

SUMMER INTERNSHIP PROGRAM

at

MANKIND PHARMACEUTICALS



From 15th May 2025 to 22nd July 2025

**A REPORT BY
JANHAVI SANJAY RAMTEKE**

**Master of Business Administration
(Pharmaceutical Management)**

**Roll No: - 0641
2024-2026**

Under the Mentorship of

**Dr. RATNA VERMA Ma'am
(Assistant Professor)**



Jaipur

31-July -2025

To Whomsoever It May Concern

This is to certify that **Ms. Janhavi Sanjay Ramteke** student of MBA Pharmaceutical Management from **IIHMR University Jaipur** has successfully completed her training program with **Mankind Pharma Ltd.** in PMT Department from **13th May 2025 to 25^h July 2025**.

She was found to be diligent, sincere & dedicated during her training period.

We wish her 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 Janhavi Sanjay Ramteke 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: 31/07/2025

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

Dr. Ratna Verma

Associate Professor

NAME: JANHAVI RAMTEKE ROLL NO.: 0641 BATCH: MBA PM-16 DURATION 2024-26 FACULTY MENTOR: DR. RATNA VERMA MA'AM ORGANIZATION MENTOR: SWATI SINGH MA'AM

HISTORY OF MANKIND

Mankind Pharma was established in 1995 with a mission to provide affordable and quality medicines across India. Starting with just a few products, the company rapidly expanded, becoming one of India's top pharmaceutical brands. Today, it operates in over 34 countries, offering a wide range of prescription medicines, OTC products, diagnostics, and consumer healthcare items — all driven by innovation, ethical values, and a patient-first approach.

QUALITY
IS NOT
EXPENSIVE
Priceless.



VISION

"To be a global pharmaceutical company, most admired for its Affordability, Quality and Accessibility of products. "This reflects the company's aspiration to lead internationally while prioritizing accessible, high-standard healthcare.

MISSION

"To provide cost-effective, innovation-based, superior-quality pharmaceutical products across the globe that improve the lives of patients. "The focus here lies in blending affordability, innovation, and quality to elevate patient outcomes worldwide.

-MANKIND CREDO



ORGANIZATION STRUCTURE



SWOT ANALYSIS



Strengths

- Diversified product portfolio
- Strong presence in India
- Affordable pricing

Weaknesses

- Limited global footprint
- Intense competition
- Dependence on domestic market

Opportunities

- Expansion in international markets
- Growth in healthcare sector

Threats

- Regulatory challenges
- Patent expirations
- Currency fluctuations

INTERNSHIP ACTIVITIES

- Designed and developed both structured and semi-structured questionnaires tailored to the research objectives.
- Strategically identified and mapped key specialists relevant to the study domain.
- Conducted in-person visits to doctors across various clinics and hospitals for primary data collection.
- Carried out comprehensive face-to-face interviews utilizing the prepared questionnaires to gather actionable insights.
- Collecting information and data from various Gastroenterologist & Consultants.

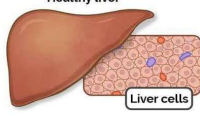
OBJECTIVE

The Role of Dietary and Pharmacological Interventions in NAFLD/MALD.

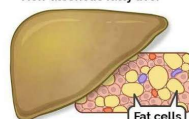
ABOUT THE DISEASE

- NAFLD (Non alcoholic fatty liver disease)** Accumulation of fat in the liver in people who drink little or no alcohol.
- Strongly linked to obesity, type 2 diabetes ,dyslipidaemia Management: Lifestyle changes (weight loss, diet, exercise), Vitamin E, Pioglitazone in selected cases.
- MAFLD (Metabolic Associated fatty liver disease)*** Diagnosis is based on evidence of fatty liver + one of the following : Overweigh / obesity Type 2 diabetes. Metabolic dysfunction.
- Management: Same as NAFLD but with focus on metabolic risk control (lipids, insulin resistance, weight)

Healthy liver



Non-alcoholic fatty liver



KEY LEARNINGS

- Understood NAFLD/MALD causes and treatment basics
- Learned professional doctor communication and survey skills
- Gained confidence in explaining medical terms simply.
- Sai real challenges in liver disease and dietary counseling.
- Improved Tele visit handling and time management
- Learned to deal with rejection calmly and professionally

USEFULNESS OF INTERNSHIP

- Practical Experience.
- Industry Exposure.
- Skill Development.
- Self-Discovery and Career Exploration.
- Confidence Building.

CHALLENGES FACED DURING INTERNSHIP

- Difficulty in meeting the doctors, they didn't use to give time to us.
- Since it was a new place, it was difficult to find the hospitals and clinics.
- In the hospitals, it was difficult to find out where exactly the department and doctors are.
- Sometimes doctors used to doubt that we are visiting on behalf of a company.

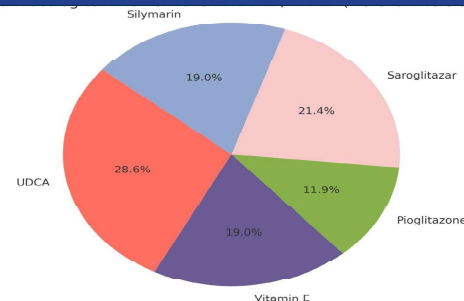
THEORETICAL V/S PRACTICAL

- Practical knowledge produces concrete data on doctors' perception and their impact on patient outcomes.
- Theoretical knowledge is derived from scientific literature and educational resources.

GAPS IDENTIFIED

- GPs unaware of MAFLD
- Need for affordable combos
- Preference for known brands

ANALYSIS OF THE SURVEY



SUGGESTIONS

- Give doctors simple tools charts, leaflets! to explain diet to patients.
- Share more into about UDCA's benefits during doctor meetings.
- Include tips on patient counseling in awareness campaigns.
- Add questions in future surveys about herbal remedies and follow-up care.
- Offer starter kits with UDCA samples and patient leaflets,
- Provide clinic standees/posters on tasty liver awareness.
- Highlight differences in prescribing habits or disease awareness geographically

OUTCOMES OF INTERNSHIP

- Feedback on key molecules like UDCA, Improved professional communication during doctor visits Saroglitazone , Vitamin E.
- Identified awareness gaps among doctors.
- Understood doctors' real-world treatment practices for NAFLD & MAFLD, including diet and drug usage.

2ndWeek Report

Name of the Organisation: Mankind Pharma .

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Janhavi Ramteke

Roll no: 0641

Stream: Pharmaceutical Management

Week no: 2 From:.....19/5/25...Mayto.....24/5/25.....

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 18 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **3rdWeek Report**
- **Name of the Organisation: Mankind Pharma .**
- **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
- **Name of the Student:** Janhavi Ramteke
- **Roll no:** 0641 **Stream:** Pharmaceutical Management
- **Week no: 3 From:.....26/5/25...May**
.....to.....31/5/25.....

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 10 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **4thWeek Report**
- **Name of the Organisation: Mankind Pharma .**
- **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
- **Name of the Student:** Janhavi Ramteke
- **Roll no:** 0641 **Stream:** Pharmaceutical Management
- **Week no: 4 From:.....2/6/25...June**
.....to.....7/6/25.....

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **5thWeek Report**
- **Name of the Organisation: Mankind Pharma .**
- **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
- **Name of the Student:** Janhavi Ramteke
- **Roll no:** 0641 **Stream:** Pharmaceutical Management
- **Week no:** **5**
From:.....9/6/25...June.....to.....14/6/25.....

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist, and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **6thWeek Report**
 - **Name of the Organisation: Mankind Pharma .**
 - **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
 - **Name of the Student:** Janhavi Ramteke
 - **Roll no:** 0641 **Stream:** Pharmaceutical Management
 - **Week no:** 6
- From:.....16/6/25...June.....to.....21/6/25.....**

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist, and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **7thWeek Report**
 - **Name of the Organisation: Mankind Pharma .**
 - **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
 - **Name of the Student:** Janhavi Ramteke
 - **Roll no:** 0641 **Stream:** Pharmaceutical Management
 - **Week no:** 7
- From:.....23/6/25....June.....to.....28/6/25.....**

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist, and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **8thWeek Report**
- **Name of the Organisation: Mankind Pharma .**
- **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
- **Name of the Student:** Janhavi Ramteke
- **Roll no:** 0641 **Stream:** Pharmaceutical Management
- **Week no:** **8**
From:.....30/6/25...June.....to.....5/7/25.....

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist, and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **9thWeek Report**
 - **Name of the Organisation: Mankind Pharma .**
 - **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
 - **Name of the Student:** Janhavi Ramteke
 - **Roll no:** 0641 **Stream:** Pharmaceutical Management
 - **Week no:** 9
- From:.....7/7/25...July.....to.....12/7/25.....**

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist, and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
• Gaps identified on the working area.	• - Many doctors had limited time, so it was difficult to have long discussions. • In some clinics, doctors couldn't give detailed responses because they were too busy.

• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

- **10thWeek Report**
- **Name of the Organisation: Mankind Pharma .**
- **Area/ Department/ Project of Summer Internship Program:** Marketing Research – Doctor Visit & Market Survey
- **Name of the Student:** Janhavi Ramteke
- **Roll no:** 0641 **Stream:** Pharmaceutical Management
- **Week no:** **10**
From:.....14/7/25....July.....to.....19/7/25.....

• Activity Done	• Carried out on-ground fieldwork across Pune city, engaging with General Physicians, Gastroenterologist, and medical specialists as part of a market research initiative. • Collected first-hand information using pre-designed structured questionnaires to ensure consistency in data. • Held in-depth interactions with 15 doctors to explore their prescribing habits, brand preferences, and perspectives on competing pharmaceutical products. • Obtained valuable insights into physician behavior, particularly related to the management of chronic and lifestyle-related health conditions.
• Linking theory (Classroom learning) with practice at your organisation	• Applied both qualitative and quantitative research methods to gather comprehensive and relevant insights. • Translated academic concepts such as product perception, brand recall, and competitor benchmarking into practical application during doctor consultations and discussions. • Integrated theoretical understanding into real-world scenarios to assess market dynamics and evaluate physician preferences.
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• Suggestions for improvement	- ☐ Track competitors' product availability and promotional strategies through chemist visits and secondary research. • Analyze prescription patterns by collecting feedback from pharmacists in addition to doctors.
• Plan for the next week	- Continue field visits and complete remaining doctor surveys. - Begin analyzing the collected data for patterns and trends. - Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name: Janhavi Sanjay Ramteke

Program: MBA – Pharmaceutical Management (2024–2026)

Organization: Mankind Pharmaceuticals

Internship Duration: 15th May – 22nd July 2025

Project Area: Marketing Research – Doctor Visits & Market Survey

• Overview of Internship Activities:	• Over the course of ten weeks, I conducted extensive on-field market research, primarily involving in-person interactions with General Physicians, Gastroenterologists, and other medical specialists throughout Pune. The primary objective was to gather insights on prescribing behavior, product preferences, and brand perception in the pharmaceutical space. • Each week, structured questionnaires were used during visits to ensure consistency and quality of data. I was able to engage with over 130 doctors, leading to rich qualitative and quantitative insights into therapeutic choices, especially concerning chronic and lifestyle diseases.
• Application of Academic Concepts:	• During the internship, I actively applied classroom theories to real-life settings. Topics such as product positioning, brand recall, prescribing behavior analysis, and competitor benchmarking were directly translated into my fieldwork. The use of mixed research methods (qualitative and quantitative) enabled a more holistic understanding of the market landscape. • This practical exposure not only reinforced academic learning but also enhanced my capability to interpret real-world trends and link them back to strategic marketing decisions.
• Key Learnings and Insights:	• Doctor Preferences: Most physicians prioritize efficacy, affordability, and patient compliance when choosing pharmaceutical brands. • Market Competition: Many brands are competing in similar therapy areas, but brand recall and relationship

	with medical reps play a vital role in influencing prescriptions. • Product Feedback: Doctors offered valuable feedback regarding existing formulations and highlighted a need for improved patient-centric innovations.
• Challenges Identified:	• - Limited Time: Many doctors had busy schedules, making it difficult to have detailed discussions. • Short Responses: In several cases, responses were brief due to the time constraints in clinics or hospitals.
• Suggestions	• - Extend Research Channels: Alongside doctor visits, include interactions with chemists and pharmacists to capture a broader perspective on prescription flow and brand availability. • Monitor Competition: Track rival product promotions and availability through secondary research and pharmacy audits to gain a competitive edge.

- **Conclusion:** This internship at Mankind Pharmaceuticals has been a valuable stepping stone in applying theoretical knowledge to practical healthcare marketing challenges. Through consistent engagement with healthcare professionals and active data collection, I've developed a solid foundation in pharmaceutical marketing research that will greatly benefit my future career in the industry.

Signature of the Student

Approved by the IIHMR University's Mentor