

SUMMER INTERNSHIP PROGRAM

at
MIDUTY

12Th of May 2025 – 25Th of July 2025

A REPORT BY

Deepanshu Parewa
Master of Business Administration
Pharmaceutical Management
Roll no-0637
2024-26

Under the Mentorship of

Dr. Goutam Sadhu
Professor

IIHMR UNIVERSITY, JAIPUR



INTERNSHIP LETTER

Miduty, Unit No. 307 & 308, Tower A,
Pioneer Urban Square, Golf Course Ext Rd, Sector 62, Gurugram,
Ghata, Haryana 122005
www.miduty.in

Date: 19-07-2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Deepanshu Parewa, a student of IIHMR, has successfully completed their internship with Miduty from 12th May 2025 to 25th July 2025

During the course of the internship, the performance of the intern was good, and we are satisfied with the contributions made throughout the engagement. The intern demonstrated commendable dedication and actively contributed across multiple business verticals.

Some of the major projects and areas of hands-on exposure included:

- **Field Work with Medical Representatives (MR):** Gained practical insights into on-ground healthcare marketing and customer engagement.
- **Marketplace Management:** Acquired working knowledge of leading e-commerce platforms such as Amazon, Flipkart, and Quick Commerce (Q-comm), including product listing optimization, pricing strategies, and sales tracking.
- **Search Engine Optimization (SEO):** Understood the fundamentals of SEO and its impact on organic visibility and brand discovery.
- **Performance Marketing:** Assisted in executing data-driven digital campaigns, analyzing ad metrics, and optimizing return on ad spend.
- **Customer Relationship Management:** Contributed to handling customer complaints and managing negative reviews, enhancing customer satisfaction and brand credibility.

We wish Deepanshu Parewa all the best in their future endeavors.
Sincerely,

for MIDVISION PRIVATE LIMITED

Pranav Midha
(Founder) Authorised Signatory

869990-86991

www.miduty.in

85, Choti Baradari, Part 1 Garha,
Dhin, Jalandhar, Punjab, 144022

CIN: U47219PB2023PTC058891

PAN/IEC - AAQCM9972L

FSSAI NO. 12121361000083

GST No. 03AAQCM9972L12M

1. Certificate of Completion from the CERTIFICATE

This is to certify that Dr./Mr./ Ms. Deepanshu Palawa of 2024-26 (batch) of IIHMR University (Name of the department/institute) has worked with our organization for his/her summer internship from 12/05/25 to 25/07/25 (date).

The overall performance shown by him/her during the period was excellent/good/average.

This certificate is being issued to meet the requirements of the IIHMR University.

Date: 19th July 2025

(Signature of organization Mentor)

Name: Pranav Midha

Designation: Founder

Seal/Stamp of the Organization

or MIDVISION PRIVATE LIMITED
Authorised Signatory

2. IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Deepanshu Parewa** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'G. Sadhu'.

Dr. Goutam Sadhu

Professor

IIHMR University, Jaipur

Strategic Marketing Internship at Miduty – Integrating Field, Feedback & Digital Insights

ABOUT THE ORGANIZATION

Miduty is a leading Indian nutraceutical brand offering science-backed supplements that blend nature and wellness. Its key products—like Liver Detox, B12 & Folate, and Omega Krill Complex—support immunity, digestion, and hormonal balance. Miduty operates across major e-commerce platforms and retail channels, promoting holistic health for the modern lifestyle.

MISSION

To deliver high-quality, research-backed nutraceuticals that support immunity, digestion, and overall vitality through both digital and retail platforms.

VISION

To become the most trusted name in preventive wellness by combining nature and science to improve everyday health.

OBJECTIVE

To gain hands-on experience in marketing, sales, and customer strategy within the nutraceutical industry through fieldwork, feedback analysis, and digital engagement.

LEARNINGS DURING INTERNSHIP

- Implement **regular training** for retail and MR teams.
- Use **CRM tools** for tracking MR–doctor follow-ups.
- Ensure **consistent branding** across online and offline platforms.

Organization Structure



CHALLENGE FACED

- Low product visibility** at retail stores.
- Brand unawareness** among local distributors.
- Inconsistent staff training** and digital content standards.

Fig:1 Quarterly Sales Trend (FY 2024-2025)

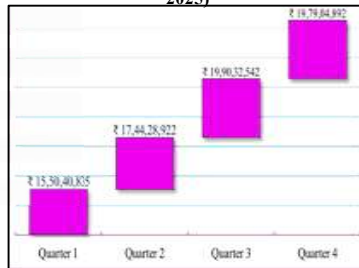
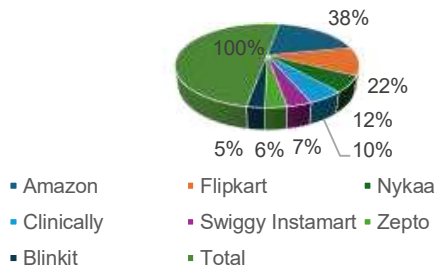


Fig: 2 June Marketplace Split ((₹3.18cr)

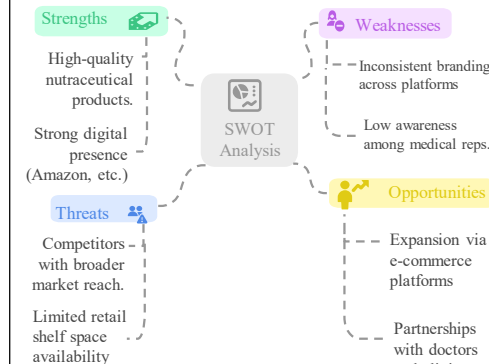


SUGGESTIONS TO THE ORGANIZATION

- Applied **STP, 4Ps, and CRM** concepts in real marketing scenarios.
- Gained exposure to **SEO tools, digital branding**, and content optimization.
- Developed strong **communication skills** through B2B field interactions.



SWOT ANALYSIS



TOWS ANALYSIS

Mini-Maxi Strategy

- Expand e-commerce using strong digital presence.
- Build trust through doctor partnerships.
- Leverage product quality for wellness positioning.

Mini-Maxi Strategy

- Improve branding to boost online growth.
- Train reps to support doctor engagement.
- Align messaging with wellness trends.



Maxi-Mini Strategy

- Use online visibility to offset shelf limitations.
- Stay ahead of competitors via quality branding.
- Emphasize product uniqueness.

Mini-Mini Strategy

- Use CRM tools to track doctor follow-ups.
- Simplify branding for better in-store visibility.
- Strengthen internal training and communication.

Theory Understanding	Practical Exposure
1. STP, 4Ps, CRM, Branding	1. Applied in segmentation, marketing, and CRM reviews
2. B2B Marketing & Negotiation	2. Used during distributor and retailer visits
3. Consumer Behavior	3. Analyzed real-time buying trends & feedback
4. SEO and Content Strategy	4. Learned through digital product listings



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Date: 28/07/2025

Dr. Goutam Sadhu
Professor
IIHMR University, Jaipur

Annexure F

4. Compiled Reporting Format

Name of the Organisation: MIDUTY

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

Name of the Student: Deepanshu Parewa

Roll no: 0637

Stream: MBA Pharmaceutical Management

4.1 Activity Done

- The internship began with an induction session that outlined Miduty's brand philosophy, product lines, and its positioning in the wellness market. I was introduced to the company's core products such as **Liver Detox, Magnesium Relax, Methyl B12 & Folate**, and topical skincare items like **EpiHydrate** and **EpiRepair**. This knowledge laid the foundation for all fields and office work that followed.
- I participated in **retail store audits** at multiple Tata 1mg locations and other outlets such as Insane Nutrition and Nutri Armor. These visits focused on product placement, customer interaction, and understanding the buying environment. Interacting with store staff helped me grasp customer preferences, frequently asked questions, and the competitive positioning of Miduty products. These insights allowed me to suggest more effective shelf placement and display enhancements.
- In parallel, I was involved in **distributor outreach**, which gave me hands-on experience with B2B sales. I visited and pitched products from numerous distributors including DR Distributors and Lucky Pharmaceuticals. Some meetings led to sample sharing and discussions around pricing terms, margins, and payment structures. I learned the importance of persistence, preparation, and value communication in distributor negotiations.
- Additionally, I worked on **consumer feedback collection** through CRM systems. I analyzed responses from customers who had received product samples through MyGate deliveries. The feedback was categorized based on satisfaction, usage patterns, and brand recall. I identified recurring issues, such as unclear dosage instructions and lack of brand recognition, and translated these into suggestions for future packaging and communication strategies.

- Another core responsibility was assisting the **Performance Marketing and Digital Team**. I attended sessions on ad funnel stages — TOFU (Top of Funnel), MOFU (Middle), and BOFU (Bottom) and worked with the team to review ongoing campaigns. I also contributed to SEO improvements by helping standardize product listings on platforms like Amazon, Flipkart, and Miduty's own website. During this phase, I learned about the impact of keyword placement, product titles, and visual elements on consumer discovery.
- Later in the internship, I shadowed a **medical representative** during field visits to doctors. This allowed me to observe the B2B2C model — how distributor information flows through reps to prescribers. I saw firsthand how doctor endorsements influence offline product adoption, especially for nutraceutical brands. This aspect gave me insight into the prescriber–consumer channel that complements direct retail and e-commerce.
- Throughout the internship, I maintained regular reporting to my manager, consolidated field data, and presented final observations from retail and distributor engagements. In the final week, I helped create visual content and creative marketing, which were used both in-store and online. This provided an excellent opportunity to see how design, branding, and sales converge to form a cohesive go-to-market approach.

4.2 Linking Theory

- The internship offered continuous opportunities to apply concepts learned in the MBA program. The **STP (Segmentation, Targeting, Positioning)** model was at the core of almost every field task — whether it was planning distributor pitches or identifying the right audience for ad campaigns.
- **Retail Marketing and Consumer Behavior** theories were regularly applied during store audits and customer interaction analyses. I used frameworks like the **4Ps (Product, Price, Place, Promotion)** while evaluating product positioning and branding. Observing customer movement patterns, display formats, and sales triggers gave me clarity on how retail decisions are made.
- **CRM and Feedback Analysis** theories translated directly into my work with customer response data. I learned how to segment users, draw meaningful insights from their experiences, and align marketing communication accordingly.
- In **Digital Marketing**, I implemented learnings on campaign structuring, ad metrics (CTR, ROAS), and funnel stages while working with Miduty's performance marketing team. Later, when I contributed to SEO tasks and product listing optimization, I saw the practical importance of metadata, keyword relevance, and content strategy.

- The interaction with medical representatives was deeply connected to **Channel Strategy** and **Pharmaceutical Sales** theory. Observing doctor consultations and follow-ups allowed me to link theoretical frameworks with real, on-ground promotional techniques.

4.3 Gaps identified on the working area

Miduty showed great promise and innovation in its product portfolio, several operational and strategic gaps were observed:

- **Low Brand Awareness:** Many distributors and retail staff had little familiarity with the brand, making first interactions slow and effort intensive.
- **Weak Shelf Visibility:** Miduty products were often placed in less visible store sections, reducing customer engagement and spontaneous purchases.
- **Inconsistent CRM Usage:** Although a CRM system was in place, there was no formal process for tracking follow-ups or translating customer feedback into business action.
- **Limited Rep Engagement:** Medical representatives lacked structured communication tools like brochures or reference scripts, affecting the efficiency of doctor interactions.
- **Inconsistent Digital Listings:** Product information across marketplaces varied in tone, visuals, and keyword optimization — affecting digital discovery.

4.3 Suggestions for improvement

Based on my observations and work experience, here are some actionable suggestions:

- **Improve In-Store Visibility:** Ensure consistent shelf placement, introduce visual aids like wobblers or posters, and train staff to communicate key product USPs.
- **Strengthen CRM Systems:** Introduce follow-up tracking features and feedback dashboards to close the loop between fieldwork and strategy.
- **Equip Medical Reps:** Provide simplified product guides, FAQs, and reference decks to medical reps for more effective outreach.
- **Standardize Digital Content:** Unify product titles, descriptions, and SEO metadata across all platforms to improve online visibility and conversion.
- **Sampling + Training:** Offer targeted product sampling in high-footfall stores and train promoters on communicating value propositions.

- **Retargeting and Funnel Optimization:** Use retargeting strategies and improve campaign structures based on funnel analytics.

4.4 Key Learnings

This internship taught me how to integrate theoretical knowledge into the real-world business environment. Some of the key lessons I gained include:

- The importance of consistency in branding — from shelf presence to e-commerce listings.
- Real-world sales are as much about timing and relationships as they are about product quality.
- CRM and feedback aren't just support tools — they're central to improving brand trust and strategy.
- SEO and digital structuring play a major role in a brand's online identity and sales funnel.
- Field experience — store visits, distributor meetings, and rep shadowing — helps build a holistic view of how a product moves through the market.

Collaboration between departments (marketing, design, sales) is essential for cohesive execution.



Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

5. Reporting Format (Weekly)

Name of the Organisation: MIDUTY

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

Name of the Student: Deepanshu Parewa

Roll no: 0637

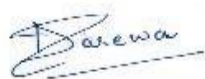
Stream: MBA Pharmaceutical Management

Week no: 01

From: 12/05/2025 to 16/05/2025

Activity Done	• The induction session was conducted by the founder and offered details on: • Miduty's path and objectives in the field of nutrition. Commitment to advancing health with new products and ideas. • Knowledgeable about common supplements: • Liver Detox', Methyl B12 & Folate', Vitamins A, D and K' and 'Magnesium Relax' are the main ingredients in these capsules, along with Probiotic Fiber. • Knowledge of supplements that enhance certain conditions. Omega Krill Complex, Betaine with Pepsin, Plant Collagen, Thyroid Support, Turmeric Matrix. Studied the ingredients and benefits of supplements designed for female health and daily nutrition. • These products are aimed at balancing hormones, supporting muscles, and supporting joints with vitamins. • Summarized key findings from a retail field visit report: ➤ Evaluated how products are sold, how satisfied customers are, and any missing merchandise. ➤ Uncovered how competitors priced their products and which ones they sold.
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Linking theory (Classroom learning) with practice at your organisation	• It was possible to carry out STP in real time, segmenting the audience, targeting them, and positioning the brand. • I took product branding ideas from class assignments. • Adapted management ideas to fit real situations. Considered the marketing mix (4Ps) when evaluating the pricing models.
Gaps identified on the working area.	• Promoters are neglecting to mention important features about the product. • Products that are hard to see on the shelf due to poor placement. • Opponents have better offers on discounts and store engagement tools. • The advantages of the product are communicated in a way that regular buyers cannot easily understand.
Suggestions for improvement	• Provide promoters with visual introductory cards. Reorganize the shelves to boost interactions with people moving around. • Promote short-term schemes to make retailers choose your brand. • Use simple words and sentence structure in packaging language.
Plan for the next week	• Perform a comparison of immunity supplements and identify the best ones. • Become part of the team that crafts marketing materials. • Create a breakdown of what is currently being done vs. how it should be done regarding product placement. • Participate in the creation of questions for surveys relating to field research.



Signature of Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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

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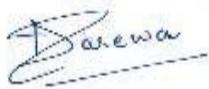
Stream: MBA Pharmaceutical Management

Week no: 02

From: 19/05/2025 to 23/05/2025

Activity Done	• I Visited Miduty's warehouse to observe processes like packaging, storage, label auditing, barcode scanning, billing, and inventory control. • I Observed in-store product placement at Tata 1mg, Noida Sector 45. Interacted with store staff to assess sales and customer footfall. • The distributor outreach program began with a first field visit. Invited Miduty into many distributor stores and explained the product catalog. Noted that these drug companies mostly focus on government orders and do not pay much attention to new health products. • Met DR Distributors and Impex SCM both responded positively. • Made assignments for neighbors for home visits, beginning on the next day. Miduty's logo and items such as Liver Detox, B12 and Mg Relax are shared.
Linking theory (Classroom learning) with practice at your organisation	• Market segmentation and the STP model we studied in class were applied during distributor visits. • Observing the 4Ps, but primarily placement and promotion, as they happen in retail and distribution channels. • I understand both brand design and market position of our products in my work when explaining these two companies interested in cooperation.

Gaps identified on the working area.	• Regional distributors are not aware of the Miduty brand. • Sales to distributors are too small in part because many of their contracts come from the government. • Unlike competitors, the company seems to use little printed material to advertise.
Suggestions for improvement	• Summarize product details in short pitch decks to speed up your messages in group meetings. • Show products to customers and create promotional displays within the store.
Plan for the next week	• Continue individual distributor visits based on segmented area plan. • Follow up with different outlet of Tata 1 Mg.



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Roll no: 0637

Stream: MBA Pharmaceutical Management

Week no: 03

From: 23/05/2025 to 30/05/2025

Activity Done	1. Understood the formulation and targeted benefits of Miduty's professional-grade topical skincare products: • EpiHydrate Day Cream: This hydrating cream mixes Hexapeptide-8 and all 5 levels of hyaluronic acid to decrease wrinkles and keep the skin hydrated. • EpiRepair Night Cream: Night Cream provides the 5-in-1 ceramides and fermented aloe water needed to renew the skin and reduce early aging. • EpiShield Day Serum: Protects skin from oxidative stress by using ExpoZen, Ectoin and Ferulic Acid; the formula is also suitable for those with sensitive skin because it's clean. 2. Distributor Visits on May 28: • Visited: ◦ APCO Pharma Ltd., Saket ◦ South Delhi Pharma Ltd., South Extension ◦ Lucky Pharmaceutical Pvt. Ltd., Okhla Phase II • APCO and South Delhi Pharma showed no interest in collaboration. • Lucky Pharmaceuticals expressed interest and scheduled a preliminary meeting on 8th June, followed by a detailed discussion on 10th June. 3. Retail Store Visits (Tata 1mg): • Visited Tata 1mg Sector 45, Noida: Low footfall observed; digital sales are dominant. • Scheduled visit to Tata 1mg, Mayur Vihar Phase 1 on Thursday.
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	Conducted discussions with staff regarding customer preferences, product positioning, and existing store limitations.
Linking theory (Classroom learning) with practice at your organisation	- Learned to use product knowledge and branding lessons learned in class during my skincare training. - I used a B2B outreach method during distributor conferences, taking ideas from Sales Management. - I used learnings from Consumer Behaviour to understand the factors influencing customers' choices at retail stores. - Analysed the Channel Strategy in the moment by comparing digital sales with those in stores.
Gaps identified on the working area.	- Brand recognition isn't high and less foot traffic at stores is lowering the number of sales for retail stores. - There is heavy demand from distributors for government supply contracts, but enthusiasm for products that support health and wellness is low. - Absence of printed promotional materials and lessons by sample in stores.
Suggestions for improvement	- Provide attractive incentives for people buying retail supplements. - Make customers notice your brand by improving your display on the shelf and offering little discounts. - Organize a system for following up with distributors after they mention what would keep them interested in the unit.
Plan for the next week	- Continue providing segmented information to distributors located in Delhi NCR. - Monitor what people are saying and buying about skincare and supplements online.



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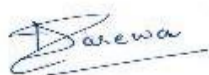
Stream: MBA Pharmaceutical Management

Week no: 04

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

Activity Done	1. Reported last week's tasks to the manager and received directions for this week: • Place in charge of using customer management tools for outreach. • Efforts are being made to sort out the issue with sample delivery and see what users think. 2. Followed up with MyGate deliveries by calling their customer service. • Checked with customers to confirm if they got Liver Detox. • The article detailed the products and their correct usage (two capsules each day). 3. Attended Performance Marketing training session: • Explored ad set targeting through segmentation (e.g., health goals) and competitor pricing-based retargeting. • Gained clarity on CTR, ROAS, CPC, and funnel structure (TOFU, MOFU, BOFU). • Learned campaign marketing using Meta Ads and Google Ads platforms. 4. Record the key details of the conversation when updating in the CRM. • Allow your customers to be listed by type of feedback, rating, or their level of follow-up. • Levels of customer support include complaints, tracking orders, and finding sales leads.
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Linking theory (Classroom learning) with practice at your organisation	• I applied the principles of CRM and how customers behave every time I reached out via phone call. • Classes use Digital Marketing knowledge and relate them to ads on both Google and Meta platforms. • Used Funnel-Based Digital Marketing strategy learned in marketing classes.
Gaps identified on the working area.	• Most people in the sample did not recognize the brand's products. Not having follow-up misses the opportunity to attract more website visitors. • The CRM files were not linked before the update was made. • The interest of customers is usually informed more by discounts from other brands.
Suggestions for improvement	• Make sure the process of delivering work is well documented. • Remind users to follow up through messages sent through WhatsApp. • Explain to your team what the objectives in the ad funnel and CRM management are. • Change the budget of ad sets depending on the results of conversions awareness.
Plan for the next week	• Inspect how campaign engagement changes at each stage on the funnel. • Contact your customers when you call back. • Join forces with your team to come up with BOFU and retargeting strategies. • Review statistics about your performance in Meta dashboard reports.



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Roll no: 0637

Stream: MBA Pharmaceutical Management

Week no: 05

From: 09/06/2025 to 13/06/2025

Activity Done	1. Meeting with Lucky Pharmaceuticals Pvt. Ltd. (Monday) • Visited Lucky Pharmaceuticals to meet Mr. Reddy for a scheduled meeting, which was postponed from its original timing. • Held a brief but constructive discussion; Mr. Reddy requested that we share Miduty's product details and pricing via email. • The goal was to replicate the earlier success with DR Distributors, though the discussion was limited. 2. Follow-up with DR Distributors and Visit to Herbal Hills • Shared Miduty's terms and conditions with DR Distributors: a 20% margin on MRP and advance payment. • DR Distributors declined the advance clause but kept the door open for further negotiations. • Also visited Herbal Hills, a distributor primarily dealing with herbal products only. 3. Store Visits: 18th Square and Insane Nutrition • Visited 18th Square in Noida Sector 18 and introduced our product catalog. The staff was receptive but requested a follow-up as the key decision-maker was unavailable. • At Insane Nutrition, Noida Sector 45, held a detailed conversation and shared our expansion strategy. The store showed strong interest in sampling our products and the mentioned plans for online expansion. With high footfall and monthly sales of ₹20,000–₹25,000,
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	4. Supplement Store Outreach – Mayur Vihar & New Ashok Nagar • Nutri Armor, Mayur Vihar Phase 3: The owner showed interest in our protein products and welcomed shelf placement, although he declined any upfront payment. • The Nutrition Planet, New Ashok Nagar: The visit lacked productive engagement, and the owner showed no clear interest. He declined photo documentation but shared a business card. • Super Supplement Store, Mayur Vihar Phase 3: The owner cited limited operations and no current plans for new partnerships. 5. Key Visits – Supplement Arena, Muscle Gainz, Fitness tack • At Supplement Arena, the owner was highly impressed with our whey protein and mentioned that his store operates at a ₹5–6 lakh monthly turnover. He supplies to other states like Bangalore and Andhra Pradesh. He requested samples for evaluation, especially for whey protein. • Muscle Gainz Nutrition and Fitness tack both expressed no current interest in expanding or collaborating. Their business models are stable and not open to modifications. 6. Supplement Store Outreach – Mayur Vihar & New Ashok Nagar • Nutri Armor, Mayur Vihar Phase 3: The owner showed interest in our protein products and welcomed shelf placement, although he declined any upfront payment. • The Nutrition Planet, New Ashok Nagar: The visit lacked productive engagement, and the owner showed no clear interest. He declined photo documentation but shared a business card. • Super Supplement Store, Mayur Vihar Phase 3: The owner cited limited operations and no current plans for new partnerships. 7. Supplement Store Outreach – Mayur Vihar & New Ashok Nagar • Nutri Armor, Mayur Vihar Phase 3: The owner showed interest in our protein products and welcomed shelf placement, although he declined any upfront payment.
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Linking theory (Classroom learning) with practice at your organisation	• Applied B2B sales strategies and negotiation techniques learned in class during distributor and store meetings. • Used concepts from retail marketing and customer profiling to align product offerings with store needs. • Understood practical aspects of channel strategy, market expansion, and sampling-led conversion.
Gaps identified on the working area.	• Delays and cancellations in meetings caused interruptions in planned follow-ups. • Many supplement stores have fixed sourcing patterns or prefer in-house brands.

Suggestions for improvement	• Prioritize sampling strategy for high-potential outlets with proven turnover. • Build a report with store staff to increase openness toward new brand inclusion. • Ensure confirmed appointments before store visits to avoid time loss.
Plan for the next week	• Report to our Mentor in office. • On spot work will be allotted.



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Name of the Student: Deepanshu Parewa

Roll no: 0637

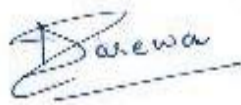
Stream: MBA Pharmaceutical Management

Week no: 06

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

Activity Done	1. Strategic Planning for Market Expansion (Monday): - Assigned a task to develop a strategy for Miduty market expansion through collaboration with medical representatives. - Created a framework detailing incentives and support for medical reps to connect with doctors. - Participated in a strategy meeting with managers, who shared insights on regional segmentation and feedback systems. 2. Retail Store Visits and Sales Supervision (Tuesday-Friday): - Conducted a field visit to Tata 1mg Store, Gurgaon for four days to monitor Miduty product placement and sales. - I interacted with staff to understand customer preferences and suggested display adjustments. - Performed sales forecasting based on observed footfall and purchasing behaviour.
Linking theory (Classroom learning) with practice at your organisation	- Applied strategic marketing and market development planning concepts in designing expansion strategy. - Used sales forecasting techniques for in-store performance prediction. - Learned about retail channel management through continuous store supervision.

Gaps identified on the working area.	• Medical reps lack awareness about Miduty nutraceutical offerings. • In-store staff need better training for promoting product USPs. • No incentive structure to motivate medical reps to push Miduty products.
Suggestions for improvement	• Create an incentive-based rep program including samples, training, and rewards. • Provide regular product update materials for store staff. • Track rep-driven prescriptions to assess effectiveness.
Plan for the next week	• Begin developing promotional kits for doctors and reps. • Continue store visits to compare sales trends across outlets.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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

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Roll no: 0637

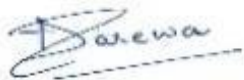
Stream: MBA Pharmaceutical Management

Week no: 07

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

Activity Done	1. Consumer Feedback Review and CRM Insights (Monday): • I worked from the office and was given the responsibility of reviewing feedback from consumers regarding their experience with Miduty's supplement range. • Using our CRM tools, I sifted through responses to understand how our products are being received post-consumption. • This involved categorizing feedback based on satisfaction, concerns, and outcomes. • I also noted repeated patterns or suggestions that could guide formulation refinement or packaging improvements. • This exercise gave me real exposure to how post-sales feedback shapes product and marketing decisions. 2. Retail Supervision and Sales Monitoring – Tata 1mg Sector 56 (Tuesday to Friday): • I was stationed at the Tata 1mg store in Sector 56, Gurgaon. My role was to supervise Miduty's in-store product display and sales behavior. • I interacted with the retail staff to understand frequently asked questions by customers and briefed them about product highlights to improve customer communication.
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Linking theory (Classroom learning) with practice at your organisation	• Applied classroom understanding of Customer Relationship Management (CRM) to analyze real- world feedback. • Used insights from Consumer Behavior and Retail Marketing during store visits to assess customer responses and staff interactions. • Practical exposure to Sales Observation and Retail Planning, aligning with marketing concepts discussed in class.
Gaps identified on the working area.	• No formalized system for converting customer feedback into actionable insights. • Shelf placement of Miduty products was inconsistent and lacked visual prominence. • Some staff lacked adequate product knowledge, limiting their ability to drive customer interest.
Suggestions for improvement	• Introduce a monthly review mechanism to evaluate customer feedback for actionable improvements. • Ensure consistent visual merchandising standards for Miduty across all partnered stores. • Conduct brief training refreshers for retail staff to keep them updated on product benefits and selling points.
Plan for the next week	• Conduct visual audits at additional store locations to compare display strategies. • Prepare a compiled report translating CRM feedback into key action areas. • Help identify top-performing outlets for targeted promotional campaigns.



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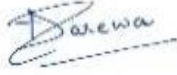
Stream: MBA Pharmaceutical Management

Week no: 08

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

Activity Done	1. Retail Supervision at Tata 1mg – Sector 28, Galleria Market (Monday to Thursday): - Visited Tata 1mg outlet in Galleria Market, Sector 28, Gurgaon across four days to supervise in-store operations. My role involved tracking Miduty's shelf presence, observing consumer interactions, and assisting staff with product details. I also ensured promotional material was properly displayed and monitored the effectiveness of our current retail strategy. 2. Weekly Review and Planning Session (Friday): - Reported to the Miduty office on Friday for a review session with the manager. Summarized the work completed during store visits and discussed key insights gained through customer and staff interactions. Additionally, received directions and planning inputs for the upcoming week's assignments.
Linking theory (Classroom learning) with practice at your organisation	- Applied retail marketing and visual merchandising principles during store supervision. - Used performance review techniques from class to evaluate and report field findings.
Gaps identified on the working area.	Inconsistent display alignment and occasional stockouts observed at the store.
Suggestions for improvement	- Implement structured display checklists for store staff. - Replenish fast-moving SKUs more frequently to avoid missing sales.

Plan for the next week	• Begin working on new promotional kits and updated the shelf strategy based on this week's findings.
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Roll no: 0637

Stream: MBA Pharmaceutical Management

Week no: 09

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

Activity Done	1. In-Store Supervision at Tata 1mg, Galleria Gurgaon (Monday to Wednesday): - During the first half of the week, I revisited the Tata 1mg store at Galleria Market in Gurgaon. My focus remained on supervising the visibility and arrangement of Miduty products. I spent time speaking with store staff, observing customer interactions, and tracking daily sales flow. This consistent presence allowed me to better understand the store's footfall pattern and how display positioning affects product performance. 2. Field Exposure with Medical Representative (Thursday): - On Thursday, I accompanied one of our medical representatives during doctor visits. The objective was to introduce Midutys key nutraceuticals to new doctors and reconnect with those already familiar with the brand. Through this experience, I got a practical understanding of how medical reps operate in the field, how information flows from distributors to retailers, and how critical doctor endorsement is in driving offline awareness and prescriptions. 3. Office Reporting and Skill Building (Friday): - On Friday, I was back at the office where I shared a summary of the week's fieldwork with my manager. Later, I was introduced to graphic design basics especially the creation of visual assets for product marketing. I also received a walkthrough of how products are listed on online marketplaces and what
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	key elements (images, titles, descriptions) contribute to a successful listing.
Linking theory (Classroom learning) with practice at your organisation	• Observed the end-to-end distribution cycle from medical rep to prescriber, reinforcing my classroom understanding of sales channels. • Practiced retail management and promotional strategy through real-time store audits. • Gained exposure to digital brand representation via e-commerce listings and visual design.
Gaps identified on the working area.	• Product push by medical reps requires consistent engagement and material support. • E-commerce listings lack uniformity and could benefit from standard design templates.
Suggestions for improvement	• Equip MRs with quick-reference flyers and tailored pitch scripts. • Unify brand presentation across marketplaces with aligned graphics and updated product descriptions.
Plan for the next week	• Assist with graphic creatives for digital and in-store marketing. • Help with product uploads and copywriting on marketplace platforms. • Coordinate with medical reps to follow up on leads from this week's doctor visits.



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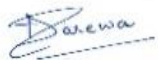
Stream: MBA Pharmaceutical Management

Week no: 10

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

Activity Done	1.Full-Week Office Work and Departmental Recap: - In my final week at Miduty, I was based in the office, focusing on closing activities, feedback consolidation, and inter-departmental coordination. I began by reviewing my work across the internship and summarizing progress for each department: Marketing & Strategy: Reviewed store-level visit reports and refined campaign ideas based on consumer trends and retail insights. CRM & Feedback: Helped format a structured monthly report using feedback collected from supplement users. Medical Representative Coordination: Followed up on doctor leads and created quick-reference FAQ templates for reps. Retail Operations: Shared final analysis from Tata 1mg visits, including shelf performance and customer insights. Graphic Design: Contributed to visual designs used for posters and online promotion. Marketplace Team: Ensured consistency across Miduty's Amazon, Flipkart, and website listings. 2. SEO and Digital Content Exposure: - I spent time with the digital team to understand how Miduty manages its SEO strategy. I reviewed product copy and learned how keywords, meta tags, and content structure improve product visibility. This session helped me understand how content plays a critical role in online customer discovery.
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Linking theory (Classroom learning) with practice at your organisation	• Combined retail marketing and CRM concepts with live feedback integration. • Applied channel strategy, branding, and field execution insights in cross-team collaboration. • Gained exposure to SEO content and its application in digital branding.
Gaps identified on the working area.	• No formal tracking mechanism for MR follow-ups and doctor responses. • Variation in product descriptions and tags across digital platforms. • Lack of unified storytelling across retail and digital channels.
Suggestions for improvement	• Introduce CRM-linked tools for rep follow-up tracking. • Standardize SEO-driven copywriting for all listings. • Unify brand messaging across physical and digital spaces.
Plan for the next week	• Collect internship completion and experience certificates from Miduty's HR department. • Prepare for the final SIP viva, including a poster presentation and Q&A session with the academic review panel.



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