



ORGANIZATION MENTOR:- SWATI SINGH
(Group product manager at Mankind Pharma)

ACADEMIC MENTOR :- DR .RAHUL SHARMA
(Assistant Professor at IIHMR University)

MARKETING RESEARCH ON NAFLD

NAME:- AMARSHA MAHADULE (0604 , PM16)



ORGANIZATION NAME :- MANKIND PHARMA

MANKIND PHARMA

At Mankind, we believe that we are participating in the accelerated change in the heart of India through our core values of Affordability, Quality and Accessibility backed by our strong in-house manufacturing and R&D capabilities.

VISION

To be an innovative and research focused healthcare company, most admired for its Quality, Affordability and Accessibility.

MISSION

To be able to provide cost-effective, innovation based superior quality pharmaceutical products that improve the lives of the patients.

ORGANIZATIONAL STRUCTURE

CEO

VICE PRESIDENT

MARKETING DEPARTMENT

ACCOUNT DEPARTMENT

SALES DEPARTMENT



PRODUCT MANAGER



ACCOUNT MANAGER



SALES DEPARTMENT

PRODUCT EXECUTIVE

ACCOUNT EXECUTIVE

Sales executive

INTERNSHIP ACTIVITIES

- Framed structured and semi-structured questionnaires
- Identified and mapped key specialists
- Personally visited doctors across different clinics and hospitals in to collect primary data.
- Conducted face-to-face interviews using the prepared questionnaire.
- Analyzed collected data to identify patterns in prescribing behavior

MOLECULES ANALYSED IN MARKET

VITAMIN E

Pioglitazone

Saroglitazor

Ursodeoxycholic acid

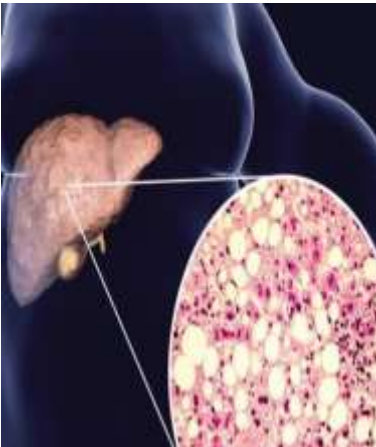
DISEASE TARGETED

NAFLD (Non acoholic fatty liver disease)

- Accumulation of fat in the liver in people who drink little or no alcohol.
- Strongly linked to obesity, type 2 diabetes, dyslipidemia.
- Management: Lifestyle changes (weight loss, diet, exercise), Vitamin E, Pioglitazone in selected cases.

MAFLD (Metabolic Associated fatty liver disease)

- Diagnosis is based on evidence of fatty liver + one of the following : Overweigh / obesity Type 2 diabetes.
- Metabolic dysfunction.
- Management: Same as NAFLD but with focus on metabolic risk control (lipids, insulin resistance, weight).



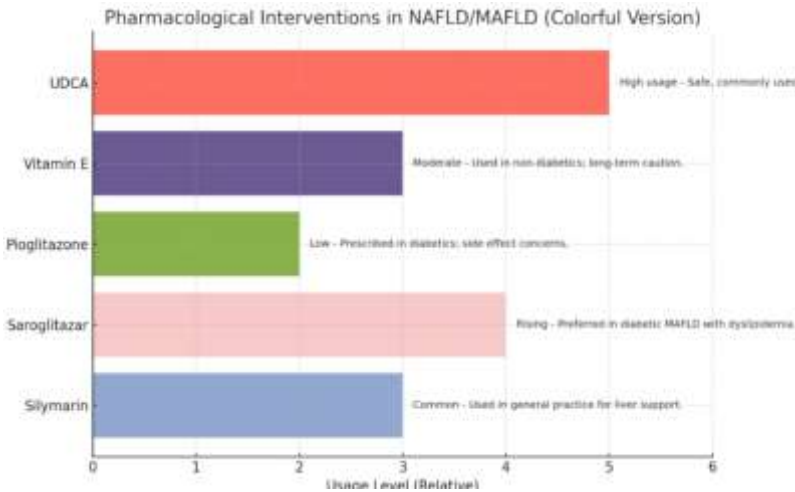
OBJECTIVE

“To understand the role of dietary and pharmacological interventions in the management of NAFLD and MAFLD by analyzing current prescribing trends, awareness levels, and treatment practices among doctors, and to identify market opportunities for Mankind Pharma’s liver health portfolio.”

FINDINGS SUMMARY

- 90% of doctors recommend lifestyle modifications .
- Demand for **supportive treatment options** and **combination therapies**.
- Opportunity to **strengthen product positioning** using clinical evidence
- High potential for **Saroglitazar promotion** in diabetic dyslipidemia patients.
- Need for **promotional materials** focusing on MAFLD awareness
- No single standardized treatment – therapy varies widely among doctors

PHARMACOLOGICAL INTERVENTIONS



GAPS IDENTIFIED

- Low patient awareness
- GPs unaware of MAFLD
- Need for affordable combos
- Preference for known brands

SUGGESTIONS

- Segment doctors** based on prescription potential, interest in liver disorder.
- Explore combination therapies** (e.g., Saroglitazar + Vitamin E or UDCA) for better compliance and outcomes.
- Highlight differences in prescribing habits or disease awareness **geographically**.

OUTCOMES OF INTERNSHIP

- Feedback on key molecules like UDCA, Improved professional communication during doctor visits Saroglitazar , Vitamin E.
- Identified awareness gaps among doctors.
- Understood doctors’ real-world treatment practices for NAFLD & MAFLD, including diet and drug usage.