



SUMMER INTERNSHIP PROGRAM

At

Ipca Laboratories Ltd. (Mumbai)

From 6th May to 6th July

A REPORT BY

Name of the student – Bhatt Vedant Tushar

Master of Business Administration

Pharmaceutical Management

2023-25

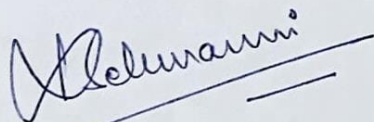
under the Mentorship of

Dr. Ashok Peepliwal

INTERNSHIP COMPLETION CERTIFICATE

Date: 05th July 2024

This is to certify that Mr. Bhatt Vedant Tushar of MBA Pharmaceutical Management Batch -15 of IIHMR Jaipur has worked with our organization for his summer internship from 6th May to 5th July 2024. The overall performance shown by him during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.



Mrs. Kavita Sehwan
President - Generics



Ipca Laboratories Ltd.
www.ipca.com

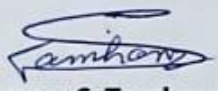
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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vedant T. Bhatt** has undergone Internship training in **International Marketing (Branded Formulations), Exports Generics and Finance** Department of our Organisation based at Mumbai from 6th May, 2024 to 5th July, 2024.

He has completed training successfully.

For Ipca Laboratories Limited


 **Sameer S. Tamhane**
Sr. Vice President - Human Resources

Place : Mumbai

Date : 5th July, 2024

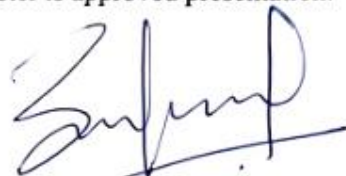
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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Bhatt Vedant Tushar** academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved presentation.

A handwritten signature in blue ink, appearing to be 'Dr. Ashok Peepliwal', written over a horizontal line.

(Signature of Faculty Mentor)

Date: 22/07/2024

Dr. Ashok Peepliwal

Professor

IIHMR UNIVERSITY, JAIPUR

Reporting Weekly

Name of the Organisation: IPCA Laboratories

Area/ Department/ Project of Summer Internship Program: International Branded Formulations / Exports Generics.

Name of the Student: Bhatt Vedant Tushar

Roll no: 0489

Stream: MBA PM 15

Week no: 1

From: 6th May to 10th May

Activity Done	1. Reporting to the organization. 2. Visiting different departments. 3. Understanding the working of the departments and the organization. 4. Talking to managers and presidents to understand the work profile and what they do. 5. Identifying the project to work on.
Linking theory (Classroom learning) with practice at your organisation	✓ Organization structure. ✓ Business verticals. ✓ Management hierarchy.
Gaps identified on the working area.	None
Suggestions for improvement	None

Plan for the next week	1. Starting the work in Branded formulations international. 2. Selecting title for the project. 3. Understanding the SOP for launching a brand. 4. Prepare a medical writeup for the molecule that will be given.
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Signature of the Student

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Roll no: 0489

Stream: MBA PM 15

Week no: 2

From: 13th May to 17th May

Activity Done	1. Undertaking the project given. 2. Research and medical review/ writing about the molecule given for study (cranberry extract + d-mannose) 3. Understanding the indications for the molecule. (UTI) 4. The use case and clinical trials supporting the molecule. 5. Compiling the medical part for the same. 6. Presenting the collected data and suggesting a rationale for choosing this molecule.
Linking theory (Classroom learning) with practice at your organisation	1. Pharmacology studies (theory about different systems). 2. Epidemiology studies the incidence and prevalence data.
Gaps identified on the working area.	1. Understanding the clinical data on the web for the molecule. 2. Interpretation of the data and drawing conclusions. 3. Referencing the trials for the medical part.
Suggestions for improvement	1. Helping in collection of data for the medical part. 2. Teaching how to use the clinical data appropriately.
Plan for the next week	1. Analysing market data for cranberry + d- mannose.



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Name of the Student: Bhatt Vedant Tushar

Roll no: 0489

Stream: MBA PM 15

Week no: 3

From: 20th May to 24th May

Activity Done	1. Analysing the market data from IMS base data. 2. Data crunching for Indian market West Africa and Columbia market for cranberry extract + d- mannose. 3. Providing inputs on which form and salt to use and what areas to target depending on the data. 4. Identifying the trends for the molecule and its growth. 5. Presenting the data with statements that support the argument.
Linking theory (Classroom learning) with practice at your organisation	1. Using excel to visualize data in the forms of tables and charts. 2. Using pivot tables to sort out data and target specific parts.
Gaps identified on the working area.	1. Handling data of complex nature. 2. Sorting out big data.
Suggestions for improvement	1. Helping to clean data. 2. Dealing with small data initially and eventually moving towards big data. 3. Helping to use excel more efficiently.
Plan for the next week	1. Making the branding content for the same molecule that features it's benefits.



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Stream: MBA PM 15

Week no: 4

From: 27th May to 31st May

Activity Done	1. Preparing branding content for cranberry + d-mannose. 2. Designing visual aid, LBL for the brand. 3. Suggest a brand name and tagline for the same. 4. Finding out other indications for the molecule and suggesting the added benefits of the combination. 5. Deep searching for more clinical trials that support this formulation.
Linking theory (Classroom learning) with practice at your organisation	1. Business development plan. 2. Marketing plan.
Gaps identified on the working area.	1. Differences in theory and practical working. 2. Designing of materials for branding. 3. Effectively bringing out the medical and market data part through visual communication.
Suggestions for improvement	1. Actively helping in the designing process for more effective outcomes. 2. Providing similar materials that link the idea with the actual content that is required.
Plan for the next week	1. Starting the work in Exports generics department 2. Understanding the international business. 3. Working on the API and formulations and data related to them.

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Roll no: 0489

Stream: MBA PM 15

Week no: 5

From: 3rd June to 7th June

Activity Done	1. Joining Exports Generics. 2. Understanding functioning of the department. 3. Highlighting the key differences between branded formulation and generics.
Linking theory (Classroom learning) with practice at your organisation	1. General management principles. 2. Guest lectures involving generics and work flow of MNC's.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	1. Understanding business case. 2. Terms that are used in exports generics. 3. Process, working and implementation of technical knowledge involving API's. and generics.

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Roll no: 0489

Stream: MBA PM 15

Week no: 6

From: 10th June to 14^h June

Activity Done	1. Understanding patents and laws related to patents. 2. Learning about different Incoterms and their meaning. 3. Viewing and decoding a business case and business development.
Linking theory (Classroom learning) with practice at your organisation	1. Pharma Business and International pharma business environment lectures. 2. Pharma regulatory affairs 3. IPR content based on licensing and patents.
Gaps identified on the working area.	1. Understanding the practical implications of incoterms in day-to-day business operations. 2. Practical insights into IPR, Licensing, and Patents. 3. Linking classroom learning with organizational practice.
Suggestions for improvement	1. Mentorship programs that guide in applying classroom theories to real-world projects. 2. Mock licensing negotiations and patent portfolio management. 3. Implement training sessions that include real-life examples of transactions using different Incoterms.
Plan for the next week	1. Working on few molecules / products for the next 3 weeks which have potential in them. 2. Analysing and verifying data methodically and give inputs accordingly.

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Stream: MBA PM 15

Week no: 7

From: 17th June to 21st June

Activity Done	1. Acquiring 20 potential molecules in EU market. 2. Understanding and analysing the market for those 20 molecules. (creating pivots based on dosage forms, strengths, country in co- relation with the volume and sales from IMS data (2018 to 2021)
Linking theory (Classroom learning) with practice at your organisation	1. Marketing analytics. 2. Marketing analysis using excel.
Gaps identified on the working area.	1. Advanced data analysis techniques. 2. Data storytelling. 3. Real-time Data Access.
Suggestions for improvement	1. Learning to tell a compelling story with the data in hand by using clear visuals and concise language, for a more effective communication. 2. Conduct regular training sessions on advanced data analysis methods and tools to enhance the analytical capabilities.
Plan for the next week	1. Selecting 10 molecules from the list of 20 molecules and project the 5-year projection for those 10 molecules.

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Roll no: 0489

Stream: MBA PM 15

Week no: 8

From: 24th June to 28th June

Activity Done	1. Market projections of 10 molecules (5 YRS) 2. Estimating the volume of tablets needed to be sold year wise with the help of market growth % values. 3. Analysing various strengths (mg) and choosing the appropriate strengths for projections.
Linking theory (Classroom learning) with practice at your organisation	1. Excel data analysis tutorials. 2. Use of data to drive marketing decisions and strategies.
Gaps identified on the working area.	1. Reliance on basic Excel functionalities limited the depth of analysis. 2. Market data was only available up to 2021, limiting the ability to make real-time decisions.
Suggestions for improvement	1. Adopt advanced analytical tools (e.g., Power BI, Tableau) for more sophisticated data visualization and insights. 2. Enhance Excel skills through tutorials and teaching these skills to analyse IMS data effectively.
Plan for the next week	

Signature of the Student

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Compiled Report

Name of the Organisation: Ipca Laboratories

Area/ Department/ Project of Summer Internship Program: International Branded Formulations / Exports Generics and International Business development/ Regulatory Affairs/ Finance/ Costing.

Name of the Student: Bhatt Vedant Tushar

Roll no: 0489

Stream: MBA PM 15

Activity Done	Week 1 1. Reporting to the organization. 2. Visiting different departments. 3. Understanding the working of the departments and the organization. 4. Talking to managers and presidents to understand the work profile and what they do. 5. Identifying the project to work on. Week 2 1. Undertaking the project given. 2. Research and medical review/ writing about the molecule given for study (cranberry extract + d-mannose) 3. Understanding the indications for the molecule. (UTI) 4. The use case and clinical trials supporting the molecule. 5. Compiling the medical part for the same. 6. Presenting the collected data and suggesting a rationale for choosing this molecule. Week 3 1. Analysing the market data from IMS base data. 2. Data crunching for Indian market West Africa and Columbia market for cranberry extract + d-mannose. 3. Providing inputs on which form and salt to use and what areas to target depending on the data. 4. Identifying the trends for the molecule and its growth. 5. Presenting the data with statements that support the argument.
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	Week 4 1. Preparing branding content for cranberry + d-mannose. 2. Designing visual aid, LBL for the brand. 3. Suggest a brand name and tagline for the same. 4. Finding out other indications for the molecule and suggesting the added benefits of the combination. 5. Deep searching for more clinical trials that support this formulation. Week 5 1. Joining Exports Generics. 2. Understanding functioning of the department. 3. Highlighting the key differences between branded formulation and generics. Week 6 1. Understanding patents and laws related to patents. 2. Learning about different Incoterms and their meaning. 3. Viewing and decoding a business case and business development. Week 7 1. Acquiring 20 potential molecules in EU market. 2. Understanding and analysing the market for those 20 molecules. (creating pivots based on dosage forms, strengths, country in co- relation with the volume and sales from IMS data (2018 to 2021) Week 8 1. Market projections of 10 molecules (5 YRS) 2. Estimating the volume of tablets needed to be sold year wise with the help of market growth % values. 3. Analysing various strengths (mg) and choosing the appropriate strengths for projections. Week 9 1. Understanding the various regulatory requirements and compliance for different countries. 2. Stability studies and policies/ norms for product registration and approval. 3. Understanding the financial functions of the organizations 4. The import and export perspectives for consignments 5. Costing of API and formulations by studying the cost sheet and how the pricing is determined.
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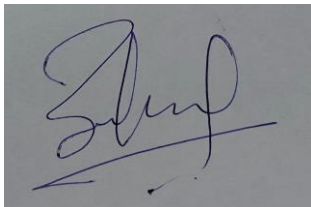
Linking theory (Classroom learning) with practice at your organisation	✓ Organization structure. ✓ Business verticals. ✓ Management hierarchy. ✓ Pharmacology studies (theory about different systems). ✓ Epidemiology studies the incidence and prevalence data. ✓ Using Excel to visualize data in the forms of tables and charts. ✓ Using pivot tables to sort out data and target specific parts. ✓ Business development plan. ✓ Marketing plan. ✓ General management principles. ✓ Guest lectures involving generics and work flow of MNC's. ✓ Pharma Business and International pharma business environment lectures. ✓ Pharma regulatory affairs ✓ IPR content based on licensing and patents. ✓ Marketing analytics. ✓ Marketing analysis using excel. ✓ Excel data analysis tutorials. ✓ Use of data to drive marketing decisions and strategies.
Gaps identified on the working area.	▪ Understanding the clinical data on the web for the molecule. ▪ Interpretation of the data and drawing conclusions. ▪ Referencing the trials for the medical part. ▪ Handling data of complex nature. ▪ Sorting out big data. ▪ Differences in theory and practical working. ▪ Designing of materials for branding. ▪ Effectively bringing out the medical and market data part through visual communication. ▪ Understanding the practical implications of incoterms in day-to-day business operations. ▪ Practical insights into IPR, Licensing, and Patents. ▪ Linking classroom learning with organizational practice. ▪ Advanced data analysis techniques. ▪ Data storytelling. ▪ Real-time Data Access. ▪ Reliance on basic Excel functionalities limited the depth of analysis. ▪ Market data was only available up to 2021, limiting the ability to make real-time decisions.

Suggestions for improvement

- Helping to clean data.
- Dealing with small data initially and eventually moving towards big data.
- Helping to use excel more efficiently.
- Actively helping in the designing process for more effective outcomes.
- Providing similar materials that link the idea with the actual content that is required.
- Mentorship programs that guide in applying classroom theories to real-world projects.
- Mock licensing negotiations and patent portfolio management.
- Implement training sessions that include real-life examples of transactions using different Incoterms.
- Learning to tell a compelling story with the data in hand by using clear visuals and concise language, for a more effective communication.
- Conduct regular training sessions on advanced data analysis methods and tools to enhance the analytical capabilities.
- Adopt advanced analytical tools (e.g., Power BI, Tableau) for more sophisticated data visualization and insights.
- Enhance Excel skills through tutorials and teaching these skills to analyse IMS data effectively.



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