

SUMMER INTERNSHIP PROGRAM

at

Astellas Pharma India Pvt. Ltd.



From 12th May 2025 to 26th July 2025

A Report By

Daga Yash Nandkishor

Master of Business Administration

Pharmaceutical Management - 16

(0634)

Under the Mentorship

Of

Dr. Rahul Sharma

Assistant Professor



JAIPUR

Certificate of Completion

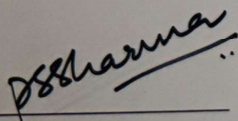
This is to certify that

Yash Nandkishor Daga

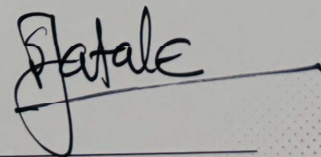
has successfully completed an internship on

**"Assessment of Hospital Account Potential in
Rajasthan and Uttar Pradesh"**

(May 2025 - Aug 2025)



Prachi Sharma
Business Unit Head - Specialties



Sachin Jatale
Sales Lead India - Specialties

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Daga Yash Nandkishor** of the academic year 2024-26 **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: 30/07/2025



Dr. Rahul Sharma

Assistant Professor

IIHMR University, Jaipur

ASTELLAS PHARMA INDIA PVT. LTD.

Astellas is dedicated to improving global health by delivering innovative and reliable pharmaceutical solutions that create real value for patients. Through our Focus Area Approach and Rx+® business, we aim to flexibly respond to advances in science and transform disease treatment, including pioneering cell and gene therapies. We foster a results-oriented, collaborative corporate culture that values intelligent risk-taking and leadership. Guided by our Corporate Strategic Plan 2021, we set ambitious goals across strategic, organizational, and performance areas to achieve sustainable growth. By actively engaging with patients, families, and all stakeholders, we continue to turn cutting-edge science into meaningful healthcare value.

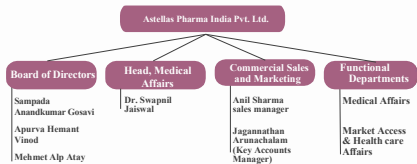
MISSION

Astellas Pharma India's mission is to contribute toward improving the health of people by providing innovative and reliable pharmaceutical products. We aim to go beyond expectations in life sciences, continuously deliver quality solutions, and earn the trust of patients and stakeholders.

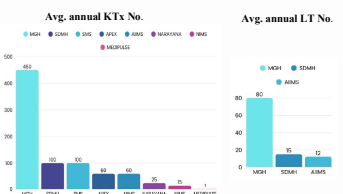
VISION

Astellas Pharma India's vision is to turn advances in science into value for patients, addressing unmet medical needs through innovative healthcare solutions. By staying at the forefront of healthcare change, we strive to improve the health of people in India and beyond.

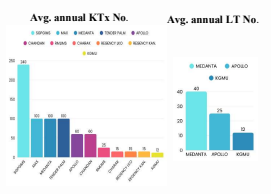
ORGANISATION STRUCTURE



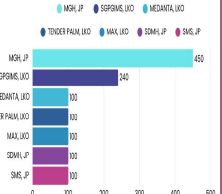
ORGAN TRANSPLANT LANDSCAPE OF RAJASTHAN



ORGAN TRANSPLANT LANDSCAPE OF UTTAR PRADESH



TOP-PERFORMING TRANSPLANT CENTERS (ANNUAL VOLUME)



STRENGTH

- Strong Clinical Profile:** Recognized for efficacy and fewer side effects, making it a top choice in critical cases.
- Established Brand:** Benefits from doctor familiarity and an established reputation in the market.
- Presence in Key Hospitals:** Prescribed in high-volume centers like SGPGIMS in Lucknow

WEAKNESS

- Challenged by the perception of being a high-cost option.
- Faces intense pressure from dominant generic brands in pharmacies.
- Lacks exclusive loyalty from doctors who have flexible brand preferences.
- Loses prescriptions due to insufficient sales rep coverage in certain hospitals.

SUGGESTIONS FOR IMPROVEMENT

- Enhance On-Ground Presence:
- Strengthen on-ground presence to build relationships with key prescribers.
- Prioritize High- Volume Accounts:
- Concentrate on the highest-volume accounts, starting with MGH and SGPGIMS.
- Develop Patient Support Program:
- Address the unmet need for medication procurement by developing patient support programs.

- Competitors have deep doctor engagement and a strong market presence.
- High market price sensitivity favors lower-cost generic alternatives.
- Risk of losing prescriptions due to non-committal doctor preferences.
- Prescriptions may be substituted with generics at the pharmacy level due to cost.

THREATS

- Capitalize on the rapidly expanding Indian organ transplant market.
- Fill service gaps by offering patient support for medication procurement.
- Use its strong clinical data to reinforce its value over cheaper alternatives.

OPPORTUNITY

Market Potential

>1500	>6500	Estimated Business:
New De-Novo Patients Annually	Maintenance Patient Base	Year 1: 15 Million Rupees
		Year 2: 42 Million Rupees

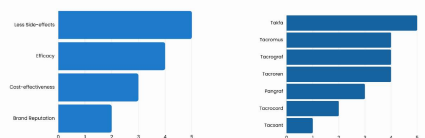
Educate on Value

- Launch CME programs to reinforce Prograf's superior clinical profile over cost-centric alternatives.

Stay Agile

- Continuously monitor the competitive landscape to adapt and refine the approach.

Key Doctor Insights: Tacrolimus Preferences & Ratings



Top Factors for Tacrolimus Choice

Preferred Tacrolimus Brands

PRACTICAL VS. THEORETICAL UNDERSTANDING

Application of Theory

- Applied business theories of market sizing, competitive intelligence, and stakeholder mapping to assess the organ transplant market in target cities.

Hands-On Experience

- Gained practical experience in primary research by conducting direct surveys with 75 healthcare professionals, including physicians, coordinators, and pharmacists.

KEY LEARNINGS



- **Universal Tacrolimus Use:** Foundational immunosuppressant prescribed by 100% of physicians post-transplant.
- **Clinical Outcomes Drive Choice:** Doctors prioritize "Less Side Effects" and "Efficacy" above all else.
- **Significant Market Opportunity:** High volume of transplants indicates a robust and growing market.
- **Pharmacy-Level Dynamics:** Generic brands dominate pharmacy sales, highlighting the influence of patient affordability.
- **Competitive Landscape:** Prograf is strong in efficacy but challenged on perceived "Cost-Effectiveness".

ACCESSING STAKEHOLDERS

Difficulty in gaining survey access to 75 busy healthcare professionals across four cities.

INCOMPLETE DATA

Navigating data gaps where key information was unavailable for certain hospitals.

CHALLENGES FACED

FRAGMENTED PREFERENCES:

Analyzing highly inconsistent brand loyalties that varied significantly between institutions.

FORECASTING UNCERTAINTY:

Evaluating the potential of new or developing centers that had little to no historical data

VALUE ADDITION

SKILL ENHANCEMENT

PROFESSIONAL GROWTH

COMMERCIAL ACUMEN AND IMPACT

Weekly Report No. 1

Name of the Organisation: Astellas Pharma Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Assessment of Hospital Account Potential in Rajasthan and Uttar Pradesh.

Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 01

From: 12th May to 17th May

Activity Done	I took part in the first induction program and learned about Astellas Pharma's mission, values, and therapeutic areas, particularly the organ transplantation area of focus. I received a briefing regarding the summer internship project which will be a market investigation into kidney and liver transplants located in Rajasthan and Uttar Pradesh.
Linking theory (Classroom learning) with practice at your organisation	The induction program was a real-world context to apply the theoretical knowledge studied in pharmaceutical marketing and health economics. There is clearly a strong strategic imperative focus on certain therapy areas within the company, which connects directly to market segmentation and product positioning principles. The first project briefing also served to align some of the academic understanding of market research concepts and methods with the practicalities of the pharmaceutical industry.
Gaps identified on the working area.	At this point in time our understanding of the regional differences within the Indian organ transplant space, especially in states such as Rajasthan and Uttar Pradesh, are limited. More granular, city-level data on transplant volumes, and a clear pathway for establishing key medical players and lineage preferences for immunosuppressants such as Tacrolimus in a highly generic environment.
Suggestions for improvement	Create a structured framework for data collection, highlight, the major target cities, (Jaipur, Jodhpur, Lucknow, Kanpur), and available public data sources and industry reports. Develop a clear methodology to identify and classify key opinion leaders (KOLs) in the transplant space in the defined regions.

Plan for the next week	Explore national and state level organ transplant data from India and examine the overall volumes, growth trends, and demand-supply gap. Start to explore Rajasthan and Uttar Pradesh's overall contributions to national transplant numbers.
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Signature of the Student

Weekly Report No. 2

Name of the Organisation: Astellas Pharma Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Assessment of Hospital Account Potential in Rajasthan and Uttar Pradesh.

Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 02

From: 19th May to 24th May

Activity Done	Completed a detailed analysis of the organ transplant trends nationally in India. I found that approximately 18,378 organ transplants were performed in 2023, making India the third largest in the world based on solid organ transplant volume. I noted the significant demand and supply gap, with an estimated number of patients on waiting lists at around 300,000 and approximately 20 per day die/news while waiting for transplants.
Linking theory (Classroom learning) with practice at your organisation	This week's activities served as a reminder of the importance of a macro-environmental analysis (i.e. PESTLE framework), and more specifically, the policy (NOTTO reforms) and economic factors (private sector predominance) that impact the healthcare market. Understanding demand-supply gap is critical for market sizing to identify unmet needs, which is directly related to assessing the market opportunities.
Gaps identified on the working area.	As much as national and state-level data provide a higher level analysis, there is a considerable gap in annual transplant-level data at the city level for Jodhpur, Jaipur, Lucknow, and Kanpur. This is a major complication in terms of accurate market sizing at a city level. There is also nothing available for heart transplant volume for Uttar Pradesh.
Suggestions for improvement	Try to collect any available city-level data for Jaipur and Jodhpur first because Rajasthan appears to have more readily available recent data. When conducting the research phase for Uttar Pradesh, I think it is important to note the limitations of the data and rely on state-level and

	partial level data. You may want to orient this note in the context of the early stage of transplant market in Uttar Pradesh.
Plan for the next week	Start the intensive research on Rajasthan, concentrating on Jaipur and Jodhpur. The aim of the research is to identify specific transplant kidney and liver volumes, and to list approved hospitals for these transplants in these two cities.

Signature of the Student

Weekly Report No. 3

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 03

From: 26th May to 31st May

Activity Done	Conducted market research visits in Jodhpur. I identified the main hospitals approved for kidney and liver transplants, which included all hospitals even AIIMS Jodhpur. I started to develop a list of the main nephrologists and liver transplant surgeons in Jodhpur.
Linking theory (Classroom learning) with practice at your organisation	I used regional market analysis to identify the local healthcare infrastructure and key medical professionals in the city pulling upon stakeholder mapping with pharmaceutical marketing.
Gaps identified on the working area.	Data regarding individual doctors' drug choice preferences with Tacrolimus brands remain unknown.
Suggestions for improvement	For Tacrolimus, consider conducting research on the broader market trends.
Plan for the next week	Travel to Lucknow and begin market research there, focusing on transplant volumes and identifying key doctors.

Signature of the Student

Weekly Report No. 4

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 04

From: 2nd June to 7th June

Activity Done	I went to Lucknow for the first week of research. Collected preliminary data on the transplant scene in Uttar Pradesh. Identified SGPGIMS as a major place where a lot of kidney transplants were performed. I began to list well-known nephrologists and liver transplant surgeons.
Linking theory (Classroom learning) with practice at your organisation	Investigated the development of the transplant market in a new area, taking into account the impact of the region's infrastructure on transplant activity.
Gaps identified on the working area.	Annual transplant volumes for Lucknow (and Uttar Pradesh overall) is not available in detail. Specific information about the preferences of Tacrolimus brands is unavailable.
Suggestions for improvement	Continue to collect any information related to transplant activity no matter how incomplete to put together a qualitative view of the market.
Plan for the next week	Continue market research in Lucknow, completing the identification of significant doctors and getting any further transplant related data.

Signature of the Student

Weekly Report No. 5

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 05

From: 9th June to 14th June

Activity Done	Continued market research in Lucknow (second week). Completed the identification of key nephrologists and liver transplant surgeons. Gathered information regarding overall organ transplant number in Lucknow.
Linking theory (Classroom learning) with practice at your organisation	This week's project continued stakeholder analysis which included the identification of the key medical professionals in a less mature market. The identification of the concentration of expertise in major cities (like Lucknow) is vital to plan for the allocation of resources and to develop strategies to unlock this market.
Gaps identified on the working area.	Although we have identified important clinicians, we still do not have specific data about their preferences for specific Tacrolimus brands. Our research has been focused on identifying "who" and "where" transplants occur.
Suggestions for improvement	The subsequent phase of the project needs to shift attention to researching Tacrolimus market trends and preferences at a broader level since brand specific direct physician data is not easily obtainable. This will entail researching industry reports and surveys on the usage of immunosuppressant drugs.
Plan for the next week	Travel to Kanpur and begin market research, focusing on transplant volumes and identifying key doctors.

Signature of the Student

Weekly Report No. 6

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 06

From: 16th June to 21st June

Activity Done	Visited Kanpur for market research, identified key nephrologists and noted the average annual transplant volume for Kanpur.
Linking theory (Classroom learning) with practice at your organisation	I used stakeholder identification and primary data gathering in a separate major city, determining the distribution of medical expertise and drug preferences.
Gaps identified on the working area.	RCPA provided local knowledge, but I think a consolidated view will help tremendously.
Suggestions for improvement	The next phase of the project must be to understand Tacrolimus market trends and brand preferences in aggregate, as brand-level data at the physician level is not readily available.
Plan for the next week	Travel to Jaipur and begin market research, focusing on transplant volumes, identifying key doctors, and continuing RCPA.

Signature of the Student

Weekly Report No. 7

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 07

From: 23th June to 28th June

Activity Done	I visited Jaipur for the first week of research. I spoke to transplant coordinators to explore the average annual transplant number for the city. I began noting the list of nephrologists and liver transplant surgeons. I also continued with RCPA to understand Tacrolimus brand preferences.
Linking theory (Classroom learning) with practice at your organisation	Conducted regional market analysis in a more mature market utilizing primary interactions to validate and improve volume data. RCPA delivered direct competitive intelligence.
Gaps identified on the working area.	Rajasthan as a state is good data, but annual transplant volumes for a city like Jaipur are not provided in an explicit breakdown although good data exists. RCPA will need analysis for the overall trends.
Suggestions for improvement	Use state-level data for Rajasthan as representative of Jaipur as a key city. Start synthesizing findings from RCPA across all cities visited.
Plan for the next week	Continue market research in Jaipur to finalize identifying key doctors and summarizing the transplant environment in Rajasthan to include RCPA conclusions.

Signature of the Student

Weekly Report No. 8

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 08

From: 30th June to 5th July

Activity Done	Ongoing market research in Jaipur (second week). Completed identification of key nephrologists and liver transplant surgeons. Tied together all transplant volume data for Jaipur. Completed all RCPA data collection for all target cities and the key nephrologists in these target cities, giving a comprehensive view of Tacrolimus brand usage.
Linking theory (Classroom learning) with practice at your organisation	Completed the stakeholder mapping and primary data collection for the city. RCPA offered direct competitive intelligence for product strategy.
Gaps identified on the working area.	There identified key doctors, but no direct information can be gathered on their specific brand preferences for Tacrolimus.
Suggestions for improvement	A better scope of research would be required to complete research on the Tacrolimus usage.
Plan for the next week	Collate all data collected on transplant volumes for each of Jaipur, Jodhpur, Lucknow, and Kanpur, keeping in mind any limitations of data. Initiate comprehensive research on the Tacrolimus market, including overall usage for Tacrolimus, key brands, and gathered insights into physician preferences

Signature of the Student

Weekly Report No. 9

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 09 **From:** 7th July to 12th July

Activity Done	Integrated collected data on transplant volumes and key physicians in Jodhpur, Jaipur, Lucknow, and Kanpur. Initiated comprehensive research project to investigate the Tacrolimus market.
Linking theory (Classroom learning) with practice at your organisation	Utilized data integration skill to synthesize data obtained from many sources. Tied the research to Astellas product offerings by concentrating on the different components of the Tacrolimus market.
Gaps identified on the working area.	Research will present an overview of the current transplant market, but the information is a high level overview and not detailed enough for sales and marketing purposes
Suggestions for improvement	Develop phase two plan for research to determine if there is any available survey or paper that addresses the patterns of immunosuppressant drug use and brands, among transplant physician and surgeon population.
Plan for the next week	Continue the in-depth study of Tacrolimus, focusing on Astellas' products (Prograf®, Advagraf®) and competitive analysis (including generics) using RCPA data.

Signature of the Student

Weekly Report No. 10

Name of the Organisation: Astellas Pharma Pvt. Ltd.

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 10

From: 14th July to 19th July

Activity Done	Conducted a comprehensive summary analysis of Tacrolimus brand and the competitive environment, looking heavily at RCPA findings. I identified that generic tacrolimus brands were highly prevalent and commercially viable. The RCPA data aligned with numerous brands and their utilization.
Linking theory (Classroom learning) with practice at your organisation	Utilized competitive analysis principles to scope Astellas' Tacrolimus products' market standing in comparison to generic products, directly influenced by RCPA.
Gaps identified on the working area.	The difference between Uttar Pradesh's large population, yet limited transplant and donor activity needs to make sense and be analyzed for its impact to market access and opportunity.
Suggestions for improvement	Add a summary table into the comparative analysis section for quick reference of the key differences and similarities between the states.
Plan for the next week	Conduct a final and thorough review of the entire report for errors of omission, errors of commission, completeness, and formatting. Prepare for the concluding internship presentation.

Signature of the Student

Weekly Report No. 11

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Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Week no: 11

From: 21st July to 26th July

Activity Done	Conducted a thorough final quality check of the entire market research report, ensuring data accuracy (including transplant numbers provided by coordinators), accuracy, consistency, and grammatical accuracy. Put together the final presentation to summarize key findings including transplant volumes in Rajasthan and Uttar Pradesh, identified key doctors, and stocked up insights into Tacrolimus brand preference from RCPA. Prepared for final submission of report.
Linking theory (Classroom learning) with practice at your organisation	Tested quality assurance and presentation skills, needed in order to produce professional research outputs. This week marked the end of the research and reporting phase of the internship, took all primary and secondary data together.
Gaps identified on the working area.	N/A - Primary research element of the internship is finished and the report has been finalised on the secondary source data the team had available and primary interactions that were conducted.
Suggestions for improvement	NA
Plan for the next week	Completion of internship and official handover of all project files and documentation.

Signature of the Student

Compile Report

Name of the Organisation: Astellas Pharma Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Assessment of Hospital Account Potential in Rajasthan and Uttar Pradesh.

Name of the Student: Daga Yash Nandkishor

Roll no: 0634

Stream: MBA in Pharmaceutical Management

Activity Done	The internship began with an induction into Astellas Pharma's mission and a briefing on the project, which involved a market investigation of kidney and liver transplants in Rajasthan and Uttar Pradesh. The initial phase involved a detailed analysis of national organ transplant trends, revealing India as the third-largest globally by volume but with a significant demand-supply gap. Field market research was then conducted in key cities. The activities included: Jodhpur: Identified main hospitals approved for transplants and began compiling a list of key nephrologists and surgeons . Lucknow: Collected preliminary data, identifying SGPGIMS as a major transplant center, and listed key medical professionals over two weeks. Kanpur: Identified key nephrologists and noted the average annual transplant volume . Jaipur: Spoke with transplant coordinators to ascertain transplant numbers, finalized lists of doctors, and conducted Retail Chemist Prescription Audit (RCPA) to understand Tacrolimus brand preferences .The final weeks focused on integrating all collected data on transplant volumes and key physicians. A comprehensive analysis of the Tacrolimus market and competitive environment was performed using RCPA findings, which highlighted the prevalence of generic brands. The project concluded with a
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	final quality check of the report and the preparation of a final presentation summarizing all key findings.
Linking theory (Classroom learning) with practice at your organisation	Throughout the internship, theoretical knowledge was applied to practical scenarios. Key applications include: Strategic Marketing: Concepts of pharmaceutical marketing, market segmentation, and product positioning were contextualized during the induction. Market Analysis: A macro-environmental (PESTLE) analysis was used to understand policy and economic factors in the healthcare market, while demand-supply data was critical for market sizing and identifying unmet needs. Stakeholder Mapping: Regional market analysis and stakeholder identification were used to map healthcare infrastructure and key medical professionals in each target city. Competitive Intelligence: RCPA was utilized to gather direct competitive intelligence, informing product strategy against generic competitors. Data & Reporting: Skills in data integration, synthesis, quality assurance, and professional presentation were essential in the final stages to produce the research outputs.
Gaps identified on the working area.	A primary challenge throughout the project was the significant gap in granular, city-level data for annual transplant volumes, particularly in Uttar Pradesh. This lack of precise data complicated accurate market sizing at a local level. Another recurring gap was the difficulty in obtaining direct information on the specific Tacrolimus brand preferences of individual doctors in a highly generic market. Additionally, a key strategic question emerged regarding the discrepancy between Uttar Pradesh's large population and its limited transplant and donor activity. By the final week, the primary research was complete and these gaps were noted as limitations of the available data.

Suggestions for improvement	To overcome the identified gaps, several strategic adjustments were suggested and implemented: • A structured framework for data collection and a clear methodology to identify Key Opinion Leaders (KOLs) were proposed early on . • To manage the lack of city-level data, it was suggested to use state-level data as a proxy, especially in Rajasthan, and to clearly note the data limitations for Uttar Pradesh . • When direct physician-level brand preference data was unavailable, the focus shifted to researching broader Tacrolimus market trends using industry reports and RCPA . • A proposal was made to add a summary table to the final report for a clearer comparative analysis between the two states . As the internship concluded, these suggestions were incorporated into the final report, with no further improvements planned for the completed research phase.
Final Status	The project progressed from a broad national-level analysis to detailed, on-ground market research in the target cities of Jodhpur, Lucknow, Kanpur, and Jaipur. All planned research activities, including the identification of key hospitals and doctors and an analysis of the competitive landscape for Tacrolimus, were completed. The internship concluded with a final review of the comprehensive report and preparation for the official handover of all project documentation.

Signature of the Student

Approved by the IIHMR University's Mentor.