

SUMMER INTERNSHIP PROGRAM

at

INTAS PHARMACEUTICALS LTD.

12TH OF MAY – 21ST OF JULY

A REPORT BY

ANUJA PRADYUMNA YERKUNTWAR

Master of Business Administration

Pharmaceutical Management

Roll No: 0610

2024 – 2026

under the Mentorship of,

Dr. SANJAY GUPTA

(Professor and Dean IIHMR University)



Jaipur



CERTIFICATE OF RECOGNITION



This is to certify that

Ms. ANUJA PRADYUMNA YERKUNTWAR

*A student of IIHMR University, has successfully completed internship as a **Marketing Intern** from **12th May – 21st July 2025**.*

During this period, she demonstrated excellent performance, contributing effectively to Marketing Initiatives and Market Research on assigned project.

We appreciate her valuable contribution to the team and wish her great success in future endeavors.

Date: 25-07-2025

Amit Chauhan

Name: Amit Chauhan
Designation: General Manager



Seal/Stamp of the Organization

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. ANUJA PRADYUMNA YERKUNTWAR** 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,

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

Date: 28/07/2025



Dr. SANJAY GUPTA

Professor and Dean

NAME: - ANUJA PRADYUMNA YERKUNTWAR

ROLL NO.: - 0610

BATCH: - MBA PM 16

MARKETING RESEARCH REGARDING BPH (BENIGN PROSTATIC HYPERPLASIA)

ORGANIZATION MENTOR: - Mr. AMIT CHAUHAN

(GENERAL MANAGER MARKETING (UROLOGY)

COLLEGE MENTOR: - Dr. SANJAY GUPTA

(PROFESSOR AND DEAN IIHMR UNIVERSITY)



ORGANIZATION NAME: - INTAS PHARMACEUTICALS LTD.

INTAS PHARMACEUTICALS LTD.

Intas is a leading, vertically integrated global pharmaceutical formulation development, manufacturing, and marketing company. Intas is committed to challenging the unmet medical and societal needs through a comprehensive pharmaceutical value chain spanning across the world. Intas has set up a network of subsidiaries, under the umbrella name of Accord Healthcare to operate in global markets.

Over the years, Intas has grown both organically and via acquisition, expanding its product portfolio and operations year on year. It is currently present in more than 85 countries worldwide with robust sales, marketing and distribution infrastructure in markets like North America, Europe, Central & Latin America, Asia-Pacific as well as CIS and MENA countries. Intas remarkable success in North America and European operations have helped us emerge as a global brand in the world's largest pharmaceutical markets

Intas believes in empowering people. Therefore, to fulfill its corporate vision, Intas aims to acquire and retain the best talent across the industry to fully leverage the diversity of respective markets they operate in.

Mission and Vision



"Contributing to better healthcare through innovation.
Maximizing value for our stakeholders and customers".

To continually set new benchmarks in global healthcare with the
power of human expertise, innovative research and advanced
technology

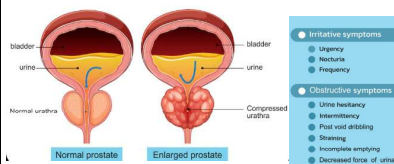
ORGANISATIONAL STRUCTURE

Internship activities

- Conducted a primary survey (IPSS) involving 135 subjects to assess the prevalence and awareness of Benign Prostatic Hyperplasia (BPH).
- Engaged in doctor interactions to gather insights on current molecule usage and prescription trends in the treatment of BPH
- Conducted RCPA to analyze market trends (Location: - Nagpur).
- Use charts and graphs to analyze RCPA in accordance with market competitors.
- Read, understand and analyze the IQVIA report.

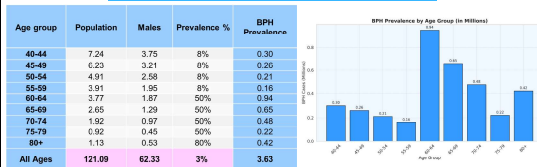
BPH (Benign Prostatic Hyperplasia)

- Definition:** - BPH is a non-cancerous enlargement of the prostate gland.
- Causes:** -
 - Age: Increases with age (especially after 50)
 - Hormonal changes: Imbalance in testosterone and dihydrotestosterone (DHT).
 - Genetics
 - Lifestyle: Obesity/ Lack of physical activity.



- Diagnosis:** -
 - IPSS (International Prostate Symptom Score).
 - Digital Rectal Examination (DRE).
 - Ultrasonography.
 - PSA (Prostate Specific Antigen) test

INCIDENCE AND PREVALENCE DATA

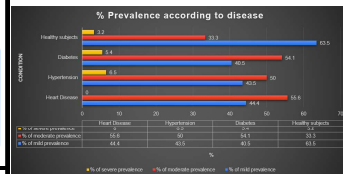


IPSS SURVEY ANALYSIS

- Objective:** - Assess prevalence, awareness and care-seeking behavior for prostate problems.
- Sample size:** - 135
- Tool:** - IPSS based Questionnaire
- Method:** - Interview/ One-on-one/ Google form.
- Age groups targeted:** - >50 years
- Factors considered:** - Age, Weight, Diabetes, Hypertension, Heart Disease.
- IPSS:** -
 - 7 Symptom Questions + 1 QOL (Quality of Life) Question
 - Scoring: Mild (0-7), Moderate (8-19), Severe (20-35)



- Mild cases decrease as weight increases.
- Moderate cases are highest in the 60-80 kg group.
- Severe cases rise with weight, highest in >80 kg group.
- Heavier individuals may face greater risk of severe conditions.



- Moderate cases dominate in all disease conditions.
- Severe cases are most seen in hypertension.
- Healthy individuals mostly have mild cases, showing better overall health.
- No severe cases observed in heart disease group.

TOP BRANDS FOR TAMUSOLIN (0.4 mg) TABLET/CAPSULE

S.No.	Brand	Manuf.	Price per strip (₹)	Price per unit (₹)
1.	URIMAX	CIPLA	346 (20 capsules)	17.3
2.	VELTAM	INTAS	225 (15 tablets)	15
3.	CONTIFLO ICON	SUN PHARMA	166 (10 tablets)	16.6
4.	FLODART	ARISTO PHARMA	108 (10 tablets)	10.8
5.	TAMLOCEPT	LUPIN	306 (15 capsules)	20.4

ANALYSIS OF RCPA (for Tamsulosin and Tamsulosin + Dutasteride)

Sr.No.	Comment	URIMAX	VELTAM	CONTIFLO ICON	URIMAX D	VELTAM PLUS
1	Top Selling Brands of Tamsulosin					
2	Top selling brands after the URIMAX					
3	Top selling brands in Tamsulosin + Dutasteride combination					
4	Top selling brands in Tamsulosin + Dutasteride combination after URIMAX-D					
5	Price of URIMAX (20 capsule/ strip)	346/	17.3/	166/	16.6/	225/
6	Price of VELTAM (15 tablets/ strip)		225/			15/
7	Price of URIMAX-D (15 tablets/ strip)				225/	
8	Price of VELTAM PLUS (15 tablets/ strip)					225/
9	The price of URIMAX and VELTAM was more compared to the other brands					
10	Most affordable brand of Tamsulosin					
11	In the retail store the URIMAX brand was easily visible					
12	The marketing activities related to these medicines brand was not seen on retail shelves					

CHALLENGES FACED DURING INTERNSHIP

- Patient reluctance due to sensitivity.
- Incomplete or inaccurate data.
- During RCPA activity, chemist appeared reluctant to share ongoing prescription trends.

OUTCOMES OF INTERNSHIP

- Hands on experience for conducting competitive analysis.
- Enhancing my skills in market research and strategic planning.
- Data Management and analytical thinking.
- Basic statistical understanding

WEEK 1 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

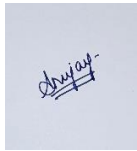
Stream: MBA – PM16

Week no: 1

From: 12th May to 17th May

Activity Done	• Examined and comprehended the IQVIA and Pharmarack reports, providing a thorough explanation of their usefulness in brand management and pharmaceutical marketing. • Gained a thorough understanding of the main drug classes used to treat Benign Prostate Hyperplasia (BPH), such as alpha-blockers, 5-alpha reductase inhibitors, and combination therapies.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis of the designated therapy area, realizing its significance in determining brand planning and market positioning. • Acquired practical experience deciphering IQVIA and Pharmarack report terminologies and data interpretations, connecting them to theoretical market analytics modules. • formal discussion of findings from the provided market research with the general manager.
Gaps identified on the working area.	• limited practical experience using IQVIA/Pharmarack data for trend prediction or real-time market forecasting. • There isn't a useful connection between IQVIA/Pharmarack insights and CRM platforms like Veeva CRM and Salesforce.
Suggestions for improvement	No suggestions

Plan for the next week	• To enable effective data collection, a Google Form for the Prevalence of Benign Prostate Hyperplasia (BPH) study was created, incorporating the IPSS (International Prostate Symptom Score).
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Signature of the Student

Approved by the IHHMR University's Mentor

WEEK 2 REPORT

Name of the Organisation: Intas Pharmaceuticals

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

Stream: PM - 16

Week no: 02

From: 19th May to 24th May

Activity Done	• Researched medications used to treat benign prostatic hyperplasia (BPH), including their safety profiles, dosage forms, indications, and mechanisms of action. • Examined the brand names that are currently available on the market for treating BPH. • Several survey responses about the prevalence of BPH were gathered. • An overview of the fundamentals of marketing and sales, including the function of stockists, typical sales jargon, and sales procedures in the pharmaceutical sector. • Knowledge of the pharmaceutical industry's stakeholder engagement and market dynamics.
Linking theory (Classroom learning) with practice at your organisation	• Utilized classroom pharmacological knowledge of drug mechanisms to learn about products in the real world. • The organization's sales operations and the pharmaceutical distribution chain were correlated with academic theories of marketing management and sales processes. • When creating the questionnaire for the doctor survey, concepts from consumer behavior and market research were practically applied.
Gaps identified on the working area.	• Lack of structured feedback mechanisms following doctor interactions; examined brand names available on the market for BPH treatment
Suggestions for improvement	- None

Plan for the next week	• To examine prescription trends and brand movement for BPH, conduct a field visit with an RCPA (Retail Chemist Prescription Audit). • Conduct and gather information on Benign Prostate Hyperplasia from Doctor Research Questionnaires, emphasizing treatment preferences, prescription behavior, and patient management difficulties.
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WEEK 3 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

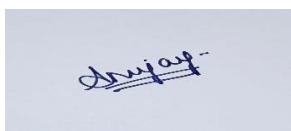
Stream: PM - 16

Week no: 03

From: 26th May to 31st May

Activity Done	• Data collection using hard copies with a predetermined number of questionnaires to learn more about the management patterns, awareness, and prevalence of benign prostate hyperplasia (BPH) in individuals with different conditions. • developed theoretical knowledge regarding the types, procedures, and significance of market research in the pharmaceutical industry as well as an understanding of secondary data collection techniques.
Linking theory (Classroom learning) with practice at your organisation	• While conducting the BPH survey at the ground level, I applied my academic understanding of market research methodology, specifically with regard to primary and secondary data collection techniques. • Recognized how classroom ideas, such as creating questionnaires, collecting data, and sampling strategies, are applied in practical settings. • Linked the practical gathering of primary data and the examination of secondary data sources for market analysis with theoretical understanding of the function and significance of market research in pharmaceutical marketing strategies.
Gaps identified on the working area.	• Dependency on hard copy questionnaires due to a lack of digital data collection tools. • Respondents' knowledge of specific BPH treatments and available therapeutic options was limited. • inconsistent formats for data entry, which raises the possibility of compilation errors made by hand.

Suggestions for improvement	• To collect survey data more quickly and efficiently, introduce digital platforms. • Set up quick awareness sessions for survey respondents to enhance the caliber of their answers.
Plan for the next week	• Create and implement an Excel data entry format for gathering and classifying the answers to the BPH questionnaire. • Perform a Retail Chemist Prescription Audit (RCPA) on brands used to treat benign prostate hyperplasia, taking into account prescription trends, brand availability, and price positioning at retail pharmacies.



Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 4 REPORT

Name of the Organisation: Intas Pharmaceuticals

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

Stream: PM - 16

Week no: 04

From: 2nd June to 7th June

Activity Done	• Researched and examined Leave Behind Literature (LBL) and Visual Aids for the following molecules, which are used to treat Benign Prostate Hyperplasia (BPH): a) Finasteride b) Dutasteride. • combined hard copy questionnaires and Google Forms responses to successfully expand the ongoing survey report collection to a sample size of n=106 respondents in order to gather more comprehensive data on BPH awareness, treatment trends, and prescription preferences.
Linking theory (Classroom learning) with practice at your organisation	• Studying how LBLs and Visual Aids are set up to emphasize important product USPs, patient benefits, safety profiles, and promotional messaging in the context of BPH management helped students connect classroom lessons on pharmaceutical brand communication tools. • In order to gather primary market insights, market research methodology concepts were applied while expanding survey data collection, in line with scholarly subjects like sampling strategies, questionnaire design, and data collection tools (both digital and manual). • recognized the usefulness of structured field research and brand support materials in developing marketing and sales strategies.
Gaps identified on the working area.	• There are some discrepancies in the data entry formats between digital responses and hard copies; updated LBL and Visual Aid materials for more recent BPH molecules are not readily available. • difficulties in getting respondents to participate in in-person surveys.

Suggestions for improvement	• Create updated LBLs and visual aids that consider competitive brand comparisons and current clinical data. • Standardize data entry formats so that survey results can be easily combined. • For upcoming survey activities, use digital tools more often to increase convenience and response rates.
Plan for the next week	• Pricing computation for both new and current product lines. • Create a Promotogram for important molecules. • Create and draft a marketing campaign design for a single drug or treatment area.



Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 5 REPORT

Name of the Organisation: Intas Pharmaceuticals

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

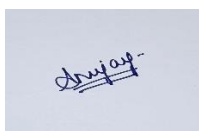
Stream: PM - 16

Week no: 05

From: 9th June to 14th June

Activity Done	• Recognized the steps involved in developing a Promotogram, including budget planning, target audience segmentation, product messaging, and promotional strategy selection. • worked practically on creating a marketing campaign with an emphasis on activity planning, message framing, and campaign objectives for a few pharmaceutical products. • In order to obtain thorough information about awareness, treatment trends, and brand preferences for BPH (Benign Prostate Hyperplasia), the ongoing survey report collection was expanded to a total of n=123 respondents, combining hard copy questionnaires and Google Forms responses.
Linking theory (Classroom learning) with practice at your organisation	• Learned how to create a successful promotogram and marketing campaign for pharmaceutical brands by applying theoretical knowledge of pharmaceutical marketing strategies and promotional planning. • extended the data collection activity, managed mixed modes of data collection (online and offline), and complied with sample size requirements for meaningful analysis to integrate classroom concepts of market research techniques and survey methodology.
Gaps identified on the working area.	• Limited knowledge of the metrics used to measure campaign performance. • Small lags in combining survey data from various sources

Suggestions for improvement	• Arrange a workshop on ROI analysis and campaign effectiveness tracking. • Use common digital tools for real-time updates and standardize survey data entry formats.
Plan for the next week	• Participate in doctor calls and actively market the designated pharmaceutical brand by providing product details, LBLs, and gathering customer feedback. • To obtain information on prescription trends, brand movement, and competitor activity, conduct an RCPA (Retail Chemist Prescription Audit) for the pertinent product segment.



Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 6 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

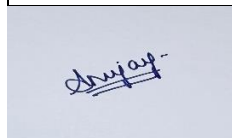
Stream: PM - 16

Week no: 06

From: 16th June to 21st June

Activity Done	• For three days in a row, I Covered eleven doctor calls every day, covering urologists, nephrologists, and general practitioners. I concentrated on talking about various urology brands. • Practically implemented what was learned in the classroom about stakeholder engagement, brand detailing, and doctor call planning. • recognized the value of relationship-building techniques, prescription generation tactics, brand positioning, and handling objections through in-person contacts with medical professionals.
Linking theory (Classroom learning) with practice at your organisation	• Limited familiarity with the documentation procedures and post-call analysis process. • It is necessary to enhance the uniformity of brand communication across various physician profiles.
Gaps identified on the working area.	• Limited familiarity with the documentation procedures and post-call analysis process. • It is necessary to enhance the coherence of brand communication across various physician profiles.
Suggestions for improvement	• After every visit, provide a post-call feedback and reporting system. • Before field visits, quickly review brand positioning messaging and frequently asked questions about handling objections.

Plan for the next week	• Compile all of the data that has been gathered thus far, create survey reports, and conduct organized analysis and documentation in order to generate reports. • Discover the specifics of the Retail Chemist Prescription Audit (RCPA) process, including format design, brand availability monitoring, prescription trend mapping, and competitor analysis techniques.
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Approved by the IIMMR University's Mentor

WEEK 7 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

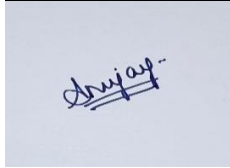
Stream: PM - 16

Week no: 07

From: 23rd June to 28th June

Activity Done	• I concentrated on finishing the last survey data entry into Excel sheets this week. Among them were: • Accurately classifying symptom severity and producing summary data by incorporating I-PSS (International Prostate Symptom Score) computations for every respondent using Excel formulas like "IF" and "COUNTIF." • Digitizing responses for easier analysis and reporting while entering data from hard copy survey forms into Excel with accuracy and consistency
Linking theory (Classroom learning) with practice at your organisation	• This exercise gave the theoretical ideas covered in pharmaceutical market research and data management a useful real-world application. • It improved my knowledge of the clinical scoring systems (I-PSS) used in urology practice for BPH and the significance of: Data validation, Data accuracy, and Excel formula-based data processing to support clinical market insights and strategy formation
Gaps identified on the working area.	• I discovered a need for more sophisticated Excel data visualization abilities and statistical analysis techniques to extract more profound insights from clinical survey data while managing data entry and score computation. These techniques could be helpful for marketing and medical teams alike.
Suggestions for improvement	• To improve data interpretation skills for pharmaceutical market surveys, training sessions on data visualization tools such as Pivot Tables, Graphical Representations, and Descriptive Statistics in Excel would be beneficial.
Plan for the next week	• Gaining knowledge from published clinical studies and research articles about benign prostate hyperplasia (BPH) will be the main focus of the next week. This will support future brand planning and promotional strategy development by deepening my understanding

	of the disease's epidemiology, treatment trends, developing therapies, and physician preferences.
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Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 8 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

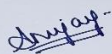
Stream: PM - 16

Week no: 08

From: 30th June to 5th July

Activity Done	• Competition Analysis: a thorough comparison of Wanbury's "NITROFUR SR" and Intas' "NIFTAS 100" brand was conducted, examining factors like composition, pricing, market positioning, promotional inputs, and prescription trends. • Produced visual aids and Leave Behind Literature (LBL) for the combination molecule "Tamsulosin + Dutasteride," guaranteeing efficacy in brand communication, clinical relevance, and scientific accuracy.
Linking theory (Classroom learning) with practice at your organisation	• The exercises gave theoretical ideas in pharmaceutical marketing and brand management a real-world application. It improved my knowledge of field activity planning, promotional material development, and competitor benchmarking. While developing LBLs and visual aids improved my understanding of product communication strategies and adherence to medical marketing standards, the competitor analysis exercise strengthened market analysis frameworks. The task of designing the promotogram was closely related to the marketing theory concepts of strategic cycle planning and activity budgeting.
Gaps identified on the working area.	• Deeper analysis of market share trends was hampered by the limited availability of real-time prescription data for specific competitor brands. • Tamsulosin + Dutasteride needs to improve its brand differentiation strategy in order to compete with well-known rival brands.

	• A lack of field feedback regarding the efficiency of current promotional inputs and cycle-wise promotogram execution, indicating a failure to incorporate market feedback into marketing strategy. • Insufficient customer segmentation data makes it challenging to customize marketing messages for various physician categories (GPs, urologists, and nephrologists).
Suggestions for improvement	• Actively interact with stockists and chemists during RCPA to get the most recent prescription insights and sales trends. • Develop unique clinical and brand narratives for Tamsulosin + Dutasteride that emphasize unique advantages for patient outcomes and adherence. • Commence routinely collecting field feedback from the sales team regarding consumer responses and the effectiveness of marketing collateral. • Use targeted segmentation analysis by specialty (nephrologist, urologist, general practitioner) to customize inputs and messaging.
Plan for the next week	• Compile all of the data that has been gathered thus far, create survey reports, and conduct organized analysis and documentation in order to generate reports. • Discover the specifics of the Retail Chemist Prescription Audit (RCPA) process, including format design, brand availability monitoring, prescription trend mapping, and competitor analysis techniques.



Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 9 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

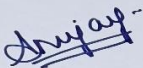
Stream: PM - 16

Week no: 09

From: 07th July to 12th July

Activity Done	• I actively worked on a few operational sales and marketing tasks this week, such as: 1. Understanding the scheme ratio used in trade practices, as well as learning and computing PTR (Price to Retailer) and PTS (Price to Stockist). 2. Sales Analysis: To evaluate sales performance and market coverage, zone- and region-wise sales data analysis is carried out, and the PCPM (Per Capita Per Month) of each headquarters is computed. 3. Creating sales training materials for new product launches that include competitor mapping, product details, and field force readiness through strategic positioning. • I took part in developing strategic action items to enhance sales performance in underperforming territories, reallocate resources, and optimize promotional schemes based on the results of the sales data analysis.
Linking theory (Classroom learning) with practice at your organisation	• Through these exercises, I was able to apply my theoretical understanding of topics like pharmaceutical pricing models, sales operations management, performance analytics, sales force training methodology, and brand planning to actual market operations. • My comprehension of how pricing strategies, sales analysis, and organized training programs support field force productivity and business growth has improved as a consequence of the entire process.

Gaps identified on the working area.	- Throughout these assignments, I discovered deficiencies in areas such as sales projection modeling, competitive price benchmarking, and advanced Excel skills for data visualization and dashboards. - Strategic decision-making would be further improved by a deeper understanding of market share analysis and competitor pricing schemes.
Suggestions for improvement	- To improve market interpretation and planning, it is suggested that workshops on competitive pricing analysis, advanced Excel techniques, and strategy development be held. - For a thorough evaluation of the market, sales analysis should include regular competitor tracking reports.
Plan for the next week	Create the final poster presentation for the SIP project using the format that the college has supplied.



Signature of the Student

Approved by the IIHMR University's Mentor

WEEK 10 REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

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

Name of the Student: Anuja Pradyumna Yerkuntwar

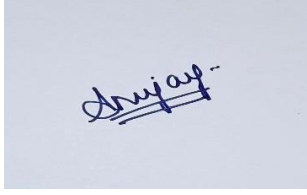
Roll no: 0610

Stream: PM - 16

Week no: 10

From: 14th July to 19th July

Activity Done	• Using the college format, I made a poster representation for the SIP project. • Forecasting data, promotional designs, and brand plan insights were all incorporated into the final presentation layout before submission.
Linking theory (Classroom learning) with practice at your organisation	• Used the 4Ps of marketing, positioning tactics, and brand planning concepts learned in school to create a structured poster that visually represented the SIP project. • The final presentation layout made use of frameworks for promotional strategies, sales forecasting models, and data analytics.
Gaps identified on the working area.	• The poster layout's initial lack of visual coherence and standard format
Suggestions for improvement	• Use brand color codes and visual hierarchy to improve poster content for clarity and design coherence. • Support important tactics with RCPA data, field inputs, and competitor benchmarking to make the final presentation stronger.

A handwritten signature in blue ink, appearing to read 'Arujay', is written on a light blue rectangular background.

Signature of the Student

Approved by the IIHMR University's Mentor

COMPILED REPORT

Name of the Organisation: Intas Pharmaceuticals Ltd.

Area/ Department/ Project of Summer Internship Program: Management Intern

Name of the Student: Anuja Pradyumna Yerkuntwar

Roll no: 0610

Stream: MBA – PM

Activity Done	Week 1 (12th May – 17th May) • Examined and analyzed Pharmarack and IQVIA data reports to comprehend their function in brand management and pharmaceutical marketing. • Gained comprehensive understanding of the pharmacological treatment of BPH, encompassing important medication classes like: alpha-blockers, 5-alpha reductase inhibitors and combination treatments Week 2 (19th May – 24th May) • Carefully examined BPH drugs, emphasizing their: 1.Action mechanisms 2.Profiles of safety 3.Forms of dosage 4. Indications. • Examined brand names that are currently marketed for the treatment of BPH. • Gathered preliminary survey data on BPH prevalence. understood the foundations of sales and marketing, such as: 1.Stockists' role 2.Important terms used in sales 3.The pharmaceutical industry's sales process flow. • Learned about market dynamics and stakeholder engagement in the pharmaceutical industry. Week 3 (26th May – 31st May) • Used hard-copy questionnaires to collect primary data, with an emphasis on: 1. Being conscious 2. Patterns of management 3. BPH prevalence in various populations
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	- Developed conceptual knowledge of: Types, methods, and significance of market research in pharmaceutical Techniques for gathering secondary data. Week 4 (2nd June - 8th June) - Researched and assessed visual aids and Leave Behind Literature (LBL) for important BPH molecules: Finasteride Dutasteride - Using Google Forms and hard copies, the ongoing BPH survey was expanded, bringing the sample size to 106 respondents. Week 5 (9th June – 14th June) - Recognized the essential elements of a promotogram, such as: 1. Allocation of funds 2. Segmenting the target audience 3. Key messaging for the product 4. Choosing marketing tactics - Helped develop a fictitious marketing campaign with the following goals in mind: 1. Planning an activity 2. Techniques for messaging 3. Specifying the goals of the campaign - Expanded the BPH survey sample size to n = 123 participants in order to gain more comprehensive understanding of: 1. Levels of awareness 2. Patterns of treatment 3. Preferences for brands Week 6 (16th June – 21st June) - Conducted fieldwork for three days in a row, covering: Eleven doctor calls a day. - Specialties targeted include general practitioners, urologists, and nephrologists. - Practical application of classroom knowledge in: - Engagement of stakeholders - Details of the brand - Planning a doctor's call
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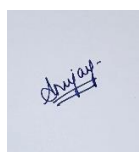
	- Observed important methods in: 1.Generation of prescriptions 2.Developing relationships 3.Positioning of the brand 4.Handling objections Week 7 (23rd June – 28th June) - Finished entering survey results into Excel sheets, including: 1.IPSS (International Prostate Symptom Score) is used to classify the severity of symptoms. 2.Utilizing Excel formulas like COUNTIF and IF to ensure precise calculations - Hard copy survey data was converted to digital format for better consistency and ease of analysis. Week 8 (30th June – 5th July) - Carried out a competitive analysis between: Intas' NIFTAS 100 and Wanbury's NITROFUR SR - Composition, pricing, market positioning, promotional inputs, and prescription trends were among the factors that were compared. - Created LBLs and visual aids for the combination drug dutasteride + tamsulosin, making sure: 1. Accuracy of science 2. Clinical significance 3.Unambiguous brand communication - Made a well-organized promotogram that included: 1. Promotional planning based on cycles 2. describing tactics in detail 3. Timelines for input deployment Week 9 (7th July – 12th July) - Participated in important marketing and sales initiatives, such as: 1.Comprehending trade schemes and performing calculations 2.Price to Retailer 3.Price to Stockist
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	• Analysis of Sales: 1. Zone- and region-specific performance evaluation 2. PCPM (Per Capita Per Month) calculations for every headquarters • Creation of sales training resources for the introduction of new products: 1. Mapping of competitors 2. USPs of the product 3. Setting up strategically to be ready for the field force • Worked together on strategic planning to: 1. Boost sales in areas that are not performing well. 2. Effectively reallocate resources 3. Optimize advertising campaigns Week 10 (14th July – 19th July) • Made a poster presentation for the SIP project using the format required by the college. Included: 1. Data forecasting 2. Designs for promotions 3. Brand planning provides strategic insights. • Completed the content and presentation design for project submission.
1. Linking theory (Classroom learning) with practice at your organisation	1. Market research and data analysis in the classroom: • Market research types: primary and secondary • Survey methodologies, sampling strategies, and questionnaire design. • Data analysis with statistical tools and Excel Practical application: - Created and disseminated structured questionnaires using Google Forms and hard copy to gauge brand preferences, treatment trends, and BPH awareness. - utilized Excel formulas (IF, COUNTIF) and IPSS scoring to classify and analyze the data. • 123 survey responses were gathered and digitalized, providing useful information for brand planning. 2. Learning in the classroom about pharmaceutical marketing and brand management: • Segmentation-targeting-positioning (STP), and the marketing mix (4Ps)

	• The function of LBLs, promotional materials, and visual aids • Strategies for brand communication and the product life cycle Use in Practice: - Created visual aids and Leave Behind Literature (LBL) for compounds such as finasteride, dutasteride, and tamsulosin + dutasteride. - Created a Promotogram that included a strategy for promotional input, target segmentation, and budget planning. - Used competitive analysis to comprehend brand positioning and differentiation (e.g., NITROFUR SR vs. NIFTAS 100). 3. Field Force Strategy & Sales Management • Channel management (PTS, PTR), trade margins, and the flow of the sales process. • Metrics of sales performance (PCPM, market coverage) Practical Application of Doctor Call Planning and Field Force Effectiveness: - Conducted eleven doctor calls per day, participated in three days of field visits, and used brand detailing techniques. - Calculated PCPM, took part in zone-wise sales analysis, and comprehended the dynamics of underperforming territories. - Created sales training materials for the launch of new products and comprehended scheme ratios and price structures (PTS/PTR). 4. Communication & Stakeholder Engagement: • Key Opinion Leader (KOL) management is crucial in the pharmaceutical sector, relationship marketing Communication and handling of objections. Use in Practice: - Actively participated in doctor visits with urologists, nephrologists, and general practitioners - learned how to handle objections, cultivate relationships, and use persuasive communication to change prescription behaviour. - Utilized detailing methods in line with communication modules and academic role plays.
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	5. Campaigns for Brands and Strategic Planning • Product positioning, lifecycle strategies, and strategic brand planning • Design of promotional campaigns and performance indicators Use in Practice: - Using classroom frameworks to plan objectives, messaging, and activity timelines, a fictitious marketing campaign was created. - Created a final presentation and poster utilizing promotional insights and forecasting data, as is customary in academic branding assignments.
Gaps identified on the working area.	1. Limited Application of Data Analytics for Decision: • Making Despite the availability of IQVIA and Pharमारack data, their sophisticated analytical capabilities (such as trend forecasting and segmentation analysis) were not fully utilized. 2. Promotional Input Planning Is Not Always Evidence-Based: • Rather than using ROI analysis or insights into prescriber behaviour, the choice of visual aids and promotional materials occasionally depended on personal preferences. 3. Absence of Initiatives for Digital Engagement: • Very little use of digital tools for doctor engagement, such as webinars, emailers, and e-detailing Strategies for brand recall mainly relied on conventional tools like visual aids and LBL.
Suggestions for improvement	1. Create interactive dashboards that show market share, trends, prescription behavior, and insights from segmentation. 2. To improve and customize promotional content, gather and evaluate field force insights and doctor feedback on a regular basis. 3. Present digital marketing techniques, such as email campaigns, webinars, and e-detailing platforms, for HCP engagement.

	4. Include data-driven KPIs in conversations about brand strategy to make sure that analytical insights inform choices.
Key Learnings	1. Analytical & Critical Thinking Skills: • Performed prescription audits (RCPA) to obtain useful insights regarding price sensitivity, brand movement, and prescriber behavior. 2. Clinical & Product Knowledge: • Performed prescription audits (RCPA) to obtain useful insights regarding price sensitivity, brand movement, and prescriber behavior. 3. Marketing & Strategic Planning Skills 4. Communication & Presentation Skills 5. Digital & Technical Skills 6. Interpersonal & Cross-Functional Collaboration: 7. Worked in coordination with the product management, marketing, and sales teams, gaining insight into the value of cross-functional communication and teamwork. 8. Sales Operations & Commercial Acumen: 9. Recognized the structure of pharmaceutical performance metrics (PCPM) and pricing models (PTR, PTS). 10. Survey Design & Field Research: • Developed and implemented a questionnaire for BPH survey (IPSS) survey, learning how to formulate behavioral and clinical inquiries and evaluate field data.



Signature of the Student

Approved by the IIHMR University's Mentor