

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited



From 12 May 2025 to 21 July 2025

A REPORT BY

Kripa Saran Shrivastava

Master of Business Administration

Pharmaceutical Management

Roll no: 0660

2024-26

under the Mentorship of

Dr. Ashok Peepliwal

Professor





Certificate of Recognition



This is to certify that
Mr. KRIPA SARAN SHRIVASTAVA
of 2024 - 2026 (batch) of IIHMR University
has effectively learnt, performed and completed
his Summer Training Project with Micro Labs
Ltd. from May 2025 to July 2025

We appreciate his active participation, conduct,
mannerism and timely deliverables.

This certificate is being issued to meet the
requirement of the University.



A handwritten signature in blue ink.

Tavinder Jit Singh Vasudeva
President & CBO

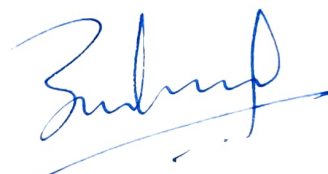
Date : 21-7-2025

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Kripa Saran Shrivastava** of academic year 2024-26 of **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 'Ashok', with a long horizontal stroke extending to the right.

Dr. Ashok Peepliwal

Professor

Micro Labs Ltd

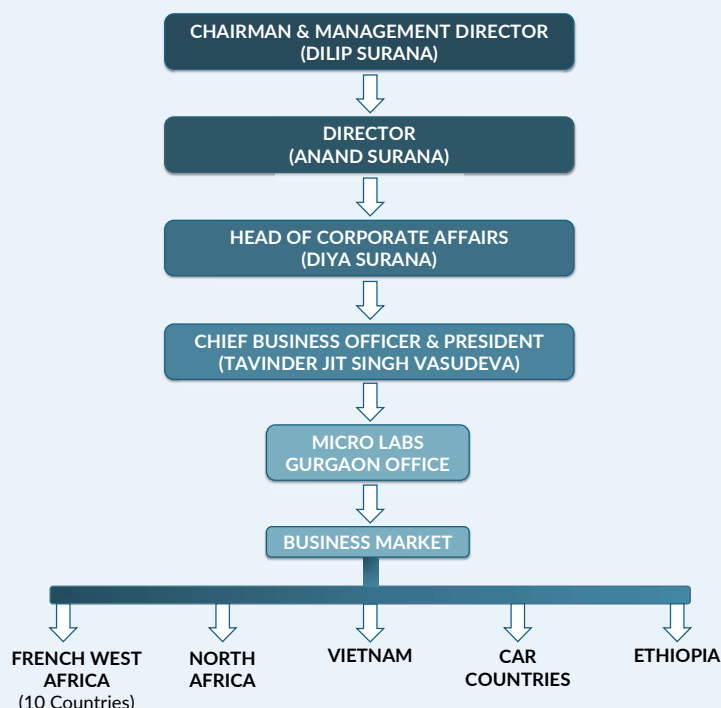
- Micro Labs Limited** is a leading Indian pharmaceutical company founded in 1973 by visionary entrepreneur **Mr. G.C. Surana**. The organization has built a reputation for delivering high-quality, affordable medicines that cater to both domestic and international healthcare markets. Over the decades, Micro Labs has transformed from a modest venture into a diversified pharmaceutical powerhouse with a strong presence in over 50 countries, including regulated markets like the **United States, United Kingdom**, and parts of **Europe, Asia, and Africa**.
- The company is known for its **broad therapeutic portfolio**, covering key segments such as **cardiology, diabetology, neurology, anti-infectives, ophthalmology**, and **dermatology**. One of the company's most recognizable contributions to Indian healthcare is the paracetamol brand **Dolo-650**, which became a household name, especially during the COVID-19 pandemic due to its reliability and effectiveness.

Vision & Values

The key elements which laid the foundation of Micro Labs are:

- Quality:** Quality is the driving force behind all its endeavours.
- Ethics:** Micro Labs operate with utmost integrity, adhering to the best practices of governance and principles of ethics in majority business segments including, Manufacturing, R&D, HCP Engagement, Patient Education and Logistics.
- Respect for People:** Micro Labs consistently recognize unique perspectives that each individual brings to the table and aim to foster a culture of inclusivity and collaboration.

Organization Structure



Theoretical Understanding vs Practical Exposure

- | IIHMR University (Theory) | Micro Labs Ltd. Internship (Practice) |
|--|---|
| Classroom lectures, case studies | Field surveys, brand plan projects (Solifenacin, Apixaban). |
| Gained conceptual understanding of pharma marketing & strategies. | Applied strategies in real projects with timelines and targets. |
| Understanding of strategic analysis tools like SWOT, PESTLE and SMART analysis | Practical implication while formulating brand plan |
| Strong theoretical base in pharma business models. | Practical skills in research, brand development, and execution. |

Product Profile

Parameter	Details
Brand Name	Apiklot
Molecule Name	Apixaban
Therapeutic Class	Anticoagulant (DOAC – Direct Oral Anticoagulant)
Mechanism of Action	Selective, reversible Factor Xa inhibitor – prevents thrombin formation
Indications	- Stroke prevention in NVAf - DVT & PE treatment and recurrence - DVT prophylaxis in hip/knee surgery
Available Strengths	2.5 mg, 5 mg
Pack Sizes	- 10's (Blister strip) - 30's (Monthly compliance pack)



Protect your Heart from Heart Attack & Strokes...

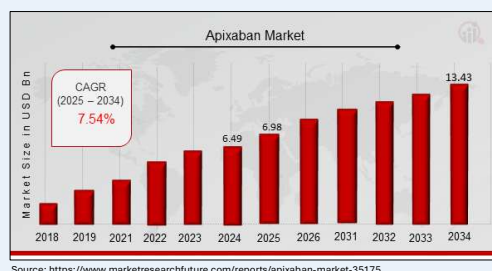
APIKLOT

2.5mg/5mg Film Coated Tablets

INDICATION • Prevent & treats clot formation in the veins of your legs, and heart

Apiklot is indicated for reducing the risk of Stroke and Systemic Embolism in patients who have non-valvular atrial fibrillation, prophylaxis of deep vein thrombosis (DVT) leading to pulmonary embolism (PE) in patients after hip or knee replacement surgery and DVT and PE to reduce ...after expiry of patent...

Market Analysis - Apixaban



As per MRFR analysis, the Apixaban Market Size was estimated at 6.49 (USD Billion) in 2024.

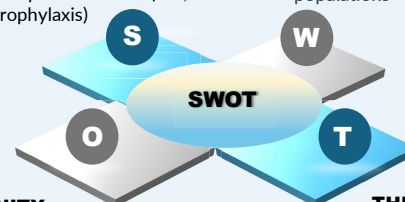
7.54% is the expected CAGR during the forecast period (2025 – 2034)

STRENGTH

- Clinically proven superior safety vs. warfarin
- No routine monitoring required
- Predictable pharmacokinetics and fixed dosing
- Approved for multiple indications (AF, DVT, PE, VTE prophylaxis)

WEAKNESS

- Twice-daily dosing may impact adherence
- Renal dose adjustment needed in certain populations
- Limited data in some special populations



OPPORTUNITY

- Expanding use in new patient populations
- Patent expiry in some regions opens room for generic versions

THREATS

- Competition from other NOSCs
- Patent expiry leading to market share erosion
- Pricing pressure and reimbursement issues in low-income markets
- Concerns about bleeding risk in elderly or comorbid patients

Learnings

- Built an understanding of brand plan formulation, corporate etiquettes, and financial parameters
- Less is more:** During weekly sessions, my industry mentor always emphasized clarity of concepts over quantity

Challenges

- While preparing the brand plan, data availability and reliability were major challenges
- Managing multiple projects under tight deadlines

Suggestions

- More practical and less monotonous tasks may be assigned for continuous learning & development
- Should focus on facilitating on-ground exposure or field team interactions.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Ltd.

Area/ Department/ Project of Summer Internship Program: Brand Management Intern

Name of the Student: Kripa Saran Shrivastava

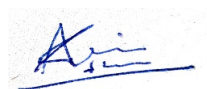
Roll no: 0660

Stream: Pharmaceutical Management

Week no: 1 From: 12/05/2025 to 17/05/2025

Activity Done	Completed a self SWOT analysis and explored how to build a personal brand. Also learned about corporate etiquettes, netiquettes, and the role of body language in professional settings.
Linking theory (Classroom learning) with practice at your organisation	The organization integrates experiential pedagogy, constructivist collaboration and self-assessment tools like SWOT analysis to bridge theoretical learning with practical application.
Gaps identified on the working area.	Some gaps found include less regular feedback and limited use of reflection after learning.
Suggestions for improvement	To the best of my knowledge apart from regular feedback sessions, no other improvements are needed.
Plan for the next week	Pharmacy survey will be conducted based on the assigned molecule.

Signature of the Student



Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

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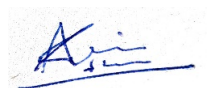
Roll no: 0660

Stream: Pharmaceutical Management

Week no: 2 From: 19/05/2025 to 24/05/2025

Activity Done	- Engaged in a pharmacy survey of the assigned molecule – Solifenacin. - Several aspects such as No. of brands available, competitor brand molecule, No of Rx for the molecule, etc were covered.
Linking theory (Classroom learning) with practice at your organisation	This pharmacy survey helped me in understanding current market trends for the assigned molecule.
Gaps identified on the working area.	Some gaps found include lack of clarity in the survey questionnaire items.
Suggestions for improvement	To the best of my knowledge apart from lack of clarity in survey, and instructions related to the same, no other improvements are needed.
Plan for the next week	Yet to know, will be decided on monday.

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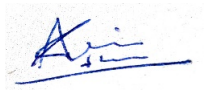
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Stream: Pharmaceutical Management

Week no: 3 From: 26/05/2025 to 31/05/2025

Activity Done	• Understood market campaigns via pharmacy survey (molecule-specific). • Studied branding vs. marketing differences. • Explored pre-launch business development steps. • Learnt about therapy/molecule switchovers. • Reviewed "21 Evergreen Skills" and reflected on past year's skill development.
Linking theory (Classroom learning) with practice at your organisation	• Applied marketing and branding concepts from class to real field tasks. • Pre-launch BD matched with pharma product management learnings. • Skill reflection aligned with classroom sessions on soft skill development.
Gaps identified on the working area.	• Limited pharmacy awareness about new products. • Overlap in branding and marketing understanding.
Suggestions for improvement	• Clearer branding-marketing coordination. • Business Development Steps can be explained by BD personnel for better understanding.
Plan for the next week	• Yet to know, will be decided on next session.

Signature of the Student

A handwritten signature in blue ink, appearing to be 'Ari', with a horizontal line underneath.

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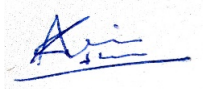
Roll no: 0660

Stream: Pharmaceutical Management

Week no: 4 From: 02/06/2025 to 07/06/2025

Activity Done	• Prepared a comprehensive Brand Plan for the molecule Apixaban. • Conducted detailed PESTLE analysis of the Apixaban market. • Studied and summarized the importance of body language and table manners in professional and corporate settings.
Linking theory (Classroom learning) with practice at your organisation	• Applied strategic marketing concepts and PESTLE framework from classroom discussions to the real-time analysis of Apixaban. • Integrated communication skills training with the development of soft skill modules on body language and table manners for professional settings.
Gaps identified on the working area.	• Limited access to updated real-time market data delayed the competitive analysis. • The organization lacked a standardized framework which made the process time-consuming and inconsistent.
Suggestions for improvement	• Recommend conducting short training workshops on corporate etiquette and effective communication. • No clear guidelines, format and prior tutorial for preparing brand plan was given
Plan for the next week	• Yet to know, will be decided on next session.

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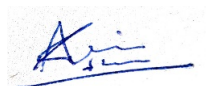
Stream: Pharmaceutical Management

Week no: 5 From: 09/06/2025 to 14/06/2025

Activity Done	• Understood the Essentials of a Business Presentation including structure, delivery, and impactful communication. • Explored the importance of colour psychology in LBLs (Leave Behind Literatures), Visual Aids, and packaging design, emphasizing how colours influence prescriber perception and patient appeal. • Learned about various Business Development strategies employed pre-launch in pharmaceutical marketing. • Attended a masterclass by Mdm. Shailja Dwivedi Pathak on <i>"Significance of Digital Marketing in Pharmaceutical Industry"</i>, gaining insights into current trends, customer engagement tools, and metrics. • Understood organizational Code of Ethics and its role in maintaining integrity in professional practices.
Linking theory (Classroom learning) with practice at your organisation	• Applied presentation skills from Communication for Managers in understanding how professionals create and deliver impactful brand and sales presentations. • Connected learnings from Pharmaceutical Marketing Management to real-world design decisions in LBLs and packaging. • Integrated concepts of Ethics and Compliance with the company's professional code of conduct. • Understood the practical relevance of Digital Marketing lectures through the industry expert session.

Gaps identified on the working area.	• Lack of proper guidance in developing technical skills such as digital marketing tools and data analysis. • Repetitive assignments with limited scope for applying creative or strategic thinking.
Suggestions for improvement	• Organize structured training sessions or mentorship programs to improve technical skills in areas like data analytics and digital marketing platforms. • Introduce more diversified and project-based assignments that encourage strategic thinking, innovation, and cross-functional learning, rather than repetitive routine tasks.
Plan for the next week	• Yet to know, will be decided on next session.

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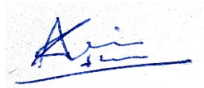
Stream: Pharmaceutical Management

Week no: 6 From: 16/06/2025 to 21/06/2025

Activity Done	• In the session, analysing IQVIA and Pharmarack reports was taught for understanding molecule trends and market insights. • Practiced business presentation and interview preparation. • Gained understanding of key components of a brand plan: demographics, PESTEL, disease prevalence, SWOT, retail insights, therapy switchovers, brand positioning, and branding elements like name and logo.
Linking theory (Classroom learning) with practice at your organisation	• Understood the real-world application of concepts like SWOT, PESTEL, segmentation, and consumer behaviour. • Observed how data interpretation supports decision-making in brand planning.
Gaps identified on the working area.	• Limited exposure to hands-on data analysis tools. • Need for more practical exercises to reinforce session learnings.
Suggestions for improvement	• Introduce a brief induction on reading IQVIA/Pharmarack reports with case examples. • Encourage collaborative data interpretation sessions among interns and brand team. • Include regular practice slots or mock presentations as part of weekly reviews.
Plan for the next week	Prepare assignments on: • Competitive intelligence • Role of artificial intelligence in pharma marketing • Significance of visual aids and LBLs • Distribution strategy and various distribution channels

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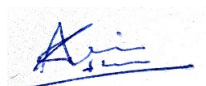
Stream: Pharmaceutical Management

Week no: 7 **From:** 23/06/2025 to 28/06/2025

Activity Done	Completed and submitted assignments on: • Competitive Intelligence: Analysis of tools, frameworks, and the role of CI in pharmaceutical market strategy. • Artificial Intelligence in Pharmaceuticals: Covered AI applications in R&D, drug trials, marketing, and ethical concerns. • Significance of Visual Aids and LBLs: Explored branding strategies, visual storytelling, and regulatory design elements. • Distribution Strategy: Covered various pharma distribution channels including traditional, institutional, and digital models.
Linking theory (Classroom learning) with practice at your organisation	• Concepts from Strategic Marketing and Market Analysis helped structure the CI assignment with a practical lens. • Learnings from Digital Health and AI in Pharma modules were directly applied in developing the AI assignment. • Classroom discussion on Doctor Engagement Tools aided in critically evaluating the effectiveness of visual aids and LBLs. • Case studies on Channel Management and Supply Chain during coursework helped develop a comparative view in the distribution strategy assignment.

Gaps identified on the working area.	• Assignments felt monotonous and repetitive, with limited variation in structure or task style. • Minimal exposure to real-world creative and commercial perspectives (e.g., doctor feedback or market impact data).
Suggestions for improvement	• Introducing mock dashboards or simulated CI reports would enhance understanding. • Exposure to real visual aid critiques or doctor feedback could bridge the gap between theory and HCP expectations. • A virtual/recorded session with logistics managers could deepen understanding of distribution pain points and adaptability.
Plan for the next week	Prepare assignments on: • Significance of demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan

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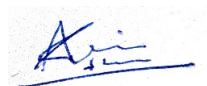
Stream: Pharmaceutical Management

Week no: 8 From: 30/06/2025 to 05/07/2025

Activity Done	Prepared detailed assignments on the following topics with direct reference to my apixaban molecule-based brand "Apiklot": • Significance of Demographics in pharmaceutical marketing. • Neuromarketing elements such as colour psychology, patient engagement, and sensory branding. • Key Financial Parameters including ROI, EBITDA, and Break-even Analysis relevant to Apiklot's performance. • Techniques and structure for handling Q&A during brand presentations, focusing on confidence, data backup, and countering competition. In addition to these assignments, I also attended a masterclass on financial parameters to brush up key financial concepts.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom learning of market segmentation and target population (from Marketing Management) to analyse the demographic targeting of Apiklot. • Utilized principles from Consumer Behaviour and Neuromarketing classes to propose color-coded visual aids and emotional appeal strategies. • Integrated Financial Management tools to calculate essential KPIs for brand performance analysis. • Followed Business Communication techniques to craft a structured Q&A strategy that can support field managers during product detailing or CMEs.

Gaps identified on the working area.	• Less clarity on how financial terms are applied in actual brand plans. • It was not clearly explained which parameters or points were more important, making it difficult to prioritize.
Suggestions for improvement	• Encourage practice Q&A mock sessions. • A more detailed explanation of key concepts like demographics and neuromarketing can be provided, as only a brief overview was given during task discussions.
Plan for the next week	Prepare assignments on: • Types of contracts for employment in India • People planning / management strategies • KPI for employee appraisal • Talent / manpower management • Building positive competition in team as a manager / team lead • Business negotiations

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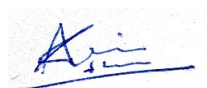
Stream: Pharmaceutical Management

Week no: 9 From: 07/07/2025 to 12/07/2025

Activity Done	• Studied and analysed various employment contract types applicable in the Indian context. • Explored people planning and management strategies, including manpower forecasting and succession planning. • Learned the importance and structure of KPIs for employee performance appraisal. • Understood talent and manpower management techniques and their impact on productivity. • Explored methods to build positive team competition as a team lead or manager. • Underwent a brief on business negotiation strategies, including preparation and closure techniques. • Attended a session delivered by Mdm. Kusuma Devi who is Vice President – Regulatory Affairs in Micro Labs on the topic “The Pivotal Role of Regulatory Compliance in the Global Pharma Markets”
Linking theory (Classroom learning) with practice at your organisation	• Concepts from HRM and OB subjects were directly connected to people planning, appraisals, and performance management frameworks. • Key concepts from the module – Regulatory Environment for Pharma Business, really helped to connect and correlate various concepts during the session. • Business communication and negotiation theories were correlated with real-life pharma marketing deal negotiations.

Gaps identified on the working area.	• Some assignments offered only a brief overview instead of deep implementation-focused content. • There was limited clarity on how KPIs are selected and customized for different roles. • As a student, understanding of priority in execution (i.e., which strategy is most relevant or urgent) was not clearly outlined in tasks.
Suggestions for improvement	• Provide more detailed training sessions or case discussions on negotiation strategies with pharma-specific examples. • interactive sessions or mentorship to discuss role-specific contract clauses and implications. • Consider offering detailed sessions or interactions with HR managers to bridge practical and academic perspectives.
Plan for the next week	Prepare assignments by correlating OTC brands on: • Brand naming • Advertising and brand promotion • Target positioning • Communication Channels (Digital and Physical) • Content and communication planning • Ethics and regulation in advertisements • Barriers and Key issues in advertising

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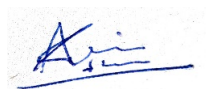
Stream: Pharmaceutical Management

Week no: 10 From: 14/07/2025 to 19/07/2025

Activity Done	During the week, I worked on preparing detailed assignments covering key marketing communication elements for OTC brands. The topics included: • Brand Naming • Advertising and Brand Promotion • Target Positioning • Communication Channels (Digital and Physical) • Content and Communication Planning • Ethics and Regulation in Advertisements • Barriers and Key Issues in Advertising These topics were studied with reference to OTC brands like Sensodyne, Volini, and Softovac in rotation to understand different branding approaches.
Linking theory (Classroom learning) with practice at your organisation	• Applied theoretical knowledge of branding strategies and consumer psychology while analysing real-world OTC products. • Concepts of STP (Segmentation, Targeting, Positioning) and 4Ps of Marketing were practically observed and evaluated. • Learned how digital and physical communication channels are integrated into OTC brand strategies. • The role of regulatory bodies like ASCI and their relevance in real brand campaigns was explored through ethics related assignments.

Gaps identified on the working area.	• Brief overviews were often provided in the brand's communication, without clear prioritization of which messaging parameter is most important • The assignments were theoretical in nature and lacked hands-on exposure to live marketing campaigns.
Suggestions for improvement	• Include practical exposure by reviewing live OTC campaigns or working directly with the field team.
Plan for the next week	• Prepare the aggregate report summarizing all weekly reports, internship activities, learnings, and outcomes. • Start working on the poster presentation for the final summer internship evaluation.

Signature of the Student



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Compiled Reporting Format

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Area/ Department/ Project of Summer Internship Program:

Brand management Intern

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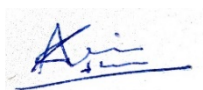
Roll no: 0660

Stream: Pharmaceutical Management

Activity Done	The activities which I undertook during this Internship programme can be broadly divided into two categories. 1. Personal Development • This includes all the activities which contributed to my personal growth which includes polishing my professional skills, understanding corporate etiquette and netiquette, SWOT analysis of self, importance of body language and table manners and 21 evergreen skills. • Alongside these activities, weekly sessions with my industry mentor really helped me develop clarity of concepts and improved my communication skills. 2. Business Development • This comprises activities which contributed to my individual learning and professional growth. I was involved in conducting pharmacy survey for the molecule “solifenacin” and further I formulated a brand plan for my brand “Apiklot” which is based on Apixaban molecule. This activity really helped me to understand recent trends, current scenario and future prospects of apixaban based brands. In addition to this I also applied various tools like SWOT, PESTLE and SMART analysis while preparing this brand plan. • Furthermore, I became acquainted with multiple facets of marketing and business like Therapy Switchovers, Neuromarketing, Significance of Demographics and Importance of colors in Visual Aids, LBL and Packs Designs.
Linking theory (Classroom learning) with practice at your organization	• During my internship at Micro Labs Ltd., I had the opportunity to bridge the gap between theoretical concepts learned in the classroom and their practical applications in a real-world. The underlying knowledge gained from academic courses like marketing management, pharmaceutical brand planning, and financial Management was immediately useful for tasks like creating brand plans, carrying out market research. Working on the Apixaban (Apiklot) brand plan allowed for the practical

	application of concepts like SWOT Analysis, Target Positioning, and PESTLE Framework, and Marketing Mix which strengthened classroom lessons through practical application.
Gaps identified on the working area.	While working on various assignments, a few gaps were observed: • Data Reliability & Accessibility: Accessing updated and authentic secondary data for market analysis was a challenge, often leading to delays in decision-making processes. • Theoretical and Monotonous Assignments: Certain tasks, especially those involving extensive data compilation, felt overly theoretical and monotonous. These assignments lacked practical exposure and hands-on analytical engagement, which sometimes led to reduced learning enthusiasm. • There were times when the expectations and goals of the tasks that were given were not communicated clearly. Sometimes this led to misunderstandings, revisions, or delays in achieving the intended results.
Suggestions for improvement	• Rather than restricting assignments to theoretical or data-entry work, more emphasis should be given on real-world, hands-on projects that promote critical thinking and strategic decision-making. • Organizing structured tutorial sessions, led by Brand Managers, to walk interns through real-time brand planning processes. These sessions will provide deeper insights into how theoretical frameworks are applied in actual market scenarios. • Clearly define the objectives, expected outcomes, and relevance of each assignment at the beginning, to minimize confusion and ensure better alignment.
Key Learnings	My experience as an intern has been enlightening and rewarding, with several important lessons learned: • Recognizing the significance of making decisions based on data in pharmaceutical marketing. • Developing skills in brand planning, market research, strategic communication. • Gaining knowledge of time management, teamwork, and business etiquette. • Recognizing the difficulties in connecting theoretical models with real-world situations. • Improving problem-solving skills by filling in gaps in real time and making practical suggestions.

Signature of the Student



Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 pages excluding the weekly reports and poster