

# **Internship Report**

**International Marketing and Business Development**

**At**

**Vee Excel Drugs and pharmaceuticals (P) Ltd.**

**Submitted to**



**Duration**

**APR 2024-Jun 2024**

**Academic mentor-**

**Mr. Sudhinder Singh Chowhan**

**Associate Professor**

**IIHMR University, Jaipur**

**Organization Mentor-**

**Mr. Saarthak Bansal**

**Business Development manager**

**Vee Excel Drugs and  
Pharmaceuticals**



Vee Excel Drugs & Pharmaceuticals (P) Ltd.  
VXL Animal Health & Nutrition  
VXL Natural Health & Hygiene



WHO-GMP, ISO 9001:2015, ISO 14001:2015, OHSAS 1800:2017, ISO 22000:2018, ISO 13485:2016 CERTIFIED

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### Completion Certification

### CERTIFICATE

This is to certify that **Aakash Jain** in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed his internship at **Vee Excel Drugs and Pharmaceuticals (P) Ltd.** during April 06 - June 30, 2024.

Place: Delhi

Date: 03/07/2024

Mrs. Anu Bansal

Director

Vee Excel Drugs and Pharmaceutical (P) Ltd.



## **Executive Summary**

This internship report details my experiences and learnings as an International Marketing and Business Development Intern at Vee Excel Drugs and Pharmaceuticals. I gained a comprehensive understanding of the company's international marketing and business development strategies. My responsibilities included conducting market research, developing marketing materials, supporting the international sales team, and assisting with negotiations. This internship provided valuable insights into the pharmaceutical industry, international marketing practices, and the complexities of global business development.

## **Introduction**

Vee Excel Drugs and Pharmaceuticals, established in 2001, is a prominent Indian-based manufacturer and exporter of diverse healthcare products. The company is dedicated to improving global health outcomes by providing high-quality and affordable pharmaceutical formulations, nutraceuticals, and veterinary feed supplements. With a state-of-the-art manufacturing facility adhering to stringent European guidelines and a commitment to quality, Vee Excel has established itself as a trusted partner in the international healthcare market. The company's product portfolio caters to various therapeutic areas, and it has a growing presence in regions around the world. As an International Marketing and Business Development Intern at Vee Excel, I had the opportunity to contribute to the company's mission by assisting with market research, developing marketing materials, and supporting international expansion efforts.

## **Objectives of Internship**

- Gain a comprehensive understanding of Vee Excel Drugs and Pharmaceuticals' international marketing and business development strategies.
- Assist with market research and analysis to identify potential new markets for the company's products.
- Develop marketing materials and presentations tailored to international audiences.

- Support the international sales team in identifying and contacting potential business partners.
- Gain experience in international business communication and negotiations.

## **Organizational Profile**

### **Core Focus:**

- **Manufacturing and Export of Pharmaceutical Formulations:** Vee Excel manufactures a wide variety of pharmaceutical formulations, catering to various therapeutic areas. These formulations adhere to stringent quality standards and cater to a global audience.
- **Nutraceutical Products:** The company also offers a range of nutraceutical products that combine the properties of food and pharmaceuticals. These products promote health and well-being and cater to a growing market demand.
- **Veterinary Feed Supplements:** Recognizing the importance of animal health, Vee Excel manufactures veterinary feed supplements that enhance the health and productivity of livestock, poultry, and aqua life.

### **Global Presence:**

Vee Excel has established a strong presence in over 30 countries across Africa, Asia, Latin America, and the CIS region. This demonstrates their commitment to expanding their reach and making their products accessible to a wider international audience.

### **Certifications and Approvals:**

Vee Excel prioritizes quality and adheres to the highest international standards. The company boasts a state-of-the-art manufacturing facility that complies with European Union Good Manufacturing Practices (EU-GMP). Additionally, they hold certifications from renowned regulatory bodies like:

- Medicines and Healthcare products Regulatory Agency (MHRA)
- Pharmaceutical Inspection Co-operation Scheme (PIC/S)

These certifications and approvals ensure the consistent quality, safety, and efficacy of Vee Excel's products, making them a trusted partner in the international healthcare market.

## Services Provided by Organization

Vee Excel Drugs and Pharmaceuticals provides Contract manufacturing and marketing services to ROW market.

### Pharmaceuticals:

#### Available Dosage form :

Tablet, Capsules, Dry Syrup, Injectable

#### Product Categories:

Beta Lactum, Non-Beta Lactum, Antibiotics, Analgesic-Antipyretic, Anti inflammatory, Gastrointestinal, Cardiovascular, Antiviral, Antimalarial, Antidiabetic, Anti-TB, Diuretics, Oncology

### Nutraceuticals & Dietary Supplements:

#### Available Dosage Form:

Capsules, Tablets, Sachets, Powders

#### Product Categories:

Anti-Oxidants, Pre & Probiotics, Multi-Vitamins & Minerals, Protein, Amino Acids, Health Supplements

#### Available Dosage Form:

Capsule, Tablet, Syrup, Gel, Cream, Lotion.

### Herbal & Hygiene:

#### Product Categories:

Men & Women health, General Health, Weight Loss Products, Beauty and Skincare, Sanitizer, Hand and Body Wash.

### Veterinary:

Available Dosage Form : Liquid, Powder

#### Product Categories (Poultry):

Liver tonic, Renal Disorder, Growth Promoter, Enzyme Cocktail, Toxin binder, Egg Production Enhancer, Mineral Mixture, Calcium Supplement, Electrolyte.

#### Product Categories (Aquaculture) :

Mineral Zeolite, Zeolites with Probiotics, Probiotics, BKC 80%, Triple Salt Sanitizer, Yucca Enzymes with Probiotics.

#### Product Categories (Dairy/Large animal):

Calcium Supplement, Milk Enhancer, Growth Promoters.

#### Widest Range of Packaging:

VXL offers to provide state of art packaging line to its clients. We have ALU/PVC and ALU/ALU blisters, Strips, Sachets, bottles, tubes, FFS (Form Fill & Seal Injections), Vials, Ampoules and prefilled syringes.

#### Customized Production of all the Above Range:

VXL offer to manufacture and sale its own, widely acclaimed brands and formulation or client's specific formulations on contract manufacturing.

## Key Activities and Projects

Here's a detailed breakdown of my key activities and projects during the internship:

- **Market Research Project:** I conducted a comprehensive market research project focusing on the [Specific Region] pharmaceutical market. This involved:
  - **Data Analysis:** Analyzing market size, growth projections, and key market drivers for relevant therapeutic categories.

- **Competitor Analysis:** Identifying and evaluating the competitive landscape, including competitor strengths, weaknesses, and market share.
- **Regulatory Research:** Investigating the regulatory requirements for marketing pharmaceuticals in the target region.
- **Developing a Market Entry Strategy:** Based on the research findings, I assisted in developing a preliminary market entry strategy for Vee Excel in [Specific Region]. This included recommendations for target markets, marketing channels, and potential partnerships.
- **Marketing Material Development:** I actively participated in developing marketing materials for international markets. This included:
  - **Brochure Creation:** I helped create product brochures translated and adapted for the cultural and linguistic nuances of the target region.
  - **Presentation Development:** I assisted in developing presentations highlighting the key benefits and features of Vee Excel's products for international audiences.
  - **Website Content Adaptation:** I contributed to adapting the company website content to be more culturally relevant and appealing to international customers.
- **Supporting International Sales:** I actively supported the international sales team in their efforts to identify and establish partnerships in [Specific Region]. This involved:
  - **Prospect Research:** Identifying potential distributors and partners through online research, industry databases, and attending relevant trade shows (if applicable).
  - **Contact Strategy Development:** Collaborated with the sales team to develop targeted communication strategies tailored to each potential partner.
  - **Initial Contact Outreach:** I made initial contact with potential partners via email and phone calls, generating interest in Vee Excel's products.
- **Negotiation Exposure:** I had the opportunity to observe and participate in initial negotiation discussions with potential distributors and partners in [Specific Region]. This provided valuable insights into international business communication and negotiation tactics.

### Key Learnings from Internship

Through this internship, I gained valuable experience in the following areas:

- International marketing and business development strategies for the pharmaceutical industry.
- Market research techniques for identifying new market opportunities.
- Developing marketing materials for international audiences.
- International business communication and negotiations.
- The regulatory environment for marketing pharmaceuticals internationally.