

ABOUT VXL

Vee Excel Drugs and Pharmaceuticals is a leading Manufacturer and Exporter of various healthcare products. The company has its root back in early 2000, under the Leadership of Mr. Vipin Bansal, with Pharmaceutical range of products, keeping focus on the international as well as domestic market.

The manufacturing facility is built on European guidelines and strict compliance with EU-GMP, MHRA, FDA, and PIC/S regulations, features separate Beta-lactam and Non-Beta lactam blocks, while being WHO GMP certified and equipped with a dedicated R&D facility and Testing Lab to ensure products meet international quality parameters, allowing for a strong presence in over 25 countries across AFRICA/ASIA/LATAM/CIS regions.

MISSION

Our mission is to improve global health and well-being by manufacturing and delivering high-quality pharmaceutical products that meet the needs of patients worldwide.

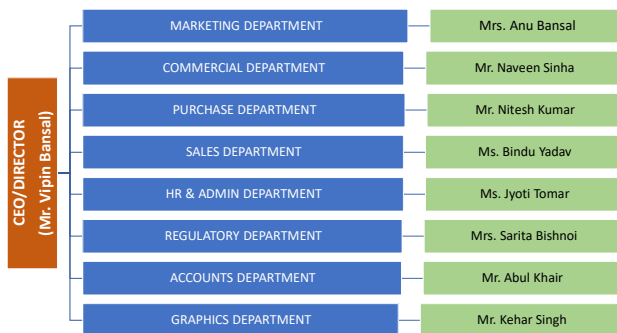
VISION

Our vision is to be a leading pharmaceutical manufacturing company recognized for our excellence in product quality, innovation, and customer satisfaction.

Objective

1. Analyze and evaluate the trade data related to Linagliptin.
2. Investigate the dynamics of business-to-business (B2B) interactions within the pharmaceutical industry, specifically focusing on Linagliptin.

Organisation Structure



Overall Learnings

- Fundamental understanding of contract manufacturing.
- Effective business email writing
- Difference between International Business and Domestic Business
- Costing parameters for pharma finished formulations.
- Sales Quotation.
- Foundations of tender filing learning.
- Customer Relationship Management (CRM)
- International Drug Regulatory Affairs
- DMF (Drug Master File) filing.
- Overview and understandings of ERP portal.
- Incoterms in International Pharma Trade.

About my Work

- Market Research on Linagliptin drug
- B2B Calling
- Lead generation in Domestic & International Pharma market.
- Field Survey of Anti-Diabetic drug
- Conducted market research on varying drug formulations across multiple countries.
- Import data analysis of International Pharma market
- Approaching different marketers for contract manufacturing opportunities.
- CRM & ERP training.
- Worked on Trade Data.
- Participated in Plant Audit.

Brief description about Project

- Firstly, we aim to determine the market size of anti-diabetic drugs in India, with a specific focus on linagliptin.
- Following that, we proceeded to ascertain the market size of Trajenta-5 mg, a product of Boehringer Ingelheim, by utilizing trade data.
- Conducted field visits to gather data on customer preferences, alternative brands of Trajenta-5 mg, and potential decline in MRP
- Compared the MRP of Trajenta-5 mg over different years to identify any variations
- Examined customer choice and market trends through on-site visits for Trajenta-5 mg.
- We performed a comprehensive analysis to assess the profit percentage generated by Boehringer on Trajenta-5 mg during the period spanning from 2020 to 2023.



SWOT ANALYSIS



Challenges faced

- In beginning, faces some doubts in data analysis but with the time it gets resolved.
- Travelling issues during internship.
- Initially 9 hours sitting was a challenge.
- Transitioning from academia to workplace.

Usefulness of Internship

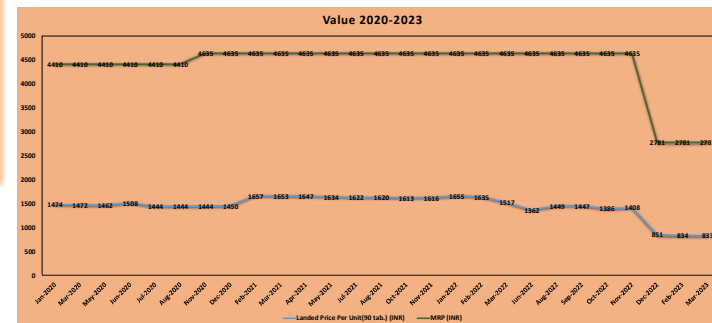
- Exposure of B-to-B Market.
- Knowledge of Domestic and International Business.
- Lead generation and Market research of different pharmaceuticals product.
- Costing parameters of pharmaceutical formulations
- Regulatory authority guidelines for international market.
- Cold calling and emailing in domestic market for business expansion.

Suggestions

- Increase manpower in manufacturing unit.
- Try to deliver order in given deadline.
- Focus more on export market.
- Priorities Client engagement and satisfaction.
- Implement continuous quality improvement measures.

Student Name- HIMANSHU ; 0388 ; MBA PM-14
University mentor- Dr. SAURABH KUMAR BANERJEE
Industry mentor- Mr. SAARTHAK BANSAL

LANDED PRICE vs MRP



Years	Landed Value (USD)	Selling value (USD)	Landed Value (INR)	Selling value (INR)	Profit %
2020-21	14125698	43017433	1101804471	3355359774	205
2021-22	15889002	45143712	1239342130	3521209536	184
2022-23	12890949	41410160	1005493989	3229992480	221

Theoretical vs Practical Exposure

- Knowledge gained through academic studies, research, and theoretical concepts in marketing.
- Understanding of marketing principles, strategies, and frameworks applicable to the pharmaceutical industry.
- Provides a foundation of marketing knowledge and theoretical understanding.

- Hands-on experience gained through real-world marketing activities in the pharmaceutical industry.
- Collecting and analyzing market data, conducting market research, and adapting marketing strategies based on practical insights.
- Done market research via trade data and through secondary resources.

V/S