# Internship at
# Delcure Lifescience Ltd., Mumbai

***By***

*Sneha Priya*

*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

1, Prabhu Dayal Marg, Sanganer Airport, Jaipur-302029 Rajasthan (India)

Institute of Health Management Research, Jaipur

(WHO Colaborating Center for District Health system based on Primary Health Care)

# 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 Marketing Division** of DelCure LifeSciences. I would like to express my special gratitude towards my guide **Mr Amit Desai** and **Yashwant Singh** who throughout my project has been a great teacher and supporter for showing me the right direction during my project.

I would also like to express my sincere gratitude towards my mentor **Mr. Abhishek Dadhich** for helping me in my project. His guidance and teaching has been of a great help during my project.

Finally I would like to express special word of Gratitude towards **Mr. Vineet Razdan (**Sr General Manger, Sale & Marketing) Delcure LifeScience ltd. Without his guidance it wouldn't have been possible for me to look in to niche opportunities in my project.

Last but not the least; I would like to express my sincere thanks to The IIHMR Unniversity for providing me all kind of support in my summer project placement at DelCure LifeScience Ltd.

Sneha Priya

# Contents

# 1. Overview of the Industry

"The Indian pharmaceutical industry is a success story providing employment for millions and ensuring that essential drugs at affordable prices are available to the vast population of this sub-continent."

**Richard Gerster**

## 1.1 Pharmaceutical Industry in India

The Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value, as per a report by Equity Master. India is the largest provider of generic drugs and API's worldwide with the Indian generics accounting for 20 per cent of global exports in terms of volume. Of late, consolidation has become an important characteristic of the Indian pharmaceutical market as the industry is highly fragmented. [1]

India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. Presently over 80 per cent of the antiretroviral drugs used globally to combat AIDS (Acquired Immuno Deficiency Syndrome) are supplied by Indian pharmaceutical firms.

The government started to encourage the growth of drug manufacturing by Indian companies in the early 1960s, and with the Patents Act in 1970. However, economic liberalization in 90s by the former Prime Minister P.V. Narasimha Rao and the then Finance Minister, Dr. Manmohan Singh enabled the industry to become what it is today. This patent act removed composition patents from food and drugs, and though it kept process patents, these were shortened to a period of five to seven years.

The lack of patent protection made the Indian market undesirable to the multinational companies that had dominated the market, and while they streamed out. Indian companies carved a niche in both the Indian and world markets with their expertise in reverse-engineering new processes for manufacturing drugs at low costs. Although some of the larger companies have taken baby steps towards drug innovation, the industry as a whole has been following this business model until the present.

The Indian pharmaceutical sector has come a long way, being almost non-existent before 1970 to a prominent provider of healthcare products, meeting almost 95 per cent of the country's pharmaceuticals needs. The Industry today is in the front rank of India's science-based industries with wide ranging capabilities in the complex field of drug manufacture and technology. It ranks very high in the third world, in terms of technology, quality and range of medicines manufactured. From simple headache pills to sophisticated antibiotics and complex cardiac compounds, almost every type of medicine is now made indigenously.

**Revenue share of Indian Pharmaceutical Sub-segment in 2015 (%):**

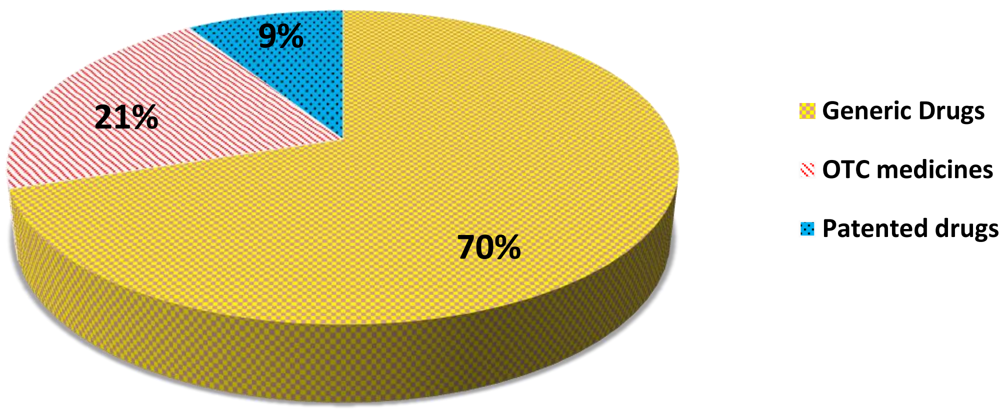


***Figure 1.1: Revenue share of Indian Pharmaceutical Sub-segment in 2015 (%).***

***Source: Business monitor International, FCCI Indian Pharma Summit 2014-15, TechSci Research.***

Playing a key role in promoting and sustaining development in the vital field of medicines, Indian Pharma Industry boasts of quality producers and many units approved by regulatory authorities in USA and UK. International companies associated with this sector have stimulated, assisted and spearheaded this dynamic development in the past 53 years and helped to put India on the pharmaceutical map of the world.

Following the de-licensing of the pharmaceutical industry, industrial licensing for most of the drugs and pharmaceutical products has been done away with. Manufacturers are free to produce any drug duly approved by the Drug Control Authority. Technologically strong and totally self-reliant, the pharmaceutical industry in India has low costs of production, low R&D costs, innovative scientific manpower, strength of national laboratories and an increasing balance of trade. [3]

## 1.2 Market Size

The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 and 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same periods. The market is expected to grow to US$ 55 billion by 2020, thereby emerging as the sixth largest pharmaceutical market globally by absolute size, as stated by Mr Arun Singh, Indian Ambassador to the US. Branded generics dominate the pharmaceuticals market, constituting nearly 80 per cent of the market share (in terms of revenues).

India has also maintained its lead over China in pharmaceutical exports with a year-on-year growth of 11.44 per cent to US$ 12.91 billion in FY 2015-16, according to data from the Ministry of Commerce and Industry. In addition, Indian pharmaceutical exports are poised to grow between 8-10 per cent in FY 2016-17. Imports of pharmaceutical products rose marginally by 0.80 per cent year-on-year to US$ 1,641.15 million.

Overall drug approvals given by the US Food and Drug Administration (USFDA) to Indian companies have nearly doubled to 201 in FY 2015-16 from 109 in FY 2014-15. The country accounts for around 30 per cent (by volume) and about 10 per cent (value) in the US$ 70-80 billion US generics market.

The Union Cabinet has given its nod for the amendment of the existing Foreign Direct Investment (FDI) policy in the pharmaceutical sector in order to allow FDI up to 100 per cent under the automatic route for manufacturing of medical devices subject to certain conditions.

The drugs and pharmaceuticals sector attracted cumulative FDI inflows worth US$ 14.53 billion between April 2000 and December 2016, according to data released by the Department of Industrial Policy and Promotion (DIPP).

## 1.3 Government Initiatives

The Government of India unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacture. Approval time for new facilities has been reduced to boost investments. Further, the government introduced mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to deal with the issue of affordability and availability of medicines.

Mr Ananth Kumar, Union Minister of Chemicals and Petrochemicals, has announced setting up of chemical hubs across the country, early environment clearances in existing clusters, adequate infrastructure, and establishment of a Central Institute of Chemical Engineering and Technology. [2]

## 1.5 Road Ahead

The Indian pharmaceutical market size is expected to grow to US$ 100 billion by 2025, driven by increasing consumer spending, rapid urbanization, and raising healthcare insurance among others.

Going forward, better growth in domestic sales would also depend on the ability of companies to align their product portfolio towards chronic therapies for diseases such as such as cardiovascular, anti-diabetes, anti-depressants and anti-cancers that are on the rise.

The Indian government has taken many steps to reduce costs and bring down healthcare expenses. Speedy introduction of generic drugs into the market has remained in focus and is expected to benefit the Indian pharmaceutical companies. In addition, the thrust on rural health programmes, lifesaving drugs and preventive vaccines also augurs well for the pharmaceutical companies.

## 2. Company Profile

### 2.1 About the Company

Founded: 2013

Industry: Pharmaceuticals

Specialties: Pharmaceuticals, Branded Formulations, and Healthcare

Headquarters: Thane, Mumbai Area, Maharashtra

Company Size: 501-1,000 employees

Website; [http://www.delcure.com](http://www.delcure.com)

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.

#### 2.1.1 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".

#### 2.1.2 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.

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

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.

Company already has four international collaborations mentioned below:

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

Vit D3 from Pharmabase and Helixor products are shortly will get added to the product portfolio of the company.

## 2.2 Divisions:

### 2.2.1 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.

The Division plans to support Paediatric, ENT & Chest fraternity with innovative Marketing activities like scientific data support in association with Elsevier, technology based activities like android app, CMEs and conference participation etc.

### 2.2.2 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.

| Pain Management | Multivitamin | GI | Anti-infective | Neuro |
|---|---|---|---|---|
| Combipara T8 | Malenda | Rabtic | Delpoceft | Hexagab SR |
| Combipara T | D-Liq | Rabtic-L | Bone & Joint health | Hexagab NT |
| Witori 60 | Soferi | Mbcid- DSR | Busonex | Lidogab |
| Witori 90 | Upcount CAP | VICORA | Gym | |
| Combipara SP | | | Delpocal | |
| Delpodol | | | Walktall | |
| Delpoflex A | | | Walktall Total | |
| Delpoflex | | | Walktall Plus | |
| Delpoflex DSP | | | TIT BIT | |
| Iboxa | | | | |
| Spafast Gel | | | | |
| Spafast D Inj | | | | |
| Tolnim | | | | |

*Table 2.1: Product portfolio*

## 2.3 Technology

### 2.3.1 Fast Absol:-

- Fast Release Technology
- Stable Formulation
- Lowest Disintegration Time
- Formulated with Unique Excipients Mix
- Steady but faster Release Profile
- Wider Therapeutic Category Applicability
- Patient Friendly

### 2.3.2 Solphilic H:-

Solphilic-H Technology enhances solubility of hydrophobic drug like rabeprazole and improves absorption and bioavailability.

### 2.3.3 Sportine:-


*Figure 2.1: Sportine technology.*

## 2.4 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” &“Hapiness”.

### 2.4.1 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 help in making unique strategies and working style.

### 2.4.2 Inclusiveness:

At Delcure we believe that every employee unique and different individual .Therefore everyones 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 joinning.

### 2.4.3 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.

### 2.4.4 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. [4]

## 3. GOALS OF INTERNSHIP:

- To observe mannerism of the existing employees and learn the culture of Delcure Lifescience ltd.
- To familiarize myself with different departments at Delcure lifescience ltd.
- To understand the product portfolio of Delcure Lifesciences ltd.

## 4. Organizations function:

Delcure is a small scale pharmaceutical company which function on marketing totally

- Delcure lifesciences work on winspire, which is a pediatric division along with delvoice which is totally ortho segment dominated division
- Now Delcure is entering into new segment i.e. Gynecology.