

ORGANIZATION NAME: Mankind Pharma

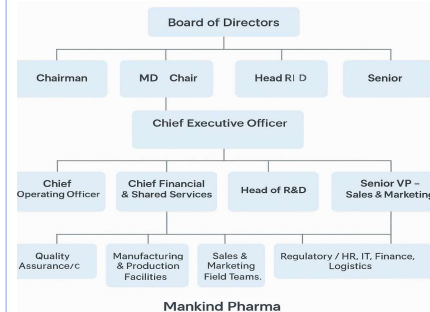
ORGANIZATION DESCRIPTION

Mankind Pharma is an Indian multinational pharmaceutical and healthcare company founded in 1995 by Ramesh Juneja and his family, headquartered in Delhi. It is known for providing affordable, high-quality medicines and consumer healthcare products, focusing on rural and underserved markets. Mankind Pharma is now the fourth largest pharma company in India, with a workforce of over 21,000 and a presence in 34 countries. Its core values are quality, affordability, and accessibility, aiming to improve lives through innovation and ethical business practices. The company's diverse portfolio includes over 1,000 products in both pharma and consumer healthcare segments.

MISSION & VISION

Mankind Pharma's mission is to provide cost-effective, innovation-based, superior quality pharmaceutical products across the globe to improve patients' lives. The company focuses on making affordable healthcare accessible to all sections of society while maintaining world-class standards and embracing research-driven innovation. Its vision is to be a global pharmaceutical company, most admired for its affordability, quality, and accessibility of products. Mankind Pharma aspires to continuous growth, patient-centricity, and global expansion while fostering trust through integrity and sustained excellence in healthcare delivery.

ORGANISATION STRUCTURE



SUGGESTIONS

- Strengthen data analysis and quantification in your report.
- Add visuals like charts for key findings.
- Highlight actionable recommendations for Mankind Pharma.
- Emphasize real-world applicability and doctor feedback.
- Edit for clarity and concise presentation.

SWOT ANALYSIS

STRENGTHS

Provided hands-on experience exposure to the pharmaceutical industry, allowing direct interaction with 300 doctors. Developed skills in clinical research, data collection, and analytical reporting, while benefiting from mentorship under an experienced product manager. Enhanced understanding of therapeutic trends in NAFLD/MAFLD.

WEAKNESS

Limited to a short duration (75 days), which restricted the depth of follow-up or long-term project impact. Some challenges in data collection efficiency and variability in survey response quality due to busy clinician schedules.

SWOT

OPPORTUNITY

Established valuable professional connections and gained insight into pharmaceutical marketing and clinical needs. Opportunity for further engagement with Mankind Pharma for future research, product launches, or education initiatives in hepatology.

THREAT

Competition from other interns or teams working on similar projects. Risk of survey bias or incomplete data. Regulatory or market changes could reduce immediate usefulness of findings for product positioning.

INTRODUCTION

- Hepakind 300 contains Ursodeoxycholic Acid, used to support liver health and treat cholestatic liver diseases effectively.
- It aids in dissolving cholesterol gallstones, improving bile flow and protecting liver cells from damage.
- Clinically recommended as adjunct therapy in Non-Alcoholic Fatty Liver Disease (NAFLD) and related liver conditions.
- The oral tablet formulation ensures easy administration and better patient compliance in chronic liver management.
- Hepakind 300 symbolizes gentle yet effective liver care, promoting liver function restoration and long-term health.

PACK DESIGN



MARKET OVERVIEW

- Hepakind, a liver health supplement by Mankind Pharma, enjoys strong market presence in India's hepatology segment. It is widely prescribed for fatty liver, gallstones, and liver protection due to its active UDCA content. Hepakind benefits from Mankind Pharma's extensive distribution and brand trust amidst rising liver disorders. Clinicians recognize its efficacy and patient compliance, securing its position among leading liver care products nationally, aligned with growing demand for liver disease therapeutics in India.

CAMPAIGN

"Flowing Towards a Healthier You"

Target Audience:

- Primary: Gastroenterologists, hepatologists, general physicians, diabetologists.
- Secondary: Patients at risk of or suffering from NAFLD/MAFLD, caregivers.
- Tertiary: Pharmacists and healthcare influencers.

Strategy:

- Informative pamphlets and digital content on dietary risks, early screening, and liver health maintenance.
- Social media campaigns with posts/videos on healthy eating, warning signs, and the benefits of liver supplements.
- Patient testimonial videos featuring real stories on lifestyle changes plus Hepakind therapy.

PESTEL ANALYSIS

Political:

- ❖ Government healthcare policies impact pharmaceutical regulation and approval processes in India significantly.
- ❖ Political stability in India facilitates consistent pharmaceutical business operations and market expansion opportunities.

Economic:

- ❖ Rising healthcare expenditure in India boosts demand for pharmaceutical products and liver disease treatments.
- ❖ Economic fluctuations affect patients' affordability and access to branded drugs like Hepakind in urban areas.

Social:

- ❖ Increasing lifestyle diseases like NAFLD raise awareness and demand for liver health supplements among urban population.
- ❖ Patient preference shifts toward natural and herbal supplements influence pharmaceutical marketing and product development strategies.

Technological:

- ❖ Advances in pharmaceutical manufacturing technologies improve product quality and reduce production cost effectively.
- ❖ Digital healthcare platforms enable wider dissemination of educational campaigns and clinical awareness for liver diseases.

Environmental:

- ❖ Sustainable manufacturing practices are gaining importance due to environmental regulations and consumer awareness.
- ❖ Climate change impacts disease patterns, indirectly influencing pharmaceutical demand and research priorities.

Legal:

- ❖ Strict drug safety and approval regulations govern the marketing and distribution of pharmaceutical products in India.

COMPETITORS

Direct Competitors	Indirect Competitors
Udiliv (Abbott)	Liv 52 (Himalaya)
Ursocol (Sun Pharma)	Silymarin brands (Silybon, Legalon)
Ursolid (Lupin)	Hepa Merz
Sedogest (Win-Medicare)	Essentiale
Ulyses 300 (Alkem)	Livogen
	Herbal liver tonics/capsules

CHALLENGES FACED

- Engaging Busy Clinicians: Coordinating and securing timely responses from 300 doctors within 75 days was challenging due to their demanding schedules and limited availability.
- Data Quality and Consistency: Variability in survey completion and subjective interpretations by respondents sometimes affected the consistency and reliability of collected data.
- Limited Follow-up Opportunities: The internship's short duration restricted in-depth follow-ups or longitudinal feedback on survey outcomes and further clinical validations.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE & THEORITICAL LEARNING

- Practical exposure develops real-world problem-solving skills by applying theoretical knowledge in dynamic workplace settings.
- Theoretical learning builds foundational concepts essential for understanding complex pharmaceutical management principles and strategies.

PRODUCT PROFILE

BRAND NAME: Hepakind 300
CONTAINS: Ursodeoxycholic Acid (UDCA) 300mg
DOSAGE FORM: Tablet
ROUTE OF ADMINISTRATION: Oral
INDICATION: Management of chronic cholestatic liver diseases (such as primary biliary cholangitis and primary sclerosing cholangitis).

The reason behind the name

"Hepa" refers to the liver (from "hepat-" the Greek root for liver), while "kind" suggests a gentle, restorative, and caring approach. Hepakind thus signifies a patient-friendly product that is "kind to the liver," promoting liver protection, improved bile flow, and a gentle approach to managing complex liver disorders, supporting hepatocyte health and aiding recovery.

LEARNINGS & VALUE ADDITION

- Industry Exposure and Practical Insights: Through the internship, you gained real-world exposure to pharmaceutical operations, clinical survey methodologies, and healthcare professional interactions, which enriched your understanding beyond academic knowledge.
- Skill Development in Research and Analysis: You learned to design, conduct, and analyze clinical surveys, interpret quantitative and qualitative data, and prepare professional reports and presentations, strengthening your research and analytical skills.
- Understanding of Therapeutic Areas: Focusing on NAFLD/MAFLD and pharmacological strategies like UDCA gave you specialized insights into a growing therapeutic segment, adding value to your pharmaceutical knowledge base.

LEARNINGS OF INTERNSHIP

- ✓ Gained practical experience in conducting large-scale clinical surveys, including designing questionnaires, data collection from healthcare professionals, and analysing clinical perspectives on NAFLD/MAFLD and pharmacological interventions like UDCA.
- ✓ Enhanced understanding of pharmaceutical market dynamics and stakeholder communication by interacting with doctors and mentors, enabling application of clinical insights to product positioning and strategic marketing in the liver health segment.