

SCHOOL OF PHARMACY & TECHNOLOGY MANAGEMENT

MUMBAI | SHIRPUR | HYDERABAD

Diploma
D.Pharm.

Undergraduate
B.Pharm.

Integrated
B.Pharm. + MBA
M.Pharm. + MBA

Postgraduate
M.Pharm.

Doctoral
Ph.D.



Recognised as Top 10
Must Watch Pharmacy Colleges in India by Higher Education Digest

Platinum Rating in AICTE – CII Survey of
Industry Linked Technical Institutes 2020

Winner of Rajiv Gandhi
National
Quality Award

Winner Dewang Mehta
National
Education Awards

CORPORATE INTERFACE & TRAINING EVENTS

eXTRAmILE



LEADERSHIP
COMPANION
SERIES



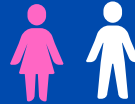
COFFEE WITH
CORPORATE



ANNUAL
CXO
CONCLAVE

BATCH PROFILE 2023-2024

Batch Size : 220



115 : 95

B.PHARM+
MBA

136

M.PHARM+
MBA

84

+ 4 Months of Management Internship
+2 Months Technical Internship

Faculty Resources- *Top 2% of Scientists in the world- featured in **Stanford list** and the department continuously looks for brilliant Professors who will spearhead research.*

Unique Subjects in our course curriculum
differentiating us from other traditional
pharmacy and management programs

Students & Alumni Achievements: NMIMS School
of pharmacy is-known for its students &
magnificent alumni base being the top choice of
the Recruiters in the Pharmaceutical &
Healthcare Industry.

PLACEMENT OVERVIEW 2022- 2023

90+ RECRUITERS VISITED

Average
CTC :
9 LPA

ROLES OFFERED :
CONSULTING- LIFESCIENCE & HEALTHCARE
MARKET RESEARCH & IT ANALYST
MARKETING & BRANDING
PRODUCT MANAGEMENT
SALES & BUSINESS DEVELOPMENT
PROJECT MANAGEMENT & MANY

HIGHEST CTC OFFERED 19.2 LPA

PHARMA MEDICAL DEVICES IT HEALTH CARE
CONSULTING RESEARCH & SERVICES INSURANCE

ESTEEMED RECRUITERS



STUDENTS PROFILE (M.PHARM + MBA)



Aamravi Sathe

MIP COMPANY: Overseas Healthcare Pvt.Ltd.

MIP LEARNING: Collaborated with medical practitioners and pharmacists to conduct a targeted market survey, gathering valuable recommendations and insights regarding the utilization of probiotics in managing recurrent UTIs within the Indian population.



Anushri Chavan

MIP COMPANY: Plug N Play Biosciences

MIP LEARNING : Learned about sales and marketing and key account management and the role of a product manager.

Abhishek Prabhakar Talokar



MIP COMPANY: Syllis Technologies

MIP LEARNING: Gained a comprehensive understanding of developing a Go-To-Market (GTM) strategy encompassing market research, customer segmentation, and value proposition creation. Proficiently integrated field survey sales into the plan highlighting the significance of personalized engagement.

Arinjay Jitendra Jain



MIP COMPANY: Overseas Healthcare Pvt. Ltd.

MIP LEARNING : Throughout my journey, I've diligently compiled and meticulously analyzed data, allowing me to make well-informed decisions. The internship has not only sharpened my research and analytical skills, but it has also reinforced the significance of effective communication and teamwork in achieving success.



Aditi Ravindra Chavan

MIP COMPANY: BodyFirst Wellness Nutrition

MIP LEARNING: Understanding the Current State of the Wellness Essential Market. Learning about Excel and pivot table and how to use it in competitor Mapping. Content writing for website, draft label of products. Improving communication skills by engaging customers at marathon stalls and while display in various sports club.



Arushee Khanduri

MIP COMPANY: JC OrthoHeal Pvt. Ltd

MIP LEARNING : The major learnings are as follows :- Lead generation identification of potential clients .Stakeholder management . Product knowledge Time management and planning Reporting and documentation Follow up and persistence.

Amey Mandavle



MIP COMPANY: 6Sigma Healthcare Communications

MIP LEARNING: Major learning would be Positioning of our brand in the market and make it successful. Client relationship management is one of the major learning here. Creating engaging deliverables, planning and execution of online and offline marketing campaigns, Targeting of doctors is also a learning.

Ashok Choudhary



MIP COMPANY: Farmavision Healthcare

MIP LEARNING : Utilize various research methods and tools to compile a targeted list of potential partners and customers. Assist in creating compelling outreach strategies to initiate contact and nurture connections. Strong communication and interpersonal skills, establish connections and build relationships.



Aniket Satish Divekar

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: My major Learning from my project, Practical exposure to actual projects gave me a hands-on understanding of the challenges and rewards of pharmaceutical project management, which is different from theoretical learning.



Ashwini Rajesh Wani

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING : Gained insights on prescription pattern analysis and understood the factors affecting effectiveness of promotional strategies along with the promotion strategies of competitor and ROI calculation.

Ankita Lokhande



MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Learned about data collection and analysis along with strategies and initiatives aimed at boosting sales by the marketing team, such as utilizing SGPI, organizing camps, and CME.

Atanu Saha



MIP COMPANY: Sayre Therapeutics Pvt. Ltd.

MIP LEARNING: : Networking and Collaboration: Building relationship with Key Opinion Leaders & Colleagues, especially those in marketing, medical affairs, and sales. Collaborative efforts can lead to innovative approaches for better product positioning. Cross-Functional Learning, Market Research, Learned to identify the Industry Trends.



Avinash Nimba Patil

MIP COMPANY: Microlabs Pvt ltd

MIP LEARNING: Gained the valuable insight about the product strategies with organizational objectives- how healthcare launch their products in market from start to end, enhancing cohesive and innovative outcomes, products decision and improving market positioning.



Disha Atul Shah

MIP COMPANY: Wellnest Health Monitoring Pvt. Ltd.

MIP LEARNING: Implementing strategies for generating leads and sales leading to an increment of 40%. Hands on experience in Google Ads, Facebook Ads, LinkedIn marketing. Conducting market research, product positioning and identifying new strategies for upcoming product. Analysis of data in sales and marketing.

Bhavya Narang



MIP COMPANY: Alembic Pharmaceuticals Pvt ltd

MIP LEARNING : In the process of comprehending, researching, and thoroughly elucidating prominent brands, our endeavor involves the distribution of pharmaceuticals to medical professionals and pharmacists (RCPA). This encompasses tasks such as arranging appointments, cultivating strong business associations.

Divya Budhwani



MIP COMPANY: Alembic Pharmaceuticals Pvt ltd

MIP LEARNING: Utilized IMS data, prescription data and competitor data to analyse market and prescription behavior. Literature searched to prepared visual aid and other communication material. Gained exposure to launch activity including STP, NPDR.



Chaitanya Shirke

MIP COMPANY: Pulse Pharmaceutical Pvt. Ltd.

MIP LEARNING : Strategic Market Insights, Data-Driven Decision Making, Critical Analysis, Adaptability in Dynamic Environments, Cross-Functional Collaboration.



Gayatri Bhimrao Patil

MIP COMPANY: Syllis Technologies LLP

MIP LEARNING: Strategic B2G Sales: Proficient in identifying lucrative B2G opportunities and developing strategic sales approaches. Expertise in understanding government agency needs, tailoring solutions, and creating compelling proposals that align with their goals, Tender Management Excellence.

Chandani Muleva



MIP COMPANY: Hetero Labs Limited

MIP LEARNING: Performed thorough market research and gained cross cultural sensitivity. Data driven decision making, Collaborative teamwork across marketing, design and sales department, Adoption of appropriate marketing tactics for brand awareness.

Harsh Nijhawan



MIP COMPANY: Niramai Health Analytix Pvt. Ltd.

MIP LEARNING: Learned to develop marketing strategies for product sales and development, meeting new clients, market and product knowledge.



Darshani Patil

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: A qualitative and quantitative analysis of the division initiatives for improvement of initiatives was conducted and ROI of engaged doctors was tracked at the end of every month to monitor the sales.



Harshada Shewale

MIP COMPANY: Azkka Pharmaceuticals

MIP LEARNING: Survey and marketing research

Dinesh Choudhary



MIP COMPANY: Syllis technologies LLP

MIP LEARNING: Understanding Government Procurement. Market analysis to identify trends, competitors, and opportunities, enabling tailored bids that aligned with government procurement needs. Strong communication and interpersonal skills, with the ability to establish connections and build relationships.

Himani Shende



MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Worked intimately on management of product to facilitate the launch of new product targeting the management of uncontrolled Type 2 Diabetes Mellitus (T2DM). Engaged in pre-launch and post-launch activities for the product. Worked on comprehensive market research to enhance understanding of market trends, competitive analysis and market potential for the same.



Hrushikesh Dilip Sambare

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Developed a comprehensive understanding of the complex dynamics that influence the successful market entry of products. This involved studying clinical trials, competitive analysis, pricing analysis, and market trends.



Laalan Kulkarni

MIP COMPANY: Sayre Therapeutics Pvt Ltd.

MIP LEARNING: Identifying the potential customers, Key opinion leaders, which involves market segmentation, and recognizing the market need accordingly, while increasing the percentage share of Sayre Therapeutics in market share.

Imad Hussain



MIP COMPANY: Sayre Therapeutics

MIP LEARNING: Demonstrated strong scientific expertise across two states, two territories, and with 50 influential thought leaders. Facilitated extensive interactions with external stakeholders to exchange medical and scientific insights in the field of oncology, both individually and in group settings.

Laxmi Manthalkar



MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Conducted insightful field-based market research among prominent city doctors, gaining firsthand understanding of medical landscape, treatment preferences, and healthcare needs. Skillfully mapped out gaps in the market by analyzing feedback from eminent doctors.



Kadambari Santosh Borse

MIP COMPANY: Pulse Pharmaceutical Pvt. Ltd.

MIP LEARNING: Strategic Market Insights, Precision in Prescription, Data-Driven Decision Acumen, Impactful Commercial Contribution



Malay Pambhar

MIP COMPANY: Alkem Laboratories

MIP LEARNING: Learned about strategizing and implementing various marketing tactics and identifying and targeting product to right audience to increase sales of the products while keeping the profitability high.

Kalpesh Pundalik Mahajan



MIP COMPANY: Overseas Healthcare

MIP LEARNING: Worked on topic "Therapy Gap Analysis of Fibromyalgia in the Indian Scenario", and worked in field to build customer relation as well as for survey. Performed market research and competitor analysis for identifying growth opportunities.

Mansi Vipin Chaudhari



MIP COMPANY: Micro Labs Ltd.

MIP LEARNING: Making eye-catching Brand logo, name, Brand position, segment, market survey.



Kalyani Kharangate

MIP COMPANY: Micro Labs Ltd.

MIP LEARNING: I learned how strategic messaging and consistent visual elements can shape brand identity keeping in mind the importance of catchy brand name to our target consumer by understanding their preferences through surveys.



Mohit Patidar

MIP COMPANY: Indian Immunologicals Limited

MIP LEARNING: Market Analysis, Product Evaluation, Competitive Landscape, Strategy and Decision making.

Kaustubh Kasture



MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Key contributor to support launch of innovative IV Iron Therapy, collaborating closely with product management and cross-functional teams. Proactively identified market gaps, conducted need-gap analysis, and utilized advanced analytics tools like Excel and Power BI for data-driven insights. Conducted comprehensive market research, including competitor analysis to inform strategic decision-making.

Monali Baliram Patil



MIP COMPANY: Pluse Pharmaceuticals

MIP LEARNING: Leadership Exposure : how to lead the project, Relationship Building :Building and maintaining relationships with doctors, Market Research: Conducting market research to understand market of probiotic, Data Analysis: learn how to analysis data & find out meaning insight from data.



Nikhil Agarwal

MIP COMPANY: Alembic Pharmaceuticals

MIP LEARNING: In-depth Understanding of Sacubitril-Valsartan
Market Research Expertise, Data Analysis and Visualization
Learned Sales Fundamentals



Parth Mehta

MIP COMPANY: Syllis Technologies

MIP LEARNING : Advance data analytics using Excel, Tableau, MS Power BI, and Python to drive. Data insights from market research and make data-driven decisions Develop Business Model and Revenue stream. Marketing (Omni-channel strategy) -Digital marketing (Creatives generation) + Personnel selling (Content writing) with detailed Brand Plan

Nikhil Nandkumar Patil



MIP COMPANY: Eris Lifesciences

MIP LEARNING: Conducted comprehensive analysis of Atopic Dermatitis therapies, focusing on identifying diverse treatment options available and gained hands-on experience in strategic market research, engaging with dermatologists to shape effective product launch strategies.

Payal Tiwari



MIP COMPANY: Cipla Pharmaceutical

MIP LEARNING : Grasping brand marketing intricacies as a brand manager. Repositioning Propelled Product X to therapy area forefront. Launch strategies for Ophthalmic product branding. Gauging doctors' perception on Osteo-Assist helpline for osteoporosis patients.



Nikita Jain

MIP COMPANY: Niramai Health Analytics Pvt. Ltd.

MIP LEARNING: B2B data management, Co-ordinate camps, Feedbacks/ follow-ups, Tele Calling, Operational services improvement, Communication with HR's.



Piyush Verma

MIP COMPANY: Eris Lifesciences

MIP LEARNING : Brand launch activities of novel products
Market Analysis and Product Launch
Creative Market design in cosmetic and pharmaceutical domains
Roll out and conduct of brand launch.

Niraj Phatak



MIP COMPANY: Ipca Laboratories Ltd.

MIP LEARNING : Learned about estimating the future state of certain products in terms of their demand and/or sales growth next quarter using an evaluated forecasting model and planning the schedules of production according to demand.

Prachi Gite



MIP COMPANY: MediSage Pvt. Ltd.

MIP LEARNING : Communication skills with client and internal team, handling critical projects with limiting timeline.



Niranjan Ramayodhya Sharma

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Research Methodology Proficiency: Hands-on experience in designing surveys, conducting interviews, and collecting data, enhancing research skills. Market Understanding: In-depth grasp of the Overactive Bladder (OAB) treatment market, including customer preferences and competition.



Prachi Joshi

MIP COMPANY: GOQii Technologies Pvt. Ltd.

MIP LEARNING : Communication and the wise usage of words play a very important role in conveying your message and disclosing the request or deal layer by layer. This is important in every relationship, be it business or personal. Constructive discussions with colleagues can also be a kind of work.

Onkar Nigade



MIP COMPANY: Alembic Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Conducted both primary and secondary research and gained a thorough grasp of the Overactive Bladder (OAB) therapy market. This includes insights into prescription behavior, market dynamics, customer preferences, and competitive landscapes.

Prasad Rajendrakumar Thakur



MIP COMPANY: Corona Remedies

MIP LEARNING : Market Analysis and Market research about incentives plans, types & category, rewards of top 10 pharma company; Establish Network and relationship with doctors and medical representatives, and understood their views on Incentive/Perceptual Mapping/Expectations/Challenges faced.



Preety Kumari Chaudhary

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: Led comprehensive market analysis for Dexlansoprazole, analyzing 5-year trend for prescription- prescriber data, indication data and market evolution. Also was a part of the Tofacitinib product launch, understood place of therapy of Tofacitinib for the indication Ulcerative Colitis by robust market analysis.



Rahul Shah

MIP COMPANY: Bodyfirst Wellness Nutrition Pvt Ltd

MIP LEARNING : Collaborate with the Business Development Team to identify potential growth opportunities and assist in strategic initiatives. Work closely with our R&D Team to translate complex ingredient science into easily understandable content for both internal teams and external stakeholders.

Priya Itagi



MIP COMPANY: Prime Pharmaceuticals

MIP LEARNING : Learned about aligning, syndicating, getting feedback, and iterating on the answer.

Ritik Rajendra Nikam



MIP COMPANY: Micro Labs Ltd.

MIP LEARNING : Gained insights about the product life cycle, how to create segmenting, targeting, positioning and promotional strategy, designing label with color usage, the regulatory compliance for the country in which we are going to launch the product and how to create profit and loss statement.



Priyal Shah

MIP COMPANY: Niramai Health Analytix

MIP LEARNING : Learned about product demonstration, sales pitch, operational activities and Market research.



Rohit Mohan Kaloji

MIP COMPANY: Bajaj Finserv Health Limited

MIP LEARNING : Sales and Marketing, Customer Relations, Networking and Leads, Project Management, Adaptability and Ethics.

Priyanka Batra



MIP COMPANY: Micro Labs Ltd.

MIP LEARNING: Strategically identified organizational shortcomings and realize strategic objectives. Orchestrated collaboration and communication for strategy implementation Spearheaded comprehensive market analysis, pinpointing pharmaceutical demand trends among consumers and healthcare professionals.

Rushabh Desarda



MIP COMPANY: Innovision Plus PVT. LTD.

MIP LEARNING : To carry post-marketing survey: - to ask the right questions. To work on marketing strategy: - Effectively promote the product and reach the right customers. To understand sales management: - Communication skill is an important factor and product knowledge is equivalently important.



Priyanka Goswami

MIP COMPANY: Bajaj Finserv Health Ltd.

MIP LEARNING : Enhanced customer interaction skills, adept at addressing inquiries and concerns while fostering rapport. Proficient in hospital protocols and teamwork dynamics. Mastered customer engagement, lead generation, and qualification through practical experience.



Rutik Narendra Jukti

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING: My major Learning from my project, Practical exposure to actual projects gave me a hands-on understanding of the challenges and rewards of pharmaceutical project management, which is different from theoretical learning.

Putrevu Sreelaya



MIP COMPANY: Pulse Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Learned about sales activity on how to engage with customers, Marketing activities design, Data analysis tools like Powerbi, and Excel, Evaluating the customer and hospital profiles to know the targeting of the products and to prepare a strategy for the field force.

Sahil Haque



MIP COMPANY: Pharmarack Technologies Pvt. Ltd.

MIP LEARNING: Learned about quantitative primary and secondary research, data analysis to create meaningful insights. Forecasting methods to anticipate sales value and quantity fluctuations and competitive analysis, competitor's profiling.



Sakshi Gadewar

MIP COMPANY: Overseas Healthcare Pvt.Ltd.

MIP LEARNING : Undertook quantitative and qualitative research work to understand current market scenario and scope for growth. Learned to formulate digital campaign material in collaboration with PMT to understand brand engagement. Underwent a deeper dive in analysis patterns and effective strategies.



Shahnoor Siddiqui

MIP COMPANY: Cipla

MIP LEARNING: Performed a Market Research survey covering top paediatricians, pulmonologists and consulting physicians all over Mumbai, Gujarat and Pune with the aim of; Understanding the preferences and challenges in the use of inhalation therapy for the management of Asthma with focus on Aerocort and Budecort.

Sanskriti Singh

MIP COMPANY : Eris Life Sciences Pvt. Ltd.

MIP LEARNING : Categorizing distinct types of superficial fungal disorders. Evaluating patient care methodologies and diverse approaches to quantifying quality of life.



Shivani Jadhav

MIP COMPANY: Minnerva Innov Private Limited

MIP LEARNING: Competitive Intelligence Analysis for FMCG Companies.



Satyeli Siva Kumar

MIP COMPANY: Pulse Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Customer targeting, Sales activity, Designing Marketing activities, Competitor product performance analysis, Field work to understand the opportunities present, Analysis of data and to design a strategy to improve the efficacy of field force.



Shivani Targe

MIP COMPANY: Plug n Play Biosciences Pvt.Ltd.

MIP LEARNING : Proposed a creative co-branding initiative with B2B partners, effectively enhancing brand visibility and boost sales. Cultivated strong bonds with key B2B clients by proactively engaging in regular check-ins thus increasing face value and addressing their requirements on time.

Shambhavi Singh

MIP COMPANY: Cetas Healthcare

MIP LEARNING : Decipher Software- Handled and created data tables for various studies. Quantitative study- Formulated the questionnaire and analysis plan for various studies with direct interaction with the clients. Preparation of final report with recommendations.



Shresthi Tripathi

MIP COMPANY: Esperanza Healthcare

MIP LEARNING : Learned about market research, relationship management, planning, service marketing, customer behavioral analysis, satisfaction and loyalty, international business.



Shantanu Balasaheb Dhepale

MIP COMPANY: Alembic Pharmaceuticals Ltd.

MIP LEARNING : The major learnings from an internship understand Consumer Behavior, Developed effective communication skills, Learning about Market research techniques and Persuasion abilities and gaining insight into the Sales process by doing field work.



Sourav Pattanayak

MIP COMPANY: Bibo Health by Hilt Brand Pvt Ltd.

MIP LEARNING : Learned how to build a brand its marketing strategy and how to introduce new products in the market, how to manage stockists to distribute our products, how to raise money from investors.

Srishti Shetty

MIP COMPANY: Ernst & Young

MIP LEARNING : Data analysis via MS excel, Power BI to research and design strategic, cost effective approaches for the client. System integration and streamlining operations for resource planning, and to track the KPI's for improved inventory management and organizational performance.



Stephen Cherian Varghese

MIP COMPANY: JC Orthoheal Pvt. Ltd.

MIP LEARNING: Stakeholder engagement, Customer feedback and continuous improvement, Technical expertise- knowledge of application process and technology behind our product.





Sultan Jasira Adamsufi

MIP COMPANY: J.B Chemicals and Pharmaceuticals Ltd.

MIP LEARNING: Evaluated Current Ways of Digital Engagement With HCP'S. Understood. Doctors' perception of the tools of Digital Engagement and what other companies are doing in digital for Doctors and patients who have hypertension products or cardiology products and data analysis.



Vivek Karve

MIP COMPANY: Winglobe Healthcare Pvt. Ltd.

MIP LEARNING : Conducted initial screening of prospective hospitals, employing rigorous criteria to validate them as high-potential, quantifiable leads and worked closely with Gynecologist surgeons to evaluate upcoming trends in Minimal Invasive Laparoscopic Surgery while accelerating revenue growth.

Sunidhi Jain



MIP COMPANY: Overseas Healthcare Pvt Ltd.

MIP LEARNING: Learned about a Customer-Centric Approach. Cross-Functional Collaboration. Holistic Strategy Development

Yash Kankariya



MIP COMPANY: Alembic Pharmaceuticals Pvt Ltd.

MIP LEARNING: Gained Problem Solving and communication skills. Understood marketing strategies, Project management skill. Gained detailed knowledge about Sales and market research.



Swapnil Kor

MIP COMPANY: Corona Remedies

MIP LEARNING: Understood the ways and tools to increase brand equity of brand or Pharmaceutical company.



Yash Pramod Suryawanshi

MIP COMPANY: Minnerva Innov Pvt. Ltd.

MIP LEARNING: How to gather useful data from secondary market research, and how to systematically analyse the data and get insights from analysed data.

Tanvi Boraste



MIP COMPANY: Alembic Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Acquired insights into prescription pattern analysis, understanding factors affecting promotional effectiveness, including competitor strategies. Explored market dynamics, customer preferences, and competitive landscapes.

Yashodhara Dalal



MIP COMPANY: Prime Pharmaceuticals

MIP LEARNING: Identification of potential markets and clients for OTC and Dermatology products in Latin America and Asia respectively. Phase 1 Analysis of Product Lists for Each country within the Asia and Mena Regions and identification of off-patent formulations for Manufacturing as Generics.



Ujwal Ravindra Chaudhari

MIP COMPANY: Microlabs Pvt. Ltd.

MIP LEARNING: Market Ecosystem Understanding: Learn about how to analyze and comprehend the complex ecosystem of the IVD market. Customer Insights: Gain hands-on experience in gathering and analyzing customer insights. This could involve conducting surveys, interviews, and market research.



Yogesh Balaji Medewar

MIP COMPANY: Wellnest Health Monitoring Private Limited

MIP LEARNING: During my product management internship, I collaborated with cross-functional teams to gather customer insights, leading to innovative product enhancements of cube and 12 L. I orchestrated the entire product lifecycle, aligning strategies with company goals and creating comprehensive roadmaps.

Vipina Merota



MIP COMPANY: Syllis Technologies

MIP LEARNING: Contributed to building a Pharma B2B Marketplace with integrated Pharmacy Digitization tools and conducted Business Strategy studies and Competitive Digital Products Benchmarking while identifying key customer needs and designed digital journeys to address them.

Yukta Bhandari



MIP COMPANY: JB Chemicals and Pharmaceuticals Ltd.

MIP LEARNING: Market understanding about the product and other competitors. Survey design and preparation of questionnaire for perception survey for Doctors Understood product perception.

STUDENTS PROFILE (B.PHARM + MBA)



Aastha Srivastava

MIP COMPANY: J. B. Pharma

MIP LEARNING: Conducted two surveys intended for cardiologists and heart failure patients and gained insights to enhance the quality of life of heart failure patients, engaged in a digital AI project which provided point-of-care solutions for heart failure patient to achieve better treatment outcomes, organized a campaign.



Agrim Juneja

MIP COMPANY: Baxter Pharmaceuticals India Private Limited

MIP LEARNING: Applying Six Sigma principles to supply chain management, which can yield valuable learnings and improvements in operational efficiency, product quality customer satisfaction. Also learned, how to manage the inventory by applying Six Sigma (DMAIC) and risk management.

Aayushi Kalra

MIP COMPANY: Neoism

MIP LEARNING: Worked on inbound marketing techniques, simultaneously handled various social media accounts and developed analytical skills by conducting campaign for marketing.



Akanksha Rao

MIP COMPANY: J. B. Chemicals & Pharmaceuticals Ltd.

MIP LEARNING: Made a brand plan for - Dicloran and Zecuf, gather and analyse data on sales performance, create sales targets and incentive schemes, suggest promotional campaigns, involved in product launch.



Aayushi Mehta

MIP COMPANY: Orange Health Digital

MIP LEARNING: Engage different stakeholders and increase outreach, build strategic content analyse SERP rankings to achieve global visibility, and develop proficiency in digital craftsmanship.



Akshar Joshi

MIP COMPANY : Eris Lifesciences Pvt. Ltd.

MIP LEARNING : Creating various inputs like Visual Aids, LBLs, etc. with relevant information to attract and intrigue customer base, Communication with team, discussing targets for primary and secondary sales, monitoring progress connecting with external agencies for product campaigns, Analysis of AWACS and SMSRC data

Aayushi Shah

MIP COMPANY: Ernst & Young

MIP LEARNING: Process mapping across 3 work streams - RND, Manufacturing and Supply Chain, Gap Analysis and Benchmarking and providing solution schemes for overall performance improvement, Client Interaction, and analysis of paint point, probing, Mapping KPI, tracking systems for KPI across all workstreams.



Akshat Kumar

MIP COMPANY : Biomatrix Healthcare Pvt. Ltd.

MIP LEARNING : Marketing strategy development, Market research, Competitor analysis, Product positioning, Customer relationship management and communications



Abhishree Sharma

MIP COMPANY: Ernst & Young

MIP LEARNING: Analysed field force planning, reimbursements, incentives, and training, enhancing sales process understanding, evaluated financial transactions accuracy and identified potential areas for improvement, assessed vendor compliance, risk mitigation, and SAP processes, gained practical understanding.



Ameya Fulmali

MIP COMPANY : OPPI (Organisation of Pharmaceutical Products of India)

MIP LEARNING : National OTC Health and Wellness Conference Organizer, National Innovation Conference Strategist and Coordinator, Innovative Healthcare Financing and Insurance Collaboration

Aditi Patel

MIP COMPANY: Centaur Pharmaceuticals

MIP LEARNING: Created a business network, enhanced my soft skills and computer skills, and worked on constructive criticism.



Amica Nanaware

MIP COMPANY : 6 Sigma Healthcare Communications

MIP LEARNING : learnt ways of strategic messaging and visual storytelling, optimized communication across various platforms to maximize brand reach, STP of the brand using patient centric approach and consumer engagement, enhanced presentation skills, acquired insights on regulatory compliance





Angela Lugani

MIP COMPANY : Zydus Healthcare Ltd.

MIP LEARNING : How to plan new brand launch promotional activities, Market analysis, pricing strategy, product positioning, designing dashboards and infographics, monthly sales tracking, field engagement, driving campaigns, using software such as Excel and Power BI.



Ayesha Ansari

MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Market research provides valuable insights for consumer preferences, behaviour, and needs. RCPA helps understand how the brand is perceived across different retail chains, through market research and RCPA gain a clear view of competitors strategies

Anika Shetty



MIP COMPANY : Lupin Limited

MIP LEARNING : Enhancing sales operation with digital nudges; behavioural mastery, data-driven decision making and sales incentive strategy, Pioneering - pharmacy integration including e-pharmacy prowess, regulatory navigation and customer centric innovation.

Bhoomi Desai



MIP COMPANY : Esperanza Healthcare

MIP LEARNING : engaging with different doctors about their preferences, learned to refine sales approach based on the feedback received during the visits, conducting thorough research on various medical specialties, identified specific demographics and the target audiences.



Anisha Nandi

MIP COMPANY : Cetas Healthcare

MIP LEARNING : Generating reports and designing templates for both interim and final reports; Developing executive summaries; Decipher software; data analysis; Coding open-ended responses; composing client emails; monitoring progress of field work.



Chetan Tapadia

MIP COMPANY : Schon Pharmaceuticals Limited

MIP LEARNING : Implementation of Strategy on New Product Launch, Strategic Planning and Strategic Campaign Handling

Anita Vishwakarma



MIP COMPANY : Overseas Healthcare

MIP LEARNING : Gap analysis; market analysis; analytical skill and problem solving. Conducting market relevance and PCOS awareness campaigns.

Chirag Shrivastav



MIP COMPANY : Sayre Therapeutics

MIP LEARNING : Created and explored clients from scratch by marketing thus penetrating into market, exchange commercial knowledge for business generation, introduced a newer product portfolio in the Oncology Sector, created a database for new possible clients with their interests, fostering good relations over some time.



Arya Masurkar

MIP COMPANY : Immunity Bloom

MIP LEARNING : Aligned branding and packaging to resonate with target audience in appealing way. Acquired skills in utilizing various social media platforms for communication and engagement with the audience. Gained proficiency in pharma-related content.



Dev Oza

MIP COMPANY : Sun Pharmaceutical Industries Ltd.

MIP LEARNING : worked closely with In-licensing and In-house teams, created a product development list for the emerging markets, understanding market segments and making strategies to tailor offerings to diverse geographical locations, working on product portfolio and optimizing the range of products

Aryan Somani



MIP COMPANY : Wellnest Health Monitoring Pvt. Ltd.

MIP LEARNING : Developed Pricing Strategies the products, planned various subscription models to increase the company's MRR, applied strategies for lead generation through facebook marketing campaign thus an increase in inside sales by significant number, use of GEM portal - apply for government tenders.

Devvrat Dixit



MIP COMPANY : Wellnest Health Monitoring Pvt. Ltd.

MIP LEARNING : Gain knowledge of B2B market, how to Run ads on meta, Work on Market research for the prototype Cube, understand branding in pharma market, Work on Hub and scope model for STEMI, learn how to work on CRM software (Kylas).



Dhruv Gupta

MIP COMPANY : Corona Remedies Pvt. Ltd.

MIP LEARNING : categorized and systematically examined the incentivization strategies employed by the top 10 pharmaceutical companies, adopted a comparative analysis approach, which enabled to identify the trends, access & design the best incentive plan with the data gathered.



Eeshan Aggarwal

MIP COMPANY : Digital Infomedia

MIP LEARNING : worked on Event management - how a project goes from concept to the final stages, emphasized on Digital marketing through videos using various social media channels.

Dhruv Gupta



MIP COMPANY : Sun Pharmaceutical Industries Ltd.

MIP LEARNING : Interaction with HCPs & key industry experts for NPD, usage of market database to draw suitable inferences with respect to different categories, designing & administering an exploratory research questionnaire to doctors in target speciality, working in different geographies to understand the market better.

Geetika Shah



MIP COMPANY : 6 Sigma Healthcare Communications

MIP LEARNING : Brand positioning within the Indian HCP, creating medico-marketing materials collaborating with designers and animators to promote the brand to a wider audience, in-depth knowledge of Mixtard and CCQ pharmaceutical brands.



Dhvani Patel

MIP COMPANY : Hetero Ltd.

MIP LEARNING : Understood the market landscape of Sub-Saharan Africa, learnt the evolution of anti-diabetic drugs and their shortcomings, Competitor Analysis using EXIM data and communication from country managers, working and analysis of product portfolio.



Gunika Gulati

MIP COMPANY : Alvarez & Marsal

MIP LEARNING : understanding market based on research of multiple locations, understand about all considerations required for project implementation, including defining roles and scope of multiple parties, dealing with the stakeholders.

Dikshit Lakhani



MIP COMPANY : IPCA Laboratories

MIP LEARNING : Opportunities for minimizing energy consumption, Value stream Mapping to detect lead time, process time and manufacturing, Planning and forecasting of production batches of organization for domestic and global market.

Harsh Singh



MIP COMPANY : Micro Labs Ltd.

MIP LEARNING : Organizational branding, comprising product management from the original stage to analysing the implementation of strategy with effective collaboration and communication, is the aim of the continuing project, identify weak points and suggest ways for modification to boost sales and meet strategic goals.



Divya Patil

MIP COMPANY : Micro Labs Ltd.

MIP LEARNING : Primary research on field which includes survey of Doctors and Chemists of proposed molecule - Fexofenadine, Secondary research of development of Marketing Campaign, Determining Target Audience, STP; Literature review for allocated molecule, Innovate new taglines and packaging for product



Harshit Kumar

MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Progesterone category understanding, understanding of Gestational GERD space, competitor analysis and market opportunity sizing, understanding of prescribing patterns, patient references and need-gap analysis, inner insights of sales network through field work

Diya Desai



MIP COMPANY : Overseas Healthcare Pvt. Ltd.

MIP LEARNING : Data insight proficiency: designed surveys, analyzed market trends and gaps. Healthcare Expertise: Addressed PCOS challenges, treatment gaps.

Strategic branding: Contributed to campaigns and new launch strategies, considering marketing trends and competition.

Heni Desai



MIP COMPANY : Eris Lifesciences

MIP LEARNING : Analysed AWACS data derma trends; competitor analysis to implement strategies: Scientific innovation; understating consumer perception via social media campaign, Merged analysis, research to expand market share; Innovation and differentiation..



Hetvee Mody

MIP COMPANY : Zydus Lifesciences Ltd.

MIP LEARNING : Experienced in data-driven inventory management, optimizing stock decision through analytics, resulting in successful liquidation of stagnant inventory. Collaborated cross function with procurement and NPD teams, Proficiency in power BI dashboard reports.



Karsh Shah

MIP COMPANY : Mehta API Pvt. Ltd.

MIP LEARNING : Project management: Patent tracking; Regulatory (Lab licence, DMF, Query solving), Market research and ROS development; Row material costing. Business development: Market analysis, communication, PR building, client requirement and regulatory requirements; Documentation (COA, MOA, DMF).

Jakshit Vajifaker

MIP COMPANY : Urihk Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Market Research, Project Management, Product Management, Regulatory, Marketing and Branding, Demand Planning, Distribution and Logistics, Sales and Business Development



Karuna Sathe

MIP COMPANY : Bayer Consumer Health

MIP LEARNING : Complete category understanding and market sizing through funnels. Data analytics and compilation of sales and marketing data to brand performance and profits; Understanding e-com market through amazon pi, consumer behaviour to identify STP and ad campaigns



Janice Sontumyra

MIP COMPANY : Lupin Pharmaceuticals Ltd.

MIP LEARNING : gained hands-on experience in optimizing logistical processes, coordinate with distributor planners and marketing team and managing inventory levels, understanding efficient communication and strategic significance of aligning operations with overall business.



Kashish Desai

MIP COMPANY : Alkem Laboratories Ltd.

MIP LEARNING : Prepared a detailed proposal in relation to the criteria for categorization of stockist and explaining its importance, proposed ways in which categorization can be implemented at organization level, interacted with sales heads of various divisions and providing them a detailed report.

Jinal Patil

MIP COMPANY : Sylis Technologies LLP

MIP LEARNING : Tender management excellence-end to end tender handling and crafting solutions. Strategic B2B: Fostering connections with government influencers and decisions, positioning of products through public value and public interest.



Kashish Varshney

MIP COMPANY : JC Orthoheal Pvt. Ltd.

MIP LEARNING : Effective communication with the doctors and solving their queries raised, provide demonstration whenever needed to the interested customers, assist the doctor in the application process.



Kalpita Igave

MIP COMPANY : Prakash Chemicals International Pvt. Ltd.

MIP LEARNING : made me understood the market for my API that is clobetasol propionate globally, working with the import export database like sinoimix and volza, understanding the HSN code and its significance, understanding the PIM classification, competitor analysis



Khyati Trivedi

MIP COMPANY : Immunity Bloom

MIP LEARNING : Effective content creation; Market research skills; Media planning techniques Data interpretation; Report creation; Collaboration and communication Ethical considerations and Strategic thinking.

Kanishka Deshmukh

MIP COMPANY : Bayer Pharmaceuticals Consumer Health Division

MIP LEARNING : Understanding the nutrition portfolio, Market and advertise products on e-commerce, gained knowledge about Amazon Pi and collect data to analyse the performance of our portfolio on Amazon and used the data to develop a marketing strategy that will be used for new SKU



Kiran Chopade

MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Learnt about the various therapeutic trends in the current market and gathered overall molecule and therapy knowledge by interacting with Gynaecologists, observe how a call is planned and detailing is done, learnt to draw conclusion about the current market





Krishna Aishwarya Nidamarty

MIP COMPANY : Sun Pharmaceuticals Ltd.

MIP LEARNING : Multitude of learning experiences, encompassing Business Strategy, Customer Insights enabling cocreation of value, collaboration and team working towards achieving strategic objectives, Detailed involvement in understanding customer behaviour, market and competitor's analysis



Manasi Barve

MIP COMPANY : IMCD India Private Limited

MIP LEARNING : Partner with stakeholder including creation and analysis of database and therapeutic category-wise customer base. Finding relevant suppliers. Competitor analysis and understanding GDUFA, DMF and certifications like CEP, WC for USA and Europe.

Krishna Wagele

MIP COMPANY : Modern Laboratories

MIP LEARNING : Regulatory compliance; maintaining consistent supply of goods and effective flow of raw materials, production, distribution and inventories. Marketing focusing on healthcare providers and building relationship with key stakeholders.



Mandar Makwe

MIP COMPANY : Mascot Health Services Pvt. Ltd.

MIP LEARNING : Worked on launching of the products, brand plan of various products, collecting insights about the product lifecycle, implementing market research techniques and data-driven decision making



Kshitij Doshi

MIP COMPANY : J. B. Chemicals & Pharmaceuticals Ltd.

MIP LEARNING : Comprehending the Marketing mix of the brand, carry out Market Analysis, find and implement various drug promotional strategies, focus on Customer Relationship Management, look for the probable business avenues beyond the clinical environment.



Manshiv Malkani

MIP COMPANY : Eris Lifesciences

MIP LEARNING : Development of Brand narratives, Ideating brand names, Identifying market needs, Data analysis, Intricacies of IP rights, Pricing strategies, Sales follow ups.

Laukik Mulay

MIP COMPANY : Croda India Pvt. India

MIP LEARNING : Collected information into fruitful insights; creating trust in relations with clients. Understood supply chain and regulatory aspects to import-export raw material. B2B business strategies and its future implications.



Mayank Agarwal

MIP COMPANY : Mascot Health Services Pvt. Ltd.

MIP LEARNING : gained a comprehensive understanding of the product management, Analysing market trends, learn about industry dynamics, understanding importance of ethical practices, knowing about consumer approach and applying it efficiently



Madhura Bapat

MIP COMPANY : Intas Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Project Planning and Monitoring, communication with Vendors as well as Interdepartmental, basics of Cell and Gene Therapy, hands on tools using project management, knowledge about cGMP facility and equipment qualification process.



Mihir Moharil

MIP COMPANY : International Private Limited

MIP LEARNING : Understanding global API markets, Analysing and interpreting data from various regions, collecting primary and secondary data, Understanding and creating practical market entry strategies

Mallesh Kamdar

MIP COMPANY : Sayre Therapeutics

MIP LEARNING : Scrutinized the product portfolio in terms of its thriving potential in the allotted territory, facilitated interactions with KOLs & other stakeholders for exchange of Medical & Scientific insights in Oncology sector, introduced a new product line (Rx, Dx, SAP) into existing market, evaluated customer traffic by surveys.



Mithila Baldawa

MIP COMPANY : Centaur Pharmaceuticals Pvt. Ltd.

MIP LEARNING : worked on report making, forming an executive summary, compilation of data and enhancing presentation skills.





Moin Merchant

MIP COMPANY : Pinnacle Life Science

MIP LEARNING : Inside out working of a p2p manufacturing organizations with its own R&D. Registration of finished dossiers for clients to acquire marketing authorization in foreign markets, including setting mutually beneficial legal terms for agreements. Calculate and quote costings to client after including filters, CCPC



Pallavi Kumari

MIP COMPANY : Medify Nexus

MIP LEARNING : Marketing and business strategies, Sales techniques, Improved communication skills, Market segmentation, Presentation skills, Content marketing, Customer requirements

Mouli Sethi



MIP COMPANY : Wellnest Healthcare Monitoring Pvt. Ltd.

MIP LEARNING : assisted sales team in generating demand by developing strategies, customer relationship management, attained a proficiency in holistic customer understanding by identifying the needs, gained hands-on experience with digital marketing platforms

Pallavi Sonawane



MIP COMPANY : Medify Nexus

MIP LEARNING : Expertise in cold calling, lead generation and honing persuasive skills. Proficiency in pitching clients and negotiating. Strategic management including analysis, reporting and optimization, Nurturing service providers and building strong relationship with customers.



Naitik Vora

MIP COMPANY : Urihk Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Market Research, Project Management, Product Management, Regulatory, Marketing and Branding, Demand Planning, Distribution and Logistics, Sales and Business Development



Parthil Patel

MIP COMPANY : Zydus Life Science

MIP LEARNING : Strategy building on various opportunities in the market in the CDx diagnostics test (oncology, nephrology) and also medical devices (laparoscopy, arthritis, oxygen measurement).

Nakshee Mehta



MIP COMPANY : Eris Lifesciences

MIP LEARNING : Curiosity - Optimising the brain's analytical power and thus deriving holistic insights for the given project; Evaluation - To get an overall view of the situation, with factoring in all possibilities and then making a conclusion; Analysis - Looking at one project from different perspectives

Piyush Singh Pawar



MIP COMPANY : Syllis Technology

MIP LEARNING : Focusing on aspects such as understanding regulatory compliance, building strong relationships with healthcare providers, navigating procurement processes, and staying updated on pharmaceutical trends



Nivisha Chaplot

MIP COMPANY : Pulse Pharmaceuticals

MIP LEARNING : Marketing strategies for brand; Product positioning and segmentation; competitive analysis; market research techniques; data driven decision making; brand management; communication skills; adaptability and problem saving.



Pooja Shah

MIP COMPANY : Intas Pharmaceuticals

MIP LEARNING : understanding the data and drawing conclusions, analysing secondary data from sources such as IQVIA, proficiency in Epsos Software handling, preparation of survey forms and questionnaire, working on brand promotional activities.

Omkar Tamboli



MIP COMPANY : Eris Lifesciences

MIP LEARNING : Strategic branding for positioning products and expanding markets effectively, Meticulous data organization and accessibility contribute to streamlined processes and decision-making, collaborating with professionals to improve their online presence drive client engagement.

Poorva Chandrakar



MIP COMPANY : Sayre Therapeutics

MIP LEARNING : Developed strong skills in conducting comprehensive market surveys, gaining insights from a diverse pool of respondents across India, developed proficiency in creating intricately detailed business cases that revolved around meticulous analysis of market size, doctors' acceptability, and yield forecasting.



Poorvi Sahoo

MIP COMPANY : Netmeds

MIP LEARNING : Ongoing trends on social media, content writing, designing push copies for online application, communication skills to communicate with customers via online platforms.



Pratyusha Bhattacharjee

MIP COMPANY : Draeger

MIP LEARNING : Acquired hands-on experience with CRM platforms for customer segmentation, developed content creation skills for diverse media platforms, Customer engagement and relationship building, collaborated with cross-functional teams to execute holistic marketing campaigns

Prachi Kothari

MIP COMPANY : J. B. Chemicals & Pharmaceuticals Ltd.

MIP LEARNING : Learnt ways of communicating with people belonging to different technical backgrounds in the industry. Developed relations with clients and colleagues. Learnt area mapping and fieldwork challenges and tricks. Learnt data analysis. Became more goal-oriented and agile to deliver proper results.



Priyam Srivastava

MIP COMPANY : Sayre Therapeutics

MIP LEARNING : Marketing Strategy and research for various upcoming brands in the Oncology portfolio of the company, and marketing campaigns to make Doctors aware about our portfolio, Importance of formulary and Stockists for the Sales of the Products, overcome challenges in an untouched territory



Pranav Phadke

MIP COMPANY : Regrow Biosciences

MIP LEARNING : I've learnt a lot of new things such as scripting for ads, interacting and building relationships and getting feedback from doctors and customers.



Priyanka Shah

MIP COMPANY : Torrent Pharmaceuticals Limited

MIP LEARNING : Understand the Indian Pharma market, it's size, therapies as well as top brands in the hair care sector of dermatology department and the entire product development process, from ideation to launch, also Field work provide valuable insights about the product launch process and marketing strategies

Pranav Raghuwanshi

MIP COMPANY : Orange Health Digital

MIP LEARNING : Client and corporate hierarchy, client and corporate communication, digital marketing (various activities involved).



Priyati Jhunjunwala

MIP COMPANY : Zydus Lifesciences

MIP LEARNING : Working alongside IT experts and diverse teams, bridging technical and operational perspectives, designing dashboards, making complex information more accessible to stakeholders, Devising the dashboard update process underscored the value of streamlined workflows, encompassing MIS reports



Pranav Roy

MIP COMPANY : Fibroheal Woundcare Pvt. Ltd.

MIP LEARNING : Problem solving and negotiation, data analysis and decision making, adaptive resilience, customer relationship management, strategic planning and territory management, professional development.



Pronoy Neogi

MIP COMPANY : Eris Lifesciences

MIP LEARNING : Mastered skincare market trends, customer behaviour insights and competitor analysis for strategic brand positioning. Collaborated cross function team to increase sales and embraced pioneering marketing approaches in response to dynamic market changes.

Pranish Sawant

MIP COMPANY : Fullife Healthcare Pvt. Ltd.

MIP LEARNING : End to End Process understanding, Inventory Management, Demand Forecasting, Supplier Relationships, Cross-functional collaborations between Sales, Marketing, Regulatory, Purchase departments, Communications and Timely Management.



Raghav Chandak

MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Connect with the BMs, analyse the impact of different marketing campaigns learn about competitors and their various tactics, conduction of RCPA and understanding the STP of the brand for its expansion in market.





Raj Varshney

MIP COMPANY : Organisation of Pharmaceutical Producers of India

MIP LEARNING : Documented and analysed existing industry level gaps and reduced bottlenecks to accelerate the speed of the process, Policy Advocacy - contributed in formulation of representations of various reports and policies, Played a pivotal role in organizing and executing two prominent National Level Conferences



Sahaj Gambhir

MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Learnt about the market, the competitors, and the target market Aid in carrying out market research, developed the ability to coordinate projects, timelines and priorities while effectively updating managers on the progress, participate in trade shows and webinars to learn about market trends

Rajesh Maheshwari



MIP COMPANY : Kushal Ayurvedic Pharmacy.

MIP LEARNING : Conducting RCPA and in-depth discussions with retail pharmacists to get a better understanding of dynamics. Developed effective data techniques to engage retail chemists and first-hand experience on positioning.

Sahil Kumar



MIP COMPANY : Poweronbio Technology Pvt. Ltd.

MIP LEARNING : Strategies Management, Market Analysis, Client Relationship Management, Lead Generation, Sales Presentation and Negotiation



Rakshith Rao

MIP COMPANY : Stryker India Pvt. Ltd.

MIP LEARNING : Evaluated the niche market for the product related to Florescence image guided surgeries, Identified and compiled potential leads for the product based on market dynamics, attending 15+ OTs and facilitated various oncology surgeries all over India



Samyak Ravani

MIP COMPANY : Troikaa Pharmaceuticals Ltd.

MIP LEARNING : International marketing and branding; regulatory frameworks; market segmentation; supply chain management; global market dynamics, Drug approval process.

Rashi Desai



MIP COMPANY : Pulse Pharmaceuticals

MIP LEARNING : FRAX's role as screening tool is misunderstood by some doctors who believe trained staff can easily calculate its score. Understanding on how doctors lean towards promoting DEXA for bone health assessment. Also understood the importance of target-oriented focus amidst challenges.

Sanjivani Rai



MIP COMPANY : Mehta API Pvt. Ltd.

MIP LEARNING : identifying new business opportunities, conducting market research and fostering client relationship, learned about market analysis, lead generation and partnership development, integrate CRM system.



Ritika Gupta

MIP COMPANY : Tirupati Groups (TWN)

MIP LEARNING : learnt valuable insights into planning, executing, and tracking project progress to achieve targeted outcomes. It also facilitated introspection, highlighting areas for personal and professional growth. Engaging with a diverse network provided clarity on various roles



Sanket Gaikwad

MIP COMPANY : Pulse Pharmaceuticals

MIP LEARNING : Field work, presentation design and presentation skills, analytical tools and Project Management

Sagarika Vyas



MIP COMPANY : Zydus Healthcare Limited

MIP LEARNING : Assess the market competitors before introducing a new brand, Use of various techniques to portray a brand to our clients, such as Doctor's. To comprehend the doctor's viewpoint while recommending a specific brand

Sanskriti Vyavahare



MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Unveiling the VA Power: Analysing HCP Feedback and its Impact on Brand Recall for Visual Aid Communication, Accelerating Success: Unleashing the potential of SGPI and CRM Doctors through FW and RCPA



Sanya Jain

MIP COMPANY : Eris Oaknet (Eris Lifesciences)

MIP LEARNING : The project aims to develop and launch a gel for dry skin sufferers, examining market potential and barriers. It involves researching dry skin reasons, working with professionals, and surveying physicians. The goal is to improve the quality of life for dry skin sufferers by offering a renewing gel



Shieuli Chakrabarty

MIP COMPANY : Mehta API Pvt. Ltd.

MIP LEARNING : Building customer database; Business development and conversion of lead. Understanding regulatory requirement like COAs, DMFs and clients to provide reply to business queries of the clients.

Sarah Rangwala

MIP COMPANY : Prime Pharmaceuticals

MIP LEARNING : Build an effective and penetrative marketing strategy to gain entry in a particular market; Understanding the business landscape, performing competitor analysis, building a pricing strategy to make a sales forecast and predict company margins. Risk analysis for the Business plan and data analysis



Shikha Gupta

MIP COMPANY : Tirupati Group (TWN)

MIP LEARNING : Project Management tools, Gantt charts, excel, technical documentation and its procedures, departmental procedures of FRD, regulatory affairs, TT documentation, interpretation of data and analytics of ARD.



Saroj Lande

MIP COMPANY : GlaxoSmithKline Pharmaceuticals

MIP LEARNING : Engaging with senior team members provided a deep understanding of diverse roles and the importance of collaboration across functions, creating databases for packaging specifications and raw materials, Segmenting suppliers based on company criteria, optimize corporate ties.



Shivani Shah

MIP COMPANY : Naprod Life Sciences Pvt. Ltd.

MIP LEARNING : market understanding wherein which product fits to a particular market, generated potential leads for the company to foster partnership, made informed decisions for an upcoming product list into the European market, understanding the pricing and profitability

Satakshi Mall

MIP COMPANY : Sun Pharma

MIP LEARNING : Research; Market study and collaboration to study feasibility of creating a new perception in doctor's mind for threatened abortion indication for natural micronized progesterone.



Shivanshu Srivastava

MIP COMPANY : NIRAMAI Health Analytix

MIP LEARNING : Having a deeper knowledge of the oncology market and conducting campaigns to increase market awareness and presence of the product. B2B:- Understanding and strategic planning to increase the awareness of product B2C: Meeting the various clients helping in a better communication



Saurav Chaudhari

MIP COMPANY : Pulse Pharmaceuticals

MIP LEARNING : Understanding Role of Vitamin D in CKD and ESRD patients, Building a questionnaire for doctor about the product.



Shlok Bodke

MIP COMPANY : Alembic Pharmaceuticals Ltd.

MIP LEARNING : Communication, sales call, detailing and principles of detailing, Visual Aid and its application

Sayuj Nair

MIP COMPANY : Medley Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Learnt how to make survey questionnaire for doctors, Understand the field work of MR's, learn about all drugs available for heart failure management and which all brands are available for Sacubitril and Valsartan drug combination. Conduct market research on them for its in-depth understanding



Shreyas Chaudhari

MIP COMPANY : Blue Berry Pharma Advisory

MIP LEARNING : European Union (Germany, French) Insurance sector; Pharmaceutical reimbursement including Britain; U.S.A drug pricing and Insurance sector business model insights.





Shruti Prasad

MIP COMPANY : Alkem Laboratories

MIP LEARNING : Acquired proficiency in creating targeted questionnaires for surveys, gained practical experience in conducting face-to-face surveys with medical professionals, developed skills in analysing data to uncover patterns and draw actionable conclusions.



Siddhi Shirke

MIP COMPANY : Cipla

MIP LEARNING : I have been working on External Regulatory Affairs.

Shubham Hingane

MIP COMPANY : Fitnastic

MIP LEARNING : Pitching, Research work, social media marketing and understand competitor through various research methods



Siddhi Upadhyay

MIP COMPANY : Prime Pharmaceuticals Pvt. Ltd.

MIP LEARNING : Enhancing knowledge about pharmaceutical regulatory sciences on an international level, working on market insights to generate and implement various tactics that help in increasing the business.



Shubham Naik

MIP COMPANY : Sylis Technologies LLP

MIP LEARNING : find strategies to market the products based on research conducted on prior basis, understand and analyse the data.



Simran Bhatla

MIP COMPANY : Pulse Pharmaceuticals

MIP LEARNING : Developed practical research skills for comprehending drug molecules and their applications, Proficient in crafting tailored questionnaires for effective data collection, Improved analytical skills by interpreting survey data to extract meaningful insights,

Shuchi Gupta

MIP COMPANY : Zyodus Lifesciences

MIP LEARNING : Proactively seeking follow-up from vendors and stake holders in the project, Building a proper tracker to estimate the stages of completion of the project, Mentioning critical points needed to develop project tracker and future discussions.



Smit Desai

MIP COMPANY : Macleods Pharmaceuticals Ltd.

MIP LEARNING : Learned how projects are managed and how planning, designing and execution is done. Also learned how to manage different vendors and get work done within the planned duration.



Siddhant Tewatia

MIP COMPANY : Rusi Remedies Pvt. Ltd.

MIP LEARNING : worked on networking and enhancing the market for the company, to adhere to the workplace culture and working on collecting follow-ups and feedbacks



Sneha Sen

MIP COMPANY : Glenmark Pharmaceuticals

MIP LEARNING : Engaging with professionals from various departments reinforced the value of building relationships, transform raw data into actionable insights making in stakeholder appealing, interpret and analyse the market data

Siddhi Sampath

MIP COMPANY : Pulse Pharmaceuticals

MIP LEARNING : Created a doctor profile including dosage forms preferred, patients visiting for a particular disease along with its prevalence, gained insights from retailers and stockists thereby obtaining knowledge



Sourabh Jaiswal

MIP COMPANY : Micro Labs Ltd.

MIP LEARNING : acquired a deep understanding of the strategic aspects of branding, learned how to analyse target audiences, create compelling brand narratives, and develop cohesive visual identities. aligned brand messaging with business goals and to adapt strategies to different platforms.





Sparsh Patel

MIP COMPANY : Micro Labs Ltd.

MIP LEARNING : established a structured routine to ensure consistency, adaptable performing by working remotely and in market, engage in online courses and webinars



Utkarsh Nandwani

MIP COMPANY : Encube Ethicals Pvt. Ltd.

MIP LEARNING : I was a part of Soframycin Marketing Department, worked on institution business in India and learnt that marketing is a structural and systemic approach.



MIP COMPANY : JB Chemicals and Pharmaceuticals Ltd

MIP LEARNING : Project research and product research, progress monitoring, strategies management, stakeholder management.



Vaidik Trivedi

MIP COMPANY : Macleods Pharmaceuticals

MIP LEARNING : learned about the COPD patients and their problems, Got to know about the drugs used for the first line treatment of asthma and COPD, learned how to promote the brands and get as many prescription



Tanvi Gurjar

MIP COMPANY : Glenmark Pharmaceuticals

MIP LEARNING : Learnt various tools for Project management like Six Sigma , Agile market Management, worked on various tools such as Word , excel , Canva in real time management, contemplated market research with the best use of available resources and data



Vaishnavi Gadi

MIP COMPANY : Sun Pharmaceuticals Industries Ltd.

MIP LEARNING : understand perceptions of HCPs about hypertensive disorders of pregnancy, address stagnancy In Labetalol market by reviewing current gaps in diagnosis, prescription behavior, conducting a need-gap analysis to assess the potential of the new product and mapping the patient journey.



Tejas Sonale

MIP COMPANY : Syllis Technologies

MIP LEARNING : Insights from Market Research as identifying instrumentation trends and technologies; evaluating proficiency assessment and challenge identification. Understanding, check listing documentation while formatting and sequencing of tender management and submission.



Vedant Kukreja

MIP COMPANY : Corona Remedies Pvt. Ltd.

MIP LEARNING : Conducted research and analysed the market of the provided territory, identified the divisions and brands of different companies and the basis on which the divisions are being formed, MT size, ST size of different divisions and annual turnover.



Tvisha Khambhayta

MIP COMPANY : Hetero Labs Ltd.

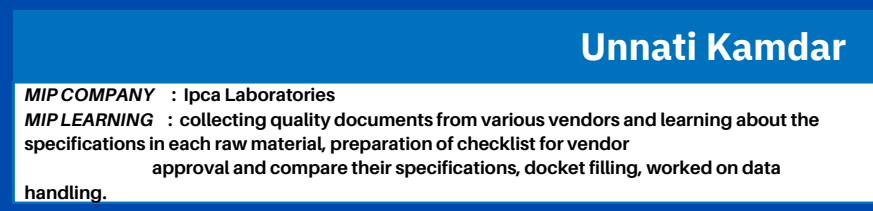
MIP LEARNING : Acquired in-depth product knowledge and insights, developed skills in conducting competitor analysis using EXIM data, gained experience in designing effective pricing strategies, learnt to develop creative promotion strategies to boost brand visibility and drive sales.



Vidhi Gupta

MIP COMPANY : Sun Pharmaceuticals Ltd.

MIP LEARNING : Product Assessment: Employed IQVIA IMS Sales, IPD analytics for status and drugs FDA for product evaluation. Utilizing forecasts for US phase 3 products sale prediction. Studying USFDA, hatch-Waxman Act, CGTA and creating opportunity list.



Unnati Kamdar

MIP COMPANY : Ipca Laboratories

MIP LEARNING : collecting quality documents from various vendors and learning about the specifications in each raw material, preparation of checklist for vendor approval and compare their specifications, docket filling, worked on data handling.



Viresh Bhalla

MIP COMPANY : Niramai Health Analytix

MIP LEARNING : formulated a compelling pitch highlighting the advantages of the product, took valuable insights from the doctors about the needs, preferences and challenges in the healthcare industry, identified my target audience and created a database.



Yash Dave

MIP COMPANY : Micro Labs Ltd.

MIP LEARNING : HCP Engagement including Collaborated with Diabetologists, Endocrinologists and insights on OADs like SGLT2i and DPP4is through field work. Designed creative teasers for brand building and utilized IPM and Rx data in Excel and Power BI to create visuals.



Yogesh Maskara

MIP COMPANY : Poweron Bio Technology Limited

MIP LEARNING : I have learned how to convince someone, did market analysis and Product Promotion. Also I learnt about sales closing, patience control and worked on improving my communication skills



Zeel Desai

MIP COMPANY : Lupin Pharmaceuticals

MIP LEARNING : Openness to learning every day, Corporate culture, Skill development and Teamwork, Market and employee research, Involvement of technology and pharmaceuticals, Using KPIs to measure performances.



Placement Calendar

Placement Season Starts from November 2023
for Final Placements & Management Internship Program

Joining Details :

Final Placements : June 2024

4 Months Internship :
3rd June 2024 to 30th September 2024

Senior PlaceCom 2023-2024



Himani Shende



Kaustubh Kasture



Srishti Shetty



Karuna Sathe



Vivek Karve



Shahnoor Siddiqui



Pranish Sawant



Onkar Nigade



Priyam Srivastava



Sahaj Gambhir



Mallesh Kamdar



Simran Bhatla



Yash Kankariya



Shresthi Tripathi



Heni Desai



Disha Shah



Sagarika Vyas



Kshitij Doshi



Kalpita Igave



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