

Internship
at
Bharat Serums and Vaccines Pvt. Ltd., Allahabad

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Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Pharmaceutical Management

Academic year, 2017-2019



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ORGANIZATIONS PROFILE

Bharat Serums and Vaccines Limited (BSV) is one of the fastest growing biopharmaceutical companies in India and has been ranked amongst the top 10 Indian biopharmaceutical companies. The Company, founded in 1971, is based in Mumbai, India and has over 900 employees.

BSV researches, develops, manufactures, and markets injectable biological, pharmaceutical, and biotech products. Its product portfolio comprises 25 brands which include plasma derivatives, monoclonals, fertility hormones, antifungals, anaesthetics, cardiovascular drugs and equine immunoglobulins / antitoxins. BSV provides its products to retail outlets and hospitals through distributors primarily in India and also internationally. In addition to its commercial operation, the Company has an extensive research and development platform working on the development of new drug delivery systems, biotechnology / recombinant therapeutics, and biological / equine products.

BSV currently has two private equity investors, Kotak Private Equity and Orbimed.

ENHANCING QUALITY OF LIFE IS OUR LIFE PURPOSE

Bharat Serums and Vaccines Limited is a company with a noble mission to give life to life. We are a company that focus our scientific knowledge to for the research, development, manufacturing and marketing of specialized biological, pharmaceutical and biotechnology products that combat disease and enhance quality of life.

BRINGING PATH BREAKING PHARMA, BIO & BIOTECHNOLOGY PRODUCTS

We pursue our purpose by bringing to the world a wide range of plasma derivatives, monoclonals, hormones, equine anti toxins and serums, antifungals, anaesthetics, cardiovasculars and diagnostic products.

Our range of products and their efficacy has made BSV a market leader in many segments and one of India's fastest growing bio-pharmaceutical companies. BSV is looking forward to sustaining this growth in the future by continually evolving and expanding its product portfolio.

RESEARCH DRIVEN MANUFACTURING, PEOPLE DRIVEN MARKETING

We are a research-oriented organization with state-of-the-art R&D facilities in India, Germany and USA. We have company owned and joint venture-based manufacturing facilities in Ambarnath, Ahmedabad, and Aachen, Germany. The company also has a horse farm for production of equine anti sera and anti-toxins. Our brands are marketed all over India and exported to over 45 countries across the world.

SEEKING LIFE AS IT SHOULD BE

BSV's mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.

VISION & COMMITMENT

- TO BE AN INNOVATIVE, CARING AND TRUSTWORTHY PARTNER IN BRINGING LIFE TO LIFE.
- Mitigating the anguish and suffering of millions. Underlying fairness and transparency in dealings with all stakeholders including employees and business partners. The Group is driven by an informal culture fostering cohesion and innovation.

BUSINESS OPERATIONS-

DOMESTIC

Products are sold through 6 specialized divisions, targeting the following specialties:

- Gynecology – Ensuring Women's well-being with comprehensive Care from conception to delivery.
- Assisted Reproductive Technology: - Turning hopes of aspiring mothers into reality.
- Critical Care: - Wide Range of products in Acute Therapy Area.

- Emergency Medicine: - A reliable and time-tested partner in Emergency risk management.
- Neurology, Nephrology & Hematology: - Offering cornerstone therapies in a niche segment.
- Urology: - A young division focused on providing therapies for urological problems.

BUSINESS OPERATIONS- OVERSEAS

International Business Division

- With a zest born out of the desire to improve health and quality of life globally, BSV started its international business operations in early 2000. The international business operation got a major boost with the commissioning of the new Ambernath plant in 2003.
- Integrated with a sound manufacturing facility at Ambernath and an efficient regulatory team, BSV has seen an exponential rise in its revenues accruing from international business operations over the years. The Company's products are registered in more than 45 countries and its manufacturing facilities are accredited and certified by various regulatory authorities from Asia, Latin America, Middle East, Africa, etc. BSV has its liaison offices in Russia, Philippines, Vietnam, Nigeria, Ukraine and has country managers based in various countries in Asia Pacific, Russia CIS, Latin America and Africa.
- Our international business division also undertakes extensive marketing activities in target countries ranging from scientific symposiums and individual CMEs conducted in all regions with prominent KOLs.
- BSV also works with international health agencies such as the World Health Organization (WHO), Pan American Health Organization (PAHO) (the world's oldest international public health agency) and the Ministry of Health of various countries. BSV works with these agencies with the aim to improve the quality of the lives of people.
- The Company's product portfolio consists of biological, biosimilars and complex generics which require significant comprehensive information in the dossier. BSV's regulatory team is well experienced in developing dossiers as per CTD/ACTD formats for such complex products.
- BSV is also opening to exploring alternative business models including local /regional contract manufacturing & tech transfers for expediting availability of its life saving solutions in select countries.

- BSV is committed to making available its life saving products globally to help meet the unmet medical needs of the global population at large.
- BSV strives to strike regional/country specific partnerships to help meet its objectives.

Organization Learning as Business Development Manager

The organizations learnings have always proved beneficial in delivering the theoretical knowledge when a potential candidate endeavors the new career, but the exposure of implementing this learning into practically in the job training period which help us to put a foundation stone for the potential candidate. Chances for work, its presentations and mistakes done during this period are the something, which will not be, forget and repeated respectively. This is an opportunity to develop a deep understanding about the type of work of a company offers, their limitation, indications contraindication, Scopes etc.

The purpose of this Dissertation training

1. Learn more about pharmaceutical industry & how does Pharmaceutical new companies work.
2. Application of my learning understanding and experience of behavioral understanding into my project effectively.
3. Learning more about the field and the industry and the work profile and gain valuable work experience.
4. To decide the path through which I want to explore the pharmaceutical industry.
5. Gain valuable Networking contacts.

Thus, Dissertation training becomes an integral part for MBA Pharmaceutical Management.

Experience & Learning at Bharat Serums & Vaccines Pvt. Ltd.

I was appointed as a Business Development Manager in Bharat Serums & Vaccines Pvt. Ltd. In Varanasi for the durations of three months. Dissertations in Bharat Serums & Vaccines Pvt. Ltd. gave an opportunity to me to learn how to analyze data for a particular brand, market analysis, how can we increase our products market, how to convince Doctors, how to arrange Round table meeting, how you have to handle pharma marketing stress, somewhat I understood scope of Pharmaceutical Marketing at the initial level.

Learning from Dissertation

- Marketing Strategies.
- Sales Force Management.
- Data Analysis.
- Promotional Strategies.
- Effective Communications.
- Market Segmentations.