

**INTERNSHIP TRAINING AT THE HIMALAYA DRUG
COMPANY**

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COMPANY PROFILE: THE HIMALAYA DRUG COMPANY

Himalaya's story began way back in 1930. A curious young man riding through the forests of Burma saw restless elephants being fed the root of a plant, *Rauwolfia serpentina*, which helped pacify them. Fascinated by the plant's effect on elephants, this young man, Mr. M. Manal, the founder of Himalaya, wanted to scientifically test the herb's properties.

In 1955, Himalaya introduced Liv. 52, a liver formulation that ensures optimum liver function. The product soon became our flagship brand and a top selling herbal medicine. Other brands soon followed including Cystone, Bonnisan and Rumalaya forte, products that went on to become household names.

In 1999, Himalaya entered the personal care segment under the brand name 'Ayurvedic Concepts'. This was uncharted territory which brought with it new challenges and new opportunities for learning. People around the world were waking up to the benefits of herbal and natural products for their personal care needs. Himalaya had close to seven decades of research experience in herbal medicine and this legacy had helped us understand the world of herbs. The prospect of entering the personal care space was therefore exciting. We wanted to give customers herbal personal care products that were mild, gentle, hard-working and steeped in science! Our guiding philosophy was to develop a range of personal care products rooted in Ayurveda and backed by research, a mainstay of the Himalaya brand. By remaining true to our research ethic, we built credibility for our range of herbal personal care products and gained the trust of our customers. A year later, we expanded our portfolio to include animal health products with the objective of caring for the health and well-being of animals.

Today, the Himalaya brand is synonymous with safe and efficacious herbal products. Starting off operations in Dehradun way back in the 1930s, the company later spread its wings to Mumbai and across the country. In 1975, the company set up an advanced manufacturing facility in Makali, Bangalore, India. In 1991, the company relocated its R&D facility to Bangalore.

Company operate in over 90 countries, companies products are prescribed by 400,000 doctors worldwide, and millions of customers trust Himalaya for their health and personal care needs.

MISSION STATEMENTS:

Himalaya's mission is to make herbal wellness a part of every home. We want to be the most trusted company in scientific herbal healthcare and most admired for our ethics, values and commitment to sustainability.

mission statement reads:

- Establish Himalaya as a science-based, problem-solving, head-to-heel brand, harnessed from nature's wealth and characterized by trust and healthy lives.
- Develop markets worldwide with an in-depth and long-term approach, maintaining at each step the highest ethical standards.
- Respect, collaborate with and utilize the talents of each member of the Himalaya family and the local communities where Himalaya products are developed and/or consumed, to drive our seed-to-shelf policy and to rigorously adopt ecofriendly practices to support the environment we inhabit.
- Ensure that each Himalaya employee strongly backs the Himalaya promise to exceed the expectations of the consumer, each time and every time. Nothing less is acceptable.

At the heart of the Himalaya mission is the belief that good health should be accessible to everyone, and company strive to make this possible through their commitment to science-driven herbal healthcare.

WHAT HIMALAYA BELIEVE IN

Life at Himalaya is about being committed to integrity, accountability, fairness, transparency and innovation.

Integrity: We value the trust our customers, business partners and other stakeholders have placed in us. By being truthful, consistent and honest in everything we do, we honor this trust.

Accountability: We are accountable both internally to our team and externally to our stakeholders. Systems and processes help us ensure accountability at every step.

Fairness: We remain firmly committed to our rules and are guided by our ethics. This helps us make impartial decisions and treat all parties fairly.

Transparency: Being open in our dealings is integral to our work ethic. Whether it is interacting with farmers who grow our herbs, vendors who supply us materials or customers who buy our products, we believe that transparency helps us make partners for life.

Innovation: Bringing ideas out of the lab and into the real world is the kind of innovation we pursue. It inspires us to discover new medicines and develop new products that go onto make life healthier and happier for people.

DIVISION OF HIMALAYA:

1) Pharmaceuticals

Inspired by Ayurveda, Himalaya's pharmaceutical range, promoted exclusively through doctors, addresses multiple health conditions. Companies 60 strong product portfolio includes therapeutics, wellness products, prescription dermaticals and oral health products for men, women and children. Companies phytopharmaceuticals address lifestyle disorders, chronic illnesses like diabetes and osteoporosis and life-threatening diseases like Hepatitis B. Companies complete range of preventative care products enhance immunity and assist in the management of health. Derived from herbs, each product is backed by eight to ten years of research, undergoing clinical trials, mutagen studies and toxicity tests to ensure safety and efficacy.

Today, Himalaya is ranked thirty-one amongst 500 top pharmaceutical companies in India. Our brands, Liv.52, Cystone, Bonnisan and Septilin are leaders in their categories. In fact, Liv.52, a hepato-protective, is the only herbal medicine to be ranked amongst the top ten bestselling medicines in the country.

2) Personal Care:

Himalaya's personal care range was born out of the research strength of companies pharmaceutical products. By bringing the credibility of pharmaceutical research to personal care portfolio, company offer solution-based products that cater to your daily personal care needs. The range offers the goodness of natural solutions for everyday use, with no side effects. Made from herbs that are gentle and safe, our range includes skincare, haircare, oral care and healthcare products.

3) Animal Health

Himalaya believes that natural health solutions work best for animals too. To this end, company offer herbal remedies and daily care products for animals, specifically livestock, poultry, aquaculture and pets. Himalaya's product range comprises calcium supplement for

bone development in animals, herbal feed supplement for fish, livestock and poultry and natural grooming products for your beloved pets.

4) Baby Care

Himalaya's doctor-endorsed baby care range of products is produced using naturally derived ingredients. They are developed and tested to be mild to support baby's delicate skin, hair and eyes. Baby's hygiene and comfort are kept as our topmost priority. The products help address conditions like diaper rash and infantile dry skin. Specially designed baby care products are divided into 'Pre-Bath', 'Bath' and 'Post-Bath' categories.

5) Nutrition

Himalaya's nutrition health range combines the knowledge of Ayurveda with modern science, to give children and adults a daily herbal nutritional health supplement that provides the benefits of scientifically validated age-old herbs along with essential vitamins and minerals.

KEY CHALLENGES:

Gain a strong understanding of the customer's requirements and application needs on a technical level so as to ensure the most suitable solution is being proposed.

- Resolve customer technical issues to high customer satisfaction.
- To achieve sales and margin targets for designated product portfolio by supporting existing customers and generating new business opportunities.
- In conjunction with the Product Manager contribute to the development of marketing strategies for the product groups including the identification of new business opportunities so that profitable portfolio and business growth is achieved.
- Identify and develop the team's technical competencies through application and/or product training sessions.
- Partner with other Product Specialists and field sales to identify new business opportunities and close sales.

LEARNINGS:

- Market segmentation
- Competitive analysis
- Product positioning
- Customer relationship management
- Retail chemist prescription auditing
- Market Research
- Drug Distribution channel