

SUMMER INTERNSHIP PROGRAM

at

Heartnet India Pvt. Ltd.

From 12/05/2025 to 19/07/2025



A REPORT BY

Bhatt Twisha Gaurangkumar

Master of Business Administration

Pharmaceutical Management

0629

2024-26

Under the Mentorship of

Dr. Ashok Kumar Peepliwal

Professor





INTERNSHIP EXPERIENCE LETTER

Date: 19-07-2025

To Whomsoever It May Concern

This letter is to certify that **Ms. Twisha Bhatt** (Roll No: 0629) of IIHMR University, Jaipur, has successfully completed her internship program of 10 weeks with Heartnet India Pvt Ltd as a Marketing & BD Intern. Her internship tenure was from 12/05/2025 (12th May 2025) to 19/07/2025 (19th July 2025). During the internship, she was actively & diligently involved in the project "Transforming Business Development: How Heartnet India's On-Ground Insights Drive Lead Generation and Marketing Success."

During this time, Twisha demonstrated a keen willingness to learn and collaborate within a team. She approached her work with enthusiasm, hard work and a positive mindset.

We wish her the best in her future endeavours.

Arindam Sen
CEO and Director
Heartnet India Pvt. Ltd.

Heartnet India Private Limited

Neil Tower of Neil Rao Towers, #6CS, 6th Floor, Plot No. 117,
Road No. 3, EPIP Phase I, Whitefield, Bangalore - 560066, India. CIN:
U85100KA2017PTC101536

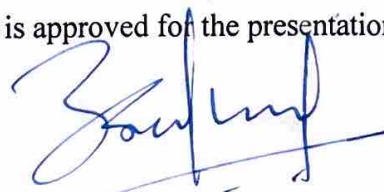
www.heartnetindia.com

IIHMR University Faculty Mentor Approval

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

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

Date: 28/07/2025



Dr. Ashok Kumar Peepliwal

Professor

Transforming Business Development: How Heartnet India's On-Ground Insights Drive Lead Generation and Marketing Success

Organization Mentor: Sneha More
University Mentor: Dr. Ashok Kumar Peepliwal

Bhatt Twisha Gaurangkumar
0629
MBA Pharmaceutical Management

Heartnet Insights

- Established in 2017, the company is dedicated to making high-quality cardiac care accessible across India.
- They aim to leverage cutting-edge technology and premier clinical expertise to combat cardiovascular diseases.
- Heartnet is committed to early detection through advanced screening methods, ensuring accurate diagnosis with state-of-the-art tools, and implementing evidence-based treatment protocols

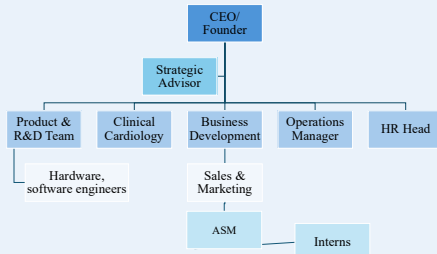
Vision

"Empowering India to fight the rising burden of cardiovascular diseases through comprehensive cardiac care with innovative technology and clinical expertise."

Mission

"Heartnet India aims to provide equitable access to high-quality cardiac care by prioritizing early diagnosis and offering cost-effective treatment solutions."

Organogram



Project Objective

To investigate the real-world barriers impacting the adoption of Heartnet's Asaan ECG device by utilizing firsthand field experience and stakeholder feedback. The goal is to translate these insights into actionable business development and marketing strategies, while also deriving competitive insights to strengthen product positioning, highlight differentiators, and support targeted lead generation across diverse healthcare segments.

Workflow

- Primary Research during field visits
- Secondary Research
- Market & Competitive Analysis
- Insight Extraction
- Data Analysis
- Marketing framework creation
- Final Project Review



Product: Asaan ECG Device

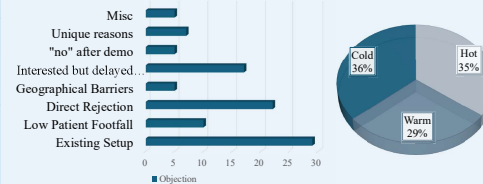
A portable, easy-to-use ECG device transmits data in real time, enabling telecardiology.



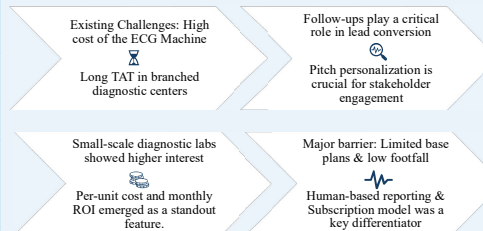
Key Features:

- 12-lead standard ECG with attached thermal printer
- Real-time data transmission
- Cardiologist reporting network
- TAT <15 Mins
- Subscription model
- 24/7 services
- Portable

Leads Segmentation & Objection Mapping

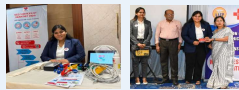


Market Insights

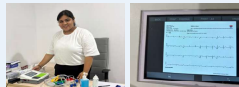


Major Milestones

Coordinated & executed a CME Event with 50+ doctors.



Managed a large-scale ECG Screening camp with 550+ Patients



B2B Sales Funnel



Marketing Mix: 7 Ps Analysis

Product	12-lead ECG device with quick, human-verified telecardiology reporting. Portable and doctor-friendly.
Price	Cost effective subscription-based pricing, making it affordable & accessible for small-sized clinics.
Place	BD reps visits to diagnostic centers, hospitals and pathology labs. Digital B2B platforms like Tata Img.
Promotion	Digital product brochures, storytelling demo videos, Social media. Reference system, Local language pitch for field visits
People	Field reps, internal cardiologists, operations team, IT team.
Process	ECG taken → Sent via Heartnet server → Reviewed by in-house cardiologist → Report sent to device. Ensures process clarity during pitch.
Physical Evidence	Signed reports, CME presence, Customer testimonials, case studies, strong digital presence using SEO

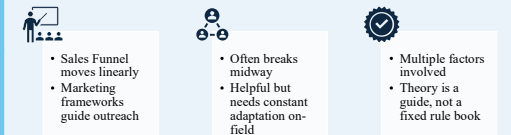
SWOT

- | | |
|---|---|
| <ul style="list-style-type: none"> Human cardiologist verified ECG reports Quick TAT (<15 min) In-built thermal printer & easy E-mailing of reports | <ul style="list-style-type: none"> Material aesthetics may affect perceived value in clinical settings Works only using WIFI No services for the purchase plan |
|---|---|

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- | | |
|---|---|
| <ul style="list-style-type: none"> SEO and content marketing Initiate health-related conversations on Social Media The elder care segment is growing rapidly | <ul style="list-style-type: none"> Strong competition by age-old brands like BPL and AI-first platforms like Tricog. Limited Brand visibility in the market Pricing pressure |
|---|---|

Theory vs Practical



Challenges

- Existing setup or low footfall
- Only subscription-based model
- HQ only in Bangalore
- Objection to complexity
- Doctor Availability & Access
- Interested but delayed decision

Learnings

- Adaptability in an unstructured work environment
- Action-oriented market understanding
- Professional confidence & ownership
- Stakeholder engagement
- Strategic thinking through an insight-driven storyline.

Suggestions



WEEK 1

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

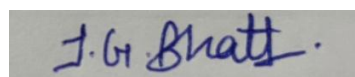
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA Pharmaceutical Management

Week no: 1 **From:** 12/05/25 **to** 18/05/25

Activity Done	The orientation & induction Programme was conducted by organization mentor. I was given a demo of the product, which is an ECG device. Next, I learnt the product thoroughly and made a list of Potential customers in my assigned areas. Ended the week by visiting 8 Medical Clinics and interacting with the stakeholders.
Linking theory (Classroom learning) with practice at your organisation	Effective communication, Microsoft Excel, Primary and secondary research methods, Product line understanding.
Gaps identified on the working area.	The positioning is not clear. Need for impactful pitching tools. Less brand recognition in the market.
Suggestions for improvement	Strategically integrate digital and content marketing activities in daily workflow. Strengthen Digital Presence.
Plan for the next week.	Visit more Healthcare centres for client meetings. Team meeting with Mentor.



Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 2

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

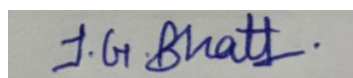
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 2 From: 19/05/25 to 25/05/25

Activity Done	Visited Diagnostic centres in two areas and generated 15 leads. Learnt about Cardiovascular risk in youths and the role of preventive care. Interacted with 21 decision makers and learnt about their perspective regarding the Asaan device.
Linking theory (Classroom learning) with practice at your organisation	STP, Marketing mix, Excel sheet tracker
Gaps identified on the working area.	Lack of clarity about the target audience. Because it is a startup, most of the things are done on a trial-and-error basis.
Suggestions for improvement	Can use STP more effectively.
Plan for the next week	Follow up with leads from the first two weeks and generate new leads in different areas.



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WEEK 3

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

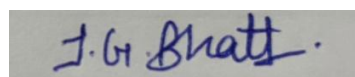
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 3 **From:** 26/05/25 to 01/05/25

Activity Done	Gained hands-on experience using the Asaan ECG device. Furthermore, scheduled and provided a demo to two doctors. Understood the working of an ECG device, its leads, and performed the SWOT analysis of the Asaan device.
Linking theory (Classroom learning) with practice at your organisation	SWOT Analysis, Situational analysis, Brand positioning.
Gaps identified on the working area.	Need to improve operational efficiency and quality controls.
Suggestions for improvement	Can improve the quality of materials used in the device to make it more user-friendly.
Plan for the next week	Give one more demo and visit centres in a new area.



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WEEK 4

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

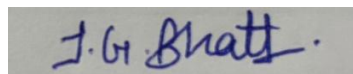
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 4 **From:** 02/06/25 to 08/06/25

Activity Done	Till now completed visiting 45 centres, including hospitals, clinics, pathology, and diagnostic centres. Provided a demo in a diagnostic centre. Thoroughly studied the competition products to improve my pitch.
Linking theory (Classroom learning) with practice at your organisation	Competitive Analysis. Identified the top 5 competitors and how we can differentiate ourselves from them.
Gaps identified on the working area.	Lack of brand visibility, very little digital presence, and less market capture.
Suggestions for improvement	Can focus more on digital marketing, branding campaigns, and Penetration in the untapped market instead of the cluttered market.
Plan for the next week	Follow up with all the clients and close the ongoing conversation. Start with a new area.



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WEEK 5

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

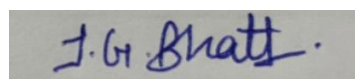
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 5 **From:** 09/06/25 to 15/06/25

Activity Done	Till now total of 94 leads have been generated. Closed two CME deals this week. Started working on CME management.
Linking theory (Classroom learning) with practice at your organisation	Negotiation, PowerPoint presentation, and financial management.
Gaps identified on the working area.	Very little involvement in CME.
Suggestions for improvement	Attend more CME and focus on marketing initiatives.
Plan for the next week	Prepare for CME



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WEEK 6

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

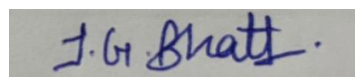
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 6 **From:** 16/06/25 **to** 22/06/25

Activity Done	Coordinated & executed CME session, created the presentation for it, presented the Asaan ECG device during the event; Networked with 80+ doctors there. Conducted Graphical segmentation of leads and performed objection mapping. Carried out STP analysis for a better understanding of market reach and positioning strategies.
Linking theory (Classroom learning) with practice at your organisation	Applied the STP framework from marketing principles to classify and prioritise leads. Presentation skills and content structuring as per the CME format were aligned with marketing communication strategies.
Gaps identified on the working area.	Previously product target and positioning were unclear. Insufficient pre-CME engagement with attendees.
Suggestions for improvement	Enhance pre-CME outreach through targeted activities. Creation of lead-wise follow-up strategy post CME based on segmented categories (hot, warm, cold).
Plan for the next week	Begin follow-ups with CME attendees. Provide demos as required. Perform SWOT analysis and 7 Ps for the asaan device.



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WEEK 7

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

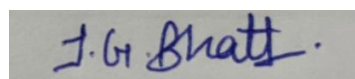
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 7 **From:** 23/06/25 **to** 29/06/25

Activity Done	Conducted follow-up conversations with CME clients. Delivered 2 product demos to interested leads. Performed SWOT analysis for the Asaan ECG device & created 7 Ps framework to evaluate the product's marketing mix.
Linking theory (Classroom learning) with practice at your organisation	Used SWOT and 7Ps model from classroom sessions to analyse product-market fit and branding gaps. Applied customer handling techniques learned in Class.
Gaps identified on the working area.	Unclear Value proposition perceived by some doctors. Perceived as a complex device because of the presence of pocket-sized mini devices with the same accuracy.
Suggestions for improvement	Standardise the demo script with USPs. Preparation of the objection handling checklist. Highlight brand value and online branding strategies.
Plan for the next week	Review meeting, ECG screening camp, project presentation.



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WEEK 8

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

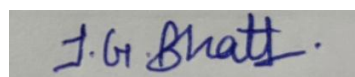
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 8 **From:** 30/06/25 to 06/07/25

Activity Done	Meeting with the CEO for a performance review. Completed follow-up calls and developed the final project presentation. Worked on sales funnel creation and linking it to my leads journey, created Ideal Customer Profile (ICP) & Buyer Personas. Participated in an ECG Screening Camp and helped scan over 550 patients. Played a significant role in managing & coordinating camp flow. Also updated competitive analysis and competitor profiles based on the market insights.
Linking theory (Classroom learning) with practice at your organisation	Applied concepts of secondary research, B2B marketing model strategies. Fieldwork integrated service design and operations management. Camp and execution mirrored real-world project coordination.
Gaps identified on the working area.	Unavailability of CRM tool for inputting, analysing and managing leads.
Suggestions for improvement	Implement a basic CRM tool for tracking lead status. Back-end device operations and IT management should be strengthened for smoother and quicker patient flow in camps.
Plan for the next week	Focus on new field visits, give demos and complete documentation work for the entire internship experience.



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Approved by the IIHMR University's Mentor

WEEK 9

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

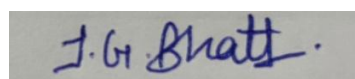
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 9 **From:** 07/07/25 **to** 13/07/25

Activity Done	Continued follow-up visits and demos with previous and new clients. Conducted new field visits to unexplored centres. Focused on documentation of the entire internship based on field insights, secondary research and data reflections.
Linking theory (Classroom learning) with practice at your organisation	Field visits strategy based on Sales Funnel Theory. Documenting experience reflected on principles of business communication, report writing, and effective communication.
Gaps identified on the working area.	Less flexibility in providing personalised subscriptions based on client needs and formal quotation sharing documents.
Suggestions for improvement	Creation of standard quotation brochures, keeping space for customisation. Systematic feedback and follow-up Process for client engagement.
Plan for the next week	Wrap up remaining tasks, final presentation to management and handing over documents and active leads to them for further processing.



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Approved by the IIHMR University's Mentor

WEEK 10

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: BD & Marketing

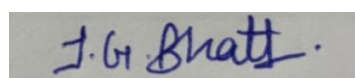
Name of the Student: Bhatt Twisha Gaurangkumar

Roll no: 0629

Stream: MBA PM

Week no: 10 **From:** 12/05/25 **to** 17/05/25

Activity Done	The orientation & induction Programme was conducted by organization mentor. I was given a demo of the product, which is an ECG device. Next, I learnt the product thoroughly and made a list of Potential customers in my assigned areas. Ended the week by visiting 8 Medical Clinics and interacting with the stakeholders.
Linking theory (Classroom learning) with practice at your organisation	Effective communication, Microsoft Excel, Primary and secondary research methods, Product line understanding.
Gaps identified on the working area.	The positioning is not clear. Need for impactful pitching tools. Less brand recognition in the market.
Suggestions for improvement	Strategically integrate digital and content marketing activities in daily workflow. Strengthen Digital Presence.
Plan for the next week	Visit more Healthcare centres for client meetings. Team meeting with Mentor.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Heartnet India Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: BD & Marketing

Name of the Student: Bhatt Twisha Gaurangkumar

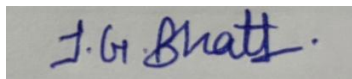
Roll no: 0629

Stream: MBA Pharmaceutical Management

Activity Done	• Conducted field visits to over 95 centres, including hospitals, clinics, diagnostic labs, and pathology labs. • Engaged with a total of 125+ decision makers through cold visits, demos, and medical networking. • Gave 5 structured demos of the Asaan ECG device: refined pitch based on feedback. • Coordinated and presented at one CME event; closed 2 CME deals; contributed to pre-event preparation and delivery. • Took ownership of CME follow-ups, identifying interested HCPs and sharing resource material. • Participated in and helped coordinate an ECG screening camp where over 550 patients were scanned; ensured smooth flow of patients and device rotation. • Conducted competitive analysis of 5+ other ECG/portable cardiac device brands; created a differentiation framework. • Built and applied STP segmentation, including graphical classification of leads. • Conducted SWOT analysis of the Asaan ECG device. • Created a 7Ps analysis for Heartnet's current market strategy. • Developed Ideal Customer Profiles (ICP) and Buyer Personas based on market exposure. • Identified and documented 15 active, high-potential leads with next steps for BD managers. • Delivered a final performance review presentation and submitted all reports, posters, and documentation
Linking theory (Classroom learning) with practice at your organisation	• Applied STP (Segmentation, Targeting, Positioning) theory to classify and prioritize leads from diverse geographies and specialities.

	• Used 7Ps framework to evaluate service delivery, promotional messaging, pricing, and people management. • Conducted SWOT Analysis (classroom tool) to determine internal vs external factors impacting product acceptance. • Implemented Sales Funnel concepts to understand and reduce lead leakage between demo and trial phases. • Practiced situational and brand positioning tactics to improve market outreach strategy. • Gained field experience in negotiation and closing through CME pitches and B2B conversations. • Applied presentation and storytelling techniques from academic sessions while preparing CME and final reports. • Used project closure tools (status handover, KPI documentation, report archiving) in the final weeks.
Gaps identified on the working area.	• No CRM system for lead tracking, resulting in manual and inconsistent data entry. • Lack of standardized demo script, which led to variations in communication and follow-up structure. • Low brand visibility in the market; very limited digital marketing presence (social media, SEO, thought leadership). • No framework to capture and analyse camp screening data; impact reporting was missing. • CME participation was initially low, and the team relied heavily on interns without a defined training process. • Interns worked without an onboarding/offboarding structure, leading to repeated mistakes and knowledge loss. • Clarity of the target audience was lacking in the initial stages; geographic and speciality prioritisation was missing.
Suggestions for improvement	• Introduce a CRM tool (Zoho, HubSpot, or Airtable) with lead stage tracking, notes, and reminders. • Create and circulate a standard demo presentation deck and objection-handling FAQ sheet for internal use.

	• Strengthen digital branding: optimize website, publish content on LinkedIn, and run targeted email campaigns. • Design a CME engagement framework with pre-event outreach and post-event lead nurturing strategy. • Use a data dashboard (Excel or Power BI) to analyse and visualise screening camp impact metrics. • Institutionalize an internship SOP document covering role, onboarding steps, demo protocol, and field etiquette. • Segment regions based on potential vs saturation and assign zones strategically to reduce field fatigue.
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Signature of the Student

Approved by the IIHMR University's Mentor

Dr. Ashok Kumar Peepliwal