

SUMMER INTERNSHIP PROGRAM

at

INTAS PHARMACEUTICALS LTD.

13th May 2025 – 15th July 2025

A REPORT BY

Jahnavi Patidar

Master of Business Administration

Pharmaceutical Management

Roll no-0653

2024-26

Under the Mentorship of

Dr. Ratna Verma

Associate Professor





INTAS PHARMACEUTICALS LIMITED

Corporate House, Near Sola Bridge, S.G. Highway, Thaltej, Ahmedabad – 380054, Gujarat, INDIA.
Tel. No. : 079-61577000, Website : <http://www.intaspharma.com> **CIN - U24231GJ1985PLC007866**

Date: 15-Jul-2025

To,
Ms. Jahnavi Patidar
IIHMR University

Subject: - Internship Completion Letter

Dear Ms. Jahnavi Patidar,

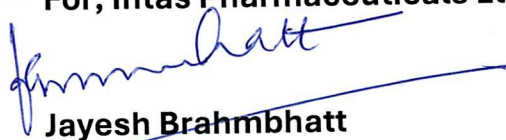
This is to certify that Ms. Jahnavi Patidar has completed internship at **Intas Pharmaceuticals Limited** and understood practical work knowledge. The duration of Internship Program was from 13-May-2025 to 15-Jul-2025. She spent a considerable time to thoroughly understanding the workflow.

Ms. Jahnavi Patidar is a diligent and inquisitive individual, and throughout her tenure, we found her to be sincere and disciplined.

We wish her all the very best for her future endeavors.

Thanking you,

For, Intas Pharmaceuticals Ltd.



Jayesh Brahmabhatt

Executive Vice President — Human Resources

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Jahnavi Patidar** of academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'Ratna Verma', with a stylized flourish at the end.

Dr. Ratna Verma

Associate Professor

IIHMR University Jaipur

Presented by- Jahnvi Patidar
Master of Business Administration
Pharmaceutical Management-16
Roll No. - 0653

Industrial Mentor
Mr. Vijay Rawat (INTAS PHARMACEUTICALS)
University Mentor
Dr. Ratna Verma (IIHMR UNIVERSITY)



INTAS PHARMACEUTICALS LTD.

Intas one of the leading multinational pharmaceutical formulation development, manufacturing, and marketing companies in the world.

Intas has set up a network of subsidiaries, under the umbrella name of Accord Healthcare to operate in global markets. Over the years, Intas has grown both organically and via acquisition, expanding its product portfolio and operations year on year. It is currently present in more than 100 countries worldwide with robust sales, marketing, and distribution infrastructure in markets like North America, Europe, Central & Latin America, Asia-Pacific as well as CIS and MENA countries. Currently ranked 6th in the Indian pharmaceutical market, it's the largest privately owned Indian generic pharma company. Intas has established leadership in key therapeutic segments like CNS, Cardio, Diabeto, Gastro, Urology, Oncology & Animal Health in India. We are among the top 10 generic players in the highly regulated markets of EU, US & UK.

BRIEF DESCRIPTION OF PROJECT

- Objective:** To strengthen the couple fertility basket by understanding the current practices, finding gaps and using those insights to create better solutions.
- Sample Size:** 80 Doctors
- Speciality:** Gynecology and Obstetrics

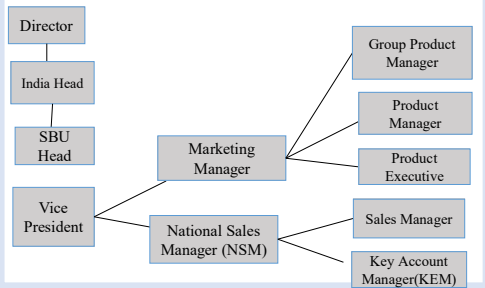
VISION

Contributing to better healthcare through innovation. Maximizing value for our stakeholders & customers.

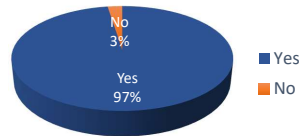
MISSION

To continually set new benchmarks in Global Healthcare with the power of human expertise, Innovative research and advanced technology.

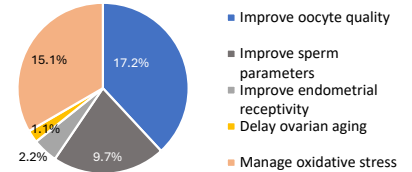
ORGANISATION STRUCTURE



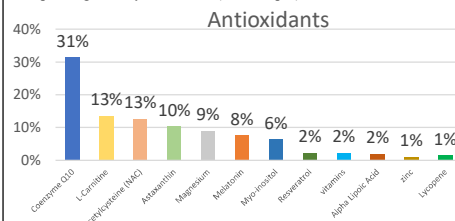
Do you recommend nutraceutical and antioxidant therapy to your infertile patients? **Antioxidant Therapy**



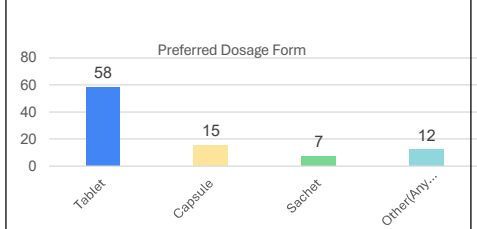
What is your primary reason for prescribing antioxidant therapy in fertility management?



Which antioxidants do you believe have the strongest evidence in improving fertility outcomes?(Rank top 3)



Which dosage form do you prefer for such therapy?

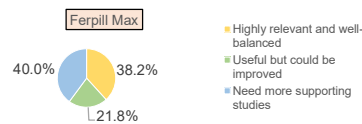


In the Management of Couple Infertility.

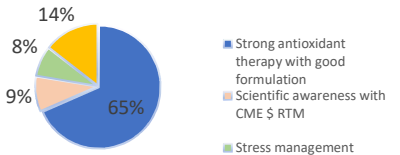
Ferpill Max
Max benefit for assured success



A combination supplement containing CoQ10, Magnesium & Melatonin is now available as a couple fertility pill. What are your views on this formulation?



Your views on how to improve the couple infertility portfolio.



PRACTICAL EXPOSURE & THEORITICAL UNDERSTANDING

- From Concepts to Fieldwork-** Learned fundamentals of market research, branding, and therapeutic categories in class, applied them during real doctor interactions.
- From Learning Data to using It Smartly -** What I learned in class about data analysis helped me work on actual sales numbers, spot trends using excel, and give useful inputs to improve how ferpill Max is positioned in the market.
- Survey Design to Strategic Insights -** Used research learnings to design doctor surveys, gather field data, and draw insights to strengthen the ferpill Max brand.

KEY LEARNINGS

- Designed a questionnaire and conducted field surveys with gynecologists to understand patient profiles and perceptions in infertility care.
- Used survey insights to understand treatment choices & helped know review for ferpill Max
- This project sharpened my communication and strategic thinking through real doctor interactions and brand insights.
- Understanding doctors' perspectives helped me connect better with them and identify potential customers for ferpill Max.
- Through secondary research on infertility deeply understand, underlying causes, and the range of treatment options available.

CHALLENGES

- Field visits often felt rushed because of limited time, making it harder to have deep conversations and get detailed feedback from doctors.
- Understanding the data was tough at first because some survey answers were incomplete, and there wasn't a clear way to analyze open-ended responses.
- There were no standard templates for survey design requiring extra time and to build effective materials from scratch.

SUGGESTIONS

- Ensure adequate time with doctors for meaningful engagement during visits.
- Low awareness among some practitioners of ferpill max and its benefits – highlights a need for education and marketing
- Some doctors have asked for more clinical evidence—having this data would not only build their confidence in Ferpill Max but also strengthen basket.

STRENGTHS

- Backed by trusted pharmaceutical brand
- 1st time introduced concept in india
- Innovative approach :Targets both partners together not just one person.
- Market Leader , No direct competition; holds a monopoly in its category.

WEAKNESS

- Limited awareness
- High dependency on doctor education and recommendation
- High cost may hinder access in lower socioeconomic segments.

OPPORTUNITY

- Access to both male and female infertility market .
- Creation of new concept for couple infertility
- Expansion to digital platforms .
- Opportunity to onboard new prescribers across gynecology, IVF, and general practice segments.

SWOT ANALYSIS

THREATS

- Potential imitation by competitors
- Some doctors may prefer traditional treatments.
- Low acceptance of the couple infertility concept.

Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceuticals Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA Pharmaceutical Management

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

Activity Done	• Learned about Intas Pharmaceuticals and its major divisions, focusing on gynecology. • Studied the basic anatomy and physiology of the male and female reproductive systems, with special attention to the female system – uterus, ovaries, fallopian tubes, and hormonal control. • Reviewed the menstrual cycle to understand the role of gynecological medications. • Analyzed IQVIA March 2025 data showing Intas ranks 10th in the gynecology segment.
Linking theory (Classroom learning) with practice at your organisation	Applied anatomy and physiology lessons to understand drug targets in the reproductive system. Connected pharmacology concepts with hormonal drugs like progesterone and clomiphene used in gynecology. Used knowledge from pharmaceutical marketing and therapeutic segmentation to analyze IQVIA market data. Understood how classroom topics on hormonal regulation relate to menstrual and fertility treatments.
Gaps identified on the working area.	• As a student, I found that there is limited beginner-level training or orientation on medical products. • Product-wise performance details were not easily available. • I noticed that marketing teams and field teams may not always get updated technical knowledge in a simplified way.

Suggestions for improvement	• Develop short medical learning modules for interns and new field employees. • Create product-wise brochures that link conditions with their respective medicines and mechanisms. • Introduce doctor feedback forms to regularly capture treatment trends and responses. • Encourage field staff to conduct mini surveys to understand prescribing patterns in gynecology.
Plan for the next week	Next week, I will attend detailed product briefings for the Gynecology Division to understand therapeutic uses, composition, mechanisms of action, dosage, target patient segments, and market positioning.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA-PM

Week no: 2 From: 19/05/2025 to 23/05/2025

Activity Done	• Learned about Intas Pharmaceuticals' gynecology product portfolio. • Focused on understanding the basic details of products like HALD, Ecotas BV, Ferpil M, Ferpil F, and my core focus product Ferpil Max. • Reviewed their compositions, indications, and usage in conditions like vaginal infections, iron deficiency, and nutritional support. • Started drafting a questionnaire aimed at healthcare professionals to gather insights on Ferpil Max.
Linking theory (Classroom learning) with practice at your organisation	• Applied what I learned in pharmacology to understand the action of supplements and nutraceuticals. • Related topics from anatomy and reproductive health to the practical use of gynecology products. • Used concepts from market research and questionnaire design while preparing the Ferpil Max feedback form.
Gaps identified on the working area.	• Initial difficulty in linking product content with real clinical usage due to limited field exposure. • No standard template for preparing questionnaires or conducting product analysis.
Suggestions for improvement	• Create a questionnaire guide or sample to help first-time creators structure better questions, including tips on framing unbiased, relevant, and insightful questions.

Plan for the next week	• Finalize the questionnaire on Ferpil Max. • Plan and conduct a field visit to interact with doctors and collect feedback through the questionnaire. • Observe real-time doctor interactions to understand product perception and practical challenges.
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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnavi Patidar

Roll no: 0653

Stream: MBA-PM

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

Activity Done	• This week, I started working on a basic competitor analysis to understand how Ferpil Max stands against similar products in the market. • This week, I worked on cleaning the monthly sales data to make it more readable and usable. • I created a questionnaire draft to gather doctor feedback and submitted it to my reporting mentor for approval.
Linking theory (Classroom learning) with practice at your organisation	• Applied marketing concepts from class to identify competitor positioning, pricing, and brand strategies. • Used Excel skills and data analysis to clean and structure sales data effectively. • Concepts from market research and data interpretation sessions helped me analyze the importance of clean and well-organized data. • Recalled techniques from Market Research while designing the questionnaire—especially the importance of clarity, relevance, and ease of response.
Gaps identified on the working area.	• The process for getting feedback tools like questionnaires approved isn't well defined, which creates delays and uncertainty. • It's also hard to access recent competitor activity or promotional strategies, which limits understanding of the market landscape.
Suggestions for improvement	• Creating a basic competitor analysis format would save time and guide interns better in the future. • Setting a simple workflow or timeline for approvals (especially for questionnaires and feedback tools) would improve efficiency and planning.

Plan for the next week	• Plan and participate in a field visit to meet doctors along with the sales team. • Use the opportunity to observe product detailing, understand doctor feedback, and collect responses for the questionnaire. • Gain firsthand exposure to how products are positioned and discussed in real clinical settings.
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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnavi Patidar

Roll no: 0653

Stream: MBA-PM

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

Activity Done	• This week, I went on a field visit with the sales team to meet doctors, where I observed how products like FERPILL- MAX, ECOTAS BV, HALD SR are presented and discussed. • The visit began with a structured questionnaire to gather doctors' opinions and feedback about the product. • I got the chance to see how medical representatives communicate with gynecologists and how doctors respond to different product messages. • I also took note of some valuable doctor feedback that can help in refining our marketing strategies.
Linking theory (Classroom learning) with practice at your organisation	• Related classroom learning about pharma sales techniques and doctor engagement with real-world field experience. • Saw how brand positioning and communication of unique selling points are applied in actual doctor interactions. • Understood the importance of relationship building in healthcare marketing beyond just product knowledge.
Gaps identified on the working area.	• Some doctors seemed to prefer competitor products because they're more familiar with them or because of better incentives. • Visits felt a bit rushed at times, which made it hard to have thorough discussions with doctors.
Suggestions for improvement	• Make sure there's enough time booked with each doctor so reps don't have to rush and can really connect. • Find a simple way to collect and share what doctors say after visits, so the whole team can learn and improve.

Plan for the next week	• Continue with field visits to doctors to deepen understanding and build stronger relationships. • Start visiting chemists to see how the product is stocked, displayed, and recommended.
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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA-PM

Week no: 5 From: 09/06/2025 to 13/06/2025

Activity Done	• This week, I participated in a field visit to doctors, mainly focusing on gynecologists and fertility specialists. • I was also actively involved in the company's Fertility Friday campaign, which offers free product samples and fertility diet charts to support infertile patients. • Interacted with doctors to understand how they respond to such patient support initiatives and how it influences their prescription behavior.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom knowledge related to pharma marketing, patient engagement, and doctor-patient relationship management in a real-world setting. • Understood how awareness campaigns and free support tools help improve brand recall and trust among both doctors and patients. • The visit also highlighted the practical use of communication skills, especially in how medical reps engage with doctors and handle real-time queries or concerns.
Gaps identified on the working area.	• Some doctors were not fully aware of the campaign details, leading to missed opportunities for patient benefit. • No proper system in place to track patient response or outcomes from the distributed samples and charts.
Suggestions for improvement	• Ensure that all doctors are clearly informed about the campaign and its benefits with proper briefing material.

Plan for the next week	• Continue field visits to doctors • Begin visits to chemists to observe product availability, gather feedback, and understand market visibility. • Collect on-ground insights from both doctors and chemists to better understand how the campaign is received and identify areas for improvement.
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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnavi Patidar

Roll no: 0653

Stream: MBA-PM

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

Activity Done	• This week, I participated in field visits to doctors, mainly focusing on gynecologists and infertility specialists. • I was involved in the company's Fertility Friday campaign, which aims to support infertile patients by providing free samples and a fertility-focused diet chart. • Had discussions with doctors regarding their views on Ferpill Max and their approach to managing couple infertility through nutraceuticals and medical guidance.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom learning around pharmaceutical marketing, patient-centered care, and therapeutic communication in real-life field interactions. • Understood how campaign-based strategies like Fertility Friday create value beyond product promotion — by educating and supporting both doctors and patients. • Gained deeper insights into the practical aspects of medical management of infertility, especially the role of supplements like Ferpill Max in clinical practice.
Gaps identified on the working area.	• Some doctors were not fully updated on the composition and unique benefits of Ferpill Max. • Lack of localized educational materials for patients limits campaign effectiveness in some regions.
Suggestions for improvement	• Ensure that all doctors are clearly informed about the campaign and its benefits with proper briefing material. • Conduct quick refresher sessions for medical reps to explain Ferpill Max's full clinical value and positioning.

Plan for the next week	• Compile insights to suggest better alignment between field efforts, campaign strategy, and patient impact.
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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA-PM

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

Activity Done	• This week, I completed a 3-day field visit to doctors, focusing mainly on gynec and infertility specialists. • During the visit, I identified a few potential doctors who showed interest in prescribing Ferpill Max based on patient profiles and treatment preferences. • I also analyzed initial responses from the campaign questionnaire to understand doctors prescribing habits, feedback on the product, and areas for improvement.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts from classroom topics like pharma product positioning, prescription behavior, and data interpretation in real field settings. • Observed how doctors respond to specific product information and how communication strategies learned in theory are used practically. • Gained exposure to how data from the field used to shape marketing direction and doctor engagement.
Gaps identified on the working area.	• Some doctors had limited awareness about Ferpill Max's composition and how it compares to other brands. • No formal system in place to regularly track and follow up with newly identified potential prescribers.
Suggestions for improvement	• Organize short in-clinic educational sessions for interested doctors to explain Ferpill Max's clinical relevance in couple infertility cases. • Conduct quick refresher sessions for medical reps to explain Ferpill Max's full clinical value and positioning. • Design a simple feedback mechanism for doctors to report how samples & diet charts are helping patients.
Plan for the next week	• Keep reviewing and organizing data from the questionnaires to gain more insights that can support improvement.

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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnavi Patidar

Roll no: 0653

Stream: MBA-PM

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

Activity Done	• This week, I started working on the analysis of market research data collected through surveys. • Used Excel to sort, filter, and organize the responses to identify patterns and key observations. • Focused on understanding the general perception of Ferpil Max among doctors and the feedback shared regarding its usage. • Began noting down initial conclusions and actionable insights from the survey data.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom learning from Market Research and Consumer Behavior to interpret real-world survey data. • Used skills gained from our Excel and data analysis sessions to clean and organize the data effectively. • Understood how to convert raw responses into meaningful insights for product strategy planning.
Gaps identified on the working area.	• Some responses in the survey data were incomplete or inconsistent, requiring extra time for understanding. • There was no predefined format or structure to categorize open-ended responses.
Suggestions for improvement	• Use data visualization tools (charts) to present survey findings more clearly for decision-making. • Encourage collaborative review of insights with product managers to validate conclusions. • Create a summary slide template for survey insights that can be used directly in presentations or strategy reviews.

Plan for the next week	• Continue working on the survey analysis to finalize insights and trends. • Present findings to the mentor or marketing team for feedback and next steps.
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Signature of the Student

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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA-PM

Week no:9 **From:** 07/07/2025 to 11/07/2025

Activity Done	• Learned the basics of product-wise sales reports, including key metrics like YPM/NYPM and gross contribution. • Got introduced to CMYK—the color model used in packaging design. • Used market survey data to estimate antioxidant RDA (Recommended Daily Allowance). • Continued refining questionnaire data and use those insights to shape the new brand’s design, key messages. • Suggested a new brand idea to the team based on these findings.
Linking theory (Classroom learning) with practice at your organisation	• Understood how packaging colors (CMYK) influence brand appeal and production consistency. • Practically applied statistical tools to estimate antioxidant RDA from real-world data. • Shaped a brand concept using theory on market gaps, consumer needs, and brand positioning.
Gaps identified on the working area.	• Survey questions on antioxidant intake were sometimes unclear, resulting in partial or inconsistent data. • There was no predefined format or structure to categorize open-ended responses therefore took more time.
Suggestions for improvement	• Create a simple reference comparing CMYK with other color systems to help team understand packaging design benefits. • Build a template that links survey insights (like average antioxidant RDA) to brand design ideas.

Plan for the next week	• Compile and conclude the research findings and make a powerpoint presentation of the entire project. • Next week, I will deliver a presentation to managers sharing key insights from the latest data—including questionnaire findings and about infertility.
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Reporting Format (Weekly)

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA-PM

Week no: 10 **From:** 14/07/2025 to 15/07/2025

Activity Done	• To compile and conclude the research findings and make a powerpoint presentation of the entire project. • Delivered a presentation to the management team summarizing key insights on the infertility market (both male and female), product portfolio, and Ferpill Max positioning. • Covered topics like: Understanding India's infertility market and treatment trends, Review of Ferpill Max—its current feedback
Linking theory (Classroom learning) with practice at your organisation	• I leaned on presentation and data interpretation skills from my classes—organizing the findings into a clear story and using visual tools like charts to make the research results easy to understand and engaging. • I applied presentation and data synthesis skills to develop a clean, informative PowerPoint that clearly outlines the project's goals, research approach, and key findings. • I used real sales figures and classroom lessons on marketing strategies to fuel my insights during discussions with the team.
Gaps identified on the working area.	• Low doctor awareness of Ferpill Max • Challenges in integrating data from multiple sources due to format inconsistencies.
Suggestions for improvement	• Organize short, sessions for doctors that highlight Ferpill Max's unique benefits and highlight clinical advantages in couple infertility. • Being a confident speaker helps present our ideas clearly and persuasively making it easier to win support for your strategies and recommendations.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Intas Pharmaceutical Ltd., Ahmedabad

Area/ Department/ Project of Summer Internship Program: PMT intern (marketing)

Name of the Student: Jahnvi Patidar

Roll no: 0653

Stream: MBA-PM

Activity Done	• I began my internship by exploring Intas Pharmaceuticals, focusing on its gynecology division, one of the key therapeutic areas in the company's portfolio. • To build a strong foundation, I studied the anatomy and physiology of the male and female reproductive systems, paying close attention to the hormonal regulation. • This led to a deeper understanding of the menstrual cycle and how gynecological medications work to treat related conditions. • I also reviewed IQVIA March 2025 market data, which showed that Intas ranks 10th in India's gynecology segment, giving context to the competitive landscape. • I was introduced to Intas's gynecological products including HALD SR, Ecotas BV, Ferpil M, Ferpil F, and my primary focus: Ferpill Max, a nutritional support therapy for infertility. • I explored each product's composition, indications, and therapeutic role, focusing on issues like vaginal infections, iron deficiency, and antioxidant support. • To better understand market positioning, I started a competitor analysis comparing Ferpill Max with similar products in the nutraceutical space. • I drafted a doctor questionnaire to gather structured feedback about Ferpill Max's perception, usage, and suggestions for improvement. • I cleaned and organized monthly sales data to make it easier to interpret and extract meaningful insights. • Using Excel, I began analyzing survey responses to identify trends in prescribing behavior, common concerns, and product awareness. • These findings were used to note initial conclusions and strategic insights to refine product messaging.
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	• One of the most enriching parts of the internship was my field visit with the Intas sales team. • I met with gynecologists and infertility specialists, observing how medical representatives present products, highlight clinical benefits, and engage with physicians. • I used the questionnaire during doctor meetings and gained real-world insights into prescription drivers and feedback. • Participated in the “Fertility Friday” campaign, where free product samples and fertility diet charts were provided to support patients. • I saw firsthand how these patient support initiatives positively influenced doctors’ prescribing habits and built trust. • Several doctors showed interest in prescribing Ferpill Max based on patient needs and product benefits. • I explored key sales performance indicators like YPM (Yearly Per Month), NYPM (New YPM), and gross contribution to understand how products are evaluated. • Gained exposure to the CMYK model used in packaging design, an important aspect of visual branding. • I estimated antioxidant RDA levels from survey data to back the product scientifically and ensure compliance with nutritional guidelines. • Based on the data and doctor feedback, I contributed ideas to refine the communication strategy for Ferpill Max and even proposed a new brand concept to the team. • I compiled all my learnings, field observations, and research findings into a comprehensive PowerPoint presentation. • The presentation to the management team covered: Overview of India’s infertility market and treatment trends, review and feedback on Ferpill Max, survey analysis and key doctor insights, strategic recommendations to enhance brand positioning and doctor engagement • This experience helped me connect clinical understanding with marketing strategy, equipping me with a well-rounded perspective on gynecology-focused brand management in the pharmaceutical industry. • This internship gave me a well-rounded exposure to scientific understanding, field operations, brand strategy, and data-driven decision-making. It was not just a
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	learning opportunity, but a hands-on experience that connected medical science, market research, and pharmaceutical marketing in a meaningful way.
Linking theory (Classroom learning) with practice at your organisation	• During my internship at Intas Pharmaceuticals, I actively applied my academic knowledge in a real-world setting, focusing on the gynecology division and the brand Ferpill Max. • Applied anatomy and pharmacology concepts to understand drug actions, especially hormonal therapies like progesterone and clomiphene. • Related classroom topics on menstrual regulation and infertility to the therapeutic use of nutraceuticals. • Used pharma marketing and therapeutic segmentation principles to analyze IQVIA market data and study competitor positioning. • Designed a doctor feedback questionnaire, applying market research skills in survey clarity, structure, and relevance. • Observed real-world doctor interactions, learning how communication and relationship-building drive sales. • Used Excel and data analysis techniques to clean sales data and interpret survey responses. • Observed how sales and brand communication strategies from class are applied during field visits with doctors. • Participated in the Fertility Friday campaign, connecting theories of patient engagement and campaign-based branding to practice. • Applied knowledge of RDA estimation, packaging design (CMYK), and brand strategy to support product positioning. Delivered a PowerPoint presentation using data synthesis and storytelling skills, summarizing insights and strategic suggestions.
Gaps identified on the working area.	• Difficulty faced to interpret the data insights. • Doctors not fully aware of Ferpill Max's composition and unique benefits. • No standard templates for creating surveys or product analysis tools. • Delay and confusion in getting feedback forms approved. • Incomplete or unclear responses in survey data slowed down interpretation. • No structure for analyzing open-ended survey answers.

	• Low brand awareness of Ferpill Max among some doctors. • Field visits sometimes felt rushed, affecting quality doctor interaction. • No formal system to track doctor follow-up or new potential prescribers. • Difficulty faced to interpret the data insights. • Making every gynac assistant understand the project's aim and their full-on willingness to participate on it. • Challenges in integrating data from multiple sources due to format inconsistencies.
Suggestions for improvement	• Ensure adequate time with doctors for meaningful engagement during visits. • Use clear campaign briefing materials to ensure doctors understand benefits and objectives. • Conduct refresher sessions for reps on Ferpill Max's full clinical value. • Organize educational sessions for doctors focused on infertility management. • Use data visualization (charts/graphs) to present survey results effectively. • Enhance doctor engagement through in-clinic sessions on Ferpill Max's unique benefits. • Promote confident communication for better presentation of ideas and strategy support. • Incorporate better analytical skills to ensure that active algorithm for data sets is provided. • Use of advanced excel or data analytics to make my final presentation more appealing.
Key Learnings	• Competitor Analysis - Compared Ferpill Max with other fertility supplements to find its unique strengths and guide how it stands out. • Market Research - Done doctor surveys to collect real feedback, ensuring the brand speaks directly to what doctors need and expect. • Research & Data Handling-Managed everything from cleaning sales data to analyzing survey responses and estimating antioxidant RDAs—then used it to shape messaging. • Product & Portfolio Insight Studied Intas's gynecology products deeply, helping me

	position Ferpill Max effectively within its therapeutic portfolio. • Presentation & Communication Synthesized all findings into a clear, compelling PowerPoint for management—translating data into stories and actionable strategy.
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Signature of the Student

Approved by the IHHMR University's Mentor