

SUMMER INTERNSHIP PROGRAM

at

Eris Lifesciences Ltd., Ahmedabad

“ Disruption of Iron Deficiency Anemia (IDA) in Chronic Kidney Disease (CKD) Market with ExoFerric (FCM). ”

From 12th May 2025 to 21st July 2025

A REPORT BY

Janak S. Padole

IIHMR-U/02/2024-2026/0654

Master of Business Administration

(Pharmaceutical Management)

Roll No: 0654

2024-26

(MBA PM - 16)

under the Mentorship of

Dr. Akshay Kumar Mishra

(Associate Professor)





EY Entrepreneur
of the year-2013



FROST & SULLIVAN
Best Practices-2013



Business today/YES bank
Excellence Awards-2013



Date: 21-07-2025

Internship Certificate

This is to certify that **Mr. Janak Padole** has successfully completed his internship in the **Nephrology (Marketing) Department** as an intern from **12th May 2025 to 21st July 2025** at Eris Lifesciences Limited.

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

We wish **Janak Padole** great success for his future endeavours.

With Best Wishes,

Eris Lifesciences Ltd.

Authorized Signatory
HR Department

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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Janak Sanjay Padole** 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 'Akshay', is positioned above the printed name.

Dr. Akshay Kumar Mishra
Associate Professor

About The Organisation

Eris Lifesciences Ltd

is a top-20 Indian pharma company, focused on chronic and sub-chronic therapies, contributing ~86% of its revenue. Founded in 2007, it has rapidly grown with strong profitability and ROIC >30% for 13 consecutive years. Over 70% of its products are manufactured in-house. Eris is expanding into dermatology, neuropsychiatry, women's health, and nephrology. Known for studies like the Indian Heart & Diabetes Study, it continues to grow through acquisitions and in-licensing.

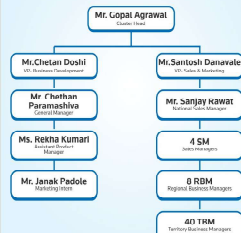
Vision

To become a leading pharmaceutical company known for improving healthcare outcomes and adding value for all stakeholders, including patients, doctors, and partners.

Mission

To enhance human health through effective treatments, innovation, and ethical practices.

Organogram



STP Framework



Anemia In Chronic Kidney Disease (CKD)

Anemia is a condition characterized by a decrease in the number of healthy red blood cells (RBCs) and hemoglobin (Hb) levels in the blood, often due to iron deficiency. In patients with chronic kidney disease (CKD), anemia is a common complication, primarily caused by:

- Erythropoietin (EPO) production
- Responsiveness to EPO
- Iron demands

Key Facts:

- About 65% of non-dialysis CKD patients have anemia.
- Anemia is strongly associated with **faster progression of kidney disease**.
- It increases the risk of developing **end-stage kidney disease (ESKD)** by over 60%.

Market Opportunity

- **FCM is the superior drug** due to its ability to provide higher dosing in a single infusion, lower risk of hypersensitivity reactions, and rapid hemoglobin and iron repletion.
- With **FCM going off-patent**, the Indian market is now open to multiple competitive brands.
- India has approximately **320 million IDA patients**, representing a significant treatment opportunity.
- **4-5 players (JRI, Emcure, Zyrus, Indix & RPG)** have already **entered the Indian FCM market**, indicating strong growth momentum.
- **Eris has launched ExoFerric**, a cost-effective FCM alternative, designed to shift usage from Iron Sucrose to FCM.
- Strategy of Eris is **pricing along with global quality standards**.
- Objective: **₹8 Crore Target for FY 2025-26**.

SWOT Analysis

STRENGTHS

- Increase Manufacturing - Eris Swiss Facility, Global Grade Quality
- Global Accreditations - EU GMP, PIC/S, ANVISA
- Indian Experience with >1 Lakh Patients
- 100+ Patients experience captured for ExoFerric since launch
- High-Dose Convenience (500 mg / 1000 mg)
- Competitive Pricing

OPPORTUNITIES

- Superior product like T-Dial to replace Iron Sucrose in every Dialysis center which is a ₹50 Cr Market
- Introduction of 100 mg for Weekly dosing during Dialysis
- FCM-FCM Bundling Campaigns for patients not on Dialysis
- Holistic Anemia management throughout the journey
- Negotiations with Dialysis chains for Complete care

WEAKNESSES

- Late entrant in Nephrology as 4-5 players have already built brand equity with Nephrologists
- Real World data to get to be published
- Limited User experience
- Longer duration of negotiations with Corporates due to sensitivity of the product

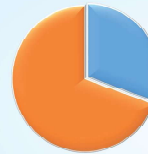
THREATS

- Newer data superior to FCM on IV iron formulations like Ferric hexametate
- Entire US market of Dialysis is still Iron Sucrose, India Nephrologists may be resistant with FCM



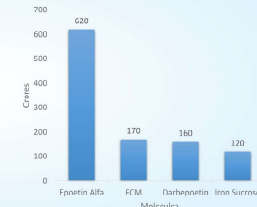
Experience **The Truly Global**
ExoFerric

Market Insights



Total Nephrology Market: 3500 Cr
Anemia Market: 1070 Cr
Remaining Market: 2430 Cr

FY25 MAT 'MAY'25



Top Anemia Management Molecules In Nephrology

Growth Trajectory of the Indian FCM Market

FCM Overall Market Trend



With improved accessibility, this market has surged from a steady 17% CAGR to an exceptional **40% growth**.

Internship Learnings Theory vs Practice

Aspect	Theoretical Understanding	Practical Exposure
Sales Process	Learn sales models and metrics from books.	Understood real-time sales tooling and on ground challenges.
Brand Positioning	Study STP and SWOT frameworks.	Applied positioning strategies in a competitive market.
Data Interpretation	Learn campaign planning and tools.	Executed and optimized campaigns in real market conditions.
Marketing Campaigns	Understand data tools like RCPA and AWACS.	Analyzed actual data for insights and strategy planning.
Training & Communication	Learn about team training and communication importance.	Conducted sessions and communicated strategies to the sales force.
Cross-Functional Skills	Know the theory of inter-departmental coordination.	Collaborated across functions for brand execution and support.

Challenges Faced

1. Campaign execution was not aligned with field implementation.
2. Sales team had inconsistent understanding of brand detailing and communication.
3. Unavailability of stock.

Recommendation to Organisation

- Increase sales persons to boost growth.
- Conduct physical training to enhance product detailing and scientific understanding.
- Develop educational videos on IDA, CKD lifestyle and renal diet management.

Key Learnings & Value Addition

- Gained a strong understanding of Sales Operations and Field Insights
- Developed skills in Effective Brand Positioning and Strategic Planning
- Acquired experience in Campaign Execution and Promotional Material Development
- Strengthened abilities in Cross-Functional Coordination and Team Collaboration
- Improved capability in Conducting Trainings and Enhancing Communication Skills

About the Organisation

Eris Lifesciences Ltd.

A prominent participant in the domestic branded formulation market, Eris Lifesciences Ltd. is an Indian pharmaceutical business that is publicly traded. In just 17 years since its founding, Eris, which is ranked #20 in the IPM, has become a dominant force in its core cardio-metabolic franchise.

With four new treatments—dermatology, neuropsychiatry, women's health, and nephrology—accounting for 29% of its income, Eris is also effectively diversifying its company.

Our goal when we started our adventure 17 years ago in 2007 was to significantly improve the management of diseases linked to chronic lifestyle choices. Approximately 86% of our income now comes from chronic and sub-chronic therapies, and 90% of India's chronic care market, valued at over Rs. 55,000 crore, is covered by our product line.

Vision:

- To be the most admired company by doctors, patients, employees, and all channel partners.
- To improve healthcare outcomes and add value for all stakeholders.

Mission:

- To be a leading player in the pharmaceutical industry, delivering high-quality, affordable medicines.
- To address unmet medical needs and ensure accessibility to crucial healthcare solutions.
- To focus on innovation, quality, and ethical practices in all business dealings.
- To improve human health through effective treatments and advancements.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 01

From: 12th May 2025 to 17th May 2025

Activity Done	• Studied ExoFerric (Ferric Carboxymaltose) molecule, its use in iron deficiency. • Reviewed KDIGO guidelines related to iron therapy in CKD. • Analyzed major FCM competitors (e.g., Orofer S, Injectafer, Encicarb). • Understood current brand positioning and promotional direction.
Linking theory (Classroom learning) with practice at your organisation	• Applied theoretical knowledge of STP, pharmacology, and market mapping.
Gaps identified on the working area.	-
Suggestions for improvement	-
Plan for the next week	• Visit field areas to gather on-ground insights from TBMs and prescribers.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 02

From: 19th May 2025 to 23rd May 2025

Activity Done	• Conducted field visits (first 3 days of the week) to observe ExoFerric promotion. • Interacted with sales team and doctors. • Noted input usage, sales team feedback, and real-world challenges. • Started concept development for spinner input. • Campaign & sales follow up.
Linking theory (Classroom learning) with practice at your organisation	• Used consumer behavior and field interaction learnings to observe real market responses.
Gaps identified on the working area.	• Inconsistent usage of marketing campaign inputs.
Suggestions for improvement	• Train field force with easy-to-use promotional tools for consistent brand detailing.
Plan for the next week	• Start sales data collection and input development for campaign material.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 03

From: 26th May 2025 to 31st May 2025

Activity Done	• Collected and analyzed primary and secondary sales data HQ-wise and zone-wise. • Coordinated with TBMs for feedback & marketing support. • Identified top prescribers. • Designed battery-shaped LBL as part of campaign inputs.
Linking theory (Classroom learning) with practice at your organisation	• Applied performance tracking concepts from classroom sessions.
Gaps identified on the working area.	• Sales data not integrated with prescriber feedback for focused targeting.
Suggestions for improvement	• Use sales + prescriber mapping to personalize campaigns region-wise.
Plan for the next week	• Begin RCPA analysis and structure campaign strategy for dialysis centers.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 04

From: 02nd June 2025 to 06th June 2025

Activity Done	• Conducted RCPA using field app to capture the data for dialysis centers. • Compared our brand's movement vs competitors. • Started planning the reminder card input. • Outlined campaign story and structure.
Linking theory (Classroom learning) with practice at your organisation	• Used competitor analysis and field research frameworks.
Gaps identified on the working area.	• Limited structured reporting from chemist outlets.
Suggestions for improvement	• Encourage consistent chemist interaction
Plan for the next week	• Finalize input designs and prepare Visual Aid (VA) for campaign.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 05

From: 09th June 2025 to 13th June 2025

Activity Done	• Finalized spinner and reminder card design. • Coordinated with vendors for printing and dispatch budget. • Completed the Visual Aid (VA) designing. • Aligned campaign input flow for launch. • Campaign & sales follow up.
Linking theory (Classroom learning) with practice at your organisation	• Applied practical concepts of campaign design, input psychology, and branding.
Gaps identified on the working area.	
Suggestions for improvement	• Physical meeting conduction for the campaign detailing.
Plan for the next week	• Launch ExoFerric campaign and train field on new materials.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 06

From: 16th June 2025 to 21st June 2025

Activity Done	• Launched the campaign . • Sent finalized inputs: battery LBL, spinner, reminder card. • Shared usage instructions with sales team. • Campaign & sales follow up.
Linking theory (Classroom learning) with practice at your organisation	• Executed a real campaign following product launch .
Gaps identified on the working area.	• Delivery delays in a few zones due to courier issues.
Suggestions for improvement	• Digitize all promotional inputs for instant access on Scientific app.
Plan for the next week	• Monitor execution in field and evaluate effectiveness of new inputs

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 07

From: 23rd June 2025 to 28th June 2025

Activity Done	• Collected feedback from TBMs about new campaign inputs. • Re-analyzed primary and secondary sales data to check post-launch movement. • Analyzed AIOCD data to see market standing, brand growth, and top-performing zones.
Linking theory (Classroom learning) with practice at your organisation	• Used pharma data analysis methods and post-launch audit tracking tools.
Gaps identified on the working area.	• Sales team not fully trained to execute campaigns properly.
Suggestions for improvement	• Add weekly training medical session and brand detailing sessions.
Plan for the next week	• Work with Market Access and KAM teams to understand how ExoFerric is handled in corporate hospitals, and study its listing and pricing processes.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 08

From: 30th June 2025 to 05th July 2025

Activity Done	• Worked with the Market Access and KAM teams to understand how ExoFerric is handled in corporate hospitals. • Observed the listing process, pricing approvals, and how decisions are made for product purchase. • Attended discussions around procurement challenges faced due to hospital-level protocols.
Linking theory (Classroom learning) with practice at your organisation	• Applied institutional marketing knowledge and understanding of centralized decision-making systems. • Understood the difference between retail and institutional marketing strategies.
Gaps identified on the working area.	• Lack of customized marketing materials for institutional decision-makers. • Delays in hospital onboarding due to slow follow-up from sales/KAM teams.
Suggestions for improvement	• Prepare customized listing dossiers and product decks for hospitals. • Build better coordination between KAM and marketing for faster hospital entry.
Plan for the next week	• Review SMSRC data to understand prescription behavior and key target doctors.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 09

From: 06th July 2025 to 12th July 2025

Activity Done	- Reviewed SMSRC data to study ExoFerric's doctor-wise prescription trends. - Identified which specialties (like nephrologists, internists) are prescribing ExoFerric and how often. - Mapped out top-potential prescribers and matched them with field coverage to assess opportunities ☐
Linking theory (Classroom learning) with practice at your organisation	- Applied segmentation and targeting principles using real data. - Used data to support sales team prioritization strategy.
Gaps identified on the working area.	No clear follow-up mechanism on top-prescriber conversion
Suggestions for improvement	Region wise meetings for conversion of top prescribers & to get overview of corporate hospitals.
Plan for the next week	Revisit field areas and conduct training sessions to support proper brand detailing and campaign understanding.

Reporting Format

(Weekly)

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Week no: 10

From: 14th July 2025 to 19th July 2025

Activity Done	• Conducted a field visit to observe how the ExoFerric campaign is running in real market conditions. • Assessed brand presence at clinics, hospitals, and retail points – including availability, visibility of inputs, and recall among doctors. • Held feedback sessions with TBMs and gathered their views on campaign effectiveness and prescriber response.
Linking theory (Classroom learning) with practice at your organisation	• Applied brand evaluation frameworks and marketing effectiveness models to assess on-ground execution.
Gaps identified on the working area.	• Some inputs were not being used effectively or were missing at certain doctor clinics. • Brand message delivery was inconsistent among a few TBMs in low-performing zones.
Suggestions for improvement	• Improve stock dispatch coordination to avoid delays or shortage.
Plan for the next week	• Finalize and compile the internship report and presentation, summarizing key findings, learnings, and improvement suggestions for the marketing team.

Signature of the Student

Approved by the IIHMR University's Mentor: Dr. Akshay Kumar Mishra

Compiled Reporting Format

Name of the Organisation: Eris Lifesciences Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Janak S. Padole

Roll no: 0654

Stream: MBA in Pharmaceutical Management

Activity Done	• Studied ExoFerric (Ferric Carboxymaltose), KDIGO guidelines, and market competitors. • Conducted field visits to understand ground-level realities. • Designed promotional materials: spinner, battery LBL, reminder card, and Visual Aid. • Collected and analyzed primary and secondary sales data. • Conducted RCPA and prescription pattern studies. • Finalized campaign materials and presented campaign launch. • Evaluated AIOCD and SMSRC data to assess brand performance. • Interacted with KAM teams to study hospital approval processes. • Performed sales and campaign followups.
Linking theory (Classroom learning) with practice at your organisation	• Applied SWOT analysis, STP analysis, and market segmentation in molecule study. • Used concepts of brand management and visual branding for input development. • Implemented classroom knowledge of competitor analysis and RCPA. • Used data interpretation tools for sales, AIOCD, and SMSRC analytics. • Applied adult learning theories in field force training sessions. • Understood institutional marketing strategies through hospital-focused activities.
Gaps identified on the working area.	• Inconsistent use of inputs by TBMs. • No integration of sales data with prescriber mapping. • Weak feedback loop from chemist level and

	hospital access delays. • Variation in brand detailing styles among different TBMs. • Sales team not fully trained to execute campaigns properly.
Suggestions for improvement	• Train sales teams on input usage and digital detailing. • Digitize all inputs and implement a feedback tracking mechanism. • Develop a standardized brand kit and refresher SOPs. • Conduct training sessions for sales persons.
Key Learnings	• Gained practical insights into sales tracking, field operations, and regional performance dynamics. • Understood the importance of effective field communication to address ground-level challenges. • Learned brand positioning strategies to differentiate products in a competitive pharma market. • Acquired skills in planning, executing, and optimizing impactful marketing campaigns. • Gained hands-on experience in designing promotional tools like LBLs, VAs, and reminder cards. • Understood the strategic steps involved in successfully launching a new pharmaceutical brand. • Learned to analyze market data (RCPA, AWACS, SMSRC) for performance tracking and competitor insights. • Developed knowledge in hospital sales processes, brand planning, training, and strategic marketing tools.

Signature of the Student

Approved by the IIHMR University's Mentor: Dr. Akshay Kumar Mishra