

SUMMER INTERNSHIP PROGRAM

at

Impeerical Consulting (Pvt) Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Avinash Pandey

Master of Business Administration

(Pharmaceutical Management)

Roll no- 0616

2024-26

under the Mentorship of

Dr. Hemant Kumar Mishra





Impeerical Consulting (Pvt) Ltd.

CIN: U62099HR023PTC116760

Date: July 21, 2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Avinash Pandey student of MBA-Pharmaceutical Management, Department of Pharmaceutical Management from IIHMR University, Jaipur has successfully completed his internship program in our organization from May 12, 2025 to July 21, 2025 with our entire satisfaction.

During his internship period he has completed all the assignments with complete dedication and best of his knowledge.

Wishing him great success in all his future endeavors.

For Impeerical Consulting (P) Ltd.,

A handwritten signature in blue ink, appearing to read 'Ila Rout', written over a horizontal line.

Ms. Ila Rout

Authorized Signatory



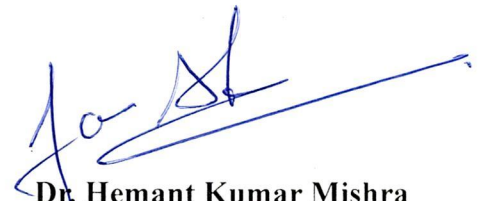
IIHMR University Faculty Mentor Approval

This is to certify that **AVINASH PANDEY** of academic year 2024-26 of School of pharmaceutical Management has prepared a poster with respect to her summer internship held during May-July 2025.

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

Date:

28/7/2025

A handwritten signature in blue ink, appearing to read 'Hemant', followed by a long horizontal line.

Dr. Hemant Kumar Mishra

Associate Professor

History & Description

Established in 2023, Impeirical 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

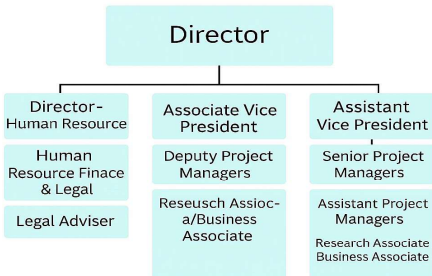
Mission

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

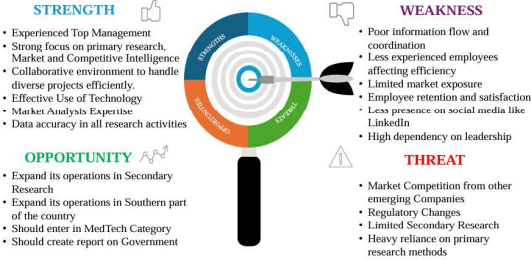
Vision

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 superma 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 engagment.

Week 1 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 1

From: 12/5/2025 to 17/5/2025

Activity Done	• Induction Program • Interaction with mentors • Introduction to new tools that are useful in projects • Work on Project AI (Clinicians Perceptions on Artificial Intelligences) and Project Altitude
Linking theory (Classroom learning) with practice at your organisation	• Research Methodology • Secondary Research • Market Analysis
Gaps identified on the working area.	• No gaps found apart from the physical interactions with the team because of work from home format.
Suggestions for improvement	• A collaborative platform should be established for easy accessibility of data.
Plan for the next week	• Project Altitude will continue, and a new project will start.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 2 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 2

From: 19/5/2025 to 23/5/2025

Activity Done	• Work on multiple real time projects • Project- Mounjaro for Eli Lilly in which I had called 50 doctors in Delhi to know if they prescribe Mounjaro. • I project Altitude team out for RCPA in different cities I have to make questionnaires for them with team lead
Linking theory (Classroom learning) with practice at your organisation	• Market Research • Pharmaceutical Marketing • Data Management
Gaps identified on the working area.	• Facing difficulty in focusing and balancing at multiple projects.
Suggestions for improvement	• Provide clearer story line or demos how to convince doctor.
Plan for the next week	• A new project will start on Radiation Oncologist so preparation before client meet

Signature of the Student

Week 3 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 3

From: 26/5/2025 to 31/5/2025

Activity Done	• A new project start named Radiation which involves data mapping of radiation oncologist in India and get their information as required and filled all of them in excel sheet
Linking theory (Classroom learning) with practice at your organisation	• Primary & Secondary Research • MS Excel
Gaps identified on the working area.	• No gaps.
Suggestions for improvement	• Organization should provide a centralized and regularly updated database.
Plan for the next week	• Must sanitize and clean data before handling it to client

Signature of the Student

Week 4 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 4

From: 2/6/2025 to 8/6/2025

Activity Done	• Two new projects start Project Radio in that we must identify the diagnostics and imaging lab as per client list in different cities • The new Project Reactivate starts in which we do patient interviews and doctor interviews for given hospitals.
Linking theory (Classroom learning) with practice at your organisation	• Primary & Secondary Research • MS Excel • Communication • Consumer Behavior Awareness
Gaps identified on the working area.	• Difficulty in accessing some lab managers due to unavailability or time constraints. • Some locations lacked sufficient information online requiring more time for on ground visit
Suggestions for improvement	• Use digital app for real time form submission to avoid manual errors
Plan for the next week	• Project reactive will continue.

Signature of the Student

Week 5 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 5

From: 9/6/2025 to 13/6/2025

Activity Done	• Project Reactivate continues to do patient interviews and doctor interviews in three different cities. • And prepare the transcript of questionnaires and send to client
Linking theory (Classroom learning) with practice at your organisation	• Communication • Consumer Behavior Awareness. • Health market research. • Data Handling & Accuracy • MS word
Gaps identified on the working area.	• Language barriers made it challenging to collect the accurate data
Suggestions for improvement	• The interview scheduled with the doctors will be outside OPD hours.
Plan for the next week	• Collect all the transcript from the team and check with call recording and mail to the client.

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Approved by the IIHMR University's Mentor

Week 6 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 5

From: 16/6/2025 to 21/6/2025

Activity Done	I was assigned a task focused on Brand profiling for a Three urology brand in which firstly do secondary research then conform it primary to get the information of competitor and about these therapies.
Linking theory (Classroom learning) with practice at your organisation	- Brand Management - Market Research. - Strategic Marketing. - Presentation skill
Gaps identified on the working area.	- Limited data available for secondary research - Need detailed market trend analysis tool
Suggestions for improvement	No improvement
Plan for the next week	It will continue and three new brand profile will come

Signature of the Student

Week 7 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 7

From: 23/6/2025 to 27/6/2025

Activity Done	Continuation with urology brand profile assign a new brand profile for Respiratory and it should more than hundred slides to full fill clients demand
Linking theory (Classroom learning) with practice at your organisation	- Brand Management - Market Research. - Strategic Marketing. - Presentation skill
Gaps identified on the working area.	Time management became challenging due to two brand profiles and their deadlines.
Suggestions for improvement	No improvement
Plan for the next week	Finalize and refine the brand profiling and present to client

Signature of the Student

Week 8 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 8

From: 30/6/2025 to 5/6/2025

Activity Done	• A new project Arohan started in which they conduct an interview with the Purchase manager and Procurement Heads for 82 hospitals in different cities. • At last of week semitonally a project started project validation which required 50 hospitals insights through primary
Linking theory (Classroom learning) with practice at your organisation	• Primary Research • Communication • Data Collection
Gaps identified on the working area.	• Time management became challenging due to be
Suggestions for improvement	• No improvement
Plan for the next week	• Send the excel sheet and data cleaning for Project Arohan and Project Validation to send it to client.

Signature of the Student

Week 9 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 9

From: 7/7/2025 to 12/7/2025

Activity Done	• Work on New project named Solis for client Alvarez & Marsal In this project we must do 60 depth interviews of doctors in standalone and multi-specialty hospital to know their referral process and conduct 120 patients interview regarding their treatment experience, hospital selection behavior.
Linking theory (Classroom learning) with practice at your organisation	• Communication • Consumer behaviors
Gaps identified on the working area.	• No gaps identified.
Suggestions for improvement	• Managing transcript preparation for high volume around 180 interviews needs a big team to work on.
Plan for the next week	• Review and rechecking of all entered transcript for quality control.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 10 Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Avinash Pandey

Roll no: 0616

Stream: Pharmaceutical Management

Week no: 10

From: 15/7/2025 to 19/7/2025

Activity Done	• I work on two projects named Endom and Remission. In Endom to reach surgical, gynecologist and medical oncologist for 10-minute interview through google meet to understand endometrial cancer • In project Remission perform primary research by collection of all surgical oncologist in India
Linking theory (Classroom learning) with practice at your organisation	• Primary Research • Communication • Interview preparation
Gaps identified on the working area.	• No gaps identified.
Suggestions for improvement	• No improvement
Plan for the next week	• Send formal invitation and WhatsApp follow ups as it will carry on for next week.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship

Program: Name of the Student: Market Research

Roll no: 0616

Stream: Pharmaceutical Management

Activity Done	All of the live projects I worked on during the 10-week Summer Internship Program focused on different therapeutic areas and research needs. Among the important tasks were: attending mentorship and induction programs. doing primary and secondary research to map markets and create brand profiles. contacting doctors for research on their opinions about AI and how they prescribe medications (e.g., Mounjaro – Eli Lilly). creating survey questions and writing up interview transcripts for physicians and patients in a variety of projects, including Project Validation, Endom, Remission, Project Altitude, Project Reactivate, Project Solis, and Project Arohan. research coordination and execution with healthcare stakeholders, including radiologists, oncologists, diagnostic labs, and hospital procurement heads. cleaning data, compiling reports, and getting deliverables ready for customers.
Linking theory (Classroom learning) with practice at your organisation	Research methodology: used by gathering a lot of primary and secondary data. Pharmaceutical marketing: used to analyse competitors and create brand profiles. Market research and strategic marketing are used to comprehend referral patterns and treatment trends.

	Consumer Behaviour Awareness: Gained insight into patient viewpoints through interviews. While organising interviews and creating final reports for clients, my communication and presentation skills improved. Data handling tools: Effective use of Microsoft Word and Excel for real-time projects.
Gaps identified on the working area.	Physically interacting with the team is challenging because of the work-from-home arrangement. It was difficult in some weeks to manage time and several deadlines. Secondary data for certain brands and therapeutic areas is not readily available. Some stakeholders, like lab managers and doctors, are inaccessible because of time constraints. language hurdles when interviewing patients in far-off places.
Suggestions for improvement	Create a digital platform for collaboration so that team members can share data easily. Provide more detailed instructions and sample scripts, particularly for projects that involve interacting with doctors. To increase response rates, schedule physician interviews outside of OPD hours. Reduce human error by using digital apps for real-time data collection. For projects requiring a lot of data transcription and interviews, assign larger teams.
Key Learnings	obtained practical experience in healthcare market research and comprehended how primary and secondary research are used in the real world. learnt how to communicate with stakeholders, conduct interviews, and interact with patients.

	mastered data management, strategic market analysis, and brand profiling techniques. Recognised the significance of meeting client expectations, planning, and coordinating projects. enhanced multitasking, professional communication, and industry-standard report writing skills.
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Signature of the Student

Approved by the IIHMR University's Mentor