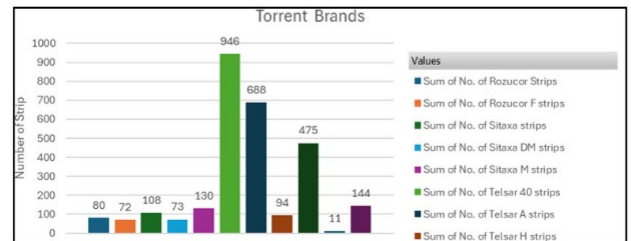
- Direct medicine dispensing by doctors limited pharmacy-level data.
- Some chemists were hesitant to share sales data due to confidentiality.
- Low MR engagement in select areas led to weak product updates.
- Difficulties in reaching remote areas and finding listed clinics.
- High competition from aggressive competitor brands

Project Overview

- Conducted Retail Chemist Prescription Audit (RCPA) in Delhi .
- Reviewed sales trends, availability, and prescription behavior for Torrent brands: Rozucor, Sitaxa, Telsar, Corbis range, Azulix MF.
- Benchmarked Torrent's brands against major competitors like Rosuvas, Telma, Istamet, Glycomet-GP, and others.
- Studied product availability, doctor prescribing patterns, MR visit consistency, and pharmacy-level awareness.
- Analyzed retail ROI by correlating prescription generation with nearby pharmacy sales.

Market Overview

- India has the second-largest population of people with diabetes globally, with over 100 million diabetic patients as of 2023 and growing rapidly.
- Hypertension affects more than 220 million Indians, contributing significantly to cardiovascular morbidity and mortality.
- The chronic therapy market (cardiology and diabetology) contributes over 30% of India's pharmaceutical sales, making it one of the most competitive segments.
- Increased urbanization, sedentary lifestyle, and dietary shifts are key drivers of rising hypertension and diabetes cases.



Theoretical knowledge and practical exposure

Theoretical Exposure

- RCPA methodology
- Brand positioning & competition
- Strategic territory management
- Sales strategy & ROI

Practical Exposure

- Used during daily chemist visits for data collection
- Compared Torrent vs. competitors at retail level
- Observed location-wise differences in brand demand and awareness
- Linked MR activity to prescription and sales outcomes

Learning and outcomes

- Gained hands-on experience in Retail Chemist Prescription Audit (RCPA) and real-time market research.
- Learned how prescription trends are influenced by MR visits, product detailing, and doctor-chemist relationships.
- Developed the ability to analyze sales data, stock patterns, and ROI validation at the retail level.
- Built confidence in handling field challenges such as data reluctance, route planning, and feedback collection.
- Enhanced understanding of competitive market landscapes in the hypertension and diabetes segment.

Suggestion

- Increase MR visit frequency to listed doctors to improve product visibility and prescription rates.
- Provide pharmacies with visual aids like danglers, banners, and shelf cards for better brand recall.
- Organize pharmacist training sessions to improve knowledge and advocacy of Torrent products.
- Conduct local awareness campaigns (e.g., BP/sugar check-up camps) in underperforming areas.

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 1 **From:** 02/06/2025 to 06/06/2025

Activity Done	• Day 1: Attended a briefing session on the Market Research project. • Day 2: Delhi Industrial area • Day 3: Delhi Industrial area • Day 4: Nangloi • Day 5: Nangloi • Visited pharmacies in Delhi located near family physicians as per the list provided by Torrent Pharmaceuticals.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • Difficulty in assessing actual ROI without detailed prescription analytics. • Limited product awareness among doctors leading to low prescription rate. • Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.

Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers. • Identify most-prescribed brands among anti-hypertension and anti-diabetes segment.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 2 **From:** 09/06/2025 to 13/06/2025

Activity Done	• Day 1: Munrika • Day 2: Najafgarh • Day 3: Najafagarh • Day 4: Mundka • Day 5: East of kailsh Collected information from pharmacists regarding: • Sales trends of Torrent's anti-hypertensive and anti-diabetic drugs. • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • Difficulty in assessing actual ROI without detailed prescription analytics. • Limited product awareness among doctors leading to low prescription rate.

	• Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.
Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 3 **From:** 16/06/2025 to 20/06/2025

Activity Done	• Day 1: Greater kailish • Day 2: Lagpat nagar • Day 3: Malviya nagar • Day 4: saket • Day 5: Gautam nagar Collected information from pharmacists regarding: • Awareness and demand for competitor brands • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • Difficulty in assessing actual ROI without detailed prescription analytics. • Limited product awareness among doctors leading to low prescription rate. • Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.

Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 4 **From:** 23/06/2025 to 27/06/2025

Activity Done	• Day 1: Green park • Day 2: Disst. Court saket • Day 3: Distt. Court saket • Day 4: jawala heri • Day 5: Rajouri garden Collected information from pharmacists regarding: • Awareness and demand for competitor brands • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • Difficulty in assessing actual ROI without detailed prescription analytics. • Limited product awareness among doctors leading to low prescription rate. • Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.

Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 5 **From:** 30/06/2025 to 04/07/2025

Activity Done	• Day 1: Rajouri market • Day 2: Ramesh nagar • Day 3: Kalkaji • Day 4: Lado sarai • Day 5: Dr. Ambedakar nagar Collected information from pharmacists regarding: • Awareness and demand for competitor brands • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • Difficulty in assessing actual ROI without detailed prescription analytics. • Limited product awareness among doctors leading to low prescription rate. • Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.

Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 6 **From:** 07/07/2025 to 11/07/2025

Activity Done	• Day 1: Begumpuri • Day 2: IARI • Day 3: Rajender nagar , Inderpuri • Day 4: Amar colony, Andrewsganj • Day 5: Tagore garden Collected information from pharmacists regarding: • Sales trends of Torrent's anti-hypertensive and anti-diabetic drugs. • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • In some cases, doctors dispense medicines directly to patients, bypassing pharmacies entirely, which leads to incomplete or inaccurate data collection at the retail level.

	• Limited product awareness among doctors leading to low prescription rate. • Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.
Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 7 From: 14/07/2025 to 18/07/2025

Activity Done	• Day 1: Gadipur • Day 2: Jaitpur • Day 3: Jamia nagar • Day 4: Uttam nagar • Day 5: Vishnu garden • Collected information from pharmacists regarding: • Sales trends of Torrent's anti-hypertensive and anti-diabetic drugs. • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • In some cases, doctors dispense medicines directly to patients, bypassing pharmacies entirely, which leads to incomplete or inaccurate data collection at the retail level. • Limited product awareness among doctors leading to low prescription rate.

	• Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.
Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

Week no: 8 **From:** 21/07/2025 to 24/07/2025

Activity Done	• Day 1: • Day 2: Aliganj • Day 3: Mahipalpur • Day 4: Dakshinpuri Collected information from pharmacists regarding: • Sales trends of Torrent's anti-hypertensive and anti-diabetic drugs. • Monthly sales volume estimates and stock availability.
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 in pharma (HCP and retail level) • Practically experienced market research methods by interacting with end-channel retailers.
Gaps identified on the working area.	• Some pharmacists were hesitant to share prescription trends or sales data. • In some cases, doctors dispense medicines directly to patients, bypassing pharmacies entirely, which leads to incomplete or inaccurate data collection at the retail level. • Limited product awareness among doctors leading to low prescription rate.

	• Low patient traffic to nearby family physicians leads to fewer prescriptions reaching adjacent pharmacies.
Suggestions for improvement	• Increase frequency of field visits to doctors to improve product visibility and prescription generation. • Provide visual promotional materials to improve brand recall at point-of-sale. • Enhance brand education and awareness campaigns in lower-performing areas through digital channels or increase visits
Plan for the next week	• Continue visiting new pharmacies linked with remaining doctors from the company list. • Try to gather more accurate data from receptive and cooperative retailers.

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor:

Compiled SIP REPORT

Name of the Organisation: Torrent Pharma

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

Name of the Student: Rahul

Roll no: 0686 **Stream:** MBA PM-16

From: 02/06/2025 to 25/07/2025

Activity Done	During my internship, I was tasked with performing primary market research to assess the return on investment (ROI) of brands within the Sigma-CVD division. My responsibilities encompassed: • Visiting pharmacies located near family physicians across over 40 sites in Delhi, which included industrial areas, residential zones, semi-urban regions, and bustling commercial centers. • Establishing relationships with pharmacists and motivating them to disclose sales figures, prescription trends, and preferences for brand stocking. • Gathering information on the monthly sales figures of anti-hypertensive and anti-diabetic products from Torrent Pharma and its rivals. • Analyzing the arrangement of products on pharmacy shelves to evaluate retail visibility and consumer access to products. • Recording the maximum retail price (MRP), availability, and alternatives for Torrent Pharma products. • Documenting instances of brand recognition by both chemists and consumers to assess awareness levels. • Monitoring the frequency and quality of interactions between medical representatives and pharmacy personnel. • Evaluating the relationship between doctors' prescription habits and the sales of adjacent pharmacies.
----------------------	---

	• Compiling field notes and updating visit logs for the purpose of daily activity tracking and reporting.
Linking theory (Classroom learning) with practice at your organisation	This internship offered an excellent opportunity to implement theoretical knowledge in practical situations: Marketing Research: - o Developed informal yet structured questionnaires for conducting interviews with pharmacists. - o Utilized convenience and purposive sampling techniques to target strategic outlets. - o Employed observational research methods to extract qualitative insights. Pharmaceutical Marketing: - o Gained insights into the importance of the doctor-chemist-patient relationship. - o Assessed promotional strategies and their impact on retail decision-making. - o Comprehended the significance of brand positioning within a competitive chronic therapy market. Consumer Behavior: - o Acquired knowledge about the factors influencing a pharmacist's choice of brand dispensing. - o Monitored customer interactions and the elements affecting OTC versus prescription-driven sales. Sales and Distribution Management: - o Grasped the concepts of stock rotation, inventory management, and promotional stocking. - o Discovered how trade schemes and MR incentives influence brand availability.

	Business Communication: - o Enhanced interpersonal communication skills through daily interactions with various stakeholders. - o Engaged in negotiation and active listening while seeking information. Strategic Management: - o Connected field observations with overarching market strategies aimed at growth in underserved areas.
Gaps identified on the working area.	The internship uncovered various operational and strategic inefficiencies: • Limited Data Transparency: - o A significant number of pharmacies were reluctant to share actual sales data due to concerns about confidentiality. - o The absence of electronic record-keeping impeded timely and accurate access to data. • Direct Dispensing by Doctors: - o Physicians often dispensed medications directly at their clinics, circumventing local pharmacies. - o This practice rendered ROI tracking from doctors to pharmacies less dependable. • Low Product Awareness and Branding: - o Inadequate promotional activities led to poor brand recognition for Torrent Pharma. - o Numerous pharmacists were more acquainted with the assertive brands of competitors. • Inconsistent MR Engagement: - o In various locations, pharmacists noted irregular or nonexistent MR visits.

	o This inconsistency resulted in a lack of product information updates and diminished trust in the company's service support. • Weak Patient Flow to Family Physicians: - o Low consultation rates at clinics led to decreased prescription volumes and pharmacy sales. - o This situation resulted in limited sampling opportunities for numerous brand SKUs. • Lack of Training for Retailers: Pharmacists were inadequately informed about product indications, resulting in lost opportunities for product recommendations.
Suggestions for improvement	• Based on observations in the field and gathered feedback, the following recommendations have been formulated: Increase MR Field Visits: • Deploy additional MRs while ensuring consistent mapping of territories and frequency of visits. • Utilize feedback tools and conduct periodic retail audits to monitor MR performance. Use of Visual Aids and POS Materials: • Supply pharmacies with branding kits that include shelf talkers, stickers, danglers, and digital tablets containing product information. • Promote essential therapies through patient awareness leaflets and visual display charts. Launch Targeted Digital Campaigns: • Implement geo-targeted social media promotions and videos featuring doctor testimonials to raise awareness. • Increase clinic traffic by promoting awareness of conditions such as hypertension and diabetes.

	Pharmacist Engagement and Training: • Conduct quarterly CME-style (Continuing Medical Education) sessions for pharmacists. • Initiate an incentive program for retailers based on sales performance or participation in reporting. Prescription Monitoring Tools: • Create straightforward mobile or paper-based formats to assist in tracking prescription flow and brand mentions. • Offer rewards to retailers who provide verified insights on prescriptions. Build Stronger Doctor-Chemist Connectivity: • Organize field activities to synchronize MR visits to both doctors and chemists simultaneously. • Form joint feedback groups that incorporate input from both categories of stakeholders. Localized Sales Campaigns: • Execute pharmacy-led initiatives such as "BP check-up camps" with branded support to foster community trust.
Plan for the next week	To maintain enhancements and further validate market ROI with greater precision, the following forward strategy is recommended: • Expand Field Coverage: - o Extend outreach to semi-urban and low-income areas where chronic diseases are on the rise. - o Identify newly appointed doctors and chemists to guarantee continuity of coverage. • Prescription Mapping and Analytics: - o Utilize technology such as QR code-based e-prescriptions to connect doctor-to-retail sales more effectively.

	o Implement CRM tools for real-time tracking of prescriptions and measurement of MR performance. • Brand Champion Strategy: o Recognize top-performing chemists and high-prescribing doctors by offering special acknowledgment or co-branding opportunities. o Create case studies of successful regions to replicate strategies in other areas. • MR Performance Auditing: o Perform quarterly MR audits through third-party mystery shoppers or feedback from chemists. o Apply performance metrics such as visibility, recall, and quality of engagement. • Refine Product Positioning and Messaging: o Adjust product messaging to emphasize unique differentiators and benefits centered around patients. o Ensure alignment between messaging for doctors and information at the pharmacy level. • Feedback Loop Implementation: o Institutionalize surveys for pharmacists, focus groups, and monthly collection of feedback. o Continuously update marketing and training strategies based on insights from the frontline.
--	--

Signature of the Student: Rahul

Approved by the IIHMR University's Mentor: