

SUMMER INTERNSHIP PROGRAM

at

Mankind Pharma LTD.

12th of May 2025 – 25th of July 2025

A REPORT BY

Kaneriya Jyot Jayendrabhai

Master of Business Administration

MBA – Pharmaceutical Management

Roll no - 0658

2024-26

Under the Mentorship of

Dr. Goutam Sadhu

Professor

IIHMR UNIVERSITY, JAIPUR



31-July -2025

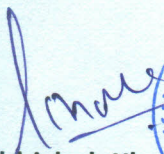
To Whomsoever It May Concern

This is to certify that **Mr. Kaneriya Jyot Jayendrabhai** student of MBA Pharmaceutical Management from **IIHMR University Jaipur** has successfully completed his training program with **Mankind Pharma Ltd.** in PMT Department from **13th May 2025 to 25th July 2025**.

He was found to be diligent, sincere & dedicated during his training period.

We wish him all the best for future endeavors.

For Mankind Pharma Ltd.



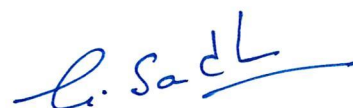

Abhishek Khare
DGM - Human Resources

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Kaneriya Jyot Jayendrabhai** 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, reading 'G. Sadhu' with a stylized flourish at the end.

Dr. Goutam Sadhu

Professor

Mankind Pharma LTD.

Mankind Pharma LTD. is the 4th Largest company in india, founded in 1995 with a vision to provide world-class healthcare at affordable prices. The headquarter is in New Delhi, the company has rapidly grown to become a global pharmaceutical player, with a wide range of therapeutic segments including Antibiotics, GI, Cardiovascular, Dermal and Liver care.

VISION

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

MISSION

To be an innovative and research focused healthcare company, most admired for its Quality, Affordability and Accessibility.

ORGANOGRAM

Chairman

MD & Vice Chairman

CEO/COO/CFO/CTO/Board Members

Brand Managers/Sales Head

Product Managers/NSM

Product Executives/ZSM/ASM

Medical Representatives

Strong Domestic Presence
Wide Product Portfolio
Cost Effective Products

S W

Low International FootPrint
Brand Perception as low
Cost Player
Limited Focus on R&D

Regulatory Challenges
Fluction in Raw Material Prices
Intense Market Competition

T O

Expantiion in International Market
Groth in Chronic Therapies
Rising Demand of Affordable Healthcare

SO Strategies

- Use cost-effective manufacturing to expand in price-sensitive global markets.
- Leverage wide domestic reach to launch chronic care therapies in tier-2/3 cities

ST Strategies

- Offer value-based products to counteract government price caps.
- Maintain low-cost operations to absorb raw material price hikes.

TOWS Analysis

WO Strategies

- Invest in R&D innovation to grow in high-potential chronic disease segments.
- Improve brand image by digital marketing and HCP engagement.

WT Strategies

- Strengthen regulatory compliance systems to reduce litigation risk.
- Enhance global alliances or partnerships to increase innovation and presence.

Project Description



Made list of doctors (Gastroenterologist, MS General Surgeon, MD Medicine & Relevant Consultant).



Meeting & explaining about the FILI project & moto behind the project.



Convince them to fill the survey & ask them questions related to the NAFLD/MAFLD disease.



Try to take the suggestions about the diagnosis, treatment & medications used for the liver disease.

- Successfully interacted with 273 doctors to complete surveys on NAFLD/MAFLD. While also gaining valuable insights into the key factors influencing their prescribing decisions for various molecules.

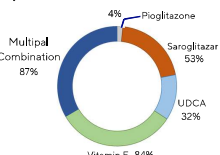


Figure - 1. Molecule Analysis of Market Research; n=273



Theoretical vs. Practical Understanding

Practical Exposure

- Market Research at on field for NAFLD/MAFLD & Products of Mankind.
- Molecule analysis and Key Competitors findings on real pharma mmarket.
- Analyse the Doctors persepction on Liver Disease.

Theoretical Exposoure

- Learn core Marketing and Sales concepts.
- Strategies for the making influence of our brand & creat brand image.
- Learn pharmacology and stages of NAFLD/MAFLD Liver Disease.

Learning Outcomes:

- Competitive Analysis
- Pharma Sales Forecasting
- Communication Skills Improvements.
- Presentation Skills enhancement.

Challenges Faced During Internship:

- To convince the Doctors for fill the survey.
- Travelling and Waiting Time for meeting with them.
- Handling of the situation with incomplete knowledge.

Suggestions

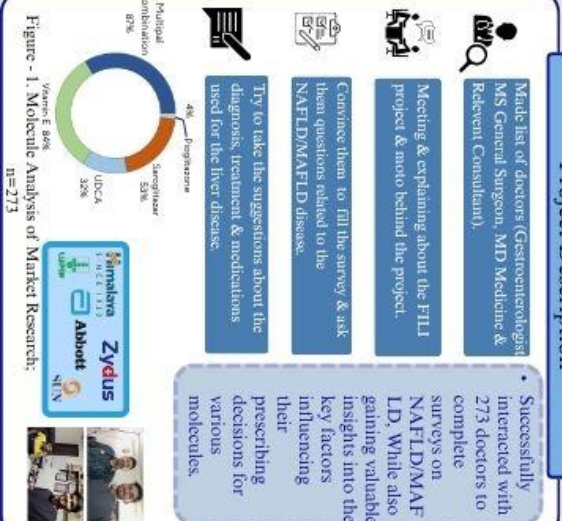
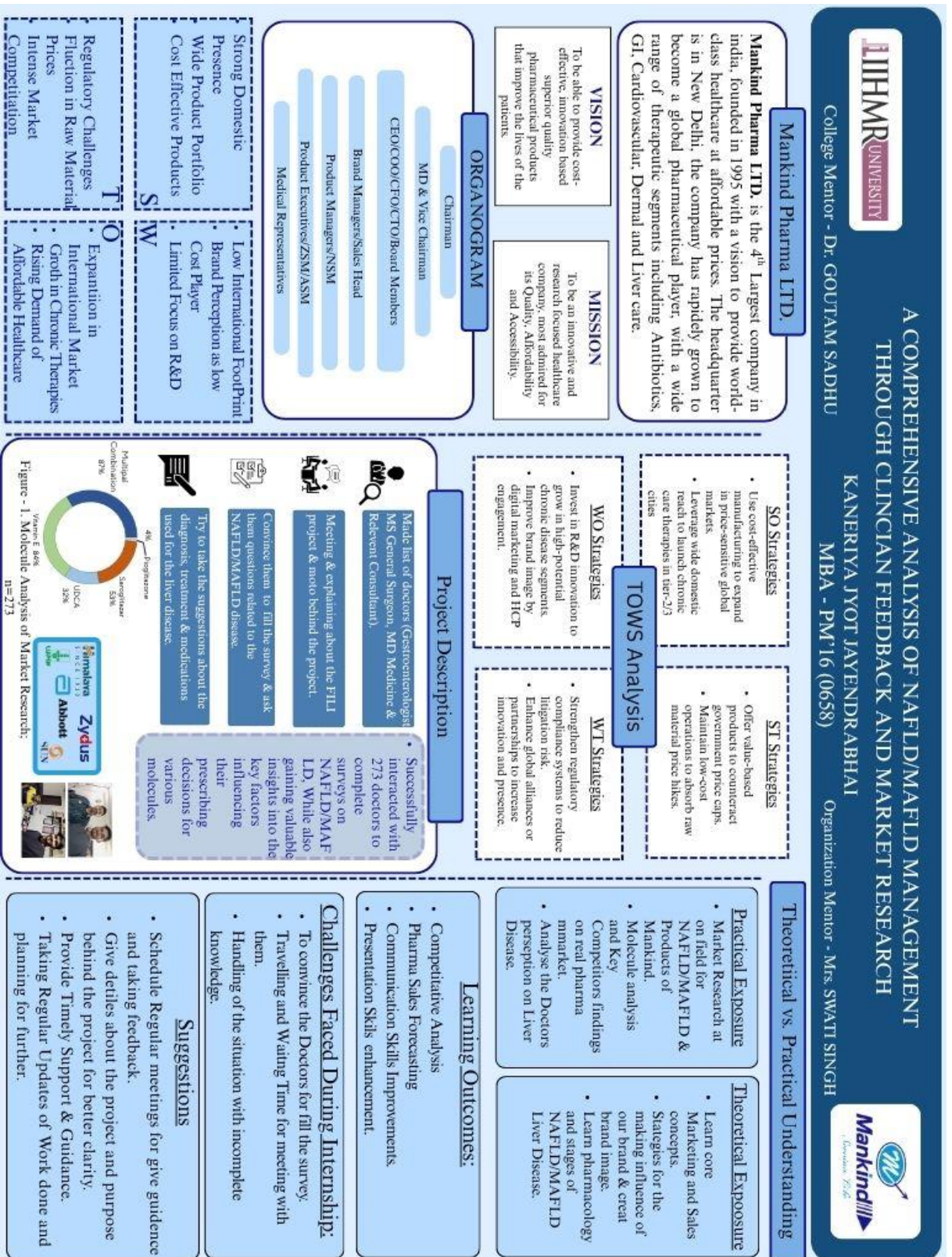
- Schedule Regular meetings for give guidance and taking feedback.
- Give detiles about the project and purpose behind the project for better clarity.
- Provide Timely Support & Guidance.
- Taking Regular Updates of Work done and planning for further.

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1. Certificate of Internship

2. Poster



3. Compiled Report

Name of the Organisation: Mankind Pharma LTD.

Area/ Department/ Project of Summer Internship Program: Market Research Intern

Name of the Student: Kaneriya Jyot Jayendrabhai

Roll no: 0658

Stream: MBA Pharmaceutical Management

3.1. Activity Done:

My internship journey with Mankind Pharma was a very great experience, both personally and professionally. I was assigned to work on a project on a relevant and increasing health challenge: Food-Induced Liver Injury. In that, specifically, the disease like Non-Alcoholic Fatty Liver Disease (NAFLD) and Metabolic Dysfunction Associated Fatty Liver Disease (MAFLD). These diagnoses are deeply related to changes in lifestyle and diet, and they are becoming more common in India and around the world.

So, on the first day of my internship, our team had a meeting with our mentor, the Group Product Manager of Mankind, Ms. Swati Singh. She explained the aims and objectives of the project and assigned weekly tasks to manage our progress. I was assigned a questionnaire; questionnaires are difficult to generalize, but this one was built to facilitate conversations with gastroenterologists, general surgeons, MD physicians. Also, she gave us some other details regarding to the project and market research. She also gave us guidance about the meeting with doctors. And also ask us about our regions where we want to do market research.

I started my work by identifying and screening relevant physicians, Healthcare Practitioners in my city and near areas. I went to both private clinics and governmental hospitals to meet doctors who were approachable and had the relevant OPD for liver disease. These initial conversations were very informative, providing me with good knowledge about how NAFLD/MAFLD cases are identified and what symptoms were noted, but also what prescriptions or therapies are seen as the first line. I was amazed by the clinical divergence of opinions and the different levels of familiarity that physicians had toward fatty liver disease. Some were very informed while others knew it from a general view of digestion or metabolic context, and while others viewed it from a general digestive or metabolic perspective, treating the condition with varying approaches.

In first few days, I had done meetings with good numbers of doctors but after that I realize that I have to go to nearer areas of my district for the further survey and market research. Then my mentor introduced me with the Zonal Sales Manager (ZSM) and Area Sales Manager (ASM) who guided me very well. They helped me a lot and also contact me to more physicians in my city which I did not know. also provided background information based on their experience on market dynamics, which molecules are popular, and patterns of doctor behaviours. This experience expanded my knowledge beyond just the scientific information, but also the business aspects of pharmaceutical market research.

I continued to visit physicians, but this time I also read extensively about the pharmacology and pathophysiology of liver disease. My reading included how fat accumulates in the liver, how fat in the liver leads to inflammation and fibrosis, and how various treatments for liver disease attempted to address the condition. During my discussions with the physicians, several important molecules were repeatedly mentioned. UDCA (Ursodeoxycholic Acid), for example, was well recognized medication to treatment for improving bile movement, enhancing liver function. Some physicians also mentioned Saroglitazar as a treatment option especially in NAFLD patients who also have diabetic dyslipidaemia or high triglycerides. Pioglitazone was mentioned frequently and used when the profile of the patient included insulin resistance. Vitamin E was also mentioned as an antioxidant therapy, particularly in the non-diabetic population.

Then in second & Third week of the market research, I concentrated on learning biology related to fatty liver diseases. I re-read from syllabus of pharmacology and discussed with the Zonal Sales Manager about it so that I could learn more about the therapeutic molecules. I met a number of doctors who shared the clinical signs of liver dysfunction and ways that they diagnose liver dysfunction. They went in-depth on absorbing therapies including herbal and allopathic therapies. I researched “Liv 52”, a commonly used product by Himalaya and compared it to similar products on the market. I also researched "Udiliv," a leading competitor brand by Abbott India, made with UDCA (Ursodeoxycholic acid). This week, I interviewed an additional 45 doctors bringing the overall total to 60. The 3rd week started with an insightful team meeting led by Swati ma'am. She reviewed our challenges and answered many of our questions, giving me much clearer insight and confidence to proceed with the fieldwork.

I further explored the pathophysiology of liver diseases. I learned how fatty deposits can cause damage to liver tissue and cause gall stones. Physicians discussed advanced therapies such as

UDCA for bile regulation, Saroglitazar for patients with metabolic disorders and fatty liver, Pioglitazone for insulin resistant cases, and Vitamin E for patients that are not diabetic because of the antioxidant properties.

Some of the doctors even shared brochures from other pharma companies that helped me analyse competitive products and pricing. I learned about Zydus Lifesciences' Lipaglyn - one of the most widely prescribed brands for diabetic dyslipidaemia and NAFLD.

Then after, in the 4th week I continued my market research journey. Most doctors showed genuine interest in the project and provided detailed insights. Some pointed out that UDCA plays a limited role in certain stages of NAFLD, which explained why they avoided prescribing products like Hepakind. Why they want to prescribe the Saroglitazar or vitamin E for this liver disease. Also, they discuss some more about different molecules. Most of the other physicians highlighted the importance of lifestyle factors when considering medical management of liver disease. These findings added more layers to our strategic planning, and predictive models. At the end of the week, I had engaged with 100 physician's total.

During this some time, to meet the doctor, I have to waited for 1-2 hours. And some time after the waiting of this much time, doctors are even not allowed to fill the survey or talk attest for 2 minutes. Also, sometimes doctors were told me to came in evening or after the completion of the OPD timing. So, I have to go for the second time to meet them.

After this all, in the 5th week I continued my market research journey and I found some suggestions like some of the doctors are in the favour of prescribing of the Saroglitazar while other wants to for the UDCA. And I am little bit confused so I continued my research on liver disease. Then during this I also found that despite Saroglitazar lacking a direct indication for liver injury, it is being used to address underlying metabolic issues associated with NAFLD, and it is currently being evaluated in Phase 3 clinical trials for the same. Till now I successfully completed survey with 125 doctors.

The sixth week entailed further meetings with physicians, learning of other Saroglitazar-based brands such as Linvas by Lupin Pharma, I finished surveys from 165 physicians and begun to organize all the qualitative suggestions that I had gathered previously, and physicians had shared more comorbidities and risk factors to treat in NAFLD/MAFLD patients with conditions like Saroglitazar. I had also begun to outline the final report, that would encapsulate a research and fieldwork journey over one month. In that I have added all the details which I have done

and learn during this one month of market research. I also give them suggestions which I have got from the doctors about the disease, pharmacology and medication related suggestions.

In 7th & 8th week I have suffered to find more doctors, so I have travelled to Keshod, a nearby place, to reach out to more doctors. I met MD general physicians and MS general surgeons who effectively shared solid insights on treatment protocols and patient behaviour. Then after I also went to Porbandar for the meeting with more General Surgeons and MD Physicians, there the response was good from the doctor's side. There was also the patient's scenario was same of NAFLD/MAFLD. Toward the end of the week, I explored online data collections as part of my research. I mostly started using AI tools to get the web scraping done, and ultimately came across "Chatdata4you," which made the task easier. With that, I turned in 200 completed surveys of doctors.

At the same time, I started to look into the competition in the NAFLD/MAFLD space. Which brands were prescribed most often, which formulations, did they prefer capsules, solutions, or sprays, what dosage was preferred and how they presented the product. By this week, my doctor count reached 180.

After this almost all the relevant doctors has done by me so that I went to Noida where I could find more doctors for the market research of my internship. During the 9th week, I met with doctors in both Delhi and Noida, including hospitals like Fortis and NEO. These experiences afforded me new urban views on liver diseases treatment. Each doctor confirmed the same fact that no medication would treat NAFLD/MAFLD; that treatment would rely on how many factors such as diet, metabolism, obesity and lifestyle. Some doctors elaborated on how excess body fat too has implications on the accumulation of fat in the liver, which in turn really forced me to consider the whole mind-body aspect associated with their prescribed treatments.

Then in 10th week I also continued my work of market research. But along with that I had also done the analysis in this week. My mentor told me to make the presentation of all the things which I have done in market research. Also, along with that I also have to make one full report which contain all things like suggestions from doctors, major therapy and diagnosis method focused by them and also the medication which prescribed by them and the mentality behind prescribe of that medication. Along with that the suggestions from my side which can help the company to increase sales of their molecules and products in market. Also, the suggestions for the marketing strategies which could help the company to generate the more sales and revenue

from these segments. I also analyse the responses of the doctors and get the percentages of the molecules which they generally prescribed.

In last the total I had done the market research and survey from the 273 doctors. The mentor told me to done the survey from around 250 to 300 doctors. I want to complete 300 doctors but because of the completion of my internship period I reached to 273. After this as I mentioned above, I made one presentation which contains all the things which I have done during the internship, feed back from doctor's, the perspective of doctors for the molecules & brands, also the suggestions and future plan added which I have got during the market research.

So, during the internship period I know the actual pain points of the sales team which can help me to understand about their requirements when I will work as PMT. And also, I had learnt a lot about the actual sales, actual base of pharma marketing, also learnt about the molecule analysis and business forecasting & future plan for the products. These all the things help me a lot in my future journey of corporate world.

3.2. Linking theory (Classroom learning) with practice at your organisation:

Through my internship at Mankind Pharma as part of the project on Food-Induced Liver Injury (FILI), I was able to implement a lot of various academic concepts I learned in my MBA on pharmaceutical management program. I was able to refer, week by week, throughout my internship to many of my classroom experiences — whether it was scientific concepts, marketing, technical tools, or communication — and have them aligned with my everyday activities in the field.

The very first week had a direct connection to my pharmacology lectures. The ideas I obtained from understanding drug mechanisms and liver physiology allowed me to quickly understand the background of Food-Induced Liver Injury, specifically NAFLD and MAFLD, and helped me become a participant in introductory conversations with doctors, engaging them with nuance and position questions to help me understand how they considered and approached diagnosis and treatment.

Additionally, ideas from pharmaceutical marketing allow me to begin to analyse the liver products of Mankind (the name of the company, I'm not being rude), and see how these products were classified within the framework of the current market landscape. Most importantly, the communication skills I developed through classroom assignments and presentations allowed

me to engage in professional and confident conversations during my first experiences with doctors — and this established the tone for the rest of the internship.

By now, in the second week, I felt more confident and prepared to conduct field visits. The academic learning I had received on diagnostic methods and treatment guidelines on liver disease helped narrow my conversations with doctors and I was able to discuss symptoms, preferences for treatment, and even ask doctors about first line therapies used in practice.

At the same time, lessons learned in marketing case studies began to allow me to compare Mankind's liver products against competitors such as Himalaya, examining how each brand differentiated itself in liver care products. This week, I had access to an additional 45 new doctors. Again, I was able to constructively impact doctors using my presentation and interpersonal skills to help create rapport, and I was able to acquire comprehensive inputs.

In the 3rd week, I was finally able to represent the organization in a more hands-on manner that involved a lot of presenting - something I had practiced doing during my university assessments. Whether it was introducing the project or talking about brand communication, I felt that I presented both myself and the organization confidently. At the same time, I started utilizing my data extraction skills learned from our classroom research modules. These skills helped me to collect and organize competitor data which included: molecule used, prescribing frequency and feedback from doctors.

In Week 4, I was able to go deeper on more extensive secondary research, specifically the resources provided by my college - specifically, the IQVIA market reports were instrumental. The reports gave me a bigger picture view of the market, to complement any competitor analysis I might have.

In the field my increasing confidence in communications manoeuvred richer discussions with doctors, specifically on discussing patient profiles and brand preferences. I was beginning to see advantages of having structured questions, which I had honed in classroom assignments and mock interviewing.

During these time period I realized that the classroom lectures and modules were very important and well organized according to the real pharma world, actual need of the corporates and well prepared for the practical experience.

During week 5 of the internship, I entered a more creative portion of the internship. Using programs like Canva and PowerPoint where I had learned to use these tools in our pharma

marketing and branding weeks, I started creating a Visual Aid for the Hepakind product. I learned about visual hierarchy, branding consistency, and content relevance, which were takeaways from previous experiences, but now I was actually developing these exact elements in a live pharmaceutical campaign. Communication was again important when I discussed the visuals with my teammates and seniors as well as learning to receive feedback and rework designs.

As we began the reporting phase, Week 6 required richer documentation and writing skills. The academic work I had done in Microsoft Word during college now proved beneficial, especially when drafting the project report. I was able to produce a report that was nicely organized, readable, and professional.

In Week 7 & 8 also the continuing phase of report development. Once again, my knowledge of Microsoft Word and formatting skills ensured that I was able to organize reflections, doctoral data and competitor information in a digestible way that made sense. In addition, my knowledge of academic formatting styles allowed me to develop a clear and coherent document. Bringing together the qualitative input from the doctors and the quantitative data from the competitor analysis. The knowledge I gained of survey techniques, during our market research module, came in very handy at this stage. My communication skills continued to support me throughout group discussions around articulating findings, evidence-based conclusions to my mentors & coworkers.

Really, I realize that presentations are really helpful for communicate the work and all the things. There I realized the communication skills are the first step no matter in which field, or which type of the work. Everywhere it helped me a lot.

In Week 9, I started to prepare for the final project presentation. This week was more about applying technical skills and soft skills together. I was able to leverage my skills in brand strategy, competitor mapping, data interpretation, and visual storytelling to create memorable slides. Frequent conversation with doctors also let me sharpen insights to ensure I was creating relevant and authentic slides.

The last week was all about execution and delivery it was the time for me to use the PowerPoint, Word and Canva skills that I'd learned, honed two years ago in various class projects and competitions, and deploy them in a well-organized presentation. Everything from the design of the presentation to its delivery were neatly packaged right down to the last minor detail based on what I learnt in theory and experience. At the same time, I was really able to

contemplate how much I developed my communication skills across the entire internship. From the initial uncertainty from Week 1 to presenting strategic insights in Week 10, it was exciting to visibly see an improvement not just in my personal growth, but in the professional development as well.

At last, this internship was a wealth of experience that confirmed the applicability of learning in our academic environment to experiences in the community. Each week was an opportunity to use something I had learned in theory; whether it was clinical pharmacology, pharmaceutical marketing, communications, or technical tools. This internship was beneficial not only in solidifying my subject knowledge but clarifying and refining my personality and professional abilities to ensure I would be better ready for the pharmaceutical industry.

3.3. Gaps identified on the Working area:

As I progressed with my internship project on Food-Induced Liver Injury, I encountered a lot of challenges working in the field and reaching doctors. I had an inkling of how much different the outside world could be in comparison to the classroom and I learned invaluable lessons related to patience, communication, and dealing with uncertainty.

A primary challenge, at the onset, was establishing connections with doctors. Most doctors I approached were extremely busy, and I had no connections; therefore, establishing contact was difficult. There were many days that I spent waiting outside of their clinics or hospitals for an hour, sometimes even over 1.5 hours, and did not see them. And in the circumstances that I waited, and demonstrated some patients, some doctors were not very receptive, or refused to see me outright. These situations were disappointing and left me feeling like the day was wasted for nothing.

Another challenge was the lack of product-related information upfront. At the start I also did not have proper information about Mankind's liver-related products, or even the current market situation. Because of this, I could not confidently discuss the products with doctors or engage with them in response to their questions. I had to learn the products, detailing, and answers over time with the aid of seniors or from experience in the field and attempts on my part.

After covering most doctors in my area over a couple of weeks it became increasingly hard for me to find new doctors to visit. When I decided to visit nearby towns there was an issue - I didn't know the timings of doctors in those towns, and when they generally see people like

interns or medical reps. Sometimes I visited at the wrong time and then would have to return again, which made that aspect of the work less productive.

There were even times where, regardless of whether or not I scheduled the visit properly, I simply could not engage with the doctors, or they provided such short, confusing responses. After having waited or travelled for numerous hours this sometimes felt pointless and frustrating.

To sum up, despite these being challenging experiences in the moment, many of these experiences allowed me growth and understanding of the challenges of the field.

- Time restrictions and long wait times prevented me from seeing doctors.
- No contacts made it difficult to engage with the doctors.
- Lack of product and market information at the start of the project.
- Working in most of the local doctors made it difficult to find new ones later on.
- I tried to visit doctors in other towns, but it was often a wasted journey as the doctor's visit timing was unknown.
- Some of the doctors refused to talk or simply would not engage after a long wait.
- Sometimes I needed to visit doctors repeatedly, often with very low productivity.

These are the major gaps which I feel during the internship.

3.4. Suggestions for Improvement:

My internship was a great learning experience, but I think there are a few things that the company could improve for interns in the future. One of the first crucial factors that would help is to give the interns detailed knowledge about the project gives a like its purpose, etc. Knowing why the project is important, along with understanding what exactly is expected from the interns, would provide a little more clarity and confidence about interns' work.

I also think it would be useful for the company to schedule recurring meeting with managers. I think meetings would allow managers to direct interns, ask about the challenges internship is facing, gather feedback, and adapt accordingly with the ongoing work. There were times when I clearly knew I could have gained clarity much early on by routinely checking in. Same thing goes with the entire department and bringing alignment as a team is important.

Another key point is timely support and communication. There were several occasions where I had issues or a substantial amount of confusion on the field and I didn't know who to contact. Having a communication process that was more open and casual to allow interns to contact them if they had questions would have made the experience seamless and efficient.

Regarding fieldwork, reimbursements began being a real challenge. Given I was routinely traveling to meet doctors, sometimes outside the local area, managing daily meal and travel could be a challenge. A basic food/travel allowance through the organization would have been very helpful and would have eased financial stress so I could concentrate on fulfilling project expectations.

Another obstacle was planning doctor visits. It would have been very helpful if the company was able to give precise timing and availability of doctors and this kind of information is especially important in other towns. Many times, I went to see doctors who were not available, so I wasted time and could have been more productive.

- Scheduling regularly to provide guidance, monitor progress, and provide feedback is necessary
- Clearly articulate project details and project goals in the beginning
- Provide timely support and feedback and ensure open communication with interns
- Offer a travel and food allowance during field visits
- Provide accurate information about visiting hours and availability of doctors
- Facilitate two-way communication for doubts, assistance, and information.

In summary, minor adjustments in communication, direction and support could make the internship experience much more effective, enjoyable and valuable for prospective students.

3.5. Key Learnings:

My 10-week internship at Mankind Pharma Ltd. in a project titled "Food-Induced Liver Injury (FILI)" was an immensely fulfilling experience that allowed me to not only develop beyond my theoretical knowledge, but also experience firsthand the realities of working in and around the pharmaceutical industry. From the onset this internship has introduced me to what I will call the real working environment of pharma field operations, which included, understanding how to properly engage with doctors, understand prescription patterns, and gain insights about the market, and the incidence rates of liver conditions such as, NAFLD and MAFLD.

One of the most important takeaways were learning to engage with healthcare professionals as I had the privilege of meeting over 270 healthcare prescribers ($\sim 83\% > 5$ times), most of whom I did not have a scheduled appointment with. They taught me about the role of patience, persistence, respect, and most importantly how to engage with doctors/healthcare professionals. These doctor interactions helped me to engage, and improved not only my communication skills but my ability to be conscious of all the medical rationalization involved in prescribing.

I also acquired practical experience with conducting competitive analysis. By meeting with doctors and evaluating their comments, I learned why they value certain molecules or brands compared to others. This gave me exposure to genuine brand perception and product positioning and how marketing enables prescriptions in various therapeutic segments. I could find product ignorance and noticed how competitors established their market presence with medical reps, scientific support, and consistent communication.

Another important lesson learned was the sales process in pharmaceutical sales. I learned about the different roles visual aids and LBLs play, about making my own promotional material for a particular brand Hepakind (UDCA), and what detail aids a brand in achieving an effective message or promotion. Lastly, I learned how pharma sales forecasting works with tracking brand-wise prescriptions, segmenting doctors, and estimating sales volumes.

I also gained a better understanding of pharmacology and epidemiology relating to liver disorders, and became more acquainted with specific drugs - UDCA, Pioglitazone, Saroglitazar, and Vitamin E - with respect to their indications, mechanisms of action, and clinical relevance. This medical background helped with the theory to practice gap.

On a personal development level, I believe that this internship has improved my time management, adaptability, and working independently in unpredictable experiences in the field. While facing challenges such as doctor not being available to see me, no product information at the start of the experience and self-managing travel within the city off the first visit, I have developed the ability to work in a way that can assist me to plan better, adapt quickly, stay motivated and work smarter in demanding situations.

- Getting real-time pharma field experience
- Learning how to engage and build rapport with doctors
- Conducting competitor analysis based on live script data.
- Gaining confidence in pharma sales promotion and forecasting.
- Gaining the understanding of pharmacology and treatment practices in liver disease.
- Improving communication, presentation and reporting skills.
- Learning independence, resilience and flexibility in the field.

Working in real market conditions also contributed to my development of presentation and reporting skills. Each step of the way -- from the data collection process, through the summary and visuals, to the process of sharing my final project insights with the company - I learned how to transform raw field experience, into aligned structured insights.

4. Weekly Reports

Name of the Organisation: Mankind Pharmaceuticals LTD.

Area/Department/ Project of Summer Internship Program: PMT-Market Research Intern,
Dheli Head office of Mankind – Hybrid

Project: Market Research on “Food Induced Liver Injury”

Name of the Student: Kaneriya Jyot Jayendrabhai

Roll no: 0658

Stream: MBA-Pharmaceutical Management

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

Activity Done	• On Day 1, our Group Project Manager had a meeting to launch the project on Food-Induced Liver Injury and hand out weekly tasks. • She also handed me out a questionnaire to give to gastroenterologists, general surgeons, or gastro physicians. • I started by screening for doctors and then I went to a government hospital to do the survey. • The doctors were pleasant to interact with as they provided a wealth of knowledge about, they diagnosis liver injuries, first line of treatment, and medications they prescribe. • Over the next three days, I managed to interview 14 doctors. I coordinated with the receptionists at the hospital and then the doctor took the time to have me interview them. • Once I was running out of doctors to interview, the Project Manager gave me the contact of the Zonal Sales Manager (ZSM), and she connected me with the Area Sales Manager (ASM) to learn about trends in the market, molecules being the most prescribe, and more doctor leads. • On the last two days, I learned about Mankind Pharma’s products in liver disease, and research the main molecules for NAFLD and MAFLD that causes food-induced liver conditions.
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Linking theory (Classroom learning) with practice at your organisation	• My academic understanding of pharmacology and the mechanism of action of drugs helped me grasp the diagnosis and treatment of liver diseases during the project on Food-Induced Liver Injury. • This theoretical knowledge enabled me to engage in meaningful conversations with doctors, ask relevant questions, and better understand their insights on liver disease management. • Classroom learning on pharmaceutical marketing and sales provided a strong foundation to analyse Mankind Pharma's liver-related products and understand market trends and prescribing patterns. • The communication skills I developed through class presentations were extremely valuable when interacting with doctors for the first time, helping me build confidence and rapport.
Gaps identified on the working area.	• Difficulty in accessing doctors due to their busy schedules and lack of initial contacts. • Limited initial information on Mankind's liver-related products and market trends.
Suggestions for improvement	• The company should share product and market information at the start for better preparation.
Plan for the next week	• Review the doctor list provided by the Area Sales Manager and schedule meetings accordingly. • Interact with doctors to gain insights on liver diseases, patient issues, diagnostic methods, and commonly prescribed medications. • Analyse the collected data to identify key trends and enhance understanding of treatment practices.

4.2. **Week no: 2** From: **19/05/2025 to 24/05/2025**

Activity Done	• I began reading about medications for liver injury due to fat accumulation- mainly NAFLD and MAFLD based on subjects from my university syllabus. • I Met with the Zonal Sales Manager to find out about the molecule. • I also learned about how fat clots can cause liver damage, how gallstones happen, and how some treatments can cause or treat these two conditions. • I continued visiting doctors and we talked about: 1. Typical clinical signs of liver disease. 2. How these conditions are typically diagnosed within clinics. 3. The first-line treatments and medications they would typically use. • I researched Himalaya's herbal tablets that go by the name of “Liv 52”, which some doctors recommended, as well as another competitor's similar products. • Get knowledge on the dominant Udiliv brand which is the major competitor & made by Abbott India LTD. • I've now interviewed 60 doctors, 45 new doctors this week alone.
Linking theory (Classroom learning) with practice at your organisation	• This knowledge allowed me to have more productive discussions with doctors during field visits, where I explored topics like symptoms, diagnosis methods, and first-line treatments for liver diseases. • The concepts I learned in pharmaceutical marketing and sales supported my ability to analyse competitor products like those from Himalaya, and understand how different companies position their liver-related medications in the market. • The communication skills I developed through classroom presentations gave me the confidence to interact professionally with 45 new doctors this week, helping me build strong rapport and gather valuable insights.
Gaps identified on the working area.	• Difficulty in accessing doctors due to their busy schedules and lack of initial contacts. • Limited initial information on Mankind’s liver-related products and market trends.

Suggestions for improvement	• The manager should conduct the meeting for talking feedback and market information.
Plan for the next week	• Try to achieve the target of 150 doctors in next week. • Analyse about the market share of the competitors. • Know more new molecules & products which can help to treatment in liver disease.

4.3. **Week no: 3** From: **26/05/2025 to 31/05/2025**

Activity Done	• The week started with a meeting chaired by Swati Singh ma'am, the Group Product Manager at Mankind. She wanted to follow up on our development and learnt about the problems that some people in our team had experienced. During the meeting, I asked several of my questions, and she was able to answer them very well. The meeting was a very helpful motivational session, and it gave me clearer directions and improved confidence for conducting my field work. • I have learned about the pathophysiology of liver diseases, including the effects of fat clots damaging liver tissues, the development of gallstones and how some medications aggravate or treat these hepatic complications. • Several doctors gave positive responses with many going beyond their basic prescriptions, they had discussions about alternative drug options used in liver conditions including: • UDCA (Ursodeoxycholic Acid) - for bile acid regulation and liver functionality. • Saroglitazar - for patients with diabetic dyslipidaemia and hypertriglyceridemia respectively with NAFLD and also for the fat accumulation phase in patient's liver. • Pioglitazone - mostly in patients with insulin resistance. • Vitamin E - typically recommended as an antioxidant in the non-diabetic NAFLD patients. • Some physicians provided me with brochures from other pharmaceutical companies which gave me insight into competing products and dosages which enabled me to do a comparative analysis and to compile information on competing molecules and strengths, including Saroglitazar-based brands, for example, Lipaglyn by Zydus Lifesciences, a very popular brand in the group of products, and commonly prescribed for fatty liver cases and diabetic dyslipidaemia.
Linking theory (Classroom learning) with practice at your organisation	• Presentation skills help me a lot to represent our company and products and interact with doctors. • Technical skills and data extraction learnings helps me a lot to get data about the competitors analysis.

Gaps identified on the working area.	• Some doctors behave rudely with me even I waited to meet him for 1.5 hours & don't give response. • Difficulty in accessing new doctors because I had done almost all the doctors around my area.
Suggestions for improvement	• Company should provide some money to us for travelling allowance and food allowance when we were at field.
Plan for the next week	• Try to achieve the target of doctors in next week. • Know more new molecules & products which can help to treatment in liver disease.

4.4. **Week no: 4** From: **02/06/2025 to 07/06/2025**

Activity Done	- At the start of the week, our mentor Swati Singh ma'am assigned certain tasks for us to perform and we have followed through with the work according to our aim. - This week, I continued to see doctors for the NAFLD market research, and I am pleased to say that most of the doctors gave positive feedback and exhibited a believable interest in the study. - During my conversation with a few doctors, a couple of them shared some novel insights regarding the symptomatic presentation of NAFLD, which was really useful for me to gain a deeper understanding. - Some doctors suggest me that there is very less role of UDCA. So did not prescribe the Hepakind or likewise medicine. - A number of doctors also cited other contributing factors to liver-related issues, particularly lifestyle factors, which I believe can be of great benefit in our business forecasting and strategy planning. - As of now, from the first week to now, I have had valuable conversations with 100 doctors which all helped assemble solid information for our ongoing research.
Linking theory (Classroom learning) with practice at your organisation	- Communication skills helped me a lot. - The sources provided by the college like IQVIA report shared by faculties help me a lot to understand about the competitors.
Gaps identified on the working area.	Difficulty in accessing new doctors because I had done almost all the doctors around my area.
Suggestions for improvement	Company should provide some money to us for travelling allowance and food allowance when we were at field.
Plan for the next week	- Try to achieve the target of doctors in next week. - I will make the visual Aid and LBL for the brand Hepakind (UCDA).

4.5. **Week no: 5** From: **09/06/2025 to 14/06/2025**

Activity Done	• This week, I created a visual aid for the Hepakind brand, a liver care product from Mankind which contains UDCA (Ursodeoxycholic Acid). I ensured the visual aid included all the essential facts, including price, dosage, indications, and benefits, and made it visually appealing so that sales personnel could share the visual aid with physicians. • I continued with field visits and consulted with more physicians, bringing my total to 125 doctor contacts to date. • From my ongoing discussions with physicians, I improved my understanding of the two molecules, UDCA and Saroglitazar, as they pertain to treating liver disease. • I learned Saroglitazar is indicated primarily in the management of NAFLD (Non-Alcoholic Fatty Liver Disease) in particular, NAFLD patients with fatty liver associated with their metabolic disorders. • From a recent update and my discussions with doctors, Saroglitazar is presently in Phase 3 clinical trials for NAFLD. However, it is not formally indicated for liver injury; its emphasis is metabolic correction in the setting of a fatty liver.
Linking theory (Classroom learning) with practice at your organisation	• The technical skills like Power Point Presentation and Canva which I learnt during the marketing module helps me a lot to made the Visual Aid for the Hepakind product. • Communication skills helped me a lot.
Gaps identified on the working area.	• Some of the doctors are not available at the time when I go at their hospital, so have to go for the second time. • Also, there were some less productivity some time if doctors waited me and then not give proper answer or refuse to meet me.
Suggestions for improvement	• Company should provide some money to us for travelling allowance and food allowance when we were at field.

Plan for the next week	• Try to meet up with more doctors form the near city area. • Analyse the trend and get more knowledge about the competitors, why doctors prescribe other brand and what is the understating of them to prescribe other brand for Liver Disease.
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4.6. **Week no: 6** From: **16/06/2025 to 21/06/2025**

Activity Done	• In this week, I continued my ongoing process meeting with doctors and in that I got some more suggestions for the Liver Disease. • I got some other suggestions that the doctors prescribe Saroglitazar molecule from other brands like “Linvas” which is the product of Lupin Pharma. • I completed the survey from 165 doctors till now. • I learned Saroglitazar is indicated primarily in the management of NAFLD (Non-Alcoholic Fatty Liver Disease) in particular, NAFLD patients with fatty liver associated with their metabolic disorders. • And find about the factors which is also must be cure for the NAFLD/MAFLD patients. • Then in last 2 days I have to make a report on the suggestions which I get from the doctors and the work which I have done in the duration of 1 month.
Linking theory (Classroom learning) with practice at your organisation	• The technical skills like Microsoft Word, which I learnt during the archenemies helps me a lot to make the report. • Communication skills helped me a lot.
Gaps identified on the working area.	• Some of the doctors are not available at the time when I go at their hospital, so have to go for the second time. • Also, there were some less productivity some time if doctors waited me and then not give proper answer or refuse to meet me.
Suggestions for improvement	• Company should provide some money to us for travelling allowance and food allowance when we were at field.

Plan for the next week	• Try to meet up with more doctors form the near city area. • Analyse the trend and get more knowledge about the competitors, why doctors prescribe other brand and what is the understating of them to prescribe other brand for Liver Disease.
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4.7. **Week no: 7** From: **23/06/2025 to 27/06/2025**

Activity Done	• In this week, I continued my ongoing process meeting with doctors and in that I got some more suggestions for the Liver Disease. • I completed the survey from 180 doctors till now. • Now, in this week I had gone to another town “Keshod” and there I met MD General Medicine & MS General Surgeon for taking insights about the NAFLD/MAFLD. • There I got insights about the medications and diagnosis methods for this Liver disease. • Then after I do research about the competitors for this liver disease drugs and scenarios of the doctor’s prescription.
Linking theory (Classroom learning) with practice at your organisation	• The technical skills like Microsoft Word, which I learnt during the archenemies helps me a lot to make the report. • Communication skills helped me a lot.
Gaps identified on the working area.	• Some of the doctors are not available at the time when I go at their hospital, so have to go for the second time. • Also, there were some less productivity some time if doctors waited me and then not give proper answer or refuse to meet me.
Suggestions for improvement	• Company should provide some money to us for travelling allowance and food allowance when we were at field.
Plan for the next week	• Try to meet up with more doctors form the near city area. • Analyse the trend and get more knowledge about the competitors, why doctors prescribe other brand and what is the understating of them to prescribe other brand for Liver Disease.

4.8. **Week no: 8** From: **29/06/2025 to 05/06/2025**

Activity Done	• In this week, I want to connect with more doctors for the continuation of the market research. • Now it was very difficult to connect with the doctors in my home town. So, I take approval from my mentor and try to connect with the nearer town like Keshod, Porbandar. • In these cities I met with the MD Physician and MS General Surgeon practitioners. • They give me good response and give me feedback about the different conditions of the NAFLD/MAFLD Liver disease. • Then some of the doctors take this disease as a perspective of the viral disease of the liver, that I found during the conversation with them. • Then in last two days I want to get data from the online sources for the farther analysis on that data and for that I learnt about the tried to find out the AI tools which can help me to easy scraping. • After the so many ties and efforts to learn the web scraping and got I good AI tool that can easily extract the data is “Chatdata4you”. • I completed Market research with the 200 Doctors till now.
Linking theory (Classroom learning) with practice at your organisation	• The technical skills like Microsoft Word, which I learnt during the archenemies helps me a lot to make the report. • Communication skills helped me a lot.
Gaps identified on the working area.	• Difficulty to reach out the doctors in other town, because I don’t know the timing of them for meeting with the other people like us students and MRs.

	Also, there were some less productivity some time if doctors waited me and then not give proper answer or refuse to meet me.
Suggestions for improvement	- Company should provide some money to us for travelling allowance and food allowance when we were at field. - Also, they should guide more and give more specific details about the timing about the doctors so it was more helpful for me to reach out the doctors and more productivity of the work.
Plan for the next week	- Try to meet up with more doctors form the near city area or in some another region where I can get more doctors. - Analyse the trend and get more knowledge about the competitors, why doctors prescribe other brand and what is the understating of them to prescribe other brand for Liver Disease.

4.9. **Week no: 9** From: **07/06/2025 to 12/06/2025**

Activity Done	• In this week, I want to connect with more doctors for the continuation of the market research. • Now in this week I connect with the doctors at the region of the Noida and Delhi. • In these cities I met with the MD Physician and MS General Surgeon practitioners in hospitals like NEO & Fortis. • They give me good response and give me feedback about the different conditions of the NAFLD/MAFLD Liver disease. • I collect the suggestions and feedback from them for the diagnosis and treatment medications. • Some of the doctors said that there are no specific 1-2 medications which can directly treat the liver disease. But many factors are responsible for the recovery. • Some doctors also give knowledge about the body fat relations to the liver fat and many other things which can help to understand the mindset of the doctors.
Linking theory (Classroom learning) with practice at your organisation	• Communication skills helped me a lot for the better interactions to the doctors. • Technical skills help me to do work faster.
Gaps identified on the working area.	• Difficulty to reach out the doctors in other town, because I don't know the timing of them for meeting with the other people like us students and MRs. • Also, there were some less productivity some time if doctors waited me and then not give proper answer or refuse to meet me.
Suggestions for improvement	• Company should provide some money to us for travelling allowance and food allowance when we were at field.

	Also, they should guide more and give more specific details about the timing about the doctors so it was more helpful for me to reach out the doctors and more productivity of the work.
Plan for the next week	- Wrap-up the remaining work and make the full report on the work done and done the analysis of the doctor's feedback. - Try to complete the 300 doctors as per the target given by the doctors.

4.10. Week no: 10 From: 14/06/2025 to 19/06/2025

Activity Done	- In this week, as the last week of the market research and all the internship work, I compile all the data of doctors and feedback which I had got during the market research. - By using this data, I make one Full report of the work done, suggestions on this liver disease NAFLD/MAFLD, medications and treatments and many things. - The I also made the PPT presentation by all the data which include the Vision, Mission, Purpose, comparison to competitors, future forecasting of the molecules & all the things, which the company told me to add on that.
Linking theory (Classroom learning) with practice at your organisation	- Technical skills helped me a lot for making the well organized PPT and also using the told like Canva, Word and all other things. - Communication skills helped me a lot at all the stages of the internship.
Gaps identified on the working area.	No such major things which I can told as a gap.
Suggestions for improvement	Company should be more communicable for any quires and questions.
Plan for the next week	We will give the presentation and submit all the work at the Head Office of the Mankind Pharma LTD at Delhi, if the company ask us.

