

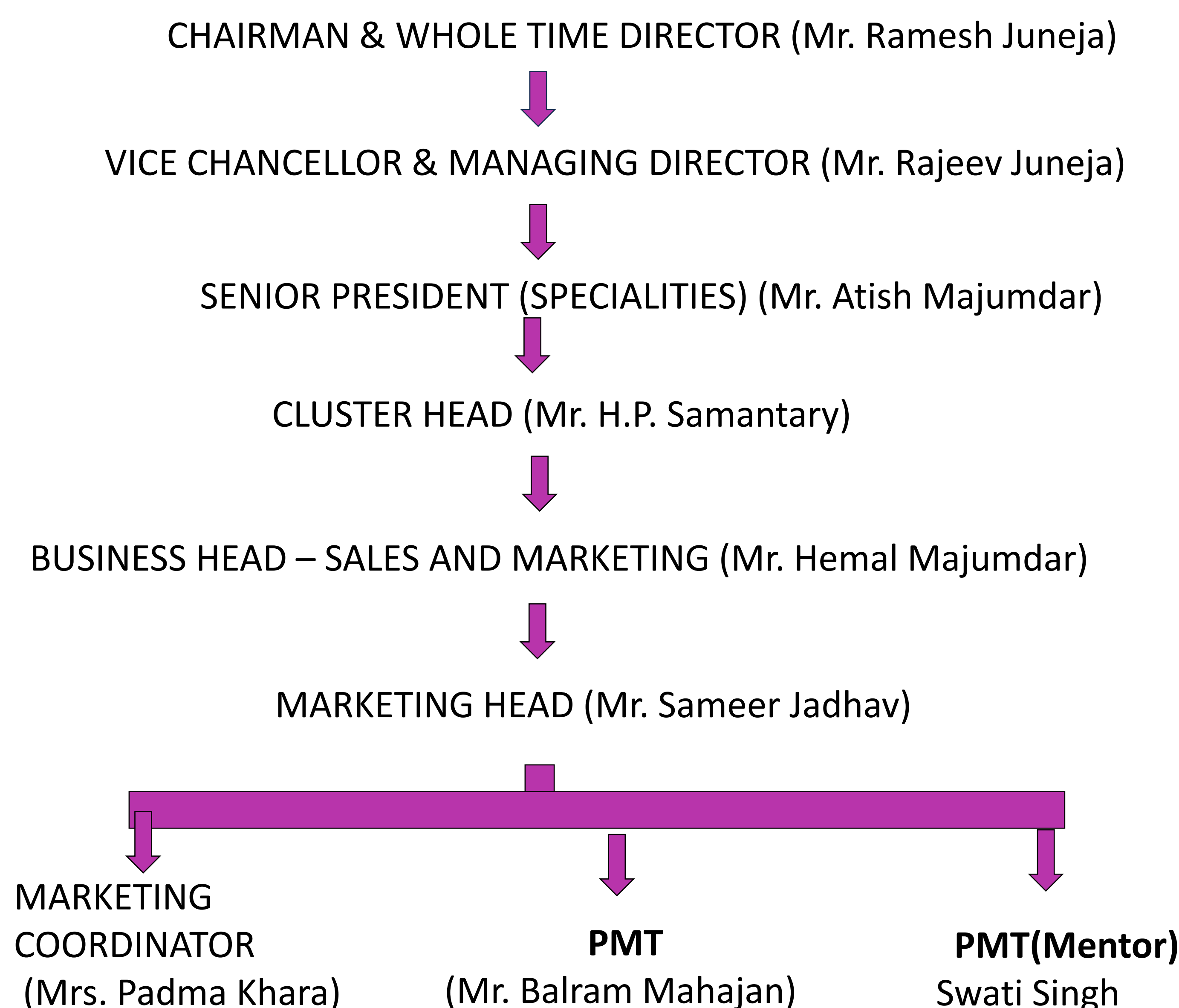
Mankind Pharma

Mankind Pharma is one of India's leading pharmaceutical companies, established in 1991 and headquartered in New Delhi. It is recognized for providing affordable, innovative, and high-quality healthcare solutions not only across India but also in over 30 countries worldwide. The company began operations with a small team, focusing initially on price-sensitive drugs for rural markets. Over time, Mankind Pharma expanded rapidly and is now among the top five pharmaceutical firms in India by domestic sales, employing over 20,000 people

Mission

To built around a desire to not just be the best, but a leader in the development, manufacture, and sales of premium pharmaceutical products

Structure



Vision

Mankind Pharma's vision is to be admired globally for quality, affordability, and accessibility in healthcare. The company aspires to lead through innovation, customer-centricity, and integrity, making high-quality medicines available to all, and improving lives by bridging the gap between advanced healthcare and underserved populations worldwide.

Market size

The global NAFLD drug market is valued at approximately \$22 billion in 2025 and is projected to grow to about \$33.6 billion by 2034, driven by rising obesity and diabetes rates worldwide

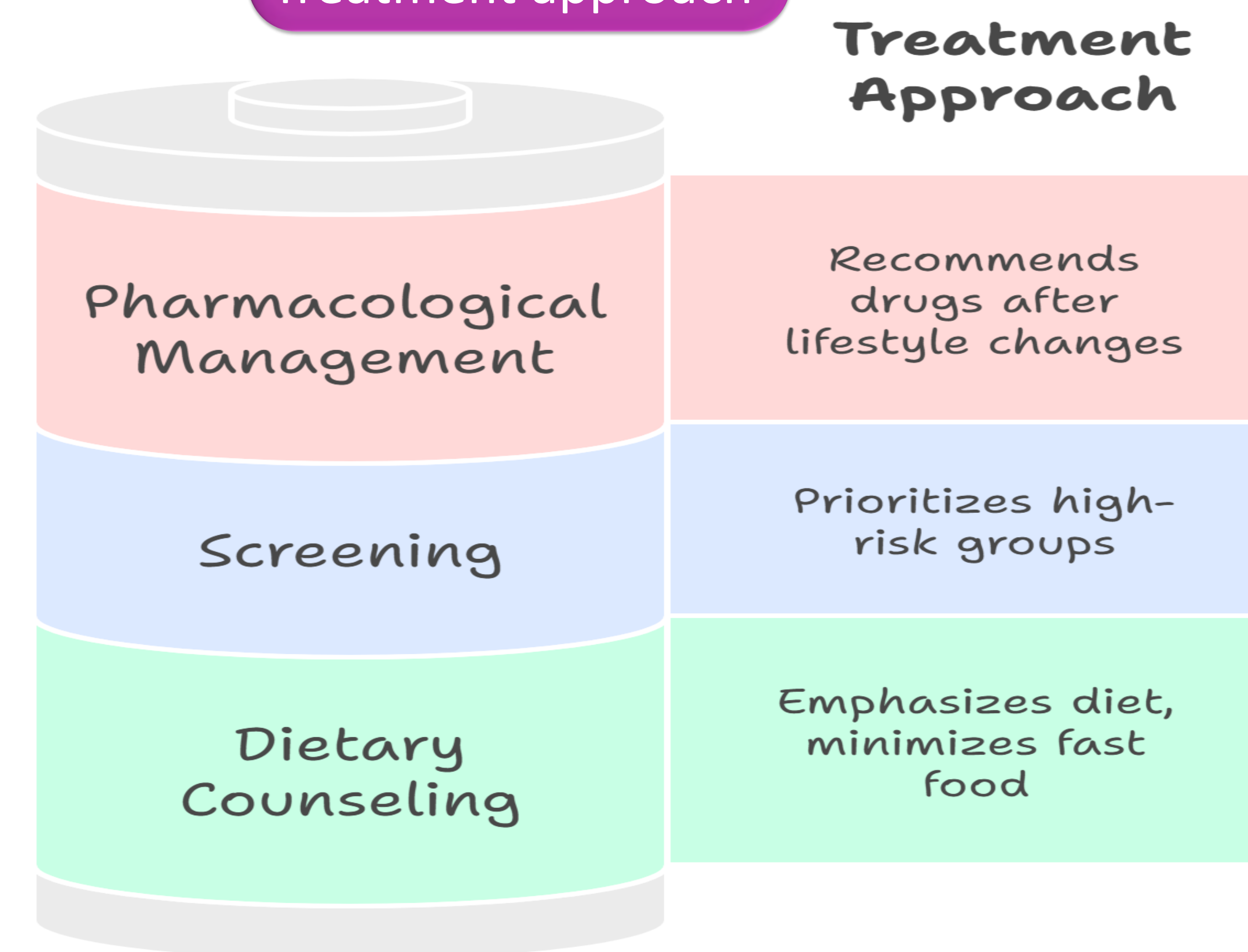
SWOT ANALYSIS

Strengths	Weakness
- Strong Domestic Market Presence - Diverse Product Portfolio - Affordable Healthcare Focus	- Heavy Dependence on Indian Market - Exposure to Price Wars - Limited International Presence
Opportunities	Threats
- Limited International Presence. - Leveraging Digital Platforms - Strategic Acquisitions and Partnerships	- Intense competition. - Patent Expiration. - Economic Downtowns

Key Survey Content What I Asked Doctors

Screening	How/when do you routinely screen for NAFLD? Which risk groups do you prioritize?
Diagnostics	What is your preferred test (FibroScan, biomarkers, MRI, ultrasound)?
Dietary Risks	How important is refined flour (maida) compared to total calorie intake? How do you counsel patients about these risks?
Fast Food Exposure	How often do you see NAFLD in patients with high fast-food diets? Do you think this risk is under-emphasized?
Dietary Counseling	Do you advise specifically about reducing maida? Should clinical guidelines be updated to stress refined carbohydrate reduction?
Treatment Practices	When do you start pharmacological interventions? Which drugs do you most often recommend (UDCA, saroglitazar, pioglitazone, etc.)?

Treatment approach



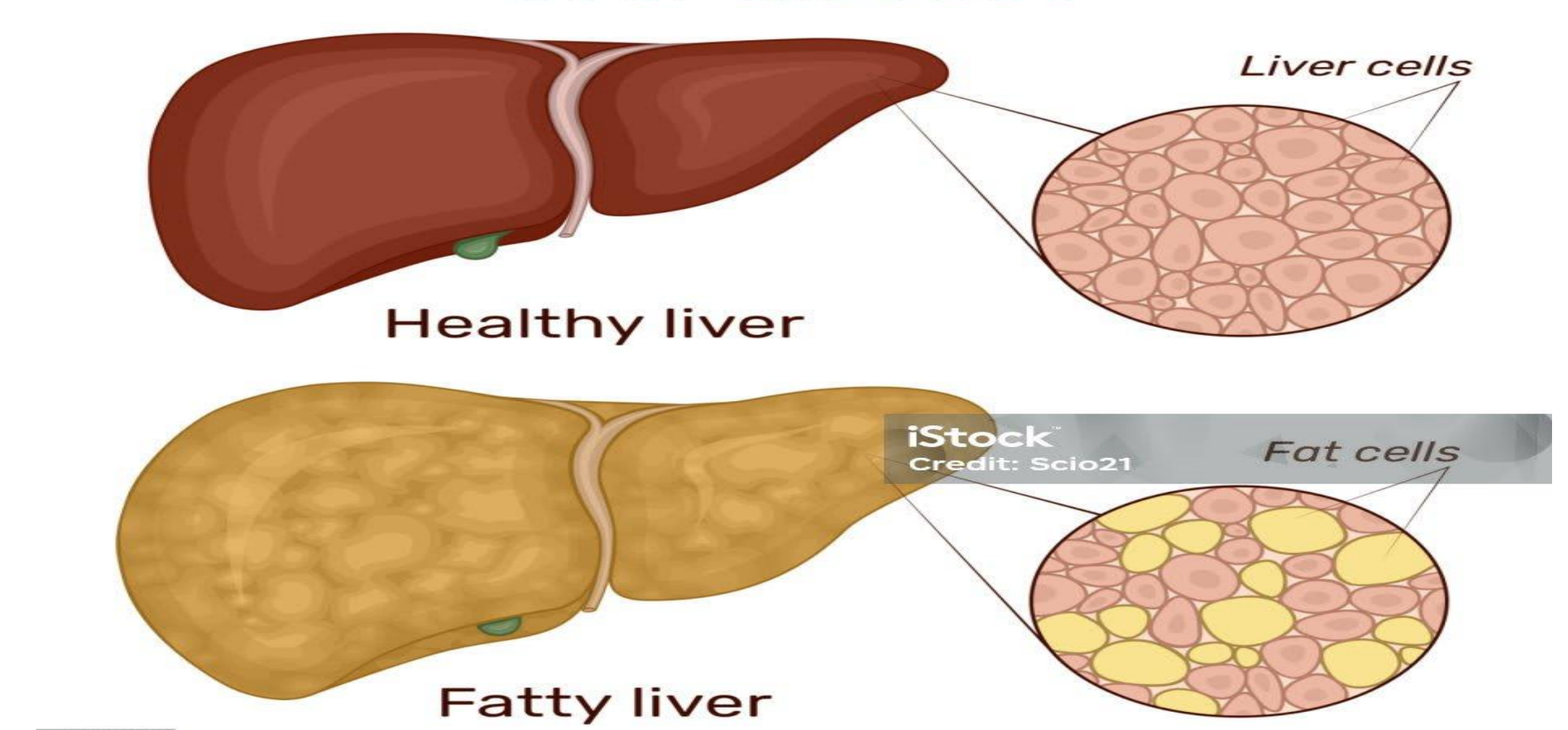
Challenges Faced During Internship

- Coordinating with busy physicians.
- Gaining meaningful Responses.
- Maintaining Motivation to sustain.
- Handling Rejection and Negative Interaction.

Suggestions

- Before beginning fieldwork, there should be an in-depth educational session on how to approach doctors.

Non-alcoholic fatty liver disease



Learning During Internship

- Field Communication and Relationship-Building
- Time management.
- Personal and professional growth.
- Survey and research methodology.

Usefulness of Internship

During my 10-week internship at Mankind Pharma, I conducted a market survey on Non-Alcoholic Fatty Liver Disease (NAFLD), interacting with over 52 doctors. This experience improved my understanding of NAFLD's prevalence, diagnostic methods, and treatment approaches in India. I developed skills in survey design, data collection, and analysis, while enhancing my communication with healthcare professionals. The internship also taught me how pharmaceutical companies use market research to shape strategies. Overall, it bridged academic knowledge with practical healthcare industry insights.