

# **SUMMER INTERNSHIP REPORT**

at

**MANKIND**



From: 13 May 2025 to 11 July 2025

## **A REPORT BY:**

**Akash Mukesh Nashine**

Master of Business Administration

Pharmaceutical Management-16

**IIHMR-U/02/2024-26/0674**

**2024-2026**

Under Mentorship of

**Dr. Gautam Sadhu**

**Professor**

**IIHMR University, Jaipur**



11<sup>th</sup> Jul 2025

To,

Mr. Akash Mukesh Nashine  
IIHMR, Jaipur

**To Whomsoever It May Concern**

This is to certify that **Mr. Akash Mukesh Nashine** has successfully completed his project in our “**Templar Division in Marketing**” with **Mankind Pharma Ltd**, from **13<sup>th</sup> May 25 to 11<sup>nd</sup> Jul 25**.

**You been assigned following project:**

\* Current and emerging trends along with competitor analysis for Dapagliflozin & various combinations.

Your willingness to learn & adapt, showing sensitivity to urgency & involvement in the task assigned to you is appreciated.

We found you to be diligent, sincere & dedicated during his training period.

We wish you all the best for future endeavors.

For Mankind Pharma Ltd.



**Authorized Signatory**



**MANKIND PHARMA LTD.**

D-205, 2nd Floor, Tower 2nd, Seawood Grand Central, Plot No. R1, sector 40,  
Seawood Railway Station, Nerul Node, Navi Mumbai-400706 Ph.: 022-68832900

Regd. & Corp. Office : **MANKIND PHARMA LIMITED**, 208, Okhla Ind. Estate, Phase-3, New Delhi-110020

Phone : 011-46541400, 47476600 Fax : 011-46541382 CIN No. U74899DL1991PLC044843

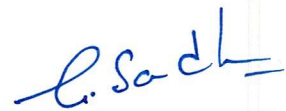
E-mail : [contact@mankindpharma.com](mailto:contact@mankindpharma.com) [www.mankindpharma.com](http://www.mankindpharma.com)

## **IIHMR University Faculty Mentor Approval**

This is to certify that **Mr. Akash Mukesh Nashine** 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 blue ink, appearing to read 'G. Sadhu'.

**Dr. Goutam Sadhu**

Professor

## MANKIND PHARMA

Mankind Pharma is one of India's leading pharmaceutical company, headquartered in **Delhi** and founded by **R.C. Jureja & Rajeev Jureja** in **1991**. Mankind Pharma became a consumer-centric company and strive to provide accessible and affordable healthcare to all sections of the society. Today, Mankind operates in **34 countries across 6 continents**. The company has products in therapeutic areas ranging from antibiotics to **gastrointestinal, cardiovascular and erectile dysfunction medications**. In **2007-10**, Mankind entered consumer healthcare by launching **Manforce and Prega News**. Mankind Pharma has **23 World class ISO-9001 & WHO-GMP** compliance manufacturing units and **3 State of Art R&D** centers in India. It became the first Indian company to launch **"Dyogentone"** in 2018. It is the **4th largest pharma company in India** built on its strong belief. Mankind has grown exponentially to become India's **No. 1** company as per Prescriptions.

## MISSION

To be able to provide cost-effective, innovation based superior quality pharmaceutical products across the globe, to improve the lives of the patients.

## VISION

To be global pharmaceutical company, most admired for its Affordability, Quality and Accessibility of products.

Figure 1

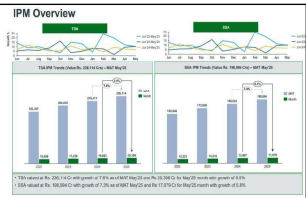


Figure 2

| RANK | COMPANY    | TOTAL |       |       |       | ACUTE |       |       |       | CHRONIC |      |       |       |
|------|------------|-------|-------|-------|-------|-------|-------|-------|-------|---------|------|-------|-------|
|      |            | 2022  | 2023  | YoY % | US-\$ | 2022  | 2023  | YoY % | US-\$ | 2022    | 2023 | YoY % | US-\$ |
| 1    | IPM        | 23861 | 28024 | 18%   | 4.7%  | 18491 | 14686 | 6%    | -21%  | 3460    | 4238 | 23%   | 2%    |
| 2    | ABDIT      | 1541  | 1603  | 4%    | 0.3%  | 814   | 861   | 6%    | 6%    | 585     | 540  | -8%   | -1%   |
| 3    | ORA        | 1266  | 1306  | 3%    | 0.2%  | 467   | 412   | -12%  | -11%  | 749     | 703  | -6%   | -1%   |
| 4    | MANKIND    | 888   | 1106  | 24%   | 0.3%  | 699   | 754   | 8%    | 0.6%  | 180     | 352  | 95%   | 4%    |
| 5    | AJENT      | 808   | 523   | -35%  | 0.1%  | 755   | 704   | -7%   | -6%   | 534     | 520  | -3%   | -1%   |
| 6    | BNM        | 708   | 608   | -14%  | 0.1%  | 474   | 415   | -12%  | -12%  | 234     | 210  | -10%  | -4%   |
| 7    | TORRENT    | 787   | 808   | 3%    | 0.1%  | 344   | 323   | -6%   | -6%   | 442     | 480  | 9%    | 0.5%  |
| 8    | UPM        | 750   | 809   | 8%    | 0.1%  | 304   | 290   | -5%   | -4%   | 446     | 518  | 16%   | 2%    |
| 9    | LANCER     | 709   | 709   | 0%    | 0.0%  | 401   | 401   | 0%    | 0%    | 298     | 308  | 3%    | 1%    |
| 10   | DR.BIOFARM | 676   | 733   | 9%    | 0.1%  | 483   | 535   | 11%   | 10%   | 189     | 198  | 5%    | 0.1%  |

## MANKIND SPECIALITIES

Mankind Specialities is a super-specialty division of Mankind Pharma, which started operations in Mumbai in the financial year 20-21 with the vision of serving the lives of millions of patients with innovative solutions, by offering quality and affordable products.

## TEMPLAR

Templar, the Cardiology division of Mankind Pharma, was established in 2015 and focuses on managing diabetes, hypertension, and heart failure. Its flagship brand, **JUSTOZA (dapagliflozin)**, is available in combination with metformin as **JUSTOZA M, S, SM, and GM**. The division also includes key brands such as **eslephes, Conbrad, Guprin**, and the newly launched **Stabiles**, strengthening its presence in cardiometabolic care.

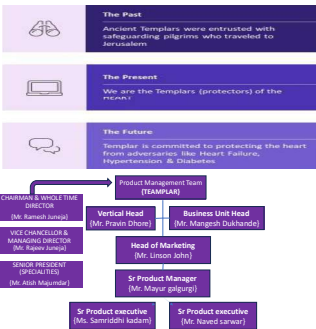


Figure 3

Mankind's growth faster in the Cardiac, Anti-Diabetes & Gastro compared to the respective market growth

| REPRESENTATIVE    | DIABETES |       |       |       | GASTRO |       |       |       | CARDIO |       |       |       |
|-------------------|----------|-------|-------|-------|--------|-------|-------|-------|--------|-------|-------|-------|
|                   | 2022     | 2023  | YoY % | US-\$ | 2022   | 2023  | YoY % | US-\$ | 2022   | 2023  | YoY % | US-\$ |
| TOTAL             | 14610    | 16101 | 10%   | 2.2%  | 12404  | 13101 | 6%    | 0.8%  | 14610  | 16101 | 10%   | 2.2%  |
| CARDIO            | 2468     | 2501  | 1%    | 0.04% | 2261   | 2261  | 0%    | 0%    | 2468   | 2501  | 1%    | 0.04% |
| ANTI-HYPERTENSIVE | 2017     | 2017  | 0%    | 0.03% | 2017   | 2017  | 0%    | 0%    | 2017   | 2017  | 0%    | 0.03% |
| GASTRO            | 2008     | 2008  | 0%    | 0.03% | 2008   | 2008  | 0%    | 0%    | 2008   | 2008  | 0%    | 0.03% |
| ANTI-DIABETIC     | 1149     | 1149  | 0%    | 0.02% | 1149   | 1149  | 0%    | 0%    | 1149   | 1149  | 0%    | 0.02% |
| HAIR              | 1017     | 1017  | 0%    | 0.01% | 1017   | 1017  | 0%    | 0%    | 1017   | 1017  | 0%    | 0.01% |
| DERMATOLOGY       | 1000     | 1000  | 0%    | 0.01% | 1000   | 1000  | 0%    | 0%    | 1000   | 1000  | 0%    | 0.01% |
| OTHERS            | 1461     | 1461  | 0%    | 0.02% | 1461   | 1461  | 0%    | 0%    | 1461   | 1461  | 0%    | 0.02% |
| DIABETES          | 1461     | 1461  | 0%    | 0.02% | 1461   | 1461  | 0%    | 0%    | 1461   | 1461  | 0%    | 0.02% |
| HAIR              | 1017     | 1017  | 0%    | 0.01% | 1017   | 1017  | 0%    | 0%    | 1017   | 1017  | 0%    | 0.01% |
| DERMATOLOGY       | 1000     | 1000  | 0%    | 0.01% | 1000   | 1000  | 0%    | 0%    | 1000   | 1000  | 0%    | 0.01% |
| OTHERS            | 1461     | 1461  | 0%    | 0.02% | 1461   | 1461  | 0%    | 0%    | 1461   | 1461  | 0%    | 0.02% |

## TOWS Analysis of Dapagliflozin

### SO

- Leverage demonstrated health benefits for wider patient adoption
- Pursue FDCs to enhance market penetration and patient convenience
- Explore expansion in emerging cardiovascular markets

### ST

- Highlight unique manufacturing benefits in differentiating on quality
- Focus on combination therapies to stand out in a crowded market

### WO

- Improved risk management narratives focusing on trial data
- Stress convenient fixed-dose options in advertising
- Conduct studies around sustained safety outcomes

### WT

- Communicate safety findings and long-term advantages aggressively
- Preempt loss of patient protection through lifecycle management
- Develop new products to anticipate class trends or regulations

## SWOT Analysis of Dapagliflozin

### Strengths

- Effective in lowering blood glucose levels by 70 g/day
- Offers weight loss and blood pressure benefits
- Mankind Consumer as a unique manufacturing process

### Opportunities

- Expansion in diabetes market with growing population
- Combination therapies with other drugs
- Adjacent cardiovascular trend
- New geos with less competition

### Weaknesses

- Cardiovascular risks risk-monitoring
- Potential side effects management?
- Where do we fall behind on long-term effects?

### Threats

- Entrenched competitors?
- Patent expirations that could impact us vulnerably
- Trends in new class
- Economic or political issues could impact Mankind?

## MARKET ANALYSIS ON "DAPAGLIFLOZIN"

| Market Study on Dapagliflozin |          |              |              |       |          |        |               |         |  |  |
|-------------------------------|----------|--------------|--------------|-------|----------|--------|---------------|---------|--|--|
| Brands                        | Company  | MAT April 24 | MAT April 25 | IS    | Growth % | MS     | UNIT April 25 | Growth% |  |  |
| FORKIGA                       | ASTRA Z  | 71.56        | 81.31        | 9.75  | 13.63    | 12.75  | 2175.87       | 4.02    |  |  |
| UDAPA                         | USV      | 69.88        | 75.56        | 5.69  | 8.14     | 11.84  | 7657.34       | 5.28    |  |  |
| OXRA                          | Sun*     | 59.56        | 70.42        | 10.85 | 18.22    | 11.04  | 4766.15       | 7.60    |  |  |
| DAPAGLIFLOZIN                 | Intas    | 44.42        | 47.93        | 3.51  | 7.90     | 7.51   | 3690.06       | -0.28   |  |  |
| DAPARVIL                      | Alkem*   | 41.62        | 48.34        | 7.12  | 17.11    | 7.64   | 4503.25       | 8.31    |  |  |
| DAPARVIL                      | Intas*   | 27.84        | 30.47        | 2.63  | 9.45     | 4.78   | 2821.71       | 1.05    |  |  |
| DAPAGLIFLOZIN                 | Mac      | 27.16        | 23.89        | -3.27 | -12.04   | 3.74   | 1595.54       | -4.19   |  |  |
| DAPAGLIFLOZIN                 | Zydus*   | 26.14        | 22.00        | -0.86 | -3.30    | 4.23   | 2393.02       | 2.98    |  |  |
| GLUXIT                        | Eris*    | 24.00        | 21.14        | -2.86 | -11.91   | 3.31   | 2053.78       | -16.25  |  |  |
| GLUCRETA                      | Torrent* | 18.59        | 18.61        | 0.02  | 0.12     | 2.92   | 1866.08       | -8.54   |  |  |
| TOTAL                         | Mankind  | 6.30         | 6.26         | -1.97 | -31.25   | 1.35   | 735.07        | 7.50    |  |  |
| GRAND                         |          | 590.91       | 637.95       | 47.04 | 7.96     | 100.00 | 51749.41      | 2.20    |  |  |

- TITLE: Current and Emerging Trends and Competitive Analysis of Dapagliflozin with Focus on JUSTOZA (Mankind Pharma) \*13 May-13 July 2023\*

- Internship Project at Mankind Pharma: \*13 May-13 July 2023\*

## 2. METHODOLOGY:

### Objective:

To analyze the current position and market performance of JUSTOZA (dapagliflozin) and identify emerging trends and competitor dynamics in the Indian anti-diabetic market using secondary data.

### Data Source:

- QVIA MAT April 2024 vs. April 2023 Data
  - Sales values (in ₹ Cr)
  - Market share (%)
  - Unit sales
  - Growth trends (value & unit)
- Combination analysis of Dapagliflozin with other anti-diabetic molecules (e.g., Metformin, Linagliptin, Sitagliptin, etc.)

## Theoretical Vs Practical Understanding

### Theoretical Learnings

- Understand the pharmacology and MOA of Dapagliflozin (SGLT2 Inhibitor).
- Studied different Dapagliflozin combinations and their indications
- Learned the competitive landscape of anti-diabetic drugs in India
- Gained knowledge of brand positioning and life cycle management
- Understood patient compliance, dosage, and pack-size strategies

### Practical Learnings

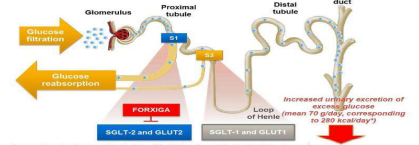
- Analyzed market sales data (MAT) for Dapagliflozin brands
- Observed how LRLs, visual aids, and promotional tools are designed.
- Worked on price comparison and brand pack-size mapping.
- Gained exposure to how marketing teams evaluate competitors
- Suggested improvement actions for better product positioning

## Major Learnings During Internship

- Deep Understanding of Anti-Diabetic Market:** Gained complex knowledge of Dapagliflozin molecule, its MOA, available combinations, and market positioning strategies.
- Real-Time Competitor Analysis:** Learned to track brand performance, identify growth drivers, and observe brand cannibalization or declining trends in real-world settings
- Excel Proficiency in Pharma Analytics:** Developed working knowledge of Pivot Tables, VLOOKUP, HLOOKUP, and trend charts to draw actionable conclusions from complex datasets.
- Strategic Thinking for Brand Building:** Understood how companies plan brand lifecycles, launch strategies, positioning, and pricing models in highly saturated markets
- Value of Packaging, Visual Aids & Communication:** Learned how LRLs, pack design, and promotional content influence prescription behavior and brand recall among doctors
- Data-Driven Decision Making:** Learned to present findings through structured insights for product team discussions, helping in strategy alignment and future planning
- Professional Communication & Team Collaboration:** Gained exposure to inter-departmental interactions, mentor reviews, and professional presentation of reports and posters

## Suggestions

- Launch new combinations like Dapagliflozin with Linagliptin and Metformin to stay ahead in the market
- Use more digital platforms like webinars and social media to promote the Justoza brand effectively.
- Improve the design and content of LRLs to make them more attractive and easier to understand for doctors.
- Introduce smaller and low-cost packs to target patients in tier 2 and tier 3 cities
- Increase field force training to improve scientific communication with doctors
- Conduct regular competitor analysis to update strategies based on market changes.



Dapagliflozin (SGLT2 inhibitor) blocks the reabsorption of glucose in the proximal tubule, leading to increased urinary excretion of glucose and osmotic diuresis.

## How it works?

- Glucose is filtered by kidneys
- In the kidney, blood passes through the glomerulus and glucose is filtered into the urine.
- Normally, kidneys reabsorb glucose
- The glucose in the urine is usually taken back (reabsorbed) into the blood by proteins called SGLT-2 in the proximal tubule.
- Dapagliflozin blocks SGLT-2
- Dapagliflozin (like FORKIGA in the image) blocks the SGLT-2 protein, so less glucose gets reabsorbed.
- More glucose is thrown out in urine
- Because SGLT-2 is blocked, extra glucose is passed out through urine, which reduces blood sugar levels.
- Helps in calorie loss and weight control
- The process also removes about 70 grams of glucose per day, which is like losing 280 calories daily, helping in weight and sugar control in diabetes patients.

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11<sup>th</sup> Jul 2025

To,

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He /She has carried out work as per the guidelines. His / her poster for Presentation

Date:

(Signature of Faculty Mentor)

Name:

Designation:

## MANKIND PHARMA

Mankind Pharma is one of India's leading pharmaceutical company, established in 1993. Mankind Pharma is a super-specialty division of Mankind Pharma, which started operations in Mumbai in the financial year 2021 with the vision of serving patients across the globe. The company has products in therapeutic areas ranging from antibiotics to gastroenterology, cardiovascular and erectile dysfunction. Mankind Pharma has 23 World Class ISO 9001 & ISO 14001 compliant manufacturing facilities across India. Mankind Pharma became the first Indian company to launch Dapagliflozin in 2018. It is the 4th largest pharma company in India built on its strong R&D capabilities and its commitment to become India's No. 1 company as per Prescription.

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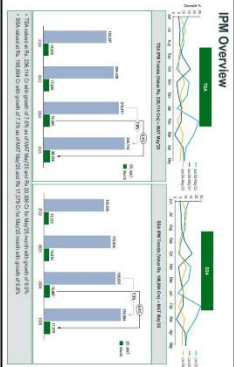


Figure 2

| S.No | Country | TOTAL |      |        |        |       | ASIAN |      |        |        |       | EUROPEAN |     |        |        |       |
|------|---------|-------|------|--------|--------|-------|-------|------|--------|--------|-------|----------|-----|--------|--------|-------|
|      |         | INDIA | USA  | EUROPE | AFRICA | OTHER | INDIA | USA  | EUROPE | AFRICA | OTHER | INDIA    | USA | EUROPE | AFRICA | OTHER |
| 1    | INDIA   | 2000  | 1000 | 500    | 200    | 100   | 1000  | 500  | 200    | 100    | 100   | 1000     | 500 | 200    | 100    | 100   |
| 2    | USA     | 1000  | 2000 | 1000   | 500    | 200   | 500   | 1000 | 500    | 200    | 100   | 1000     | 500 | 200    | 100    | 100   |
| 3    | EUROPE  | 500   | 1000 | 2000   | 500    | 200   | 200   | 500  | 1000   | 500    | 200   | 1000     | 500 | 200    | 100    | 100   |
| 4    | AFRICA  | 200   | 500  | 1000   | 2000   | 500   | 500   | 1000 | 500    | 200    | 100   | 1000     | 500 | 200    | 100    | 100   |
| 5    | OTHER   | 100   | 200  | 500    | 1000   | 2000  | 100   | 200  | 500    | 1000   | 2000  | 100      | 200 | 500    | 1000   | 2000  |

## MANKIND SPECIALTIES

Mankind Specialties is a super-specialty division of Mankind Pharma, which started operations in Mumbai in the financial year 2021 with the vision of serving patients across the globe. The company has products in therapeutic areas ranging from antibiotics to gastroenterology, cardiovascular and erectile dysfunction. Mankind Specialties became the first Indian company to launch Dapagliflozin in 2018. It is the 4th largest pharma company in India built on its strong R&D capabilities and its commitment to become India's No. 1 company as per Prescription.

### TEMPILAR

Tempilar, the Cardiology division of Mankind Pharma, was established in 2015 and focuses on managing diabetes, hypertension, and heart failure. Its flagship brand, JUSTOZA (Dapagliflozin), is available in multiple combinations like JUSTOZA M 5, SM, and GM. The division also includes key brands such as epibios, Combidol, Glupres, and the newly launched Stabiles, strengthening its presence in cardiovascular care.

### The Past

Ancient Tempilars were associated with ancient civilizations who traveled to the mountains.

### The Present

We are the Tempilars (protectors) of the future.

### The Future

Tempilars is committed to protecting the future of the world.

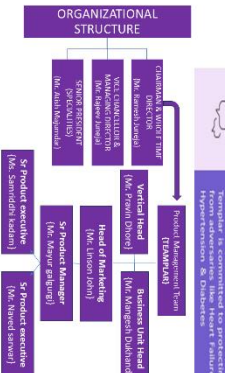


Figure 3

| S.No | Country | TOTAL |      |        |        |       | ASIAN |      |        |        |       | EUROPEAN |     |        |        |       |
|------|---------|-------|------|--------|--------|-------|-------|------|--------|--------|-------|----------|-----|--------|--------|-------|
|      |         | INDIA | USA  | EUROPE | AFRICA | OTHER | INDIA | USA  | EUROPE | AFRICA | OTHER | INDIA    | USA | EUROPE | AFRICA | OTHER |
| 1    | INDIA   | 2000  | 1000 | 500    | 200    | 100   | 1000  | 500  | 200    | 100    | 100   | 1000     | 500 | 200    | 100    | 100   |
| 2    | USA     | 1000  | 2000 | 1000   | 500    | 200   | 500   | 1000 | 500    | 200    | 100   | 1000     | 500 | 200    | 100    | 100   |
| 3    | EUROPE  | 500   | 1000 | 2000   | 500    | 200   | 200   | 500  | 1000   | 500    | 200   | 1000     | 500 | 200    | 100    | 100   |
| 4    | AFRICA  | 200   | 500  | 1000   | 2000   | 500   | 500   | 1000 | 500    | 200    | 100   | 1000     | 500 | 200    | 100    | 100   |
| 5    | OTHER   | 100   | 200  | 500    | 1000   | 2000  | 100   | 200  | 500    | 1000   | 2000  | 100      | 200 | 500    | 1000   | 2000  |

## TOWS Analysis of Dapagliflozin

| SO                                                                                                                                                                                                                                        | WO                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Leverage demonstrated health benefits for wider patient adoption</li> <li>• Pursue FDA to enhance patient convenience</li> <li>• Explore expansion in emerging cardiovascular markets</li> </ul> | <ul style="list-style-type: none"> <li>• Improved risk management narratives focusing on trial data</li> <li>• Stress convenient fixed-dose options in advertising</li> <li>• Conduct studies around sustained safety outcomes</li> </ul>                            |
| ST                                                                                                                                                                                                                                        | WT                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>• Highlight unique manufacturing process in differentiating on quality</li> <li>• Focus on combination therapies</li> <li>• Focus on out in a crowded market</li> </ul>                            | <ul style="list-style-type: none"> <li>• Communicate safety findings and long-term advantages aggressively</li> <li>• Preempt loss of patient loyalty through lifecycle management</li> <li>• Prepare responses to changes in class trends or regulations</li> </ul> |

## MARKET ANALYSIS on "DAPAGLIFLOZIN"

| Brands      | Company   | MT April 24 | MT April 25 | IS    | Growth % | MS     | UNIT April 25 | Growth% |
|-------------|-----------|-------------|-------------|-------|----------|--------|---------------|---------|
| FORBICA     | ASTRA Z   | 71.56       | 81.31       | 9.75  | 13.63    | 12.75  | 175.57        | 4.02    |
| UDRGA       | USV       | 69.88       | 75.56       | 5.69  | 8.14     | 11.84  | 7672.24       | 5.38    |
| ODVA        | Sum*      | 59.56       | 70.42       | 10.85 | 18.22    | 11.04  | 4766.15       | 7.60    |
| DANAVOM     | INR       | 44.42       | 47.93       | 3.51  | 7.90     | 7.51   | 3900.06       | 0.28    |
| ALBITE*     | Albion*   | 41.82       | 48.14       | 6.32  | 17.11    | 7.64   | 4602.25       | 8.31    |
| DABRYE      | Albion*   | 27.84       | 30.47       | 2.63  | 9.45     | 4.78   | 2852.71       | 1.65    |
| DABRYN      | MNC       | 27.16       | 33.89       | 6.72  | 24.04    | 3.74   | 1935.44       | 4.10    |
| DABRYN      | 2045*     | 35.14       | 37.00       | 1.86  | 5.30     | 4.23   | 2393.02       | 2.98    |
| GLUCIT      | Eris*     | 24.00       | 21.14       | -2.86 | -11.91   | 3.31   | 2053.73       | -16.25  |
| JUSTOZA     | Tempilar* | 18.59       | 18.61       | 0.02  | 0.12     | 2.92   | 1866.08       | 4.54    |
| GRAND TOTAL |           | 590.91      | 637.95      | 47.04 | 7.96     | 100.00 | 51749.41      | 2.20    |

### 1. TITLE:

Current and Emerging Trends and Competitive Analysis of Dapagliflozin\* with focus on JUSTOZA (Mankind Pharma)

### • Internship Project at Mankind Pharma:

13 May-13 July 2025\*

### 2. METHODOLOGY:

• Objective:  
To analyze the current position and market performance of JUSTOZA (Dapagliflozin) and identify emerging trends and competitor dynamics in the Indian anti-diabetic market using secondary data.

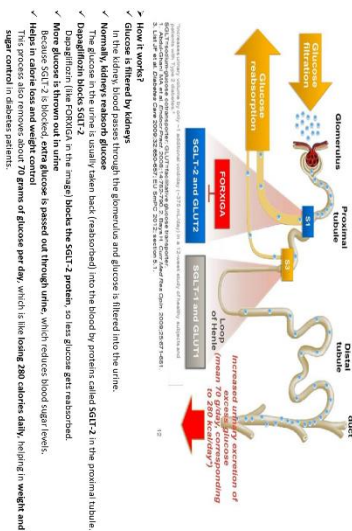
### • Data Source:

INDIA Mkt April 2024 vs. April 2025 Data  
• Market share %  
• Unit sales  
• Growth trends (value & unit)

• Combination analysis of Dapagliflozin with other anti-diabetic medicines (e.g., Metformin, Linagliptin, Semaglutin, etc.)

## Theoretical Vs Practical Understanding

| Theoretical Learnings                                                                                                                                                                                                                                                                                                              | Practical Learnings                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Understood the pharma- Dapagliflozin (SGLT2 inhibitor).</li> <li>Studied different brand names and their indications.</li> <li>Learned the competitive landscape of anti-diabetic brand positioning and life cycle management.</li> <li>Understood patient pack-size strategies.</li> </ul> | <ul style="list-style-type: none"> <li>Analyzed market sales of Dapagliflozin brands.</li> <li>Observed how BLS, visual aids, and tools are designed.</li> <li>Learned the competitive comparison and brand positioning.</li> <li>Gained knowledge on how to market new products.</li> <li>Suggested improvements for product positioning.</li> </ul> |



## Price & Pack Analysis

| Parameter        | JUSTOZA (Mankind)    | Competitor Brands              |
|------------------|----------------------|--------------------------------|
| 5 mg Pack (MNP)  | ₹136.11 (14 tablets) | Range from ₹129.5 – ₹203       |
| 10 mg Pack (MNP) | ₹179.71 (14 tablets) | Range from ₹151 – ₹264         |
| Pack Size        | 14 tablets           | Most offer 10 or 14 tablets    |
| Price per tablet | ₹12.91 (very high)   | Premium pricing by AstraZeneca |

Summary:  
• FORBICA is more cost-effective per tablet due to larger pack (15) with reasonable MRP.  
• FORBICA is the costliest, making it less accessible to price-sensitive patients.  
• UDVA, DANAVOM, and DANAVOM have smaller packs with slightly lower MRP than UDVA.  
• JUSTOZA has a higher MRP than JUSTOZA.

### 1. Major Side Effects of Dapagliflozin

• Urinary tract infections (UTI)  
• Genital infections (mostly mild & treatable)  
• Slight drop in blood pressure (in low patients)

### 2. Tip for Promotion

• JUSTOZA – Smart Choice, Smarter Value.  
• Affordable, Effective & Trusted Diabetes Care from Mankind

Alternative:  
• "15 Days of Smart Choice, Smarter Value – Choose JUSTOZA, Make Smarter Choices."

Key relief: Move reason to prescribe.

• Handling Large-Scale Market Data  
Initially faced difficulty in managing and analyzing INDIA data with multiple brands, combinations, and MRP trends across different regions.

• Understanding Complex Brand Strategies  
It was challenging to interpret the rationale behind pricing, pack size differences, and formulation positioning in a highly competitive diabetic market.

• Balanced Technical & Strategic Thinking  
Needed to not just analyze numbers but translate data into meaningful insights, which require shifting from an academic to a market-oriented perspective.

• Interpreting Physician & Market Feedback  
Understanding how doctors respond to brands and how market factors influence sales required industry-level thinking and interaction with cross-functional teams.

• Major Learning During Internship  
Deep understanding of Anti-Diabetic Market  
Gained valuable insights into the competitive landscape, regulatory challenges, and marketing strategies for SGLT2 inhibitors.

• Learned to track brand performance, identify growth drivers, and analyze competitive positioning in real-world settings.

• Developed working knowledge of Pivot Tables, VLOOKUP, HLOOKUP, and trend charts to draw actionable conclusions from complex datasets.

• Understood how companies plan brand lifecycle, launch strategies, positioning, and pricing models in highly saturated markets.

• Value of Packaging, Visual Aids & Communication  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

• Data-Driven Decision Making  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

• Professional Exposure & Team Collaboration  
Gained exposure to inter-departmental interactions, mentor reviews, and professional presentation of reports and posters.

• Significant  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

• Use more digital platforms like webinars and social media to promote the product effectively.  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

• Interact with patients and focus on patient care to target patients in tier 2 and tier 3 cities.  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

• Conduct regular competitor analysis to update strategies based on market changes.  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

• Launch new combination like Dapagliflozin with Linagliptin and Metformin to stay ahead in the market.  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

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• Interact with patients and focus on patient care to target patients in tier 2 and tier 3 cities.  
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• Conduct regular competitor analysis to update strategies based on market changes.  
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• Conduct regular competitor analysis to update strategies based on market changes.  
Learned to present findings through structured insights for product positioning and brand recall among doctors.

## 4. Compiled Reporting Format

**Name of the Organisation:** Mankind Pharma

**Area/ Department/ Project of Summer Internship Program:** Product Management Team – Cardiology (Dapagliflozin)

**Name of the Student:** Akash Mukesh Nashine

**Roll no:** 0674

**Stream:** MBA Pharmaceutical Management

### 4.1 Activity Done:

During my internship at Mankind Pharma, I had the opportunity to work extensively within the Product Management Team (PMT), specifically focused on the cardiology segment. The internship allowed me to understand the intricate working structure of the PMT, where I learned about how product portfolios are built, maintained, and adapted according to therapy trends and competitive shifts.

I started by exploring the existing cardiac brands under the Templar Division, gaining exposure to how product communication flows between marketing and sales teams. This provided valuable context for the brand I worked on — Dapagliflozin — a widely used SGLT2 inhibitor for type 2 diabetes and its comorbid conditions like heart failure and kidney complications.

My work revolved around detailed molecule analysis. I studied Dapagliflozin's clinical mechanism, its global and Indian market evolution, its therapeutic positioning, and its role in fixed-dose combinations (FDCs). I researched brands such as Forxiga (AstraZeneca), Udapa-M (USV), Dapavel (Macleods), Oxra (Zydus), Gluxit (Lupin), and more to understand their pricing, packaging, promotional strategies, and emotional hooks in branding.

With IQVIA data, I conducted multi-month market analysis, observed prescription trends, and calculated incremental sales and growth opportunities. I used tools like RCPA (Retail Chemist Prescription Audit) to collect physician and chemist feedback on existing Dapagliflozin prescriptions, which helped build the brand perception map and market gaps.

Packaging was another key area of focus. I performed a comparative study of strip aesthetics, carton designs, color psychology, blister layouts, and tactile features like embossing and coating. My analysis included how brands used these features to enhance recall and drive visual identity in chronic therapy segments.

On the promotional front, I evaluated multiple visual aids from competitors and Mankind's own existing VAs. This helped me learn how storytelling, MOA visualizations, and doctor-centric communication are integrated into visual tools. I contributed ideas for redesigning visual aids and taglines to improve differentiation.

One of the most exciting aspects of my internship was preparing the final strategic brand plan for Dapagliflozin. I created a structured report that included mission-vision alignment, competitor benchmarking, SWOT analysis, segmentation strategy, marketing mix planning, brand tagline suggestions, price-positioning logic, and packaging upgrade proposals. This plan was shared and reviewed with the marketing mentor, where I received valuable feedback and appreciation for the insights compiled.

The internship not only gave me task-specific exposure but also shaped my mindset towards analytical thinking, market-oriented creativity, and brand planning frameworks.

## 4.2 Linking theory (Classroom learning) with practice at your organisation:

My academic background in pharmaceutical management greatly supported my internship tasks. Every module from marketing strategy, sales analytics, branding, and communication design found direct application in real-life projects.

The frameworks of STP (Segmentation, Targeting, Positioning) and the 4Ps of marketing were extensively used in analyzing how Dapagliflozin is positioned differently across companies. I realized the power of micro-segmentation, where even a small difference in brand messaging or packaging can impact recall among doctors.

The concept of the product lifecycle, which we explored in theory, became highly relevant when comparing older brands with new FDC launches. Understanding how mature molecules require repositioning and how lifecycle extensions work with new therapy claims was a key takeaway.

Our classroom sessions on brand communications helped me critique and suggest improvements for visual aids. I learned to judge visuals not just for content, but also for emotional appeal, design clarity, and how the story flows for the prescribing doctor.

In research and analytics, the application of RCPA, IQVIA secondary data interpretation, and forecasting models taught me how to make market sense out of data. Concepts such as prescription pull, penetration, and uplift became more than just theoretical definitions.

Even in designing the final poster and presentation, I was able to bring in lessons from storytelling techniques and visual communication. Presenting the brand plan with a clean, data-rich yet visually impactful poster reflected our learning on simplifying complex brand strategies.

#### 4.3 Gaps identified on the working area:

While the organization had a well-structured framework and provided strong mentorship during the internship, I observed several practical challenges during project execution that impacted workflow efficiency and insights depth. One of the major limitations was the restricted access to real-time physician-level data. This limitation made it difficult to perform accurate psychographic segmentation or monitor prescription trends on a week-to-week basis. As a result, aligning marketing strategies with physician behaviour and brand response became more reactive than proactive. A more dynamic CRM dashboard with real-time inputs could have significantly improved the ability to track, interpret, and act on market trends with precision.

Another key challenge involved inconsistencies in pricing data collection across regional teams. There was no standardized system for regularly updating or verifying pricing information, especially for fixed-dose combinations that often varied in pricing between neighbouring markets. This discrepancy created complications in conducting price benchmarking and weakened the accuracy of competitive positioning. A centralized, real-time pricing repository would have helped maintain consistency and supported more reliable pricing analysis.

Furthermore, it was observed that many promotional visual aids, particularly from competing brands, were heavily focused on technical content. While the scientific accuracy of these materials was strong, they lacked emotional engagement and visual coherence. For

a chronic therapy area like diabetes, where sustained brand recall is essential, the absence of emotionally resonant storytelling and appealing design elements reduces the overall effectiveness of these tools. Blending technical clarity with emotional appeal could enhance recall and physician engagement over time.

Lastly, a practical issue was identified in the packaging of brand variants within the Dapagliflozin range. Due to high similarity in design, field representatives and even doctors found it challenging to quickly differentiate between product versions. This not only affects the visual recall of the brand but can also create confusion during prescription discussions. A more strategically designed packaging system with distinct color codes, typography, or icon-based identifiers could improve brand clarity and support effective field communication.

#### 4.4 Suggestions for improvement:

To enhance overall marketing efficiency and strengthen brand performance, several key improvements can be implemented based on the observations made during the internship. First and foremost, the organization should invest in developing a real-time CRM-based dashboard that integrates physician-level prescription data, competitor brand movements, and sales trends. This would provide product managers and marketing executives with live, actionable insights, enabling quicker and more informed decisions. Having visibility into territory-specific trends and brand traction would support the development of personalized promotional strategies, allowing for immediate alignment of field activities with actual market needs.

Additionally, there is a pressing need for a centralized digital repository or tracker to streamline access to brand visuals, pricing data, promotional materials, and campaign performance metrics. Such a system—preferably created using Excel with macros or visualization tools like Power BI—can offer real-time filtering, auto-updates, and region-wise segmentation. This would eliminate redundancies across regions, reduce communication gaps, and allow for better market responsiveness, especially during new brand launches or price revisions.

Improving packaging design is another critical area. Many Dapagliflozin variants currently lack strong visual differentiation, making it hard for field representatives and doctors to identify the correct variant quickly. Implementing design changes using bold color schemes guided by color psychology, tactile elements like matte or gloss finishes, or embossed strips

can significantly improve shelf recall and visual identity. These changes would not only strengthen brand visibility but also reduce confusion during prescription discussions.

Furthermore, promotional visual aids must evolve to focus not just on technical detailing, but also on the emotional and clinical outcomes of therapy. Incorporating patient-centric narratives, outcome-focused benefits, and simplified visual formats can create a deeper connection with prescribers. Adding localized Indian clinical data or testimonials from regional healthcare professionals would improve the relatability and credibility of these materials, especially in semi-urban or rural setups.

Lastly, fostering cross-functional communication is essential to bridge the gaps between product management, design, and field execution. Instituting monthly review meetings involving key stakeholders from each function—marketing, medical, design, and sales—can create an effective feedback loop. These meetings can be used to assess campaign performance, gather on-ground insights, and collaboratively decide on necessary adaptations. Such integration would not only boost internal coordination but also ensure that the brand strategy remains agile, field-informed, and patient-focused.

#### 4.5 Key Learnings:

This internship at Mankind Pharma was a deeply transformative experience that marked a significant shift in both my academic and professional development. It went far beyond the application of theoretical concepts from the classroom — it allowed me to adopt the mindset and strategic thinking of a brand manager operating in a competitive pharmaceutical environment.

One of the most valuable lessons I learned was how to translate complex, molecule-level scientific data into engaging, value-driven brand stories that resonate with both doctors and patients. By working on the Dapagliflozin molecule and its combinations, I gained a deeper understanding of how therapeutic benefits can be effectively positioned in the market, especially in chronic therapy areas like diabetes and cardiology. I learned how aspects like pricing, packaging differentiation, and visual communication directly influence prescription behaviour, brand recall, and patient adherence — concepts that I had previously only studied in theory.

Another major area of growth was in communication. Throughout the internship, I was actively involved in discussions with product mentors, marketing leaders, and field

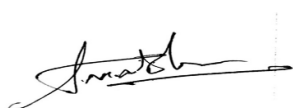
representatives. These interactions enhanced my ability to communicate ideas clearly and confidently, whether it was through preparing professional reports, giving internal presentations, or designing impactful poster summaries. I developed the skill to express technical and marketing insights in a structured, meaningful way that aligns with the expectations of both scientific and business audiences.

I also developed a sharper analytical mindset. Tasks such as competitor benchmarking, sales performance analysis (MAT data), price-mapping, and packaging audits trained me to look at data critically and draw actionable conclusions. I learned how to transform raw numbers and market observations into strategic decisions — such as identifying positioning gaps, improvement opportunities, and areas where our brand could better differentiate from competitors.

Just as importantly, this internship helped me understand the importance of collaboration, mentorship, and structured planning in a corporate setup. I saw how successful brand teams operate — by sharing ideas, learning from field feedback, and continuously refining their approach. The guidance I received from my mentors and the feedback loops with cross-functional teams taught me the importance of humility, adaptability, and continuous learning.

Overall, this experience helped me evolve not just as an intern, but as a future-ready pharmaceutical marketing professional. It strengthened my confidence, refined my skills, and gave me a clearer vision of the role I aspire to play in the pharmaceutical industry moving forward.

**Signature of the Student Akash Nashine**

A handwritten signature in black ink, appearing to read 'Akash Nashine', with a horizontal line extending to the right.

**Approved by the IIHMR University's Mentor**

## 5. weekly report

**Name of the Organisation:** Mankind Pharma

**Area/ Department/ Project of Summer Internship Program:** Product Management Team – Cardiology Division (Marketing)

**Name of the Student:** Akash Nashine

**Roll no:** 0674

**Stream:** MBA in Pharmaceutical Management

**5.1 Week no:1**      **From:** 13 May 2025 to 16 May 2025

|                                                                               |                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Understood the structure and function of the Product Management Team in the Cardiology division.</li><li>• Studied product portfolios, especially cardiac brands handled by the team.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>• Applied knowledge of Pharma branding and communication in reviewing visual aids.</li></ul>                                                                                                      |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• Limited real-time market feedback from doctors is affecting timely updates in promotional strategies.</li></ul>                                                                                 |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• Visual aid content can be made more evidence- based and interactive.</li></ul>                                                                                                                  |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Support the team in planning promotional campaigns for field execution.</li></ul>                                                                                                               |

## 5.2 Week no: 2 From: 19/05/2025...to....24/05/2025.

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p>During this week, I completed an in-depth study of Dapagliflozin, a sodium-glucose cotransporter-2 (SGLT2) inhibitor used in the management of type 2 diabetes mellitus, chronic kidney disease, and heart failure. Key activities included:</p> <ul style="list-style-type: none"> <li>Studying the history of Dapagliflozin, from its development by Bristol-Myers Squibb and AstraZeneca to its approval by regulatory agencies (FDA approval in 2014).</li> <li>Reviewing its mechanism of action, clinical indications, pharmacokinetics, benefits, and safety profile.</li> <li>Analyzing market data and identifying brands available in India containing Dapagliflozin (monotherapy and combinations).</li> <li>Compiling a list of substitute brands such as Forxiga (AstraZeneca), Oxra (Sun Pharma), Glyxambi (Boehringer Ingelheim – combo with empagliflozin), Xigduo (AstraZeneca – Dapagliflozin + Metformin), among others.</li> <li>Comparing strengths, prices, and market share of the available brands.</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>This week's activities enabled me to apply my knowledge of <b>pharmacology, therapeutics, and pharmaceutical marketing</b>. Classroom concepts like <b>drug classification, pharmacovigilance, and competitive analysis</b> were directly applied while studying Dapagliflozin and its market substitutes. I also got hands-on exposure to real-world data on product positioning and brand differentiation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Gaps identified on the working area.</b>                                   | Lack of consolidated comparison data between brands regarding pricing, availability, and physician preference.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>Develop a central document compiling all brand and clinical data on Dapagliflozin to assist PMT in quick reference.</li> <li>Conduct field surveys or connect with the sales force for ground-level feedback on brand reception and prescription trends.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"> <li>Begin working on brand positioning strategies for Mankind's Dapagliflozin products.</li> <li>Conduct SWOT analysis of Mankind's portfolio vs competitor brands.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

### 5.3 Week no:3

**From:** 26 May 2025 to 30 May 2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Analyzed the past 4 years of market data for Dapagliflozin and Sitagliptin.</li><li>• Compared sales performance, market growth, and forecasted data for upcoming years.</li><li>• Learned to calculate growth percentage, market share, and incremental sales.</li><li>• Understood sales trends using IQVIA data and secondary sales reports.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>• Applied marketing concepts like <b>Product Lifecycle</b>, <b>Market Analysis</b>, and <b>Sales Trend Evaluation</b>.</li></ul>                                                                                                                                                                                                                            |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• Lack of easily available real-time competitor data makes forecasting difficult.</li></ul>                                                                                                                                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• Introduce simple tools or dashboards for regular tracking of sales and market share.</li></ul>                                                                                                                                                                                                                                                            |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Support in drafting a basic marketing plan for one product (combination).</li></ul>                                                                                                                                                                                                                                                                       |

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

|                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Activity Done                                                          | <ul style="list-style-type: none"> <li>• Conducted in-depth research on <b>Dapagliflozin</b>, including its mechanism of action, discovery timeline, and historical development.</li> <li>• Studied current <b>market trends, growth potential</b>, and <b>incremental sales patterns</b> for Dapagliflozin in the Indian market.</li> <li>• Performed a <b>competitor analysis</b>, identifying major brands such as Forxiga (AstraZeneca), Xigduo, Jardiance, and Invokana.</li> <li>• Prepared and delivered a <b>presentation</b> on the above insights with a focus on brand value and positioning of Dapagliflozin.</li> </ul> |
| Linking theory (Classroom learning) with practice at your organization | <ul style="list-style-type: none"> <li>• Ta</li> <li>• Applied Pharmaceutical Product Life Cycle Management, Competitive Strategy, and Drug Classification C MOA from pharmacology lectures.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Gaps identified on the working area.                                   | <ul style="list-style-type: none"> <li>• Most brands lack emotional connect in their visual aid and campaign design.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Suggestions for improvement                                            | <ul style="list-style-type: none"> <li>• Focus on <b>patient-centric messaging</b> in visual aids highlighting benefits beyond HbA1c reduction (e.g., cardiovascular and renal protection).</li> <li>Develop engaging <b>doctor-patient interaction scenarios</b> in marketing tools.</li> </ul>                                                                                                                                                                                                                                                                                                                                     |
| Plan for the next week                                                 | <ul style="list-style-type: none"> <li>• Analyse how top Dapagliflozin brands promote their products through visual aids, detailing stories, patient leaflets.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## 5.5 Week no:5

**From:** 09/06/2025.....**to** 13/06/2025....

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"> <li>This week I completed a detailed competitor analysis of dapagliflozin and its combinations in the Indian market. I studied the top competing brands like Forxiga (AstraZeneca), Dapefy (Sun Pharma), Udapa-M (USV), Oxra (Zydus), Gluxit (Lupin), Dapanorm (Eris).</li> <li>I analyzed their marketing strategies, visual aid positioning, guideline endorsements, and brand communication styles.</li> </ul> <p>I also created a complete counterstrategy to position our brand better in the market to increase prescription share.</p> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>I used the SWOT analysis, positioning matrix, STP (Segmentation, Targeting, Positioning), and pricing strategies from our marketing theory to study brand success in the dapagliflozin category.</li> </ul>                                                                                                                                                                                                                                                                                                                               |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>Some competitor brands are dominating with emotional themes and global data, which is missing in our current detailing.</li> <li>Packaging and visibility at chemist points is lower compared to competitors like UDAPA-M and Oxra.</li> </ul>                                                                                                                                                                                                                                                                                            |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>Promote our brand using Indian real-world data, testimonials, and success stories.</li> <li>Enhance chemist engagement and prescription pull-through with better schemes and visual materials.</li> <li>Provide simplified FDC messaging to doctors — especially highlighting Dapagliflozin + Metformin dual benefits.</li> </ul>                                                                                                                                                                                                         |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"> <li>Prepare a brand-specific counter-visual strategy with tagline and visuals.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## 5.6 Week no:6 From: 16/06/2025.....to 20/06/2025.....

|                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Activity Done                                                          | <ul style="list-style-type: none"> <li>Studied packaging strategies of pharmaceutical brands in the anti-diabetic segment, especially Dapagliflozin and its combinations.</li> <li>Analyzed how companies use <b>attractive strip colors, blister shapes, and carton designs</b> to create brand recall.</li> <li>Reviewed visual aids (VAs) used by top brands to understand how they communicate scientific benefits with visual storytelling.</li> <li>Identified different elements like <b>embossed logos, UV-coated strips, and color-coded doses</b> as branding tactics.</li> <li>Comparing our (Mankind's) Dapagliflozin branding with competitors like <b>Forxiga, Udapa, Dapavel, and Gluxit</b>.</li> </ul> |
| Linking theory (Classroom learning) with practice at your organization | <ul style="list-style-type: none"> <li>Understood the impact of <b>packaging aesthetics</b> on prescription behavior and chemist-level recall.</li> <li>Connected theoretical knowledge of <b>visual communication</b> and <b>brand positioning</b> to real-world material.</li> <li>Observed how <b>product identity</b> is built through consistent design elements across all materials.</li> </ul>                                                                                                                                                                                                                                                                                                                  |
| Gaps identified on the working area.                                   | <ul style="list-style-type: none"> <li>Visual aids are sometimes content-heavy with less focus on design clarity or emotional connect.</li> <li>Field force finds it difficult to differentiate variants when packaging design is too similar.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Suggestions for improvement                                            | <ul style="list-style-type: none"> <li>Introduce <b>bold color differentiation, tactile packaging, or 3D embossing</b> to enhance brand recall.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Plan for the next week                                                 | <ul style="list-style-type: none"> <li>Support in developing a counter-packaging idea for Mankind's Dapagliflozin combinations.</li> <li>Benchmark top visual aids from the market and suggest a creative concept for relaunch.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

5.7 Week no: 7    **From:23/06/2025.....to.....27/06/2025.....**

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|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p>This week, I done a market analysis of the molecules:</p> <ol style="list-style-type: none"> <li>1. <b>Bisoprolol Fumarate (Monotherapy)</b></li> <li>2. <b>Dapagliflozin Propanediol + Bisoprolol Fumarate (Fixed-Dose Combination)</b></li> </ol> <ul style="list-style-type: none"> <li>• Identified major competitors and brands for both molecules.</li> <li>• Analyzed retail pricing trends from <b>Feb to May 2025</b> using market intelligence tools and distributor inputs.</li> <li>• Compared price movements across various brands (including premium and generic versions).</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"> <li>• Applied principles from <b>Pharmaceutical Marketing Management</b> to assess how pricing influences product positioning in chronic therapy segments.</li> <li>• Used <b>Market Mapping</b> and <b>Competitor Benchmarking</b> tools discussed in class for practical brand comparison.</li> </ul>                                                                                                                                                                                                                                                               |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• Lack of real-time price tracking for new combinations in distributor systems.</li> <li>• Many companies do not update pricing in synchronized manner across geographies, making regional pricing inconsistent.</li> </ul>                                                                                                                                                                                                                                                                                                                                       |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>• Introduce a centralized <b>dashboard for monthly pricing updates</b> of all key therapeutic combinations.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                            |

5.8 Week no: 8      **From: 30/06/2025.....to 04/07/2025....**

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| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"> <li>Delivered a presentation on the molecule <b>Dapagliflozin</b>, covering its discovery, mechanism of action, clinical benefits, combinations, and current Indian market scenario.</li> <li>Conducted a thorough analysis of the complete presentation (PPT) and identified areas for elaboration and improvement.</li> <li>Initiated work on a <b>detailed Word document</b> report on Dapagliflozin, expanding on the information covered in the presentation with more in-depth insights, data, and references.</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"> <li>Applied principles from <b>Pharmaceutical Marketing, Brand Analysis, and Competitive Strategy</b> in organizing and presenting Dapagliflozin's brand landscape.</li> <li>Used <b>Pharma Product Management</b> techniques in evaluating label claims, LBL design, and visual aid strategies.</li> </ul>                                                                                                                                                                                                                     |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>Need for more physician-centric educational content regarding Dapagliflozin's unique value among combination therapies.</li> <li>Limited differentiation seen in some Dapagliflozin brands, leading to generic perception.</li> </ul>                                                                                                                                                                                                                                                                                       |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>Develop more <b>clinical outcome-driven content</b> in visual aids and marketing tools.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"> <li>Finalize and submit the <b>detailed Word document</b> report on Dapagliflozin.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## 5.9 Week no: 9

**From:** 07 July 2025 to 11 July 2025

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|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• I successfully completed my internship tenure at Mankind Pharma.</li><li>• Submitted the final project report and analysis data related to Dapagliflozin and its combinations to my mentor.</li><li>• Received constructive feedback on the work done, including brand analysis, market insights, pricing strategies, and packaging studies.</li><li>• Discussed future improvement areas, presentation enhancement, and how to sharpen product positioning skills.</li><li>• Finalized all deliverables as per mentor and organizational expectations.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>• Applied concepts from Product Management, Pharma Branding, Market Analysis, and Competitive Mapping.</li><li>• Used marketing theories such as STP (Segmentation, Targeting, Positioning), 4Ps, and data interpretation in practical product analysis.</li></ul>                                                                                                                                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• Limited availability of real-time physician prescription data made detailed segmentation difficult.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• Use digital tools like CRM dashboards and field force apps to improve real-time feedback flow.</li><li>• More structured frameworks for inter-team communication for faster execution.</li></ul>                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Internship completed. No further weekly activity planned.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

**Signature of the Student Akash Nashine**



**Approved by the IIHMR University's Mentor**

