

INTERNSHIP REPORT

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Batch: MBA PM14

1. Introduction:

- Organization Name: Corona Remedies Pvt. Ltd.
- Duration of the internship: 3 months (April to June 2024)
- Department: Corporate Strategy
- Role: Management Trainee

2. Objectives of Internship:

- To gain practical experience in pharmaceutical corporate strategy within the pharmaceutical industry
- To understand the market dynamics of pharmaceutical products
- To learn about brand communication development and execution.
- To develop skills in market research, analysis, and strategy formulation
- To contribute to ongoing projects and initiatives in the corporate strategy team

3. Organizational Profile:

Corona Remedies Pvt. Ltd. is an Indian pharmaceutical company headquartered in Ahmedabad, Gujarat. Founded in 2004, the company focuses on providing affordable and high-quality medications across various therapeutic segments including gynecology, cardiovascular, gastrointestinal, anti-infectives, and pain management.

Key highlights:

- **Product Portfolio:** Corona Remedies offers a broad range of products including tablets, capsules, injectables, and syrups, catering to diverse medical needs.
- **Market Presence:** The company has a significant presence in the Indian pharmaceutical market and is expanding its footprint globally.
- **Quality Standards:** Committed to maintaining high standards of quality, the company adheres to stringent manufacturing practices and regulatory requirements.
- **Innovation and Growth:** With a focus on innovation, Corona Remedies invests in research and development to bring new and effective treatments to the market.

Corona Remedies has grown steadily over the years, establishing itself as a reliable name in the Indian pharmaceutical industry

4. Services Provided by Organization:

Corona Remedies Pvt. Ltd. offers a variety of services and products primarily focused on the pharmaceutical sector. Here are the key services and offerings provided by the company:

1. **Pharmaceutical Products:**
 - **Therapeutic Segments:** They provide medications across multiple therapeutic areas including gynecology, cardiovascular, gastrointestinal, anti-infectives, pain management, and more.
 - **Product Forms:** Their product portfolio includes tablets, capsules, injectables, syrups, and other dosage forms.
2. **Research and Development (R&D):**
 - **New Product Development:** Corona Remedies invests in R&D to develop new pharmaceutical formulations and improve existing ones.
 - **Innovation:** They focus on creating innovative solutions to meet unmet medical needs.
3. **Quality Assurance:**
 - **Stringent Quality Control:** Ensures that all products meet high-quality standards and comply with regulatory requirements.
 - **Good Manufacturing Practices (GMP):** Adheres to GMP to maintain the integrity and quality of their products.
4. **Marketing and Distribution:**
 - **National Presence:** They have a strong marketing and distribution network across India.
 - **International Expansion:** The company is expanding its footprint in international markets, ensuring global accessibility to its products.
5. **Medical Support and Education:**
 - **Medical Information:** Provides comprehensive medical information and support to healthcare professionals.
 - **Educational Initiatives:** Engages in educational programs and initiatives to promote awareness and knowledge about various medical conditions and treatments.

5. Key Activities/Projects Undertaken Other than Dissertation:

- Conducted primary market research on existing products of Corona Remedies.
- Assisted in product evaluation
- Analysed competitor activities and prepared reports for senior management
- Assisted in coordinating social media of the company