



PRODUCT SELECTION (technical & market due-diligence, sale data/competitive landscape) & TECHNICAL SUPPORT FOR CUSTOMER QUERY (QA/RA)

IIHMR Mentor-Dr. Sudhinder Singh Chowhan (Associate Professor)
Presented by-Kimaya Save Roll no-0395
Company Mentor-Shweta Barne (Manager-Business Development)



LUPIN Ltd.

HISTORY

Lupin was established in 1968. Through sheer grit, determination and perseverance, the founder expanded his business and soon set up Lupin's first manufacturing plant supplying iron and folic acid tablets for the Government of India's flagship programme aimed at improving mother and child health.

VISSION

"To be An Innovation Led, Transnational Pharmaceutical Company"

MISSION

"To transition pharmaceutical company through development and introduction of wide portfolio of branded and generic products in key market"

VALUES

- Integrity,
- Passion for Excellence,
- Teamwork,
- Entrepreneurial Spirit,
- Respect & Care and
- Customer Focus

SWOT ANALYSIS

STRENGTHS

- Inherent therapeutic category

WEAKNESS

- Price competition

THREAT

- Dependency on raw material
- Competitors

OPPORTUNITY

- New drug launch
- Patent expiry

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

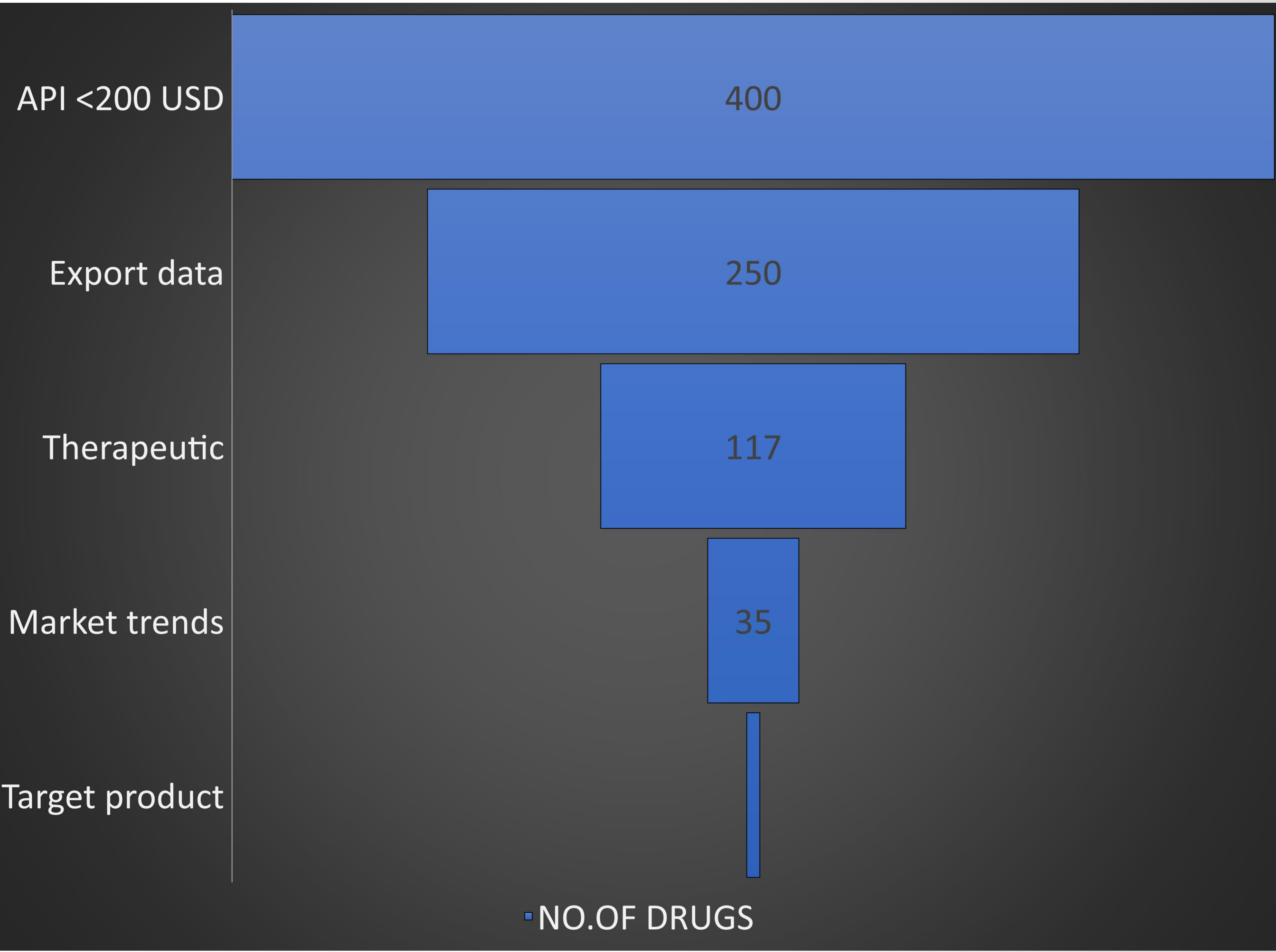
THEORETICAL UNDERSTANDING

Theoretical understanding focused on learning concepts and theories in a structured and organized manner. It involves studying and absorbing information through reading, listening, and observing. It lays the foundation for skill development by providing the necessary knowledge.

PRACTICAL EXPOSURE

Practical exposure, on the other hand, emphasized learning through doing. I applied my theoretical knowledge to real-world situations, learn from hands-on experiences, and gain practical skills. I used practical skills such as communication, problem-solving, negotiation, relationship-building, and project management through hands-on experience.

DRUG SCREENING



CHALLENGES FACED

- As being a fresher, it was difficult for me to pace up to my team's speed regarding DATA COMPILATION
- Also working in certain timeframe with respect to QUERY solving (QA/RA) was bit challenging
- Pressure to prove my worth and demonstrate my abilities during limited time in the internship.
- Every company has its unique culture and work environment. it was challenging to adapt to the company's culture, unwritten rules, and expectations. Integrating into the team and aligning with the company's values took time and effort.
- Establishing connections was intimidating, especially due to unfamiliar in professional settings. Developing effective communication and networking skills was a challenge.

LEARNING

- Purpose of Database (cortellies, IQVIA)
- Understanding QA & RA related queries
- Sales of API respect to market growth in terms of sales (EXPORTERS)
- Further market understanding for product launch

USEFULNESS

My internship gave me realization about implementation of theoretical knowledge in practical knowledge, Current market scenario. Working with designed team (API)international market ,made me understand the exact life of a certain product, new drug launch, got brief knowledge about managing a certain portfolio, importance of soft skills.