

SUMMER INTERNSHIP PROGRAM

at

Eris Lifesciences Ltd

From- 12th May to 21st July 2025

A REPORT BY

Nikita Panchore

Master of Business Administration

Pharmaceutical management

Roll no- 0676

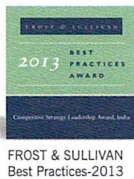
2024-26

under the Mentorship of

Dr. Rahul Sharma

Assistant Professor





Date: 21-07-2025

Internship Certificate

This is to certify that **Ms. Nikita Panchore** has successfully completed her Internship in **Venus (Marketing) Department** as Intern from **12th May 2025 to 21st July 2025**. at Eris Lifesciences Limited.

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

We wish **Nikita Panchore** great success for her future endeavors.

With Best Wishes,

Eris Lifesciences Ltd.

Authorized Signatory
HR Department

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IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Nikita Panchore** academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.



Date: 28/07/2025

Dr. Rahul Sharma

Assistant Professor



University mentor
Rahul Sharma

Brand Planning and Launch of Cosklot Reg

Nikita Panchore

Pharmaceutical Management
Roll no. 0676

Eris

Organization Mentor
Anuraj soni
(Eris Lifesciences Ltd.)

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.

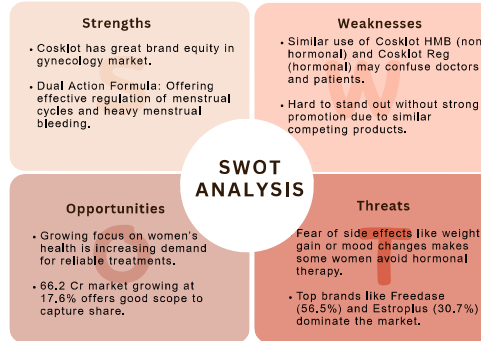
Theoretical Knowledge v/s Practical Exposure

	Team dynamics	Market application	Data handling
Theoretical knowledge	Group assignments and discussions in academic.	Studied concepts such as the 4Ps, STP, and consumer behavior.	Practiced data analysis using example datasets and Excel tools.
Practical exposure	Collaborated with sales team to take follow up from field.	Applied the 4Ps while dealing with real-world challenges like limited budgets and local competition in different regions	Collecting field data and use AWACs & SMSRC data for analysis

Suggestions

- Field visits can help to understand the real market dynamics.
- More frequent and aggressive campaigns can improve brand visibility.

Swot Analysis



Challenges

- Aligning ideas and plans with different teams (sales, design, medical affairs) and gathering their feedback.
- Managed short timelines to study market data and develop actionable strategies.
- Creating promotional content that is both compliant and impactful for the field force.

Learnings and outcomes

- Learned to design a brand plan, Visual aids, promotional inputs.
- Experienced how PMT supports field force with effective communication tools
- Understood competitor analysis through market data.
- Learned how campaigns are structured, financially planned, and implemented in actual market conditions.

Usefulness

- Skill development and practical experience
- Networking for future opportunities.
- Applied theoretical knowledge to real world scenarios.

Product Profile

- Brand name:** Cosklot reg.
- Contains:** Dienogest 2mg + ethinyl estradiol 30mcg.
- Dosage form:** Tablet (OD).
- Route of Administration:** Oral.
- Indication:** Cosklot reg is indicated for the treatment of Heavy menstrual bleeding and for menstrual cycle regulation

Packshot



Market overview

- Total Gynaec market is 11302 cr.
- Total market of this combination is 66.2 cr growing at 17.6% in value.

Direct Competitors

BRANDS	COMPANY	MRP
FREEDASE	SUN*	580
ESTROPLUS	ALEMBIC	565
DELSY	KOYE	565
CESTEL	TORRENT	636

Reporting Format (Weekly)

Week 1

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676 **Stream:** Pharmaceutical management

Week no: 01 **from:** 12/05/25 to 17/05/25

Activity Done	• Attended orientation session conducted by the company and department head to understand company structure, operations, and internship expectations. • Started working on Visual ad for existing products like Cosklot HMB. • Initiated development of a brand plan for a new product launch (yet to be disclosed), gathering data and aligning it with company branding objectives.
Linking theory (Classroom learning) with practice at your organisation	• Applied principles from Brand Management and Marketing Strategy to prepare the brand plan. • Leveraged classroom concepts like STP (Segmentation, Targeting, Positioning), SWOT analysis, and the 4Ps (Product, Price, Place, Promotion) to guide practical brand planning.
Gaps identified on the working area.	• Need for better clarity in terms of product differentiation from existing competitors. • Lack of centralized data related to historical brand performance made it difficult to assess trends.
Suggestions for improvement	• A brief session with the sales or medical team could provide additional practical insights to support the planning.
Plan for the next week	• Continue working on the new product launch brand plan, focusing on target audience definition and promotional strategy.

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Week 2

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical management

Week no: 02 **From:** 19/05/2025 to 23/05/2025

Activity Done	- Proposed 5 creative campaign themes tailored for the Bioart division including art-based activations and patient engagement models, - Worked on brand planning by preparing SWOT and STP slides for the new product launch.
Linking theory (Classroom learning) with practice at your organisation	- Used concepts of market segmentation and targeting (STP model) while categorizing doctors and drafting brand strategies. - Used the understanding of SWOT analysis gained from the Business Development in the Pharmaceutical Industry subject.
Gaps identified on the working area.	- Sometimes unclear communication between departments caused delays in feedback collection - Limited availability of verified doctor contact databases, requiring cross-checking from multiple sources.
Suggestions for improvement	Creating a centralized and regularly updated doctor database would improve efficiency and reduce duplication of work.
Plan for the next week	- Continue working on the brand plan by adding competitor analysis and positioning strategy. - Continue working on the brand plan by adding competitor analysis and positioning strategy.

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Week 3

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical Management

Week no: 03 **From:** 26/05/25 to 31/05/25

Activity Done	• Compiled AIOCD and prescription (SMSRC) data of competitors for the new brand. • Analysed market share, incremental value, and incremental quantity of competing brands to understand market dynamics. • Started working on a visual advertisement concept for the new product focusing on brand messaging and design elements.
Linking theory (Classroom learning) with practice at your organisation	• Applied knowledge of pharmaceutical sales data interpretation from Pharma Marketing classes to analyse AIOCD and SMSRC data. • Implemented concepts of brand positioning and promotional strategy in shaping the creative direction of the new product's ad.
Gaps identified on the working area.	• Lack of clear visual branding guidelines for the new product made it harder to design consistent ad elements.
Suggestions for improvement	• Developing a basic visual branding template for new launch could speed up the creative process and maintain brand consistency.
Plan for the next week	• Complete the visual ad draft and present it for feedback • Start working on promotional content and campaigns of new product.

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Week 4

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical Management

Week no: 04 **from:** 02/05/25 to 06/06/25

Activity Done	• Finished making the visual advertisement for the new product after getting suggestions from the marketing and medical teams. • Started creating promotional materials like LBLs, visual aid slides, and doctor engagement ideas.
Linking theory (Classroom learning) with practice at your organisation	• Applied what I learned about brand messaging and how to keep the message clear in ads and campaigns.
Gaps identified on the working area.	• Getting approvals from different teams (like medical and regulatory) took time and slowed the work.
Suggestions for improvement	• Setting a fixed review timeline could help get quicker approvals. • Talking to some field staff could give better ideas about what works with doctors.
Plan for the next week	• Finalize and send all promotional content for final review. • Plan for campaign launch activities including teaser ideas for internal team and doctor awareness tools.

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Week 5

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical management

Week no: 05 from: 09/06/25 to 13/06/25

Activity Done	• I worked on creating teaser materials to generate excitement among the field team and doctors. • I also learned how to calculate PTR (Price to Retailer) and PTS (Price to Stockist), which are important in pricing strategy. • This week, new product was officially launched.
Linking theory (Classroom learning) with practice at your organisation	• Used concepts from pharmaceutical marketing and pricing to understand PTR and PTS calculations. • Understood how pricing affects brand strategy and profit margins in real-world scenarios. • Applied classroom learning about product launch steps and pre-launch planning through teaser activities.
Gaps identified on the working area.	• Not enough clarity initially on the structure and purpose of teaser campaigns. • Understanding pricing terms took time.
Suggestions for improvement	• Having clear teaser campaign samples from previous launches could help in creating better pre-launch ideas.
Plan for the next week	• Support the sales and marketing team in post-launch activities. • Collect feedback from the field team on the launch and promotional material.

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Week 6

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical management

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

Activity Done	• Worked on creating promotional materials for both chemists and doctors to support the new product. • Attended a medical session where all brands under the Venus Division were explained in detail. • Took follow-up from the sales manager to check how the campaign and promotional materials are performing in the field.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts from Sales Promotion and Channel Marketing while preparing chemist and doctor inputs. • Used my academic knowledge of therapeutic areas and disease understanding during the medical session.
Gaps identified on the working area.	• Chemist promotional strategies are not always aligned with doctor communication, leading to inconsistent messaging. • Sales feedback is mostly verbal and not documented, which makes it difficult to track performance properly.
Suggestions for improvement	• Creating a simple feedback form for the field team can help in collecting structured insights.
Plan for the next week	• Assist in designing new inputs or improving existing ones based on the sales team's suggestions. • Start working on new doctor engagement ideas or digital promotions if planned.

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Week 7

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: PM

Week no: 07 **from:** 23/07/25 to 27/06/27

Activity Done	• Created short promotional videos for Jectocos to support the June promotional activities. • Conducted brainstorming sessions for Cosklot Reg campaign ideas, focusing on creative concepts and doctor engagement strategies.
Linking theory (Classroom learning) with practice at your organisation	• Understood how creative ideas are shaped into actionable marketing plans in a real business setting • Used teamwork and ideation techniques learned in POM classes.
Gaps identified on the working area.	• Brainstorming outcomes were not always recorded systematically, which made it harder to track and refine ideas.
Suggestions for improvement	• Keeping written records or minutes of brainstorming sessions would help in developing and finalizing ideas more effectively.
Plan for the next week	• Shortlist and refine the best Cosklot Reg campaign ideas for further development. • Begin work on new inputs or materials needed for the campaign.

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Week 8

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical Management

Week no: 08

From: 30/06/25 to 05/07/25

Activity Done	• Prepared narratives for the Cosklot Reg campaign to support field communication and promotion. • Took feedback from the field force (Sales Manager) about the ongoing schemes and offers related to Jectocos S. • Worked with the team on tasks for different brands to support various marketing and promotional activities.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts of brand storytelling and communication strategy while preparing campaign narratives. • Practiced teamwork and cross-functional collaboration, as discussed in classroom case studies.
Gaps identified on the working area.	• Different schemes for different regions lead to confusion and make it difficult to keep information clear and organized.
Suggestions for improvement	• Standardizing the way schemes are recorded and shared (for all regions) can help ensure everyone has clear, up-to-date information and avoid misunderstandings.
Plan for the next week	• Finalize and share Cosklot Reg campaign narratives with the field team.

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Week 9

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical management

Week no: 09 **From:** 07/07/25 to 12/07/25

Activity Done	• I studied all the brands under my division to understand their positioning, indications, and communication strategies. • Created a detailing story for Fanemia based on its visual aid to support doctoral communication by the field team.
Linking theory (Classroom learning) with practice at your organisation	• Applied knowledge of storytelling and medical communication from classroom sessions while preparing the Fanemia detailing story. • Understood how a structured visual aid and effective detailing help deliver the product message clearly to doctors.
Gaps identified on the working area.	• Visual aids sometimes lacked clear flow, making it slightly difficult to build a smooth narrative for detailing.
Suggestions for improvement	• Designing visual aids with a step-by-step storyline can make doctor detailing more impactful and easier for the field force.
Plan for the next week	• Finalize and submit Fanemia detailing story. • Assist in any updates needed for brand inputs or communication materials.

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Week 10

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676

Stream: Pharmaceutical Management

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

Activity Done	- Helped my teammates with their tasks by collecting data for different brands like dynalix, hirudal. - Made small corrections and updates in the visual aids as per team feedback.
Linking theory (Classroom learning) with practice at your organisation	- Applied teamwork and coordination skills learned in class while supporting my teammates. - Used attention to detail while reviewing and correcting visual aid content.
Gaps identified on the working area.	Minor communication gaps within the team sometimes caused delays in completing small tasks
Suggestions for improvement	Having quick daily team sync-ups can improve coordination, especially during busy weeks.
Plan for the next week	Internship concluded.

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Compiled Reporting Format

Name of the Organisation: Eris Lifesciences

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Nikita Panchore

Roll no: 0676 **Stream:** Pharmaceutical management

Activity Done	• Attended orientation session and understood the company's structure and expectations. • Worked on brand plans for existing and new products like Cosklot HMB, Cosklot Reg, Jectocos, and Fanemia. • Worked on AIOCD and SMSRC data to understand prescription trends, market share, and performance of competitor brands. • Created promotional inputs (visual aids, LBLs) and short videos for June campaigns. • Conducted campaign brainstorming and developed narratives for brands like Cosklot Reg and Fanemia. • Coordinated with field force and collected feedback about campaigns and schemes. • Participated in medical sessions, helped in product launch, and supported teammates in branding activities.
Linking theory (Classroom learning) with practice at your organisation	• Applied STP, SWOT analysis, and 4Ps from pharma marketing coursework while preparing brand plans. • Used pharmaceutical marketing concepts to understand field operations and feedback loops. • Learned how pricing strategies and promotional campaigns affect product uptake in the real world. • Applied digital marketing and visual communication skills while preparing videos and visual aid content. • Used teamwork and cross-functional coordination concepts during campaign development and product launch phases.
Gaps identified on the working area.	• Limited availability of centralized data (e.g., brand performance, ongoing schemes, doctor lists) led to extra time spent in data collection. • Inconsistent regional schemes and lack of documentation created confusion. • Lack of structured review/approval process for

	narratives and promotional inputs led to multiple revisions. • Some visual aids lacked clear messaging flow, making detailing slightly difficult.
Suggestions for improvement	• Introduce a standard format or checklist for reviewing narratives and visual aids to streamline approval. • Keep records of brainstorming sessions and campaign plans for easier follow-up. • Encourage regular feedback sharing between the marketing and field team for smoother coordination.
Key Learnings	• Gained practical experience in pharmaceutical brand management, from planning to execution. • Learned how to work on multiple brands while managing timelines and cross-functional inputs. • Understood the real-world application of marketing theories, data analysis, and field coordination. • Improved communication, teamwork, and adaptability while working on new launches and campaigns. • Developed hands-on skills in promotional material creation, campaign strategy planning.

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