

SUMMER INTERNSHIP REPORT

at

GSK Pharmaceuticals Ltd.

From: 22 May 2025 to 31 July 2025

A REPORT BY:

INDRALE ANIKET EKNATH

Master of Business Administration

Pharmaceutical Management-16

IIHMR-U/02/2024-26/0650

2024-2026

Under Mentorship of

Dr. Hemant Kumar Mishra

(Assistant Professor)



GlaxoSmithKline Pharmaceuticals Ltd.

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July 31, 2025

To whom it may concern,

Internship Completion Certificate

This is to certify that **Aniket Indrale**, was on a fixed term internship with **GSK Pharmaceuticals Limited (General Medicines Division)** as a **Marketing and Sales Intern** for a period of **10 Weeks** from **22nd May 2025** to **31st July 2025**.

Aniket has successfully completed the internship during the said period.

We wish him all the best for all future endeavours.

For GSK Pharmaceuticals Limited.



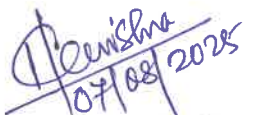
Harsh Trehan
Human Resources Head, India

IIHMR University Faculty Mentor Approval

This is to certify that Mr. Indrale Aniket Eknath 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- 07/08/2025


Dr. Hemant Kumar Mishra
(Assistant professor)

GSK Pharmaceuticals Ltd.

GlaxoSmithKline Pharmaceuticals Ltd. was established in 1924 and is one of India's leading pharmaceutical companies. Headquartered in Mumbai, it is part of global GSK Ltd. and offers medicines and vaccines in Respiratory, Anti-infectives, Dermatology, Pain, and Oncology. GSK India is a leader in the private vaccine market and continues to invest in innovation and healthcare access.

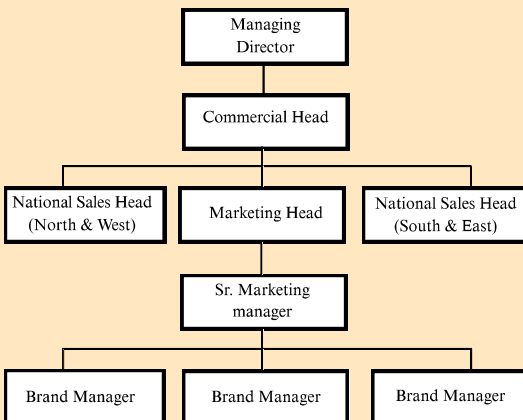
Vision

To become the most innovative, best performing, and trusted healthcare company in India.

Mission

To improve the quality of human life by enabling people to do more, feel better, and live longer through science-led innovation in pharmaceuticals and vaccines.

Organization Structure



SWOT Analysis

- | | |
|--|--|
| <p>Strengths</p> <ul style="list-style-type: none"> Strong Brand portfolio- well-known brands like Calpol, Augmentin and Shingrix Robust R&D Capabilities- strong pipeline in vaccine and specialty medicines | <p>Weaknesses</p> <ul style="list-style-type: none"> Dependence on Limited Key Products Complex Global Supply Chain Limited presence of therapeutic area, present in Anti-infective, anti-pyretic, and vaccines only |
| <p>Opportunities</p> <ul style="list-style-type: none"> Expansion in Emerging Markets- countries like India and Brazil offer growth potential. Innovation in Biopharma & Vaccines | <p>Threats</p> <ul style="list-style-type: none"> Intense Industry Competition- Competes with major pharma companies like Pfizer, Novartis Pricing Pressures- Global pricing regulations and generic competition |

Product Description



- Brand Name** - Calpol
- API** - Acetaminophen
- Use** - Analgesic and Antipyretic
- Available Dose-**
Adult- 500mg & 650mg
Child- 100mg, 120mg & 250mg suspension.
- USP**- Patented Optizorb Technology

Competitor



- Snapshot-**
- Dolo 650** is leader in 650mg SKU with approx. 43% Market Share.
 - In liquids, Calpol is leader with 60%+ MS, but losing market share to **Fepanil** & **Pyrigesic** in 2025

Why campaign ?

-  Gain the market share in 650mg
-  Maintain the leadership in liquids
-  Keep the team inspired and driven throughout the second half of the year.

Methodology & Suggestions

Data analysis → Gap Identifications → Suggestions for Improvement

Objective-Based Planning- Recognition must be given on Pre order booking & MS of 650, that will help to gain MS of 650.
Behavioral Motivation- As per GSK policy, monetary rewards are not allowed. Suggested alternatives include a 'Talk with top leadership' & 'Podium finish' at the annual meet. Additionally, suggested to post 'Monthly success stories' on Workvivo, as it fosters a sense of recognition and value within the organization.

Challenges Faced During Internship

- Limited access to real-time sales data.
- Deciding the sales parameter, criteria & deciding non-monetary rewards for internal campaign
- Unaware of detailing script as no prior experience.

Practical Exposure

- Analyzed sales data obtained from IQVIA to understand market position of GSK
- Analyzed Lead and lag parameters to build the internal campaign.
- Prepared script for detailing with storytelling to assist the sales team.
- A prepared detailing script with storytelling elements to assist the sales team to pitch the LBL effectively.

Theoretical Exposure

- Developed an understanding of sales trends, market behavior, and buying patterns.
- IQVIA report understanding helped to find insights.
- Studied various combinations available in Anti-pyretics.
- Studied pharmacology of antipyretic drug
- Various sales parameter like POB, Offset, MS helped to design campaign.

Learning Outcomes

- Strategy Making
- Sales parameter (POB, Offset, Lead & Lag parameter)
- Sales data analysis
- Anti-infective & Anti-pyretic market understanding

Weekly Report

Name of the Organisation: *GlaxoSmithKline Pharmaceuticals*

Area/ Department/ Project of Summer Internship Program: *Marketing and sales*

Name of the Student: *Indrale Aniket Eknath*

Roll no: *0650*

Stream: *Pharmaceutical Management*

Week no: *1*

From: *22/05/2025 to 24/05/2025*

Activity Done	Analysed yearly sales data of brand Calpol. Currently working to build motivational internal campaign for sales reps. of GSK, to increase sales of Calpol in monsoon season.
Linking theory (Classroom learning) with practice at your organisation	Used Maslow's Hierarchy of Needs to build motivational campaign for 900+ sales representative.
Gaps identified on the working area.	Currently brand managers requires to ask every team regarding updates of work assign, that takes lot of time.
Suggestions for improvement	Common platform that will help brand managers to get to know work done by various teams.
Plan for the next week	Going to present my initial thoughts to brand manager, regarding the Internal campaign for sales reps of GSK.

Week no: 2

From: 26/05/2025 to 30/05/2025

Activity Done	<i>Analysed yearly sales data of brand Calpol. Currently working to build motivational internal campaign for sales reps. of GSK, to increase sales of Calpol in monsoon season.</i>
Linking theory (Classroom learning) with practice at your organisation	<i>Used Maslow's Hierarchy of Needs to build motivational campaign for 900+ sales representative.</i>
Gaps identified on the working area.	<i>Currently brand managers requires to ask every team regarding updates of work assign, that takes lot of time.</i>
Suggestions for improvement	<i>Common platform that will help brand managers to get to know work done by various teams.</i>
Plan for the next week	<i>Going to present my initial thoughts to brand manager, regarding the Internal campaign for sales reps of GSK.</i>

Week no: 3

From: 02/06/2025 to 06/06/2025

Activity Done	• Analysed last 3 years sales data of Calpol, this data include sales by RBM and ABM by analysing this sales data made strategy to recognize them on quarterly basis. • Raised the Purchasing Order (PO) For Photoshoot of Calpol product. • Got insight about the supply chain of Calpol and Analysed the Inventory data, related to promotional material like LBLs. • Sent request to transfer LBLs from main warehouse to various HQ.
Linking theory (Classroom learning) with practice at your organisation	• Used technical knowledge to analyse data. • SCM knowledge helps to understand some terminologies.
Gaps identified on the working area.	• PO process requires lot of intervention due to this it take lot of time.
Suggestions for improvement	• For contracted third parties, intervention can be minimised and based on price Brand manager should get authority to approve it. • Eg. < 20k brand manager can approve PO. > 20k Senior marketing manager can approve. >01 lakh marketing head can approve.
Plan for the next week	• 2nd presentation in front of brand manager regarding the findings of 3 year sales data analysed about the RBM,ABM.

Week no: 4

From: 16/06/2025 to 20/06/2025

Activity Done	• Presented the deck(Initial thoughts) about the campaign structure to Sr marketing manager, • Finalised the following things 1. Outline of Internal campaign . 2. Criteria to recognise RBM, ABM and MBA. 3. Recognition parameters like Market share, POB & Sales Target Achievement. 4. Engagement events. Analysed the last 3 year target achievement data of RBM and ABM, that helps me to finalize the criteria to recognise them. • Reached out to the agency to get creative estimates, followed all the steps to raise the PO, and smoothly coordinated with them to get the third-party creatives on time
Linking theory (Classroom learning) with practice at your organisation	NA
Gaps identified on the working area.	Despite having a contract in place with the vendors, every minor purchase still requires approval from the Senior Marketing Manager, making it increasingly tedious for the Brand Manager to raise POs,even for small amounts.
Suggestions for improvement	To make the PO process smoother they can set purchase limits for each role when dealing with contracted vendors. This will help to avoid delays and reduce the intervention.
Plan for the next week	• Assigned the task to analyse data of the Augmentin brand, till now I did work for the Calpol brand. • Hopeful that the Senior Marketing Manager will approve the internal campaign idea. If it goes

	through, I am planning to pitch it to the Marketing Head next.
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Week no: 5

From: 23/06/2025 to 27/06/2025

Activity Done	- Presented PPT of Internal Campaign for sales team in front of marketing Head of GSK, got approval for the same. - Completed some requirements for execution of campaign, like Making Teaser and small AV of 30 sec.
Linking theory (Classroom learning) with practice at your organisation	NA
Gaps identified on the working area.	As a marketing team there is responsibility to keep motivating the sales force but there are very few activities currently running by marketing team.
Suggestions for improvement	- Make every week dashboard of sales number so sales team get idea about the remaining target - Declare weekly best performer on Mail, that will help to motivate sales team. - Post success stories of sales reps to motivate and recognise them
Plan for the next week	- Going to close tasks related to execution of internal campaign. - Going to work on final ppt so my brand manager present in front of sales reps in H2 meeting on 4 July.

Week no: 6

From: 30/06/2025 to 04/07/2025

Activity Done	1. Analysed the June month sales data of Augmentin, which is no.1 brand in India. • Made a Dashboard of sales data that includes % target Achievement, % Growth (MTD) and 0 billing HQ. • Shared insight to sales team. • Highlighted the top performer to motivate them. 2. Worked on PPT of internal campaign. 3. Took follow ups from external agencies regarding the LBLs.
Linking theory (Classroom learning) with practice at your organisation	Analytics part learned from classroom helps me to analyse and find sales insight smoothly.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• Going to present the internal campaign for sales team in front of Marketing Head of GSK. • Going to execute the internal campaign plan after getting approval from marketing head.

Week no: 7

From: 07/07/2025 to 11/07/2025

Activity Done	• Made PPT for Brand Manager on our new campaign “Unleash the Tez in You”, so brand manager can present in front of sales team. • Coordinated with outside agency for making campaign AV. In that I worked on script writing and thought behind the AV so agency can execute it. • Raised PO for printing Monsoon LBLs for the brand. • Worked on WhatsApp message and IVR script for the Monsoon offer.
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Linking theory (Classroom learning) with practice at your organisation	- Integrated marketing skill to make communication script such as WhatsApp message and IVR script for the Monsoon offer. Coordinated with outside agency for making campaign AV. In that I worked on script writing and thought behind the AV so agency can execute it. - PO process helps me to understand how operations management plays a critical role in ensuring timely execution of marketing materials.
Gaps identified on the working area.	Absence of templates to develop repetitive content like WhatsApp and IVR scripts.
Suggestions for improvement	Introduce standard templates for frequently used communication formats like WhatsApp messages, IVR scripts.
Plan for the next week	- Going to analyse H1 (Jan to June 2025) sales data and planning to work on the leaderboard of RBM based on sales data. - Since my Brand Manager will be out of office for the H2 meeting, I'm taking responsibility to ensure the Monsoon Offer LBLs are delivered on time from the agency to C&F of GSK.

Week no: 8

From: 14/07/2025 to 18/07/2025

Activity Done	- Learned IQVIA software - Analysed sales data through IQVIA software - Co-ordinated some agency related work as my manager was out of office for whole week.
Linking theory (Classroom learning) with practice at your organisation	Marketing analytics helps to analysed data.
Gaps identified on the working area.	NA

Suggestions for improvement	• NA.
Plan for the next week	• Going to analyse H1 (Jan to June 2025) sales data and planning to work on the leaderboard of RBM based on sales data, which is pending from last week due to manager was out of office. Only he has access to download data through dashboard.

Week no: 9

From: 21/07/2025 to 25/07/2025

Activity Done	• Analysed H1 (Jan to June 2025) sales data • Made leaderboard for RBM based on same sales data • Co-ordinated some agency related work.
Linking theory (Classroom learning) with practice at your organisation	• Marketing analytics helps to analysed data.
Gaps identified on the working area.	• NA
Suggestions for improvement	• NA.
Plan for the next week	• After discussion with the manager, next week's activities will be assigned on Monday, as almost 90% of the current tasks have already been completed.

Week no: 10

From: 27/07/2025 to 31/07/2025

Activity Done	• Analysed Lead and lag parameter of sales team for June month • Based on find out the insights like average KCU, CLM time.
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	Created a detailed script for sales representatives to effectively present LBLs during their doctor calls
Linking theory (Classroom learning) with practice at your organisation	Applied concepts from Sales & Distribution Management by evaluating lead and lag performance metrics to assess effectiveness and efficiency of field operations.
Gaps identified on the working area.	NA
Suggestions for improvement	NA.
Plan for the next week	Since my internship is coming to an end, there's no specific plan for next week. I am going to complete the required documents for my college submission, And also I will be available in case any last-minute work.

Compiled Report

Name of the Organisation: GSK Pharmaceuticals Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing & Sales Intern

Name of the Student: Indrale Aniket Eknath

Roll no: 0650

Stream: MBA Pharmaceutical Management

Activity Done

☐ Studied all brand-related materials, including product monographs, previous campaign reports, and competitor analysis provided by the Brand Manager. This helped in gaining a complete understanding of Calpols' positioning in the market, its different variants, target audience, and therapeutic relevance.

☐ Analysed **yearly sales data** of Calpol to identify important business trends, seasonal fluctuations in demand, regional performance differences, and overall brand growth. These insights laid the foundation for campaign planning and sales strategy alignment.

☐ Contributed to the conceptualisation of an **internal motivational campaign** designed specifically for the GSK field force, targeting improved sales performance during the monsoon season when demand for fever management products typically rises.

☐ Created and presented the **initial campaign deck** to the **Senior Marketing Manager**, covering:

- Clear campaign objectives and execution roadmap
- Recognition criteria and performance benchmarks for RBMs, ABMs, and MBAs
- Metrics such as Market Share growth, POB generation, and achievement against sales targets
- Proposed engagement activities to maintain field force enthusiasm throughout the campaign duration

☐ Performed **3-year historical data analysis** of RBM and ABM performance to ensure that the recognition structure and reward framework were objective, data-driven, and aligned with real sales impact.

☐ Took the lead in coordinating with the **external creative agency** for campaign execution:

- Collected creative cost estimates
- Managed the **Purchase Order (PO)** process through internal systems
- Followed up with the agency to ensure timely delivery of campaign assets like posters, AV scripts, and LBLs

☐ Analysed **June 2025 sales data of Augmentin**, India's top pharmaceutical brand, to understand regional performance. Created dashboards showing:

- % Target Achievement
 - Month-to-Date (MTD) Growth
 - Zero Billing HQs
Shared these insights with the sales team and identified top-performing zones to drive peer motivation and competitiveness.
- Supported the design and printing of **monsoon-specific Leave-Behind Literature (LBLs)** by working closely with vendors and creative partners.
- Successfully presented the **final campaign proposal** to the **Marketing Head of GSK**, receiving approval for full-scale rollout across field teams.
- Contributed directly to the **execution of the campaign** by:
- Designing engaging teaser creatives
 - Developing the concept and brief for a 30-second AV video aimed at energizing the sales force during team meetings and WhatsApp broadcasts
- Participated in the development of a new motivational campaign titled **“Unleash the Tez in You.”**
- Supported scriptwriting and storytelling elements for the AV
 - Collaborated with the creative agency to align visuals with brand tone and messaging
 - Oversaw AV production stages to ensure timely execution
- Drafted **WhatsApp message content and IVR scripts** to announce Calpol's monsoon offers, keeping messages short, motivating, and in line with GSK's brand voice.
- Gained hands-on experience with **IQVIA software** for analysing brand performance data, competition tracking, and sales trends. Also managed external communications independently during the Brand Manager's temporary absence.
- Conducted a detailed analysis of **H1 (January-June 2025) sales data**, preparing a leaderboard to rank RBMs based on sales contribution and overall performance.
- Studied **lead and lag sales performance indicators** such as:
- **Average KCU (Knowledge Call Utilisation)**
 - **CLM (Closed Loop Marketing) Time**
These parameters helped assess the effectiveness and engagement level of the sales team.
- Created a **doctor call detailing script** to help medical representatives confidently present Calpol LBLs during clinic visits, ensuring brand messaging was crisp, accurate, and doctor-friendly.

Linking theory (Classroom learning) with practice at your organisation

- Knowledge gained from **pharmacology** lectures helped in understanding the **pathophysiology of fever** and how **NSAIDs like paracetamol** (Calpol) work to reduce fever and inflammation. This understanding added scientific depth to brand analysis and communication planning.
- Concepts from **Maslow's Hierarchy of Needs** were effectively applied while designing a **motivational campaign** for over **900 sales representatives**, ensuring the campaign tapped into both performance-driven and emotional motivators.
- Learnings from **Marketing Analytics** and **data interpretation techniques** taught in class helped in **analysing sales performance**, identifying top performers, and generating actionable insights from historical data.
- Skills developed in **Integrated Marketing Communication** were applied to craft clear and engaging **WhatsApp messages and IVR scripts** for the Calpol monsoon campaign. Classroom knowledge also guided the **scriptwriting and creative direction** of the campaign AV video, executed in collaboration with an external agency.
- Understanding the **Purchase Order (PO) process** in classroom sessions on **Operations Management** helped in coordinating timely execution of campaign materials and handling vendor management efficiently.
- Practical application of **Sales and Distribution Management** concepts was seen in analysing **lead and lag indicators** (e.g., KCU, CLM time) to evaluate the **effectiveness of field force operations** and plan sales strategies accordingly.

Gaps identified on the working area.

- **Time-consuming update process for the Brand Manager:**
Currently, Brand Managers are required to personally follow up with multiple team members or cross-functional departments to get updates on assigned tasks. This manual follow-up process takes up a considerable amount of their productive time, which could otherwise be used for strategic planning or high-priority marketing activities. A more structured update mechanism, like a centralized tracker or automated reporting system, could help reduce time spent on coordination.
- **Cumbersome PO approval process despite vendor contracts:**
Even when vendors are already on contract, every small purchase or creative task (such as printing, artwork revisions, or short video edits) still requires approval from the Senior Marketing Manager. This creates unnecessary delays, especially for urgent or low-budget items. A smoother and predefined approval flow for low-value or pre-approved vendor activities could help speed up the marketing execution process.
- **Limited ongoing motivation activities for the sales force:**
While the marketing team is expected to continuously energize and motivate the field force, only a few structured engagement initiatives are currently in place. Regular

motivational activities, contests, recognition programs, or regional engagement campaigns are lacking. Introducing consistent engagement plans could have a significant impact on field force morale and brand push.

- **Lack of ready-to-use templates for recurring communication needs:**

For frequently required content such as WhatsApp messages and IVR scripts, there is no standardized template or guideline available. As a result, new content must be created from scratch each time, leading to inconsistencies in tone, message delivery, and delays in execution. Having a set of pre-approved templates would help the marketing team save time and ensure brand consistency across all channels.

Suggestions for improvement

- A **centralised digital platform** can be introduced where all departments involved in a campaign (marketing, creative, operations, etc.) can regularly update the status of their assigned tasks. This will help Brand Managers track progress in one place, avoid repeated follow-ups, and ensure better collaboration between teams. Tools like shared Excel trackers, Microsoft Teams, or Trello boards can be helpful.
- To make the **Purchase Order (PO) process smoother, purchase limits can be defined based on role and responsibility**, especially when dealing with pre-approved or contracted vendors. For example, the Brand Manager can be allowed to approve expenses up to a certain amount (e.g., ₹15,000–₹25,000) without senior-level approval. This will reduce unnecessary delays and allow quick execution of routine marketing tasks.
- A **weekly sales dashboard** should be prepared and shared with the sales team. This dashboard can show each team's current achievements, pending targets, and progress toward monthly goals. Such regular updates will help sales representatives stay focused, plan their visits better, and drive overall performance.
- Declaring a **weekly “Best Performer”** through internal mail or WhatsApp groups can act as a great motivation tool. Recognising the top RBM, ABM, or MBA each week based on target achievement or market share growth will build a healthy competitive environment in the team.
- Sharing **success stories of field force members**—such as how a particular team cracked a difficult market or achieved extraordinary results—can boost morale. Posting these stories on internal platforms or team calls will not only motivate others but also give visibility and appreciation to deserving individuals.
- Introducing **standardised templates** for commonly used communications such as **WhatsApp messages, IVR scripts, and emailers** can save time and maintain consistency in brand messaging. These templates can be adapted easily for different campaigns or brands and reduce repetitive content creation work.

Key Learnings:

During the 10-week internship at GlaxoSmithKline Pharmaceutical (GSK), several valuable learnings were gained across functional, strategic, and personal development areas. The internship not only enhanced marketing knowledge but also helped in building practical skills relevant to real-world brand management.

- **Market and Sales Analysis:**
Learned how to analyse brand performance data in terms of market growth, achievement against targets, prescription generation (POB), and offsets. Gained exposure to understanding primary and secondary sales trends and identifying lead and lag performance parameters to evaluate sales force efficiency.
- **Campaign Planning and Execution:**
Understood the full process of planning an internal motivational campaign for the field team. This included defining recognition parameters, selecting engagement activities, preparing creative content, and coordinating with external agencies for execution. This experience helped in understanding how strategic thinking is translated into real-time actions in pharma marketing.
- **Sales Data Analysis (RBM/ABM/MBA Wise):**
Developed the ability to break down large sales datasets and analyse them according to roles like RBM, ABM, and MBA. This helped in preparing leaderboards, identifying top performers, and drawing actionable insights to improve team performance.
- **IQVIA Software Usage:**
Learned to navigate and use IQVIA software for analysing pharmaceutical market data. This enhanced understanding of market trends, competitor tracking, and sales forecasting using real-time data tools.
- **Detailing Script Development:**
Created a complete doctor detailing script to guide field force during brand discussions. This involved crafting key messages, aligning product benefits with doctor interests, and ensuring consistency in communication across different zones.
- **Enhanced Collaboration:**
Worked closely with brand managers, sales teams, and creative agencies. This improved ability to collaborate with cross-functional teams, manage interdepartmental tasks, and contribute meaningfully to discussions and campaign planning.
- **Improved Communication Skills:**
Gained experience in writing structured campaign content such as WhatsApp messages, IVR scripts, and PPTs. Presented campaign ideas to senior managers, which helped build confidence in professional communication.

- **Adaptability in Real-Time Workflows:**
Managed multiple responsibilities such as PO processing, vendor coordination, and campaign execution, especially during times when the reporting manager was unavailable. Adapted quickly to changes in timelines and expectations, which improved flexibility and accountability.
- **Strengthened Technical and Analytical Skills:**
Improved skills in Excel for sales tracking, leaderboard creation, and performance dashboards. Also applied classroom learning from subjects like Marketing Analytics and Sales & Distribution to analyse real-time business data.
- Overall, the internship provided practical exposure to multiple aspects of **pharmaceutical marketing**, such as campaign development, field force engagement, brand analytics, and vendor coordination. It also enhanced communication, collaboration, adaptability, and technical skills relevant to a real corporate setup.