

Internship Report

Submitted



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for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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Introduction

At the beginning of my internship in MSN Labs, I worked as a Management Trainee and did market research work and sales of products of Central Nervous System (CNS). My Major Assignment: My major project was the keen analysis of neuro physician's preferences-of-usage Brivaracetam vs Levetiracetam, by means of designing questionnaires and distributing to all physicians i.e., respondents including Neuro physician as well pharmacists.

Other than my role in market research, I also experienced the selling steps by personally aiding CNS products' promotion and sales. My stint at MSN Labs as volunteer where I involved with industry experts and broadened my horizons by learning the advancements happening in pharmaceutical field besides providing some hands-on experience.

During my training, I have also learned about the overall organizational functions that are taking place in MSN Labs. I got to know about the crucial aspects of product that company focuses on - R&D, manufacturing, and marketing. It was an all-encompassing experience which enriched me with a sneak peek into the pharmaceutical industry and strategic initiatives behind success of such large organization as MSN Labs.

This time in MSN Labs life has honed my skills and knowledge base professionally which I am thankful for the opportunity to be part of such a vibrant and evolving organization.

Objective

The primary objective of my internship at MSN Labs as a Management Trainee was to conduct comprehensive market research to compare the preferences for Brivaracetam versus Levetiracetam among neuro physicians. This involved creating and distributing detailed questionnaires to both neuro physicians and pharmacists to gather insights on physician preferences and identify the top-selling brands of Brivaracetam and Levetiracetam. The findings aimed to provide valuable data to support strategic decision-making and enhance marketing strategies for these antiepileptic drugs.

Organization profile

MSN Labs: Research for better medicine

Twenty years ago, MSN embarked on a journey with a vision to improve the quality of human lives through research for affordable medicines addressing the most challenging global health issues. Over the years, MSN has grown exponentially, expanding our reach, and making a significant impact in the world of medicine adding glory to the tricolor flag.

- MSN holds global rank 1st in manufacturing highest number of API
- MSN holds global rank 1st in US DMF filing overtaking established giant pharma cos worldwide
- MSN is quality pharma company who brings 350 + bioequivalent branded generics at affordable cost for Indian patient & worldwide including 40+ molecules first time in India launches.

MSN Labs has the Asia's largest state of the art research & development center with the team of 2200+ dedicated scientists and 900+ led by founder and chairman Dr. MSN Reddy who himself accomplished as research chemistry scientist.

MSN is the proud Indian global pharmaceutical company which has 21 + manufacturing facilities at Hyderabad and in US too with 30+ approval including US FDA, UK MHRA & WHO GMP exporting to 80+ countries.

Services provided by Organization

- Asia's largest R&D center.
- API formulation
- Export to 80+ countries
- Finished products supply to other companies

Key activities/ Projects Undertaken Other than Dissertation

1. Sales of all products of CNS division
2. Participated as the Volunteer in the Masterclass organized by MSN Labs.
3. Study about how organization works.
4. Learning about different divisions of MSN labs.

Key Learnings from internship

During my internship at MSN Labs, I gained valuable insights and practical experience in various aspects of the pharmaceutical industry.

- Sales Experience in CNS Division
- I had the opportunity to volunteer in a masterclass organized by MSN Labs. This experience allowed me to engage with industry experts, enhance my knowledge of the latest developments in the field
- Through my daily tasks and interactions, I gained a comprehensive understanding of how the organization operates. This included insights into various departments, workflows, and the overall business structure.
- I learned about the key areas where MSN Labs focuses its efforts, such as research and development, production, quality control, and marketing. Understanding these core areas has provided me with a holistic view of the pharmaceutical industry and the strategic initiatives that drive the company's success.