

SUMMER INTERNSHIP PROGRAM

AT

MANKIND PHARMA

14 of May 2025 – 21th of July 2025

Reported by,

Amarsha Mahadule

Master in business administration

Pharmaceutical Management

2024 -2026

Under Mentorship of

Mr. RAHUL SHARMA



Jaipur

31-July -2025

To Whomsoever It May Concern

This is to certify that **Ms. Amarsha Ajay Mahadule** student of MBA Pharmaceutical Management from **IIHMR University Jaipur** has successfully completed her training program with **Mankind Pharma Ltd.** in PMT Department from **13th May 2025 to 25th July 2025.**

She was found to be diligent, sincere & dedicated during her training period.

We wish her all the best for future endeavors.

For Mankind Pharma Ltd.



Abhishek Khare
DGM - Human Resources

IIHMR University Faculty Mentor Approval

This is to certify that **Miss. Amarsha Mahadule** of academic year 2024-26 of **Institute of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May 2025 - July 2025.

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

Date: 25/07/2025


Dr. Rahul Sharma

Assistant Professor

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

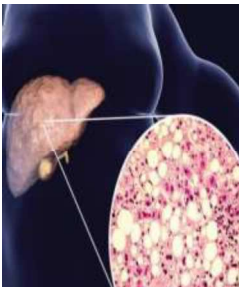
DISEASE TARGETED

NAFLD (Non alcoholic 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).



NAFLD Preventive Measures



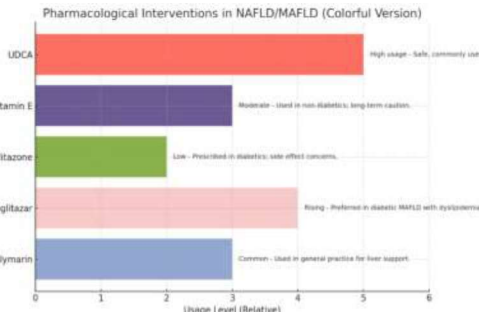
OBJECTIVE

“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.

Week 1 report

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Amarsha Mahadule

Roll no:0604

Stream: Pharmaceutical Management

Week no: 1 From: 14/5/25 to 17/5/25

Activity Done	• Carried out on-ground visits across Pune to interact with General Practitioners and specialists as part of the market study. • Collected first hand insights using pre-designed survey forms. • Engaged with 22 healthcare professionals to assess their prescribing habits, brand familiarity, and perspectives on competitor brands.
Linking theory (Classroom learning) with practice at your organisation	• Theories from market research and consumer behaviour classes. • Both qualitative and quantitative research methods were used. • When speaking with physicians, I applied my academic understanding of brand positioning and competitor analysis.
Gaps identified on the working area.	• Some clinics offered little interaction because of hectic schedules; time constraints made it challenging to have in-depth conversations with doctors.

Suggestions for improvement	• Making appointments in advance can enhance the amount of time spent interacting with physicians. • Survey questions that are shorter and more targeted would improve the accuracy and quality of responses.
Plan for the next week	• Complete the remaining doctor's appointments and complete the data collection. • Start analysing the collected data to find any new trends. • Perform a review that compares various therapy segments.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 2 Report

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey.

Name of the Student: Amarsha Mahadule

Roll no :0604

Stream: Pharmaceutical Management

Week no: 2

From: 19/5/25 to 24/5/25

Activity Done	• Visited both general practitioners and specialists in Pune to start fieldwork. • Used a semi-structured method to conduct quick one-on-one interviews with fifteen healthcare professionals. • Gathered information about the application of hepatic treatments and the significance of nutritional assistance in liver disorders. • Described the internship study's goal and urged involvement in the ongoing market research project.
Linking theory (Classroom learning) with practice at your organisation	• Effectively approached and communicated with HCPs by utilising the knowledge gained from "Pharma Sales & Distribution." • Improved question sequencing during interactions by applying survey design principles from "Marketing Research." • Acknowledged how crucial KOL (Key Opinion Leader) involvement is in influencing prescription behaviour. • Recognised how theories of consumer perception support doctors' choices of therapies.
Gaps identified on the working area.	• A few doctors expressed concerns about the ambiguity of some survey questions, affecting the clarity of responses. • Many physicians showed limited familiarity with the redefined MAFLD criteria, resulting in confusion or hesitation. • Lack of promotional material to support the conversation made it difficult to maintain engagement.

Suggestions for improvement	• To improve comprehension, change the questionnaire by adding examples and more straightforward language. • To help physicians respond more confidently, provide a brief information sheet about NAFLD/MAFLD. • Create brochures or other visual aids to enhance the interactive and educational nature of the survey process.
Plan for the next week	• Expand outreach by focussing on larger OPD centres and multispecialty clinics. • Begin compiling a comparative chart of responses to observe therapy trends by doctor specialty. • To improve the survey approach, set up feedback sessions with the Mankind Pharma internal team.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 3 Report

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Week no: 3

From 26/5/25 to 30/5/25

Activity Done	• As part of field-based data collection, we visited clinics and hospitals in the designated Pune region. • Educated doctors about the purpose of the market research survey through introductory conversations. • Gathered opinions on nutraceutical products, patient compliance, and treatment trends for liver disease from 23 physicians. • Gained communication skills by speaking with medical professionals face-to-face.
Linking theory (Classroom learning) with practice at your organisation	• During physician consultations, principles from the "Pharma Marketing" and "Healthcare Systems" courses were applied. • Initiated and sustained doctor engagement of structured communication techniques acquired in roleplays in the classroom. • Recognised the practical application of targeting and segmentation in pharmaceutical marketing.
Gaps identified on the working area.	• There were gaps in response accuracy because some physicians were not familiar with the more recent terms, such as MAFLD. • Some clinics were reluctant to take part because of the continuous OPD workload.
Suggestions for improvement	• To increase participation and clarity, send doctors a handout or email outlining the study before their visit. • Give priority to busy clinics during the first part of the day, when physicians are comparatively more accessible.

Plan for the next week	• Increase the survey's reach to include more experts, such as endocrinologists and hepatologists. • Start classifying the information gathered based on prescribing practices and therapy classes. • To ensure that progress is in line with goals, schedule a review meeting with the Mankind Pharma field mentor.
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Signature of the Student

Approved by the IIHMR University's Mentor

Week 4 Report

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey.

Name of the Student: Amarsha Mahadule

Roll no :0604

Stream: Pharmaceutical Management

Week no: 4

From 2/6/25 to 7/6/25

Activity Done	• Visited both general practitioners and specialists in Pune to start fieldwork. • Used a semi-structured method to conduct quick one-on-one interviews with fifteen healthcare professionals. • Gathered information about the application of hepatic treatments and the significance of nutritional assistance in liver disorders. • Described the internship study's goal and urged involvement in the ongoing market research project.
Linking theory (Classroom learning) with practice at your organisation	• Effectively approached and communicated with HCPs by utilising the knowledge gained from "Pharma Sales & Distribution." • Improved question sequencing during interactions by applying survey design principles from "Marketing Research." • Acknowledged how crucial KOL (Key Opinion Leader) involvement is in influencing prescription behaviour. • Recognised how theories of consumer perception support the choices made by doctors regarding therapies.
Gaps identified on the working area.	• A few medical professionals voiced their worries that some survey questions were unclear, which made it difficult to understand their answers. • There was hesitancy or confusion among many doctors due to their lack of familiarity with the revised MAFLD criteria. • It was challenging to keep participants interested in the discussion due to a lack of promotional materials.

Suggestions for improvement	• To improve comprehension, change the questionnaire by adding examples and more straightforward language. • To help physicians respond more confidently, provide a brief information sheet about NAFLD/MAFLD. • Create brochures or other visual aids to enhance the interactive and educational nature of the survey process.
Plan for the next week	• expand outreach by focussing on larger OPD centres and multispecialty clinics. • To track therapy trends by physician speciality, start creating a comparative chart of responses. • To improve the survey approach, set up feedback sessions with the Mankind Pharma internal team.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 5 Report

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey.

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Week no: 5

From: 9/6/25 to 14/6/25

Activity Done	• Ongoing fieldwork in Pune with an emphasis on gathering more in-depth information from internal medicine and gastroenterology experts. • Talked with eighteen physicians about their knowledge of liver disease classification and preferred treatments.
Linking theory (Classroom learning) with practice at your organisation	• Made use of the information from "Healthcare Marketing Strategy" to comprehend how brand awareness and value impact prescribing practices. • Used communication strategies from "Business Communication" to have productive, professional conversations with physicians.
Gaps identified on the working area.	• Some physicians needed more explanation because they were unclear about the distinction between dietary and pharmaceutical interventions. • It was difficult to obtain standardised responses because different specialities did not use the same terminology. • Some clinics refused to participate since they lacked a formal appointment or prior notice.
Suggestions for improvement	• To provide clarity on definitions and treatment classifications, include a brief pre-survey briefing document. • To increase consistency, align survey language with accepted clinical terminology. • To cut down on rejections and lost opportunities, confirm visits by phone or message one day in advance.
Plan for the next week	• To see early trends, begin tabulating basic data. • To get a wider range of responses, broaden outreach to smaller clinics.

	• To improve data presentation for internal use, get input from the Mankind Pharma field team.
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Signature of the Student

Approved by the IIHMR University's Mentor

Week 6 Report

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey.

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Week no: 6th **From:** 16/6/25 to 20/6/25

Activity Done	• Directly visited physicians in Pune who specialise in general medicine, diabetology, and gastroenterology. • Concentrated on understanding their dietary and medication preferences for treating fatty liver diseases. • Surveyed 18 medical professionals one-on-one to obtain insightful input on changing treatment philosophies.
Linking theory (Classroom learning) with practice at your organisation	• A number of physicians lacked current knowledge of more recent treatment molecules, such as vitamin E or saroglitazar. • Some survey respondents provided incomplete answers because they misinterpreted certain terms.
Gaps identified on the working area.	• . No gaps identified.
Suggestions for improvement	• To make survey questions understandable to physicians of all specialities, simplify medical jargon. • To guarantee more fruitful conversations, schedule visits during off-peak OPD times.
Plan for the next week	• Increase outreach to tier-2 or semi-urban practitioners and move forward with scheduled clinic visits. • Begin classifying physician answers for cross-segment comparative trend analysis. • Arrange a review session with your mentor at Mankind Pharma to go over the most important lessons learnt from the field.

Signature of the Student

Approved by the IHMR University's Mentor

Week 7 Report

Name of the Organisation: MANKIND PHARMA

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey.

Name of the Student: Amarsha Mahadule

Roll no :0604

Stream: Pharmaceutical Management

Week no: 7th From: 23/6/25 to 27/6/25.

Activity Done	• Ongoing fieldwork throughout Pune, where doctors from internal medicine, diabetes, and gastroenterology specialities were met. • Talked with 18 physicians about the latest developments in the management of fatty liver disorders. • Gathered information on dietary guidelines, frequently prescribed goods, and general patient compliance.
Linking theory (Classroom learning) with practice at your organisation	• Used ideas from "Strategic Pharma Marketing" to assess how prescribing practices are impacted by product positioning. • Effectively handled objections and led discussions by applying the lessons learnt from "Doctor-Patient Interaction" sessions. • Recognised how brand differentiation and treatment guidelines affect prescription decision-making.
Gaps identified on the working area.	• Some physicians needed more explanation because they were not entirely aware of the updated MAFLD diagnostic criteria. • Some responses were unclear due to inconsistent knowledge of pharmacological versus nutraceutical agents. • During peak consultation hours, there was less time for interaction, which limited in-depth conversation.
Suggestions for improvement	• To help with surveys, create a condensed one-pager that summarises the history of the disease and available products. • Modify a few survey terms to make them more understandable to physicians in various specialities. • To improve fieldwork efficiency, schedule visits according to OPD schedules.

Plan for the next week	.
	• Widen the outreach to include standalone clinics and suburban healthcare setups. • Initiate preliminary review of collected data to detect noticeable trends or regional variations. • Arrange internal check-in with Mankind's regional marketing team to align next steps with project goals.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 8 Report

Name of the Organisation: Mankind Pharma.

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Week no: 8 **From:** 28/6/25 to 5/7/25

Activity Done	• Conducted market research by meeting with specialists and general practitioners in Nagpur and Pune. Structured questionnaires were used to collect primary data. • Twenty physicians were contacted to find out about their opinions on competing products, prescription preferences, and brand awareness. • Gained understanding of prescribing procedures, especially as they relate to chronic and lifestyle therapies. • Accurate field notes and feedback were maintained for each visit.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts from Market Research and Consumer Behavior courses. • Used techniques of qualitative and quantitative data collection. • Implemented classroom learning about product perception and competitive analysis during doctor interactions
Gaps identified on the working area.	• Limited availability of doctors for long conversations. • In some clinics, there was a lack of proper response due to time constraints.
Suggestions for improvement	• Schedule appointments with doctors in advance to avoid delays. • Prepare shorter, more targeted questionnaires to get precise data.
Plan for the next week	• Continue field visits and complete remaining doctor surveys. • Begin analyzing the collected data for patterns and trend • Compare responses across therapy areas.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 9 Report

Name of the Organisation: Mankind Pharma.

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Week no: 8

From: 7/7/25 to 12/7/25

Activity Done	• Performed market research by meeting with general practitioners and specialists in Nagpur city. • Using structured questionnaires, primary data was gathered. • Engaged with eleven physicians to learn about their brand awareness, prescription preferences, and thoughts on rival goods. • Acquired knowledge about prescription practices, particularly with regard to chronic and lifestyle-related treatments.
Linking theory (Classroom learning) with practice at your organisation	• Used ideas from classes on consumer behaviour and market research. • Employed both qualitative and quantitative data collection methods. • During doctor interactions, classroom instruction on product perception and competitive analysis was implemented.
Gaps identified on the working area.	• During doctor interactions, classroom instruction on product perception and competitive analysis was implemented; doctors were not readily available for lengthy conversations.
Suggestions for improvement	• To prevent delays, make doctor's appointments in advance. • To obtain accurate data, create shorter, more focused questionnaires
Plan for the next week	• Keep going on field trips and finish the last few doctor surveys. • Start looking for trends and patterns in the data that has been gathered. • Analyse responses in various therapeutic domains.

Signature of the Student

Approved by the IIHMR University's Mentor

Week 10 Report

Name of the Organisation: Mankind Pharma.

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Week no: 10TH

From: 14/7/25 to 19/7/25

Activity Done	• As part of a market research project, conducted fieldwork on the ground throughout Pune, interacting with general practitioners and medical specialists. • To guarantee data consistency, pre-made structured questionnaires were used to gather first-hand information. • Conducted in-depth interviews with eighteen physicians to learn about their brand preferences, prescribing practices, and opinions on rival pharmaceutical products. • Gained important knowledge about how doctors behave, especially when it comes to managing chronic and lifestyle-related illnesses.
Linking theory (Classroom learning) with practice at your organisation	• To obtain thorough and pertinent insights, both qualitative and quantitative research methods were used. • During doctor consultations and conversations, I applied academic ideas like competitor benchmarking, brand recall, and product perception in real-world settings. • Applied theoretical knowledge to practical situations in order to analyse physician preferences and market dynamics.
Gaps identified on the working area.	• Long conversations were challenging for many doctors due to their time constraints, and in certain clinics, doctors were too busy to provide thorough answers.

Suggestions for improvement	• Use secondary research and chemist visits to monitor rivals' product availability and marketing tactics. • Examine prescription trends by gathering input from physicians and chemists.
Plan for the next week	• Keep going on field trips and finish the last few doctor surveys. • Start looking for trends and patterns in the data that has been gathered. • Analyse responses in various therapeutic domains.

Signature of the Student

Approved by the IIHMR University's Mentor

COMPILED REPORT

Name of the Organisation: Mankind Pharma

Area/ Department/ Project of Summer Internship Program: Marketing Research – Doctor Visit & Market Survey

Name of the Student: Amarsha Mahadule

Roll no: 0604

Stream: Pharmaceutical Management

Activity Done	• Conducted introductory field visits to clinics and hospitals in Pune and Nagpur. • Interacted with both general physicians and specialists to initiate the survey process. • Explained the internship objective and gathered initial responses using structured forms. • Collected insights into prescribing habits and preferences related to NAFLD/MAFLD. • Noted down responses about brand familiarity and competitor product perception. • Maintained a field log with daily observations and doctor-wise feedback.
Linking theory (Classroom learning) with practice at your organisation	• Applied Market Research and Consumer behaviour principles in real-time. • Used qualitative and quantitative research tools during doctor interaction. • Implemented concepts of segmentation and targeting while planning visits. • Practiced patient-centric communication as taught in classroom modules. • Learned to adapt survey structure based on live responses.

	• Gained practical understanding of product perception and branding
Gaps identified on the working area.	• Limited doctor availability during OPD hours restricted interaction time. • Some doctors were unfamiliar with MAFLD terminology. • Few clinics offered very short consultation slots, limiting response depth. • Some responses lacked specificity due to time constraints. • No support materials (e.g., charts or visuals) to aid discussion. • Inconsistent understanding of nutritional vs. pharmacological interventions.
Suggestions for improvement	• Pre-schedule appointments to avoid waiting and ensure attention. • Use short, impactful surveys to maximize information in limited time. • Prepare a brief handout summarizing the study and terminology. • Use simplified medical terms and clear language for better engagement...
Key learnings	• Learned to design and conduct field surveys. • Applied qualitative & quantitative data collection methods. • Gained confidence in engaging with doctors. • Adapted communication styles for different specialties.

Signature of the Student

Approved by the IIHMR University's Mentor