

SUMMER INTERNSHIP PROGRAM
at
MIDUTY

12Th of May 2025 – 25Th of July 2025

A REPORT BY

ARPAN GHOSH

Master of Business Administration

Pharmaceutical MBA

Roll no-**0613**

2024-26

Under the Mentorship of

Dr Kajal Sitlani

Assistant Professor

IIHMR UNIVERSITY, JAIPUR



INTERNSHIP LETTER

Miduty, Unit No. 307 & 308, Tower A,
Pioneer Urban Square, Golf Course Ext Rd, Sector 62, Gurugram,
Ghata, Haryana 122005
www.miduty.in

Date: 19-07-2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Arpan Ghosh, a student of IIHMR, has successfully completed their internship with **Miduty** from **12th May 2025** to **25th July 2025**

During the course of the internship, the performance of the intern was good, and we are satisfied with the contributions made throughout the engagement. The intern demonstrated commendable dedication and actively contributed across multiple business verticals.

Some of the major projects and areas of hands-on exposure included:

- **Field Work with Medical Representatives (MR):** Gained practical insights into on-ground healthcare marketing and customer engagement.
- **Marketplace Management:** Acquired working knowledge of leading e-commerce platforms such as Amazon, Flipkart, and Quick Commerce (Q-comm), including product listing optimization, pricing strategies, and sales tracking.
- **Search Engine Optimization (SEO):** Understood the fundamentals of SEO and its impact on organic visibility and brand discovery.
- **Performance Marketing:** Assisted in executing data-driven digital campaigns, analyzing ad metrics, and optimizing return on ad spend.
- **Customer Relationship Management:** Contributed to handling customer complaints and managing negative reviews, enhancing customer satisfaction and brand credibility.

We wish Arpan Ghosh, all the best in their future endeavors.
Sincerely,

For MIDVISION PRIVATE LIMITED

Pranav Midha
(Founder)
Authorized Signatory

869990-86991

www.miduty.in

85, Choti Baradari, Part 1 Garha,
Dhin, Jalandhar, Punjab, 144022

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Arpan Ghosh** of 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: 25/07/2025


Dr Kajal Sitlani
Assistant Professor

Miduty

Miduty is a leading Indian nutraceutical brand delivering science-backed supplements that fuse nature, precision, and preventive care. Its flagship SKUs- Liver Detox, B12 & Folate, Omega Krill Complex - target core health pillars like immunity, digestion, and hormonal balance. Core Strength: Nutraceuticals, Expanding into Skin & Hair Care.

Vision

To be the most trusted name in preventive wellness by uniting the power of nature and science to elevate everyday health and well-being & turn ideas into reality.

Mission

To provide high-quality, research-driven nutraceuticals which enhances immunity, digestion, overall vitality- delivered seamlessly through digital platforms and retail channels.

Accounts & Finance

Warehouse Operations

Chief Growth Officer

Sales Manager

Performance Marketing
SEO & Content
Social Media Marketing
Marketplace Growth

Customer Support
Health Experts
International Sales

Founder

HR Manager

Project Managers

HR Team
Category Manager

Graphics Team

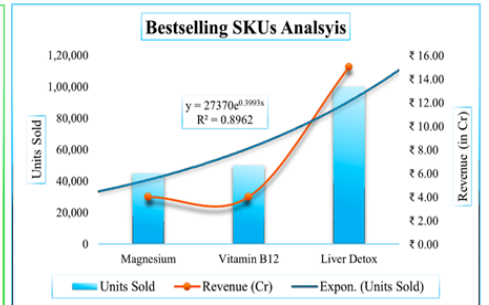
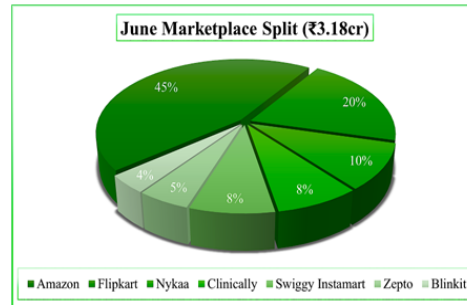
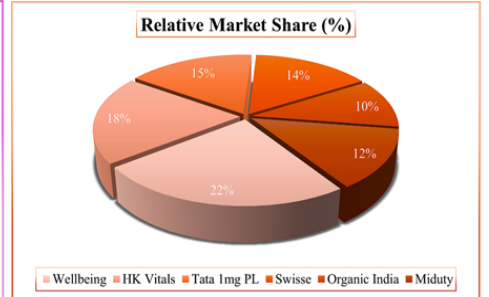
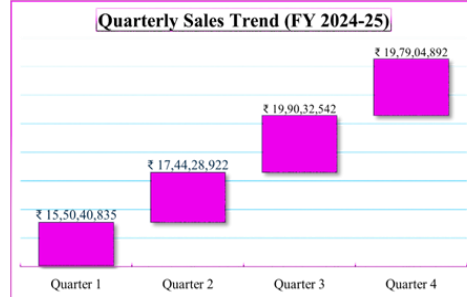
Photography & Video

Procurement

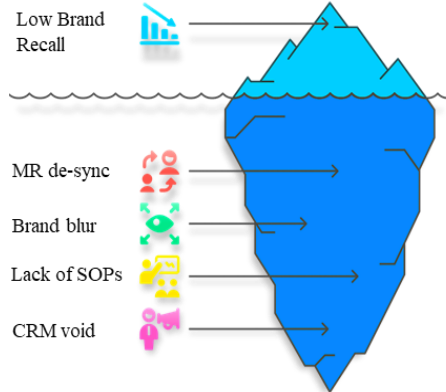
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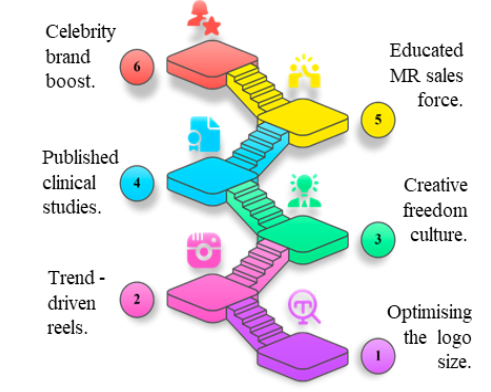
Area	Theory	Practical Exposure
Marketing	Healthcare Marketing	Field Work with MR
SEO	Basics of Search Engine Optimization	Applied SEO for brand visibility
E-commerce	E-commerce-Marketplace Dynamics	Marketplace Management on Amazon, Flipkart, Q-commerce.
Digital Marketing	Digital Marketing & Ad Metrics	Performance Marketing: Meta Ads & Google Ads
CRM	Customer Relationship Management (CRM)	Handled customer complaints and negative reviews.



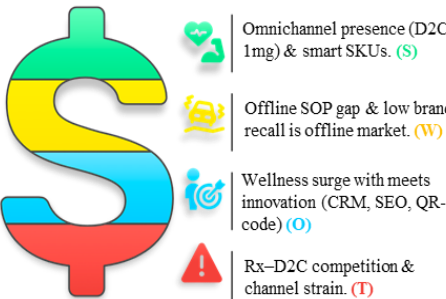
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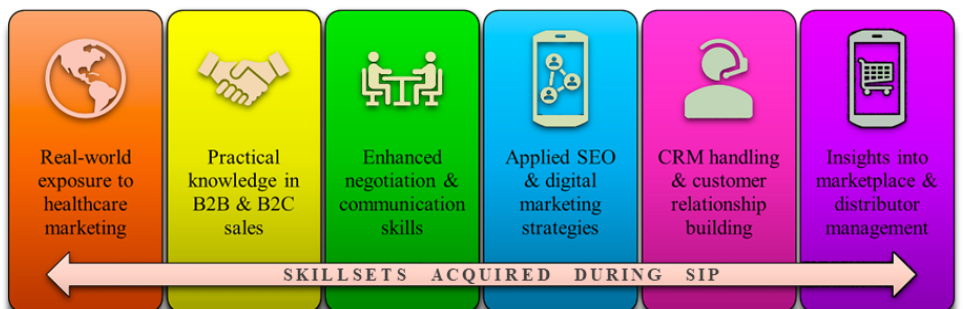
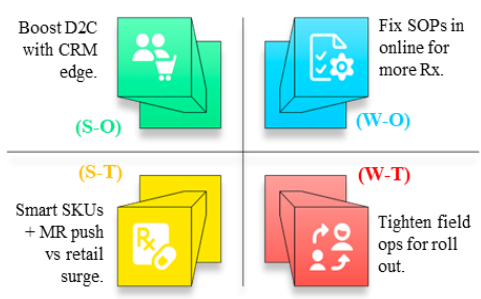
RECOMMENDATIONS:-



SWOT ANALYSIS:-



TOWS ANALYSIS:-



Annexure E

1st Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy
Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 01

From: 12/05/2025 to 16/05/2025

Activity Done	1. Acted as part of an official ceremony led by the founder, in which he addressed: • What the company has gone through, what it aims to do, and what it plans for the future. • Focus is on innovation and collaboration. 2. Researched different standard supplements: • Liver Detox- This product contains NAC and milk thistle for liver support. • Methyl B12 s Folate- These substances naturally help with energy and nerve function. • Vitamin A, D, K- improves immunity and protects bone health. • Magnesium Relax – Supports healthy sleep and digestion. • Pro s Prebiotic Fiber- For gut health. 3. Discovered products for particular health concerns: • Krill Omega Complex, Betaine HCl + Pepsin, Organic Collagen, Triple Thyroid Care, Complete Turmeric Matrix are common supplements. • Helps relieve joint pain, provides daily vitamins, builds a lean body, supports weight loss, balances estrogen, relieves symptoms of PCOS. 4. Visited Tata 1mg store and reviewed: • Where there are gaps in discussion between promoters and customer registrations, there is room for improvement.
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	• Data about retail purchases, displaying products, and the prices of goods offered by other businesses.
Linking theory (Classroom learning) with practice at your organisation	• Used Marketing Strategy principles to determine where and to whom the product should be targeted. • Funnelling psychology into the study of consumer behaviour and health trends. • Employed knowledge from Retail Management to assess merchandising and promoter results. • Studied Product Management techniques in branding, ingredients, and packaging.
Gaps identified on the working area.	• Inconsistent ways of pitch promotion inviting customers to shop more with the competitor's brand. • The products should be better placed on the shelves. • Shops have lower margin and less discount than competing brands. • Lack of clear communication of product's USP at the point of sale.
Suggestions for improvement	• Teach promoters how to use standard pitch templates and highlight the brand's USPs. • Front counters should be used to display products instead of leaving them in the Ayurveda section. • Reconsider the margin available to retailers and retail customers.
Plan for the next week	• Follow up with different outlets of tata 1mg across Gurgaon and Delhi. • Liaisoning between Miduty and Nutraceutical Distributers across North, South, East C West Delhi.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

2nd Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 2

From: 19/05/2025 to 23/05/2025

Activity Done	1. Learned four new brands of Miduty supplements: • Organic Blood Builder- promotes hemoglobin with Ferrous Bisglycinate, Dragon Fruit and Vitamin C. • Kid's Iron Strips- A children's iron formula made with Amla, B12 and Ferrous Fumarate for healthy blood and brain. • Vision Strips- Lutemax® 2020 and Vitamin A in our Vision Strips helps reduce the tiredness your eyes can feel. • Thick s Grow – Biotin and Saw Palmetto in it, helping men grow thicker hair and overall prostate health. 2. I saw the Miduty warehouse with Gaurav Sir and together we looked around: • The main sections are packaging, storage, counting, the material store and office activities. All the essentials of labelling and billing in backend processes were explained by Yogesh Sir. 3. Made a visit to Tata 1MG in GTB Nagar: • I collected reports from in-store sales associates about how customers interact with our products. Sales of best-selling products and the influence of discount and margins were recognized. 4. My first interaction was a distributor visit made in person. Pitched the wellness products from Miduty and talked about possible projects we could do together. • Interest shown from Mr. Vipul Gupta- CEO of DR Distributors for us joining the agency which I informed to my manager. • Talked to several distributors, including Carewell Herbs, Natural Hub and Raw Ingredients.
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	Also met Mr. Saurabh Goyal -SCM of Impex. Positively accepted by Carewell Herbs, who have offered me a meeting.
Linking theory (Classroom learning) with practice at your organisation	- Applied Sales Management in tracking lead responses. - Integrated Distribution Strategy during field visits. - Understood B2B Management through RWEs.
Gaps identified on the working area.	Unreliable communication from leads. Pharmacists don't know the USPs of core products.
Suggestions for improvement	Issue formal ID Cards to Interns for B2B communication.
Plan for the next week	- Finalise follow up with Carewell Herbs C DR Distributers. - More Liaisoning between Miduty and Nutraceutical Distributers across North, South, East C West Delhi

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

3rd Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy
Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 03

From: 26/05/2025 to 30/05/2025

Activity Done	1. Looked into the products in Miduty's skincare series: • EpiHydrate (Day Cream) – helps your skin stay hydrated and reduces wrinkles. • EpiRepair (Night Cream) – Works on your skin barrier and stimulates collagen. • EpiShield Serum is designed to keep your skin safe from both pollution and UV rays. 2. Read about the rules for safe use and understood the right techniques for use. 3. Carried out a visit to Tata 1MG Galleria outlet: • Swisse Vegan Calcium won over 1mg's house brand for one patient. • I introduced Magnesium Relax to a doctor; however, she purchased 1mg Glycinate instead because it was cheaper. • I sold Mg Relax and Liver Detox on Wednesday. • Patients were happy with the product and several chose to try a sample of it. • NRI customers were reluctant to share personal information but did let the seller see the proof of purchase. 4. Not many shoppers came by on the Thursday visit. • Had a chat with 2 patients and they mentioned they would like Magnesium and B12+Folate. • USPs were explained and an instant interest shown by customers.
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Linking theory (Classroom learning) with practice at your organisation	• Applied Product Training s Branding in skincare product learning. • Used Retail Marketing and Consumer Behaviour during store interactions. • Integrated Sales Psychology while highlighting supplement USPs. • Implemented B2C strategy through live customer engagement.
Gaps identified on the working area.	• Discounts heavily influence buyer decisions over product quality. • Customers often lack awareness of better formulations. • Some patients resist data sharing for privacy concerns. • Limited product visibility at certain outlets reduces interaction chances.
Suggestions for improvement	• Offer competitive promotional schemes for retail supplements. • Educate retail staff to better convey product differentiation.
Plan for the next week	• Study customer behaviour trends in calcium and sleep supplements. • Assist in digital strategy for skincare product launches.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

4th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy
Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 04

From: 02/06/2025 to 07/06/2025

Activity Done	1. Reported last week's tasks to manager and received direction for this week: • Created and executed a detailed customer follow-up plan. • Focused on Liver Detox sample tracking and complaint resolution. 2. Conducted outbound calling to MyGate customers: • Verified product delivery, guided usage (2 caps/day), and reassured about Eurofins s SGS testing. • Addressed delivery issues and recorded customer satisfaction. 3. Promoted products based on health needs: • Educated customers on Vitamin B12, Magnesium Relax, and other relevant supplements. • Handled queries from unaware users and clarified doubts professionally. 4. Attended Performance Marketing training session: • Learned campaign marketing using Meta Ads and Google Ads platforms. • Explored ad set targeting through segmentation (e.g., health goals) and competitor pricing-based retargeting. • Gained clarity on CTR, ROAS, CPC, and funnel structure (TOFU, MOFU, BOFU). 5. Maintained structured CRM documentation:
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	• Logged feedback in Excel sheets (Day 2, Day 3, Not Received, Rating Report). • Tracked product status, call outcomes, and required follow-ups. 6. Practiced customer-centric marketing: • Listened attentively, tailored responses, and created value-based conversations. • Promoted trust and built brand credibility during calls.
Linking theory (Classroom learning) with practice at your organisation	• Applied CRM s Customer Retention frameworks from Sales Management. • Used Funnel-Based Digital Marketing strategy learned in marketing classes. • Integrated persuasion and communication skills from soft skills training. • Related customer segmentation to classroom Consumer behaviour models.
Gaps identified on the working area.	• Negative feedback not being captured or addressed properly earlier • Delivery issues caused confusion and mistrust.
Suggestions for improvement	• Improve communication of trial product delivery through SMS/email alerts.
Plan for the next week	• Meeting with Lucky Pharmaceuticals C DR Distributers. • Participate in refining targeting strategies in Meta Ads ad sets.

Signature of the Student

Approved by the IIMMR University's Mentor

Annexure E

5th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing C Strategy
Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 05

From: 09/06/2025 to 13/06/2025

Activity Done	1. Visited Lucky Pharmaceuticals Pvt. Ltd. to meet Mr. Reddy: • Waited for the scheduled meeting; earlier confirmed date was changed. • After discussion, Mr. Reddy asked us to share product details and pricing via email. • Plan was to replicate DR Distributor success, but the meeting was kept short. 2. Shared Miduty's terms s conditions with DR Distributors: • 20% margin on MRP and advance payment requested. • DR declined advance clause but remains open for further discussion. • Also visited SK Pharmaceuticals; they mainly deal in life-saving drugs. • Referred us to Mr. Anil (Tundla), who is open to nutraceuticals and will visit Delhi soon. 3. Visited Lord of Nutrition (Malviya Nagar) and Hulk Nutrition: • Spoke to Prashant in Lord of Nutrition (owner not present). • Store caters to gym-goers and professionals with demand for full-size packs. • Prashant was interested in sampling Liver Detox and Mg Relax, shared with him. • Hulk Nutrition only deals in in-house products—no interest in external brands. 4. Met SA Food and Supplements and AJ Nutrition: • SA Food caters to budget-conscious gym-goers; not interested in new brands.
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	• AJ Nutrition (Mr. Javed) stocks niche and premium nutraceuticals. • Showed willingness to sample Miduty after catalog review. • Also visited The Protein Shop (Safdarjung Enclave); meeting delayed to Friday. 5. Friday visits included: • Prompt Nutrition (Lajpat Nagar) – no shelf space or brand interest. • Body Building India (GK-2) – offers liver detox C magnesium products, but not open to new brands. • Follow-up at The Protein Shop – no response from owner despite confirmation, store closed on arrival.
Linking theory (Classroom learning) with practice at your organisation	• Applied negotiation techniques in distributor meetings. • Practiced field visit planning and B2B communication strategy. • Used customer profiling to match Miduty's products with store preferences. • Understood brand placement and shelf strategy through live retail visits.
Gaps identified on the working area.	• Meeting cancellations or delays impacted follow-ups. • Certain retailers are unfamiliar with nutraceuticals or limit to in-house stock.
Suggestions for improvement	• Prioritize leads showing genuine interest in sampling.
Plan for the next week	• Report to our Mentor in office. • On spot work will be allotted.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

6th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing C Strategy
Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 06

From: 16/06/2025 to 20/06/2025

Activity Done <u>(SOLD A TOTAL OF ₹ 17,900 IN 4 DAYS OF VISIT)</u>	1. Monday – Shared Unique LBL Ideas for Doctors: - Contributed personalized and creative LBL (Leave-Behind Literature) ideas aimed at doctors. - Focused on themes that highlight product education, scientific backing, and aesthetic appeal. 2. Tuesday – Assigned to 1MG Galleria, Gurugram: - Handled the outlet independently; introduced myself as from Miduty Head Office. - Made a total sale of ₹8,593 across 6 products, - including Liver Detox, Mg Relax, B-12 C Folate, ADK, Joint Pain Relief, and Krill Omega. - Miss Amrita Kapoor and Mrs. Anuradha Kapoor (from Dubai) were impressed by the scientific explanation. - Recommended Liposomal Glutathione and - Pre+Probiotics, but they were out of stock — requested restock. - Shared my visiting card; Mrs. Kapoor also wants to connect with a health expert. 3. Wednesday – Continued Conversions at Galleria: - Sold 1 Liver Detox and 1 B-12 C Folate after product explanation. - Reinforced brand value and product quality in walk-in conversations. 4. Thursday – Sold Thick s Grow Nutraceutical: - Converted a customer originally looking for hair oil (Mintop) to Thick & Grow, emphasizing long-term benefits. - Handled objections and highlighted the nutraceutical approach to hair wellness.
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	5. Friday – Sold Betaine HCL + Pepsin, Krill Omega etc. - Engaged a customer with acidity issues unhappy with prescription medicines. - Convinced her to try Betaine HCL for digestion support. - She also received free samples of Liver Detox and Mg Relax. - Explained our strength in marine collagen and skin care, which piqued interest. - Educated a UK-based couple about Krill Omega, Ashwagandha, and Dandelion (in Liver Detox); they took my card for online follow-up.
Linking theory (Classroom learning) with practice at your organisation	- Applied sales communication and buyer profiling from retail training. - Used branding strategy during LBL idea pitching. - Practiced product recommendation and objection handling on the retail floor. - Understood how to position nutraceuticals vs allopathic solutions using consultative selling.
Gaps identified on the working area.	- High-potential SKUs like Liposomal Glutathione and Pre+Probiotics were unavailable. - Not all staff are aware of the scientific composition of products.
Suggestions for improvement	- Prioritize stock replenishment of fast-selling and in-demand SKUs. - Launch a CRM touchpoint for health expert consultations via WhatsApp or QR.
Plan for the next week	Meeting with the FOUNDER about taking over Galleria C strategies for improving sales.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

7th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 07

From: 23/06/2025 to 27/06/2025

Activity Done	1. Monday – Weekly Review s QR Code Follow-ups: • Reported last week’s field activities and outcomes at the Miduty office. • Conducted follow-up calls with customers who had received product samples. • Asked whether they had scanned the QR code and if they had started using the products. • Collected feedback and shared guidance where needed. 2. Tuesday to Friday – Galleria Store Supervision s Support: • Spent the week at the Galleria 1MG outlet guiding and supervising the promoter. • Helped him refine his pitching strategy and strengthen his product knowledge. • Provided real-time tips on handling customer queries and explaining Miduty USPs. • Footfall remained low throughout the week, largely due to month-end slowdown and off-peak hours. • Focus remained on training, product visibility, and brand recall enhancement.
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Linking theory (Classroom learning) with practice at your organisation	• Used customer relationship techniques to handle QR follow-up calls. • Applied field training principles in mentoring the store promoter. • Reinforced classroom concepts of feedback loop integration into CRM planning. • Practiced retail pitch development and product positioning during live interactions.
Gaps identified on the working area.	• Month-end traffic at the outlet was lower than usual, affecting conversions. • Some customers had not yet scanned the QR code or used the product samples. • Promoter needed assistance in refining technical explanation of products. • Limited in-store engagement opportunities this week.
Suggestions for improvement	• Send reminder messages to customers with QR codes to encourage action. • Organize short training refreshers for promoters at regular intervals. • Place quick-view brochures or tabletop explainers for better product awareness. • Target high-footfall timings for live demo or sampling activities.
Plan for the next week	• Accompany the Medical Representative (MR) as a part of the Product Management Team (PMT) from Miduty HQ. • Assist during his doctor visits by observing interactions and supporting with scientific detailing. • Learn how doctor engagement differs from retail sales and contribute to building rapport where possible.

Signature of Student

Approved by the IIHMR University's Mentor

Annexure E

8th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy
Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 08

From: 30/06/2025 to 04/07/2025

Activity Done	1. Monday – Galleria Tata 1MG Store Visit: • Supervised promoter at Galleria Tata 1MG. • Analysed customer queries, product interest, and promoter’s pitch. • Suggested improvements for product engagement. 2. Tuesday to Thursday – Doctor Visits with MR: • Accompanied MR as PMT representative. • Visited 20+ doctors (physicians, gastroenterologists, cardio-diabetologists). • Observed doctor calls, focusing on detailing and scientific discussions. • Guided MR on communication and engagement. 3. Friday – Office Work: • Reported at Miduty HQ for team discussions. • Shared doctor visit learnings. • Planned more MR meetings for next week.
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Linking theory (Classroom learning) with practice at your organisation	• Applied marketing and sales communication during field visits. • Practiced product positioning and doctor engagement strategies. • Linked retail and prescription marketing approaches.
Gaps identified on the working area.	• Need for deeper promoter training on scientific aspects. • Limited time with doctors during visits. • Inconsistent follow-up by MR after visits.
Suggestions for improvement	• Organize joint training for promoters and MR teams. • Prepare brief, easy-to-use scientific detailing notes. • Better scheduling for doctor visits.
Plan for the next week	• Continue MR meetings and doctor visits. • Focus on observing more specialties. • Support MR in improving doctor engagement.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

9th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 09

From: 07/07/2025 to 11/07/2025

Activity Done	1. Monday – Store Visit at Galleria Tata 1MG: - Supervised promoter and assessed store performance. - Observed product display, customer queries, and engagement quality. 2. Tuesday & Wednesday – Doctor Visits with MR: - Visited new and follow-up doctors with MR. - Understood product flow from distributor to retailer via MR. - Gained exposure to real-time market practices. 3. Thursday – Peer Mentoring: - Guided fellow intern on MR field visit dos and don'ts. - Shared tips based on previous field experience. 4. Friday – Office Reporting & Learning: - Reported to office for weekly wrap-up. - Learned basics of graphic designing and marketplace listing of products.
Linking theory (Classroom learning) with practice at your organisation	- Applied channel distribution knowledge during MR visits. - Practiced peer mentoring and team collaboration. - Linked branding and digital marketing concepts with graphic design and product listing tasks.
Gaps identified on the working area.	- Fellow intern lacked clarity on field visit protocols. - Store branding needs minor enhancement. - Marketplace listings still being optimized.
Suggestions for improvement	- Conduct structured briefing for new interns before fieldwork. - Enhance store-level product visibility with better displays. - Create standard listing templates for marketplace onboarding.

Plan for the next week	• Continue doctor visits with MR for deeper field insights. • Support in refining digital assets and listings. • Prepare for final internship documentation and learnings.
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Signature of the Student

Approved by the IIHMR University's Mentor

Annexure E

10th Week Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Week no: 10

From: 14/07/2025 to 18/07/2025

Activity Done	1. Monday – Galleria Store Supervision (Final Round): • Cross-checked earlier suggestions on pitch refinement and display execution & final feedback. 2. Tuesday & Wednesday – MR Field Follow-ups: • Joined MR to revisit previously met doctors and check brand recall. • Followed up on prescription trends, product reception, and HCP feedback. • Understood how MR tracks conversions and handles objections over time. • Observed how product push aligns with current demand and retail flow. 3. Thursday – Office Day (Cross-Functional Recap): • Marketing – Recapped patient education campaigns, QR code feedback. • Sales (MR team) – Reviewed doctor engagement strategy. • Retail – Revisited visual merchandising and promoter KPIs. • Digital – Re-explored SEO basics, graphic designing tools, and ad creatives. • Marketplace – Understood backend panel of Amazon/1MG listings. • Content Writing- Understood the different norms in content variation wrt D2c market and social media for virality & relatability 4. Friday – Wrap-up & Review Meeting: • Reported all internship outcomes and insights to reporting manager.
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	• Discussed practical takeaways, cross-learning, and future suggestions. • Collected feedback on performance from various department heads.
Linking theory (Classroom learning) with practice at your organisation	• Understood the full product journey: from company to patient via MR and retail. • Applied concepts of product lifecycle, brand positioning, and marketing communication. • Practiced leadership by mentoring peers and supervising promoters. • Explored digital tools for SEO, product visibility, and marketplace management.
Gaps identified on the working area.	• SEO understanding needs stronger integration into the marketing workflow.
Suggestions for improvement	• Develop standard field reporting formats for MR follow-ups.
Plan for the next week	• Collect internship certificates from Miduty and submit all reports to IIHMR for SIP closure. • Prepare for final viva, poster presentation, and Q&A session with the academic jury.

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure F

Compiled Report

Name of the Organisation: MIDUTY

Area/ Department/ Project of Summer Internship Program: Marketing & Strategy Intern

Name of the Student: ARPAN GHOSH

Roll no: 0613

Stream: MBA-PM (16)

Activity Done	• Attended orientation session with the founder to understand company vision, innovation focus, and collaboration strategy. • Researched 20+ core Miduty products across immunity, sleep, digestion, joint care, thyroid, and skincare verticals. • Supervised promoter performance at multiple Tata 1MG outlets across Delhi NCR. • Sold products worth ₹17,900 across 4 days, applying retail communication and scientific objection handling. • Conducted follow-ups with MyGate customers for QR scans and product sampling impact. • Pitched nutraceutical products to retailers and distributors like DR Distributors, Carewell Herbs, Lucky Pharmaceuticals, etc. • Joined MR visits to 20+ doctors (physician, gastroenterologist, cardio-diabetic), observing real-time doctor detailing. • Created Leave-Behind Literature (LBL) concepts focused on brand storytelling and medical engagement. • Mentored a fellow intern on MR etiquette and field visit behavior. • Participated in digital marketing training on Meta Ads, Google Ads, funnel targeting (TOFU–MOFU–BOFU). • Worked on SEO, graphic design, and marketplace listing practices (Amazon/Flipkart/1MG). • Understood content writing principles for D2C marketing and social media virality/relatability. • Completed final reporting and departmental review meetings with feedback from cross-functional teams.
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Linking theory (Classroom learning) with practice at your organisation	• Applied CRM frameworks and feedback loop models during customer call follow-ups and Excel tracking. • Used B2C strategy, retail merchandising, and buyer profiling during in-store sales and promoter mentoring. • Practiced sales negotiation and distributor pitching using B2B marketing concepts. • Connected digital funnel strategies with real campaign structures like CPC, CTR, ROAS, and ad segmentation. • Reinforced product lifecycle and brand positioning theories during content creation and SEO practice. • Understood scientific product detailing using pharma-based content alignment with doctor specializations.
Gaps identified on the working area.	• Promoter training lacked scientific depth – Promoters were not always equipped to explain Miduty’s USPs in terms of ingredients, clinical relevance, or usage rationale. • Inconsistent MR follow-up documentation – No unified format was in place for capturing outcomes of doctor visits, prescription trends, or conversion feedback. • Customer perception skewed toward discounts – Despite premium formulations, customers often opted for cheaper alternatives due to price sensitivity. • Retail branding lacked shelf visibility – In several outlets, Miduty products were poorly placed or merged with the Ayurveda section, reducing discoverability. • Limited SEO and marketplace content structure – Digital listings lacked uniformity in tone, keywords, and brand messaging across platforms. • Distributors hesitant on advance clauses – Some retail partners showed interest but were discouraged by Miduty’s upfront payment policies. • Month-end and off-peak footfall issues – In-store engagement dropped significantly during specific weeks, affecting conversions and feedback loops. • Delayed responses from certain leads and store owners – Several follow-ups were hindered by late replies or rescheduled meetings. • Lack of integration between digital, retail, and MR teams – Insights from one department (e.g., digital) weren’t always shared with field or store teams for unified action. • Fellow interns lacked proper orientation before field visits – Resulting in reduced productivity and confusion during initial shadowing sessions.
Suggestions for improvement	• Conduct scientific refresher trainings for promoters and MR teams regularly. • Introduce centralized MR follow-up reporting templates for consistency. • Establish SEO, design, and listing SOPs to boost digital execution. • Improve POS visibility with shelf talkers, counter displays, and

	brochures. • Enable WhatsApp/QR-based expert consultation touchpoints to bridge digital and retail. • Invest in relatable content formats to enhance social media virality and brand recall.
Key Learnings	• Developed 360° understanding of pharma and wellness marketing, covering B2B, B2C, and D2C channels. • Learned retail product pitch development, promoter supervision, and in-store conversion. • Mastered digital basics like SEO, ad campaign logic, content writing, and product listings. • Gained hands-on experience in doctor engagement, scientific communication, and MR collaboration. • Practiced peer mentoring, observation reporting, and cross-functional teamwork. • Realized the importance of bridging classroom theory with field execution across different formats.

Signature of the Student

Approved by the IIHMR University's Mentor