

History & Description

Established in 2023, Impeerial Consulting is a market research, market intelligence ,competitive intelligence and consulting company with substantial presence in healthcare domain which includes pharmaceuticals, medical devices, medical equipment, consumables etc. We study markets in more than 10 countries to help healthcare and pharmaceutical clients to access the market dynamics analyze competitive activity and develop business strategies with over last one year

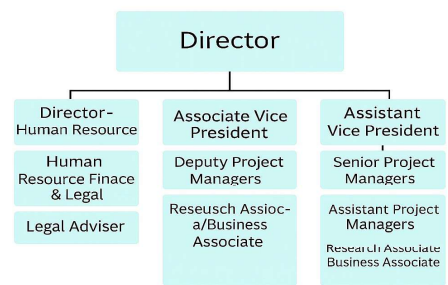
Mission

Our Misson is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decisions, optimize market strategies, and enhance patient care. We are committed to excellence, integrity, and innovation in all our research endeavours, ensuring that our clients can navigate the complexities of the pharmaceutical landscape with confidence

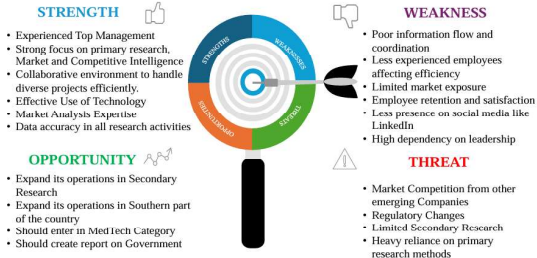
Vision

To be the leading provider of innovative and comprehensive market research, market intelligence and competitive intelligence solutions, empowering life science companies such as pharmaceutical, medical device, medical equipment, hospitals etc, to make informed decisions, drive growth, and improve patient outcomes in India and worldwide.

ORGANIZATION STRUCTURE



SWOT Analysis



About Product

Pantoprazole (PAN & PAN-D by Alkem) is a leading acid-reducing medicine, preferred for once-daily morning use due to its long-acting effect. It improves digestion, reduces bloating, and is available in tablet and capsule (DSR) forms. Together, PAN and PAN-D contribute ₹1,348 Cr annually, holding a 5.3% share of India's ₹25,554 Cr GI market, with over 13% annual growth (IQVIA, June 2025).



Objectives of Project

To evaluate the market status of Pantoprazole and analyze its competitive positioning against other proton pump inhibitor brands, focusing on factors such as doctor preference, brand performance, and therapeutic effectiveness.

Methodology

- Conducted telephonic interview with 5 medical Representatives (MRs) from Alkem's suprema Division.
- Collected information on medical conferences, society engagements, and use of LBL (Leave-Behind Literature).
- Gathered insights on digital partners, doctor preferences, key competitors,
- And promotional strategies.
- Explored data related to market spending and brand positioning in the gastro segment

Project Findings

- PAN-D is preferred more than plain Pan because it provide faster relief.
- The market is very competitive with many brands like Alkem, Sun Pharma, Cipla and Dr.Reddy's.
- Alkem's PAN-D brand is growing due to strong engagment and marketing.
- Doctor prefer DSR forms for better patients outcomes

Difference between practical exposure and theoretical understanding

- Direct industry projects.
- Conducting patients interviews.
- Real-time problem solving.
- Collaborating with professionals.
- Utilizing practical tools
- Classroom-based education.
- Fundamental theories.
- Market dynamics
- Data analysis
- Pharmaceutical concepts

Challenges faced during internship

- Allocating sufficient time for each task while balancing personal and professional commitments
- Ensuring a healthy work-life balance despite the pressures of multiple responsibilities and tight deadlines
- Faced problems in Interviewing KOLs due to low online presence of the organization.

Key Learnings

- Communication
- Primary & Secondary Market Research
- Time Management
- Brand Profiling
- Data management & Analytical Insight

Suggestion

- Enhance communication and collaboration
- Boost market performance
- Implement initiatives to improve
- Increase employee retention rates and employee engagemnt.