

MARKETING STRATEGY FOR STIFEASE IN OSTEOARTHRITIS

Submitted By:
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TO WHOMSOEVER MAY CONCERN

This is to certify that **Mr. Jobin Thomas** student of MBA Pharmaceutical Management, The IIHMR University, Jaipur has undergone internship training at **DelCure Life Sciences Ltd., Mumbai, from 5th February 2018- 5th May 2018.**

The Candidate has successfully carried out the study designated to him during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfilment of the course requirements.

I wish her all success in all his future endeavours.

Dean, Academics and Student Affairs
The IIHMR University, Jaipur

Professor
The IIHMR University, Jaipur

THE IIMMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **MARKETING STRATEGY FOR STIFEASE IN OSTEOARTHRITIS** and submitted by **Mr. Jobin Thomas** Enrolment No. **MBA-PM-0069** under the supervision of **Mr. Amit Desai** for award of MBA in Pharmaceutical Management of the University carried out during the period from **5th February 2018 to 5th May 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associateship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

ACKNOWLEDGEMENT

I would like to express my sincere gratitude towards **DelCure LifeSciences Ltd** for selecting me as a summer trainee and giving me an opportunity to work on this project and also for providing a good working ambience for successful completion of this project.

I also thank the HR Department for placing me in the **Delvoice & Winspire Marketing Division** of DelCure LifeSciences. I would like to express my special gratitude towards my guide **Mr Yashwant Singh** who throughout my project has been a great teacher and supporter for showing me the right direction during my project.

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Jobin Thomas
Management Trainee
DelCure Life Sciences Ltd.



DelCure LifeSciences Ltd. (DLL) is a full scale pharmaceutical company with an aim to bring differentiated high quality products through international collaboration with innovator companies from the USA, Switzerland, and European countries. High quality products are assured from our manufacturing partner of high repute.

Vision:

“To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value based characteristics”.

Purpose, Culture and Value at DelCure LifeSciences:

At DelCure LifeSciences, we strongly believe in promoting the purpose of **Happiness** and creating the culture of **Helpfulness** for DLL family members and the society, with the learning from Mother Nature, promoting sustainability and augmenting life with growth. We firmly believe in value of **Truthfulness**.

The Visionary:

The company was envisioned by pharma veteran Mr. Prashant Kumar Pathak. An inspiring and visionary leader has approximately three decades of rich experience in pharmaceutical industry in Sales & Marketing, International Business, and Supply Chain Management & Operations. Mr. Pathak served as Chief Executive – Global Formulations with RPG Lifesciences and Senior Director – Sales & Marketing with Dr. Reddy’s Laboratories.

He has well-rounded experience of running business arms in APAC, Central & Latin American countries & Africa. During his professional career he has managed large number of in licensing assignments and brought new products to India and has been instrumental in collaborating with institutions of repute in the country and USA.

Has been guide & mentor to many successful industry leaders and therefore, has created a highly competent top management team in Delcure Lifesciences.

Culture

Delcure in its infantile stage, considers each and every employee as its founders and its employees take pride and sense of responsibility in making Delcure as a workplace committed to **“Helpfulness” & “Happiness”**.

Diversity:

The employees coming from different culture and background create Work force diversity. The diversity also reflects in the thoughts and ideas which in turn helps in making unique strategies and working style.

Inclusiveness:

At Delcure we believe that every employee unique and different individual. Therefore everyone's opinion is valued. Every single employee is encouraged to put forward the ideas and feedback is taken every 30th, 60th and 90th day of their joining.

Career Enrichment:

In Delcure more emphasis is given to Training & Coaching. With different tools, every individual is exposed to self assessment and is encouraged to take guidance to shape their career.

Community:

Delcurians are well connected through various networks. You may find them on Facebook, Twitter, LinkedIn & Google+. It enables them sharing of ideas, seeking guidance and helping across the globe.

Manufacturing Collaboration

Delcure LifeSciences Limited, has entered into strategic long term manufacturing collaboration with **Akums Drugs & Pharmaceutical Limited**, country's largest formulation manufacturer, known for state of art facility & capable of manufacturing all dosage forms of high quality medicines.

AKUMS DRUGS & PHARMACEUTICALS LTD, Haridwar, (India), is an internationally recognized **WHO-GMP** certified and one of the leading contract manufacturing pharmaceutical companies of India.

- Accredited with WHO-GMP, ISO 9001-2008, ISO 14001-2004, ISO 17025-2005, HACCP, GLP, US-NSF, NABL, NAFDAC & ANVISA Certifications.
- Maintains Highest Quality Standards under supervision of best personnel of the industry in QA, QC, production & engineering departments.

Doctor's Visit of Manufacturing Unit in Haridwar

Our world class manufacturing facilities at Haridwar were inspected by eminent Doctors from Pediatrics & Orthopaedics specialities. Each and every Doctor visited our plants are one of the key opinion leader of their respective areas, having keen interest in academic activities at national and international forums.



International Collaboration

Company already has four international collaborations mentioned below:

- Pharmabase, Switzerland
- Helixor, Germany
- Cymbiotics, USA
- Amarillo Biosciences, USA

DELVOICE

DelVoice is the second division of DLL launched in Aug'2013. DelVoice is a multispecialty division with a focus towards Orthopedics, Gastroenterologists and Consulting Physicians.

DelVoice is credited in bringing innovative new products which are new to the country and also technologically superior.

Winspire

DLL started marketing operations in the field from June 2013. The first Division was launched with 300 team members in Paediatrics, ENT and Chest specialities.

This Division has products with differentiated technology, “**Fast Absol**” in all Tablet range and “**KuraFast**” in all dispersible Tablets, which will lead to faster onset of action and thus faster relief.

In Paediatric segment, Taste of the formulation plays important role. In DLL, all the suspension products come with delicious taste, which ensures 100% patient compliance.

Honour Your Doctor



At the outset to address the emerging issue of attacks on the Doctors DelCure LifeSciences Ltd has taken an initiative called **Honour Your Doctor** and inaugurated the same at **NASHICON 2017**. In the recent past we have witnessed atrocities against medical fraternity. This raises an alarm for the society to rethink about the prevailing mindset against this dedicated, eminent and highly respected fraternity.

NASHICON 2017 is a conference of eminent Pediatrician's, this conference held every year at Nashik. Pediatrician's across the country participate in this conference with full of zeal for Academics, case based lectures, Poster Presentations, Panel discussions, Quiz competitions & many more.

We will again reiterate that **"Save Doctors, Save Society"**

"Honour Your Doctor" an initiative by DelCure LifeSciences Ltd.