

**Internship at
Blue Berry Pharma Advisory, Mumbai**

By

Naresh Champalal Mali

MBA Pharmaceutical Management

Academic year, 2015-2017



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer Airport
Jaipur-302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Key Strengths

ADVICES

we provide pharmaceutical advices.

To the
pharmaceutical
companies

Helps the
compaines to
sustain in the
market

STRATEGY

we strategise and plan accordingly.

ASSESSMENT

we do market and product assessment.

Evaluate the
market
dynamics and
products

Organization Profile:

Blue Berry Pharma Advisory was established on the April 1, 2011 in Mumbai, India.

Blue Berry Pharma Advisory, is an independent consulting firm which provides advising to the Indian as well as overseas pharmaceutical companies with different business interests since April 2011. Blue Berry Pharma Advisory advises healthcare product companies in developing strategies for the companies that can take them to next level of the horizon.

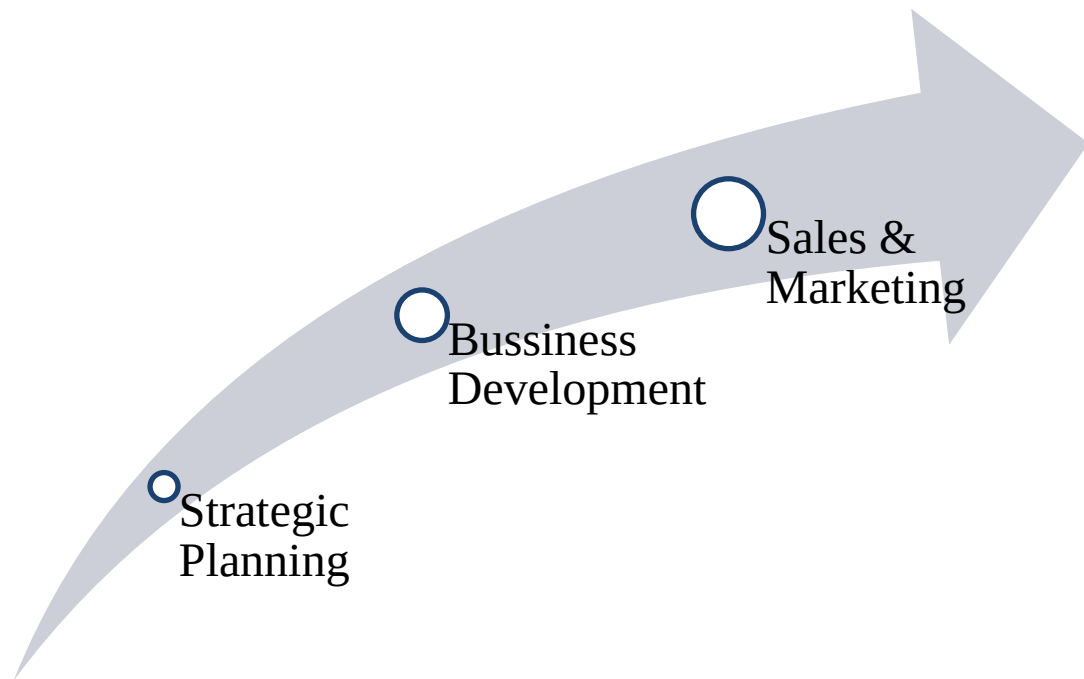
Blue Berry Pharma Advisory is connected with a group of experts in different fields like a Regulatory, Legal Advice, Financial Advice & Training, Research & Development, Sales & Marketing Training. And these experts are located in India & a few different locations across the globe that enables to provide effective and timely solutions to our customers. Each of our expert has spent several years working in the pharmaceutical industry. This company's focus and depth of functional expertise allow us to satisfy customer's need.

Currently the company is advising mid-size Indian Pharma Companies & assisting US & EU companies to develop products from scratch & preparation of ANDAs, EU Dossiers & supply of Finished Dosages to clients.

About the founder

Mr. Subhash Seth is Chief Executive Officer and Owner of Blue Berry Pharma Advisory. Subhash Seth has over 44 years of global pharmaceutical experience. He was previously the Senior Vice President of International Business at USV Limited. He had global responsibility of sales and marketing of Active pharmaceutical ingredients (APIs) and Finished Dosage business. Subhash Seth has also worked with leading Indian pharmaceutical companies including Zydus Cadila and Torrent Pharmaceuticals. He has extensively travelled across the globe and has worked with innovators and top global generic companies.

Focused Areas:



1. Strategic Planning: Blue Berry pharma advisory helps the pharmaceutical firm in strategic planning in so as to help them to set their priority which helps in strengthening the operations. Also ensures that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future.

2. Business Development: Blue Berry pharma advisory provide ideas, initiatives and activities aimed towards making a business better. This includes increasing revenues, growth in terms of business expansion, and increasing profitability by building strategic partnerships, and making

strategic business decisions. Business development activities extend across different departments, including sales, marketing, project management, product management and vendor management. Networking, negotiations, partnerships, and cost-savings efforts are also involved. All these different departments and activities are driven by and aligned to the business development goals.

3. Sales & Marketing: Blue Berry pharma advisory helps clients develop comprehensive customer and market insights to identify new opportunities for growth. Also BBPA provide help to the senior executives understand what sales and marketing initiatives are working, and which ones are falling flat, by providing a deeper understanding of their customers, and the strategies to build bigger and more profitable relationships with them.

Clients

- **Mid-Size Indian Pharma Companies:** Looking assistance in APIs, Finished Dosages.
- **American Companies:** Looking for Formulation Development, ANDAs & Contract Manufacturing advisory
- **European Companies:** Seeking consulting in Formulation Development, Dossiers & Contract Manufacturing.