

Internship
At
BestoChem Formulations (I) Ltd
Laxmi Nagar, Vikas Marg, Delhi

Submitted By
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ACKNOWLEDGEMENT

“Successful passage and outcome of every work comes with dedication determination and team work. All these turn futile in the absence of visionary guidance.”

I wish to take this opportunity to convey my sincere gratitude to all those who has helped me in the successful completion of this project.

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INTERNSHIP REPORT

INTRODUCTION

Internship is the part of second year program where the students learn by observing and learning. Observation is the key to learning the minute details with which the organization carry out its day to day works. Orientation with different department and their activities is a part of internship.

Internship is the process, through which we can understand process of work and thereafter be able to involve in decision making.

I am appointed as Product Executive in Bestochem Pharmulation (I) Ltd. It deals with Pharmaceutical Marketing and Pharmulation.

OBJECTIVE OF INTERNSHIP

- (a) To understand the work of Pharmaceutical Marketing.
- (b) To learn various managerial and administrative skills needed to work in a Product Management Team.
- (c) To learn various functions like Visual ate designing, leave behind literature designing, Sales analysis etc.

ORGANISATIONAL STRUCTURE

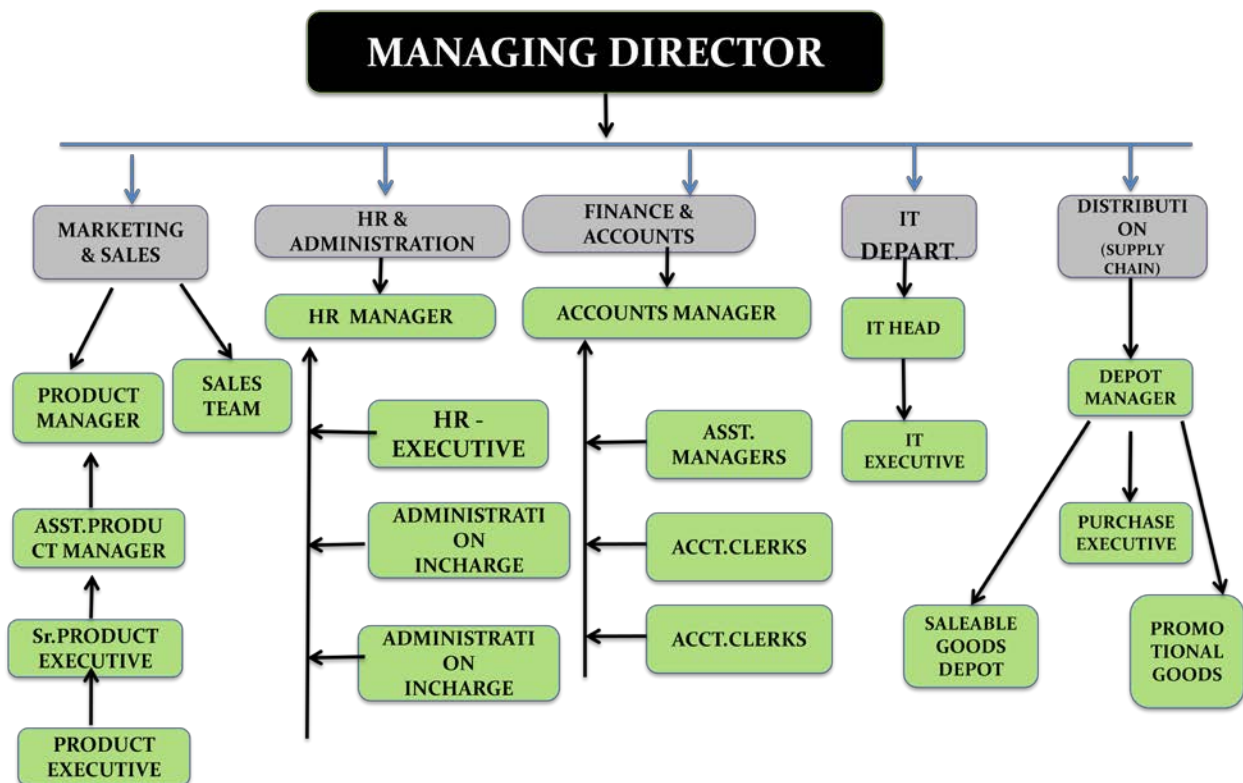
THE ORIGIN:-

ESTABLISHED IN : 1992

PROMOTERS : Mr. GIRISH JUNEJA & Mr. VIJAY PRAKASH

Pharmaceutical Company of India with ISO 9001:2008 certification.

- 1992 Bestochem launched.
- 2008 Manufacturing unit establishment –SALUTE BESTOCHEM.
- 2008 Quality Bestochem(FRANCHISE) launched.
- Holding MS 0.19% with rank of 75 out of 200 domestic pharma companies. (As per ORG MAT DEC'13 Indian pharma market)
- Collaboration with 7 GMP/WHO recognized manufacturing associates.



BUSSINESS:-

Domestic Pharmaceuticals Products

Consistent Track Record:	Profitable growth in last four years
Products established in Indian domestic market	More than 150 SKU wise
Strong Relationships	Top tier DOCTORS in key markets.
Add Strategic Value	To the patient health.
Core Platform	Provides high degree of vertical integration & cost advantage.
Strong Customer Base	Servicing more than 90,000 customers spread over country.

REVENUE:-

FY 2011-12 (Up to 31.3.2012) - 9,924.81 Lacs

FY 2012-13 (Up to 31.3.2013) - 10,240.08 Lacs

DISTRIBUTION:-

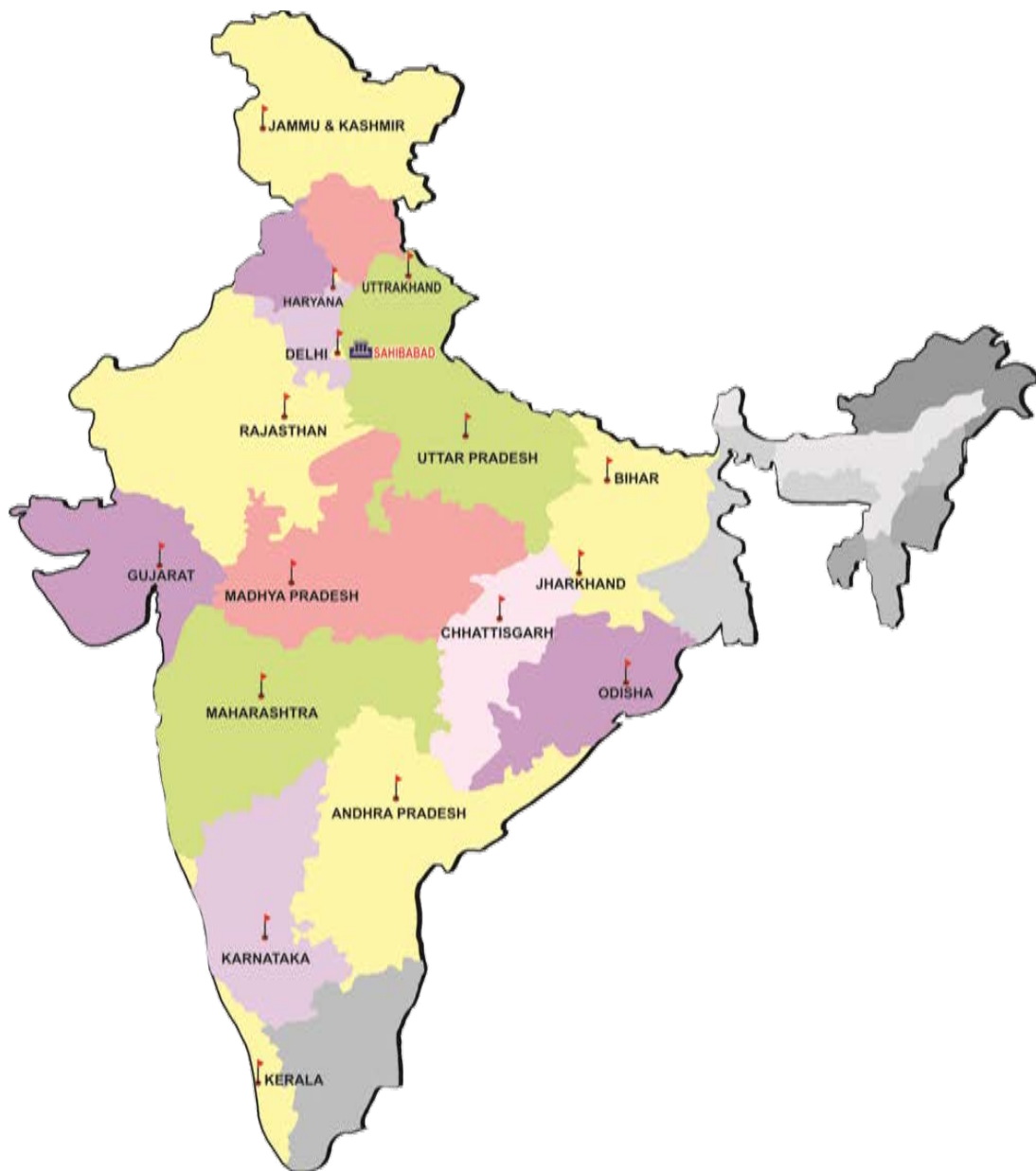
Having strong distribution channel operated by 05 C&F , 18 C&A and 04 Distributors all over INDIA.

Operated from various locations :-

Meerut (W.UP), Agra (W.UP), Jhansi (W.UP), Lucknow (E.UP) , Varanasi (E.UP) , Gorakhpur (E.UP) , Kanpur (E.UP) , Roorkee (UK), Rudrapur (UK), Delhi, Ambala (HARYANA), Jaipur (RAJ), Indore (MP), Ahmedabad (GUJRAT), Bhiwandi (MH), Pune (MH), Nagpur (MH), Bangalore (KARNATAKA), Hubli (KARNATAKA), Ernakulam (KERALA), Hyderabad (A.P), Cuttack (ODISHA), Raipur (CHHATTISGARH), Ranchi (JHARKHAND), Patna (BIHAR).

Having more than 1000 stockist & super stockist.

OPERATIONAL STATES:-



CONTRIBUTION % (VALUE) APR-DEC 2013-14

