

SUMMER INTERNSHIP REPORT

At

MANKIND PHARMA

From: 12 May 2025 to 19 July 2025

A REPORT BY:

Mansi Mahakalkar

Master of Business Administration

Pharmaceutical Management-16

IIHMR-U/02/2024-26/0668

2024-2026

Under Mentorship of

Dr. Himadri Sinha

Professor Provost, Dean-SDS



IIHMR University, Jaipur

11th Jul 2025

To,

Ms. Mansi Onkar Mahakalkar
IIHMR, Jaipur

To Whomsoever It May Concern

This is to certify that **Ms. Mansi Onkar Mahakalkar** has successfully completed her project in our “**Procure Division in Marketing**” with **Mankind Pharma Ltd.** from **13th May 25 to 11nd Jul 25.**

You been assigned following project:

* Understand the current prescribing trends in the Probiotics Market with a special focus on Bifidobacterium longum & to prepare a brand plan for Bifiota.

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 her training period.

We wish you all the best for future endeavors.

For Mankind Pharma Ltd.



Authorized Signatory



MANKIND PHARMA LTD.

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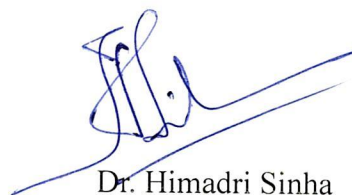
E-mail : contact@mankindpharma.com www.mankindpharma.com

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Mansi Onkar Mahakalkar** of academic year 2024-26 of **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

A handwritten signature in blue ink, appearing to read 'Dr. Himadri Sinha', with a long horizontal line extending to the right.

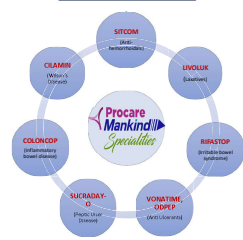
Dr. Himadri Sinha
Professor, Provost ,Dean-SDS

To understand the current prescribing trends in the Probiotics Market with a special focus on Bifidobacterium longum & to prepare a brand plan for Bifiota

MANKIND PHARMA

MANKIND SPECIALITIES

PRODUCT PORTFOLIO :



PROCARE

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.

Procure is the dedicated **Gastroenterology** division of Mankind Specialities. It focuses on offering advanced and specialized pharmaceutical solutions for gastrointestinal (GI) disorders.

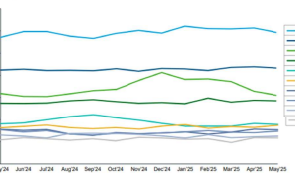
Procure Vision To become a MAJOR Player in the Gastrointestinal market by offering better solutions to Gastroenterologists for improved patient outcomes.

Procure Core Specialities : Gastroenterologists & General Surgeons

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.

Top Companies #1-10 Market Share Trend



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

SUPERGROUP	MONTH MARCH				MONTH MARCH				MONTH MARCH			
	Val	YoY	QoQ	Val	YoY	QoQ	Val	YoY	QoQ	Val	YoY	QoQ
TOTAL	2893	8%	2%	21861	8%	-62%	911	8%	3%	13231	8%	1%
CHD/HA	2048	13%	3%	20094	13%	2%	148	13%	3%	1408	17%	1%
ANTI-DIABETIC	1897	16%	43%	2239	16%	2%	127	16%	2%	1542	16%	6%
GASTRO	2048	13%	3%	20094	13%	2%	148	13%	3%	1408	17%	1%
ANTI-DIABETIC	1759	13%	2%	20711	8%	3%	77	13%	5%	923	12%	2%
PAIN	1848	7%	2%	18541	8%	-2%	35	2%	-4%	485	8%	1%
RESPIRATORY	1249	7%	2%	18427	3%	3%	73	8%	3%	841	0.4%	3%
HEALTHY	1493	8%	-61%	18339	8%	3%	72	7%	3%	917	8%	1%
NEURAL	1284	8%	3%	1831	10%	-2%	41	1%	-4%	188	3%	2%
NEURO-DO	1380	3%	1%	14884	9%	-02%	12	3%	2%	269	8%	1%
UROLOGY	481	17%	6%	1265	14%	4%	48	7%	3%	589	5%	3%

STRENGTHS

WEAKNESSES

- ✓ Rapid market growth of probiotics like Econorm, Bifiac.
- ✓ Strong awareness & usage in GI disorders like IBS.
- ✓ BIFIOTA breaks clutter in strain-specific, rifaximin formulation.
- ✓ It is a Synbiotic synergy with FOS for enhanced action.

- ✗ Lack of doctor education on strain-specific benefits, Bifiac.
- ✗ New brand with limited doctor recall.
- ✗ OTC misuse or irrational combinations in market.
- ✗ Storage issues with high-CFU multi-strains.

SWOT Analysis

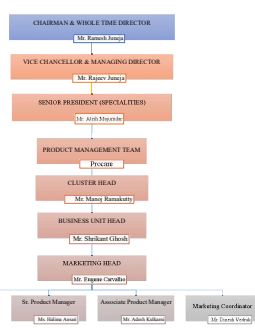
OPPORTUNITIES

THREATS

1. Rising awareness of gut health among public.
2. Bifiota is ideal for co-prescription with Rifaximin.
3. Targets gut-brain-liver axis in one formulation.
4. Educational campaigns to raise HCP awareness.

1. Major players have brand loyalty (e.g. Enterogermina).
1. Risk of ideal for co-prescription without proper promotion.
1. Doctors unaware of strain-specific advantages.

ORGANISATION STRUCTURE



MARKET ANALYSIS OF PROBIOTICS

- Total market of Probiotics : 2018 Crs
- Top 10 brands of Probiotics in the market

BRANDS	Sum of MAT APR-21	Sum of MAT APR-22	Sum of MAT APR-23	Sum of MAT APR-24	Sum of MAT APR-25	Sum of VAL GRTW MAT APR-21	Sum of VAL GRTW MAT APR-22	Sum of VAL GRTW MAT APR-23	Sum of VAL GRTW MAT APR-24	Sum of VAL GRTW MAT APR-25
ECONORM	105.7	137.8	145.3	109.5	218.7	184	5.9	163.5		
BIFIAC	89.5	79.2	92.3	104.4	118.3	14.8	16.5	13.1		
SPRILAC	47.4	60.2	84.7	87.9	118.3	7.71	40.5	3.8		
UBIAC	42.6	49.5	61.1	66.2	67.8	16.6	22.2	8.3		
BIFIOTA	44.5	44.2	48.5	33.4	63.6	5.1	8.9	10.0		
UL-3	32.8	48.0	50.5	51.0	59.7	11.0	17.3	5.6		
BIPFOL	38.6	42.1	45.9	45.7	51.1	9.1	8.9	-0.5		
LOBULIN	38.5	13.9	16.7	11.5	37.1	7.3	-15.6	88.0		
MYCABAC	35.4	23.5	26.4	31.5	36.3	43.4	12.2	12.8		

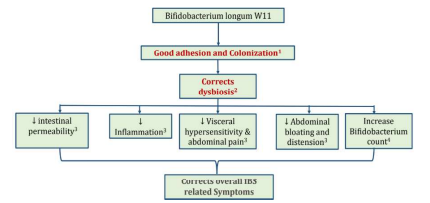
Study Overview

- o Title: Prescribing Trends in Probiotics with Focus on *Bifidobacterium longum*
 - o Duration: 13 May – 13 July 2025
 - o Specialities Interviewed: Gastroenterologists, Surgeons & Physicians
 - o Methodology: Questionnaire-based survey
- Key Findings**
- o IBS Cases: Most doctors use 8-10 IBS patients weekly
 - o Preferred Probiotics: Lactobacillus, Bifidobacterium, Saccharomyces, multi-strain
 - o Efficacy of B. longum: Rated moderately to highly effective for bloating & irregular bowel
 - o With Rifaximin: 70% doctors co-prescribe probiotics
 - o Rifaximin Resistance: 85% doctors favor a naturally resistant strain
 - o Gut-Brain Axis: Majority believe B. longum supports gut-brain health

Product Interview: BIFIOTA

- o Composition: Bifidobacterium longum W11 + FOS
- o Source: Human-origin strain (early GI colonizer)
- o Benefits:
 - Naturally Rifaximin-resistant
 - Produces Exopolysaccharides (EPSs) for better gut adherence
 - FOS acts as a prebiotic for beneficial gut flora
- o Clinical Impact:
 - 62.5% reduction in bloating
 - 94% relief from meteorism
- o Doctor Support: 85% favor co-prescription with Rifaximin

MOA of Bifiota



Promotion :

- 1. Visual Aids
- 2. Clinic posters and LBL's with clinical evidences and their outcomes.
- 3. Trial pack of Bifiota (sachets)

BIG IDEA :

- "Dual Action Therapy – Modulates the Gut, Restores the Balance"
- o Sample kits of Bifiota (sachets) with Rifaxipon (strips)
- o Plant saplings with small sachets of fertilisers.

THEORETICAL AND PRACTICAL UNDERSTANDING

Theoretical Exposure	Practical Exposure (Internship at Mankind Pharma)
Learned concepts of brand lifecycle, positioning and value proposition	Worked on Bifiota's brand plan, positioning strategy, and key messaging
Studied research methodologies, data collection tools, and consumer behavior	Conducted a market survey on prescribing trends in the probiotic segment
Understood promotional mix, segmentation, targeting, and communication strategy	Developed promotion plan for Bifiota including doctor inputs, product messaging & tools
Learned product launch strategies, lifecycle steps, and portfolio analysis	Analyzed Bifiota's place in the probiotic market and suggested enhancements
Studied pharma-specific marketing practices, Rx promotion, and regulatory aspects	Created doctor-focused promotional inputs like detailing aids and patient awareness tools
Learned SWOT, competitor benchmarking, and gap analysis	Analyzed competitors in the probiotic space and positioned Bifiota accordingly
Theories on prescriber and patient psychology in healthcare decisions	Interacted indirectly via survey to understand doctor preferences and habits

In IBS, disruptions in the gut-brain axis leads to changes in the gut microbiome — it needs **Synbiotic Synergy**

For Improving Gut Microbiome...

BIFIOTA Bifiota

Bifidobacterium longum W11 + 5 billion cells
Fructo-oligosaccharides ~ 2.5 g

Corrects gut dysbiosis
Reduces intestinal permeability
Reduces inflammation and bloating
Reduces visceral hypersensitivity and abdominal pain

Corrects overall IBS Related symptoms

One Sachet Daily after Meal

In Diarrhea predominant Irritable Bowel Syndrome (IBS-D)

Rifaxipon-550 400
Rifaximin 550mg/400mg 25mg/10mg sachets

The Master Modulator of Gut Flora

American College of Gastroenterology
Effective in reducing Global IBS symptoms, Bloating and Defecation urgency associated with IBS-D.

In IBS-D...

"Get Synbiotic Synergy with Rifaximin Compatibility."

BIFIOTA + Rifaxipon-550 400
Rifaximin 550mg/400mg 25mg/10mg sachets

The Master Modulator of Gut Flora

Challenges Faced During Internship

- Initially, there was a gap in practical knowledge, application, particularly in handling large datasets and creating complex Excel formulas.
- Some challenges in interpreting and analysing extensive market data and trends accurately.
- To incubate theoretical knowledge practically like creating brand strategies for medical products, SWOT Analysis, etc.

Major Learnings During Internship

- Gained hands-on-experience in combining market analysis with clinical insights
- Understood the importance of aligning field feedback with marketing strategy
- Learned how product positioning, pricing, and promotion influence prescription behavior
- Developed communication and analytical skills through real-world pharmaceutical exposure

Suggestions

- The overall workload and department operations at Mankind Pharmaceuticals Pvt. Ltd. were well-structured, efficient, and professionally managed
- The working environment was highly conducive to learning, and all processes were executed smoothly
- As interns, we gained valuable insights and had a fulfilling experience — hence, we do not have any specific suggestions for improvement

Compiled Reporting Format

Name of the Organization: Mankind Pharma

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

Name of the Student: Mansi Mahakalkar

Roll no: 0668

Stream: MBA in Pharmaceutical Management

Activity Done	9-Week Internship Experience – Product Management (Gastroenterology Division) – Focus on Bifiota (Probiotic Product) During my 9-week internship, I had the opportunity to work closely with the Product Management Team of the Gastroenterology division, with a specific focus on the probiotic product <i>Bifiota</i>, containing <i>Bifidobacterium longum</i>. The internship provided a comprehensive learning experience in pharmaceutical marketing, brand management, strategic planning, and market research. My key responsibilities and contributions included: 1. Understanding the Product Portfolio & Team Functioning • Gained in-depth exposure to the product portfolio within the Gastroenterology therapeutic area. • Observed the strategic role of the Product Management Team in the formulation and execution of marketing plans, including lifecycle management, stakeholder communication, and campaign implementation. 2. Secondary Research and Brand Planning • Conducted extensive secondary research on <i>Bifidobacterium longum</i>, focusing on its clinical relevance, mechanisms of action, strain-specific benefits, and synergy with <i>Fructooligosaccharides (FOS)</i>. • Compiled scientific literature and analyzed clinical data to support evidence-based brand positioning and promotional messaging. 3. Competitor Analysis and Market Mapping • Performed a detailed competitor analysis across pharmaceutical and nutraceutical segments.
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	• Mapped the probiotic market landscape, identifying key players, product offerings, market gaps, pricing strategies, and distribution channels. 4. SWOT Analysis & Brand Positioning • Carried out a SWOT analysis of <i>Bifiota</i> to identify internal strengths and external opportunities. • Contributed to refining the brand's unique selling propositions (USPs) based on the distinctive features of <i>Bifidobacterium longum</i> and its clinical benefits. • Assisted in developing targeted brand positioning strategies to differentiate <i>Bifiota</i> in a crowded probiotic market. 5. Marketing Collateral Design • Designed and iteratively revised visual aids and promotional materials to highlight the synergistic effects of <i>Bifidobacterium longum</i> with FOS. • Collaborated with the design and medical teams to ensure scientific accuracy, aesthetic appeal, and strategic alignment in marketing content. 6. Field Research and Stakeholder Feedback • Conducted structured surveys and qualitative interviews with healthcare professionals to assess their awareness, perception, prescribing behavior, and clinical feedback regarding <i>Bifiota</i>. • Synthesized field inputs into actionable insights for refining marketing strategies and improving brand reach. 7. Final Strategic Presentation • Compiled all research findings, market insights, and strategic proposals into a comprehensive presentation. • Delivered the final strategic presentation to the Product Management Team, outlining data-driven recommendations for enhancing <i>Bifiota</i>'s market performance and brand equity. This internship provided me with hands-on experience in pharmaceutical product management and deepened my understanding of probiotic therapies, market dynamics, and evidence-based marketing. It also honed my skills in research, communication, stakeholder engagement, and
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	cross-functional collaboration within a real-world business context.
Linking theory (Classroom learning) with practice at your organisation	Application of Pharmaceutical Marketing Concepts & Scientific Knowledge Throughout the internship, I actively applied foundational concepts of pharmaceutical marketing to develop and support strategic initiatives for <i>Bifiota</i>, a probiotic product containing <i>Bifidobacterium longum</i>. Key areas of application included: 1. Strategic Marketing Frameworks • Effectively utilized core marketing principles such as Segmentation, Targeting, and Positioning (STP) to identify ideal patient profiles and craft messaging aligned with the product's clinical value. • Conducted a comprehensive SWOT analysis to assess internal capabilities and external opportunities for <i>Bifiota</i>, which informed the development of targeted brand strategies. • Applied the 4Ps of marketing (Product, Price, Place, Promotion) to refine the product's value proposition, optimize communication channels, and enhance physician outreach. 2. Integration of Scientific and Academic Knowledge • Translated academic understanding of microbiology, probiotic taxonomy, and therapeutic mechanisms into actionable insights for the marketing and branding of <i>Bifidobacterium longum</i>. • Evaluated strain-specific benefits supported by clinical research to help differentiate <i>Bifiota</i> from competing probiotic products in both the pharmaceutical and nutraceutical segments. 3. Evidence-Based Communication & Feedback Analysis • Applied theoretical frameworks from coursework to design scientifically sound and visually engaging promotional materials, emphasizing the synergy between <i>Bifidobacterium longum</i> and Fructooligosaccharides (FOS). • Analyzed physician feedback collected through structured field surveys, incorporating both quantitative and qualitative data to assess the

	product's market reception, awareness levels, and perceived therapeutic efficacy. • Synthesized academic tools and real-world insights to contribute to strategic decisions on message framing, brand communication, and market engagement. This experience not only allowed me to bridge the gap between academic theory and industry practice but also reinforced the value of interdisciplinary thinking in healthcare marketing—where scientific rigor and strategic planning must work hand in hand to build credible, high-impact brands.
Gaps identified on the working area.	Challenges and Strategic Gaps Identified During the Internship During the internship, several key challenges emerged that impacted the effectiveness of marketing efforts for <i>Bifiota</i>. These insights were based on field interactions, secondary research, and internal team discussions: 1. Limited Availability of Field-Level Insights • One of the initial challenges encountered was the lack of comprehensive, real-time insights from the field. This made it difficult to dynamically adapt marketing strategies in response to evolving doctor preferences, patient feedback, or competitor activities. • The absence of consistent communication loops between the on-ground sales force and the Product Management Team created a delay in identifying regional challenges, doctor concerns, and unmet needs, particularly in Tier 2 and Tier 3 cities. 2. Lack of Structured CRM and Feedback Mechanisms • There was no centralized Customer Relationship Management (CRM) system in place to systematically capture and analyze interactions between medical representatives and healthcare professionals. • Additionally, post-detailing feedback mechanisms were either informal or underutilized, making it difficult to evaluate the effectiveness of visual aids,

	scientific messaging, and overall brand engagement. • This lack of structured tracking hindered the ability to refine marketing tactics based on performance data or adapt communication materials based on feedback trends. 3. Low Brand Awareness and Recall Among General Practitioners • Field surveys and feedback indicated low brand awareness and recall of <i>Bifiota</i> among general practitioners (GPs), especially in non-metropolitan and semi-urban regions. • While some specialists were familiar with <i>Bifidobacterium longum</i>, generalists demonstrated limited exposure to the product and its clinical advantages, which affected prescription uptake. • This gap highlighted the need for stronger educational initiatives, improved rep training for brand communication, and tailored campaigns to drive awareness across diverse geographies.
Suggestions for improvement	Strategic Recommendations for Enhancing Bifiota's Market Performance Based on the challenges observed and insights gathered during the internship, the following strategic recommendations are proposed to strengthen <i>Bifiota</i>'s positioning and drive brand growth: 1. Strengthen CRM Systems and Feedback Loops • Implement a structured Customer Relationship Management (CRM) platform to streamline the collection, organization, and analysis of doctor interactions. • Introduce standardized post-detailing feedback mechanisms to capture insights on the effectiveness of promotional tools, physician engagement, and brand communication. • Use this data to make informed, real-time strategy adjustments and support data-driven decision-making at the product management level. 2. Enhance Brand Recall Through CME and Engagement • Organize targeted Continuing Medical Education (CME) programs to educate healthcare

	professionals on the clinical benefits of <i>Bifidobacterium longum</i> and its role in gut health. • Supplement CMEs with interactive doctor engagement initiatives such as webinars, panel discussions, and peer-led case study presentations to build trust and familiarity with <i>Bifiota</i>. • Leverage key opinion leaders (KOLs) to advocate for the product and enhance its credibility within the medical community. 3. Adopt Zone-Specific Detailing Strategies • Develop region-specific marketing and detailing approaches to address variations in awareness, prescribing behavior, and competition across different geographic zones. • Equip the field force with localized data, tailored communication tools, and specific value messaging to better resonate with general practitioners in underserved regions. 4. Position Bifiota Through Clinical Storytelling • Shift brand communication from generic probiotic messaging to evidence-based clinical storytelling, highlighting strain-specific benefits, synergistic action with FOS, and patient-relevant outcomes. • Use real-world case studies, simplified mechanisms of action, and visual narratives to make the science behind <i>Bifiota</i> more relatable and memorable for physicians.
Key Learnings	Key Learnings and Takeaways • Acquired a comprehensive understanding of the probiotic market landscape and the nuances of marketing strategy execution within the pharmaceutical industry. • Gained experience in translating theoretical marketing and scientific concepts into actionable brand strategies that align with broader business objectives. • Developed key professional skills, including data collection and analysis, competitor benchmarking, visual communication design, and effective collaboration across cross-functional teams.

	• Learned how to leverage market insights and field-level feedback to support strategic decision-making within the product management function, enhancing responsiveness to real-world challenges and opportunities.
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Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Mankind Pharma

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

Name of the Student: Mansi Mahakalkar

Roll no: 0668

Stream: MBA in Pharmaceutical Management

Week no: 1 week

from: 13 May 2025 to 16 May 2025

Activity Done	• Learned about the product portfolio of the Gastroenterology division (ProCare). • Understood the role of the Product Management Team in planning and executing marketing strategies.
Linking theory (Classroom learning) with practice at your organization	• Applied knowledge of Pharma branding and communication in reviewing visual aids.
Gaps identified on the working area.	• Limited real-time market feedback from doctors is affecting timely updates in promotional strategies.
Suggestions for improvement	• Visual aid content can be made more evidence- based and interactive.
Plan for the next week	• Support the team in planning promotional campaigns for field execution.

Week no: 2 From:19 May 2025 to 24 May 2025

Activity Done	In this week, I started working on the brand plan project focused on a bacterial product assigned by the Product Management Team. Key activities included: • Conducted secondary research on bacteria-based products, especially probiotic and antibiotic segments, relevant to human health. • Studied the current product assigned, its composition, therapeutic applications, target indications, and competitive advantages. • Explored the historical development and evolution of similar bacterial products in the Indian and global markets. • Identified and documented competitor brands and substitutes, along with their market positioning, price range, and formulation types.
Linking theory (Classroom learning) with practice at your organisation	I utilized core concepts from Pharmaceutical Marketing. Understanding bacterial strains and their therapeutic use was linked with classroom learnings about drug action, target diseases, and patient compliance. Brand planning frameworks taught in class helped structure my practical analysis of the bacterial product.
Gaps identified on the working area.	Insufficient visibility into competitor marketing strategies at field level.
Suggestions for improvement	Conduct direct interviews or gather insights from the field force to understand prescriber behaviour.
Plan for the next week	Begin working on positioning statements and promotional messaging.

Week no: 3 From: 25 May 2025 to 31 May 2025

Activity Done	• Conducted a detailed market and competitor analysis of Bifidobacterium longum as a probiotic ingredient. • Studied the probiotic market size, growth rate, and leading brands using secondary sources. Identified key players in the Indian probiotic market (pharma + nutraceutical).
Linking theory (Classroom learning) with practice at your organisation	Applied concepts from Competitive Analysis, Brand Strategy , and Therapeutic Segmentation .
Gaps identified on the working area.	Lack of brand awareness in the probiotic category among general physicians.
Suggestions for improvement	Emphasize strain-specific benefits and clinical evidence in marketing content.
Plan for the next week	Conduct SWOT analysis of top competitors and build a positioning chart.

Week no: 4

From: 1 JUN 2025 to 7 JUN 2025

Activity Done	Conducted SWOT analysis of leading competitors in the Indian probiotic market. Analysed brand positioning strategies of top probiotic products across pharma and nutraceutical categories. Drafted multiple positioning lines based on unique strain benefits (gut-liver-brain axis, immune modulation, etc.).
Linking theory (Classroom learning) with practice at your organisation	Applied Brand Positioning Framework and Segmentation-Targeting-Positioning (STP) strategy.
Gaps identified on the working area.	• Existing probiotic brands use general claims—lack of targeted positioning for condition-specific • benefits.
Suggestions for improvement	• Develop a synbiotic synergy story—combining Bifidobacterium longum W11 with prebiotics in a unique narrative. • Highlight the triple-action approach on gut, liver, and brain health for differential positioning.
Plan for the next week	Finalize and validate the most suitable positioning line with the product team.

Week no: 5: From: 9 JUN 2025 to 14 JUN 2025

Activity Done	Initiated the development of unique positioning lines highlighting the synergy between Bifidobacterium longum and FOS. Explored clinical evidence supporting immune modulation, gut barrier integrity, and prebiotic benefits.
Linking theory (Classroom learning) with practice at your organisation	Integrated concepts of Combination Product Marketing and STP strategy to sharpen positioning.
Gaps identified on the working area.	• Many synbiotic competitors fail to clearly communicate the synergistic mechanism of probiotics with prebiotics. • mostly competitors claim on general gut health instead of highlighting specific clinical advantages.
Suggestions for improvement	• Use visual storytelling of gut flora balance and immune protection in promotional materials. • Focus on scientific storytelling combined with relatable analogies for easy HCP recall.
Plan for the next week	Develop draft versions of visual aid concepts for Bifiota. Conduct feedback sessions with internal marketing teams and field force regarding messaging clarity and impact.

Week no:6:

From:16 JUN 2025 to 21 JUN 2025

Activity Done	Finalized the revised visual aid design for Bifiota incorporating feedback from product managers. Collected key marketing materials and performance data of competitor probiotic brands for comparative analysis.
Linking theory (Classroom learning) with practice at your organisation	Applied concepts of strategic brand planning and competitor mapping to create the framework for final report.
Gaps identified on the working area.	Lack of structured feedback mechanisms regarding visual aid effectiveness in real-world settings.
Suggestions for improvement	Companies can build measurable objectives (KPIs) to track promotional material performance.
Plan for the next week	To do doctor survey of gastroenterologists for gaining the insights on the product.

Week no: 7 From 23 JUN 2025 to 28 JUN 2025

Activity Done	Finalized the revised visual aid design for Bifiota incorporating feedback from product managers. Collected key marketing materials and performance data of competitor probiotic brands for comparative analysis.
Linking theory (Classroom learning) with practice at your organisation	Applied concepts of strategic brand planning and competitor mapping to create the framework for final report.
Gaps identified on the working area.	Lack of structured feedback mechanisms regarding visual aid effectiveness in real-world settings.
Suggestions for improvement	Companies can build measurable objectives (KPIs) to track promotional material performance.
Plan for the next week	To do doctor survey of gastroenterologists for gaining the insights on the product.

Week no: 8. From 30 JUN 2025 to 5 JUL 2025

Activity Done	• Conducted fieldwork by taking a structured survey of doctors (gastroenterologists and general physicians) regarding awareness, perception, and prescribing trends of probiotics, especially Bifiota. • Collected qualitative insights on the product. • Started analyzing the feedback to identify key promotional angles and unmet needs in probiotic therapy.
Linking theory (Classroom learning) with practice at your organisation	Applied primary market research methods and tools learned during coursework to develop the survey.
Gaps identified on the working area.	• Inadequate awareness of the synergistic benefits of Bifidobacterium longum with FOS among general practitioners.
Suggestions for improvement	• Enhance doctor engagement through CME initiatives and brand recall programs. • Emphasize evidence-based benefits of FOS and gut flora support in promotional messages.
Plan for the next week	• Complete final presentation draft incorporating primary and secondary research insights. Develop strategic recommendations for Bifiota based on field learnings.

Week no: 9 From-7 JULY 2025 to 12 JULY 2025

Activity Done	• Completed and submitted the final internship PowerPoint presentation to the industry mentor. • Delivered the final presentation to the product management team covering Bifiota's brand strategy, market analysis, field insights, and promotional recommendations. Integrated feedback from mentor to refine final conclusions.
Linking theory (Classroom learning) with practice at your organisation	Used strategic frameworks (SWOT, 4Ps, STP) and marketing concepts from coursework in the final presentation.
Gaps identified on the working area.	• Need for stronger follow-up mechanisms post-product detailing to capture physician engagement data.
Suggestions for improvement	• Incorporate CRM tools for tracking doctor responses and feedback. • Customize promotional strategies based on patient preferences.
Plan for the next week	No further activities planned as this was my last week of internship in Mankind.

Signature of the Student

Approved by the IIHMR University's Mentor