

SUMMER INTERNSHIP PROGRAM

at

Bios Labs PVT. LTD.

From 2nd May 2024 to 30th June 2024.

A REPORT BY

Suvikram Tiwari

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

SAURABH KUMAR BANERJEE

Associate Professor



INTERNSHIP CERTIFICATE



This is to Certify that

Mr. Suvikram Tiwari

student from IIHMR University, Jaipur has successfully completed summer internship with **BIOS LAB PVT. LTD.** from 01-05-2024 to 30-06-2024 at Jaipur. His topic was understanding prescription trends in Derma Cosmetic Market.

His performance during the internship was satisfactory.

We wish him a bright career ahead.

Bharat Solanki
Founder CMD
Bios Lab Pvt Ltd



Yashvant Mishra
Intenship Coordinator

IIHMR University Faculty Mentor Approval

This is to certify that **MR. SUVIKRAM TIWARI** of academic year **2023 - 2025** of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May-June 2024.

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

Date:

23/7/2024

A handwritten signature in blue ink, appearing to be 'Dr. Saurabh Kumar Banarjee', written over a diagonal line.
Dr. SAURABH KUMAR BANARJEE

Associate Professor

IIHMR UNIVERSITY JAIPUR

BIOS LAB PVT LTD.

BIOS LAB was established in 2008 with the aim to serve the society with best in class products for the human healthcare. BIOS LAB started the odyssey with 2 products and now the organization has more than 100 world class products. Our prime focus is on research and development.

VISION

To manufacture the products which are economically viable to all the segments in India. To bring out the innovative pharmaceutical products for the most

MISSION

To create a benchmark in the pharma fraternity and extend the horizons through out the globe. To emerge as a market entity defining our

Haircare Industry

The global hair care pharmaceutical industry, which includes medicated shampoos, treatments for conditions like dandruff, hair loss (alopecia), and scalp disorders, products like Minoxidil, Finasteride, procapil and biotin are the major products with effective results

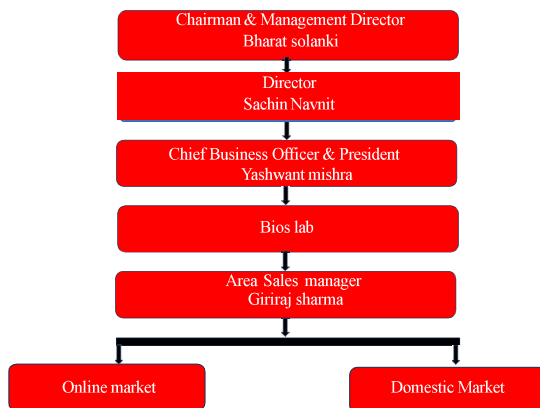
The market is expected to grow steadily, particularly with the rise in demand for effective hair loss treatments and scalp health products.

Anti-Acne Industry

The global anti-acne industry, which includes products like isotretinoin (Isotroin) and hydroquinone, is a significant market. As of recent estimates, the anti-acne market is valued at approximately \$10 billion to \$15 billion.

This market encompasses a wide range of products, including topical treatments, oral medications, over-the-counter (OTC) products, and prescription medications.

Organizational Structure



Strength

- Diverse Product Portfolio: A wide range of products, including hair care, anti-acne, and skin lightening.
- Innovation: Focus on R&D for developing new and effective products.

Weakness

- Limited Market Penetration
- Distribution Network
- Resource Constraints: Possibly fewer resources for R&D and marketing compared to larger competitors like Dr. Reddy's and Cipla.

Opportunity

- Market Expansion: Opportunities to expand into new geographic markets domestically and internationally.
- E-commerce Growth
- Rising Demand: Growing consumer awareness and demand for skincare and personal care products.

Threats

- Intense Competition: Strong competition from well-established brands like Dr. Reddy's, Cipla, Lee Ford, and Intas.
- Market Saturation
- Technological Changes

Marketing Strategy

Positioning -

- Define unique selling proposition
- Understand the target market

Promotion -

- Online marketing (website, SEO, social media)
- Industry conferences and networking events
- Collaborative publications and white papers

Sales Strategy-

- Direct sales force targeting pharmaceutical and biotech companies
- Partnerships with distributors

Challenges Faced

- The greatest challenge that I face was the collection of the data from the chemist shops for RCPA.
- Lack of proper interaction with Chemist and Doctors, was one of the biggest challenge I faced during my internship with Bios lab

Suggestion

- Management should be more focused and organized.
- Organization should add new sales force to effectively place its product.

Learnings during Internship

- Data collection and reporting
- Business communication, Etiquettes.
- RCPC techniques
- Product knowledge
- Sales techniques
- Importance of Business Development and Marketing.
- Sales and marketing Exposure.

COMPETITOR ANALYSIS

• HAIRCARE COMPITITORS

1. MINTOP (Dr reddy's):
 - Products: Minoxidil
 - Strengths: Strong brand recognition, extensive distribution network.
 - Weaknesses: Higher price point compared to generic alternatives.
2. TUGAIN (CIPLA)
 - Products: Minoxidil, Finasteride.
 - Strengths: Direct-to-consumer model, strong online presence
 - Weaknesses: Limited physical retail presence.

• ANTIACNE COMPETITORS

1. Isotret 10 (CIPLA):
 - Products: Isotretinoin
 - Strengths: Well-known brand, celebrity endorsements.
 - Weaknesses: Higher cost, mixed reviews on effectiveness for severe acne.
2. Acnica plus (NICA):
 - Products: Isotretinoin (retinoid) gel.
 - Strengths: Effective over-the-counter treatment, strong dermatological backing, widely available in stores.
 - Weaknesses: Limited product range compared to Proactiv.

Market Trend

- Hair Care : Natural Ingredients: Growing demand for products with natural and organic ingredients.
- Scalp Care: Increased focus on products promoting scalp health.
- Antiacne : personalization and multifunctional Products that combine acne treatment with other benefits like anti-aging or hydration.

Working and Reporting

- Complete orientation by PMT team about training, job profile, job expectation, outcomes, Company orientation.
- Review of product detailing and video meeting with PMT team research project to interact with them and learn how to gather data regarding product
- Carried out RCPC of Capillus, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion.
- Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training



SULFATE & PARABEN-FREE FORMULATION MAKE CAPILLUS SHAMPOO SUITABLE FOR SENSITIVE SCALP SKIN TYPE

THE perfect FORMULATION FOR HAIR LOSS

* International Journal of Technology, 2012 Jul-Sep; 4(3): 185-186

BiosLab
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BIOS LABS PVT. LTD.

Mission

Our mission is to advance scientific discovery and innovation by providing high-quality, reliable, and cutting-edge laboratory solutions and services. We strive to empower researchers and scientists with the tools and technologies they need to make groundbreaking advancements in the fields of biotechnology, pharmaceuticals, and life sciences.

Vision

Our vision is to be a global leader in the laboratory solutions industry, recognized for our commitment to excellence, innovation, and customer satisfaction. We aim to foster a collaborative and dynamic environment where scientific progress can thrive, ultimately contributing to a healthier and more sustainable world.

PRODUCT PORTFOLIO

1. Laboratory Equipment

- Microscopes: Optical, electron, and fluorescence microscopes for various research applications.
- Centrifuges: High-speed, ultracentrifuges, and microcentrifuges for sample preparation.
- Incubators: CO2 incubators, shaking incubators, and refrigerated incubators.
- Spectrophotometers: UV-Vis, fluorescence, and atomic absorption spectrophotometers.
- Autoclaves: Sterilization equipment for laboratory safety.

2. Analytical Instruments:

- Chromatography Systems: HPLC, GC, and ion chromatography systems.
- Mass Spectrometers: LC-MS, GC-MS, and MALDI-TOF systems.
- Electrophoresis Systems: Gel electrophoresis and capillary electrophoresis equipment.

3. Molecular Biology Tools:

- PCR Machines: Thermal cyclers for DNA amplification.
- Real-Time PCR Systems: Quantitative PCR for gene expression analysis.
- Gel Documentation Systems: Imaging systems for nucleic acid and protein gels.

4. Life Sciences Reagents:

- DNA/RNA Extraction Kits: Solutions for nucleic acid purification.
- Cell Culture Media: Nutrient solutions for cell growth and maintenance.
- Antibodies: Monoclonal and polyclonal antibodies for research applications.
- Enzymes: Restriction enzymes, polymerases, and other enzymes for molecular biology.

5. Consumables:

- Pipettes and Tips: Precision pipettes and disposable tips for accurate liquid handling.
- Laboratory Glassware: Beakers, flasks, test tubes, and other glassware.
- Plasticware: Petri dishes, culture plates, and microcentrifuge tubes.

6. Diagnostic Kits:

- Clinical Chemistry Kits: Assays for metabolic and biochemical analysis.
- Immunoassay Kits: ELISA kits for detecting biomarkers and antibodies.
- Molecular Diagnostics: Kits for detecting genetic mutations and pathogens.

7. Laboratory Information Management Systems (LIMS):

- Software Solutions: Comprehensive LIMS for managing laboratory data and workflows.

8. Custom Services:

- Contract Research: Tailored research services for specific scientific inquiries.
- Equipment Calibration and Maintenance: Professional servicing for laboratory equipment.

9. Environmental and Safety Products:

- Fume Hoods: Ventilation systems for hazardous chemical handling.
- Safety Cabinets: Storage solutions for flammable and corrosive substances.

10. Training and Support:

- Workshops and Seminars: Educational programs on the latest laboratory techniques and technologies.
- Technical Support: Assistance and troubleshooting for product-related issues.

1st Week Report**Name of the Organisation:** BIOS LAB**Department of Summer Internship Program:** Sales and Marketing**Name of the Student:** Suvikram tiwari**Roll no:** 0585**Stream:** MBA Pharmaceutical Management**Week no:** 1**From:** 06th may

Activity Done	Day 1 (6th May): Introduced to the Company and Company's Operations. Learned about honesty, job profile, job responsibilities. Identified key personnel for queries and interactions. Introduced to market, sales assessment, and sales structure. Day 2 (7th May): Reviewed previous day's learning. Received in-depth understanding of job profile and Responsibilities of Medical representative. The profile, dressing and behavior of the representative during and after job. Day 3 (8th May): Assigned dermatological product portfolios with objective of detailed analysis, about product and competition. Day 4 (9th May): Review of previous day learning by Organization mentor. Detailed Orientation by Organization mentor along with basic knowledge about the work region. Assigned All Product card for detailed study of more products. Day 5 (10th May) Basic orientation by PMT team about training,
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product, product details and its mechanism of action.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week.	Learn more about working of PMT and RCPA I will continue to actively engage in learning new concepts and methodologies relevant to my job role.

Signature of the Student**Approved by the IIHMR University's Mentor**

2nd Week Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 2

From: 13th May, 2024 To 17th May, 2024

Activity Done	Day 1 (13th May): Complete orientation by PMT team about training, job profile, job expectation, outcomes, Company orientation. Day 2 (14th May): Training on basic pharmacology, physiology and anatomy and terminology. Day 3 (15th May): Review previous day training, trained on the Derma segment, product specific Hair care and Sunscreen. Day 4 (16th May): Review previous day training, trained on the Derma segment, product specific Skin lightening, Anti acne. Day 5 (17th May) Review previous day training, trained on the Derma segment, product specific Emollients, Antioxidants, Facewash.
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now
Plan for the next week.	Learn other Segment and products of Bios Lab I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Micro Labs Limited

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 3

From: 20th may 2024 to 24th may

Activity Done	Day 1 (20th May): - Review previous week training and product detailing, trained on the Derma segment, product specific Antifungal, Anti histaminic, Shampoo. Day 2 (21st May): - Review previous day training and product detailing, trained on the General Division products. Day 3 (22nd May): - Review of product detailing and video meeting with PMT team research project to interact with them and learn how to gather data regarding products. Day 4 (23rd May): - Review of product detailing and assist salesperson to gather Market data for our dermal segment products. Day 5 (24th May) - Submission of video recording of product detailing- Capillus-F to Area Sales Manager. Report PMT mentor and discuss about the elected procedure to gather information and data for dermal segments.
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product, product details and its mechanism of action.
Gaps identified on the working area.	Lack of proper interaction with Chemist and Doctors. Lack of Proper Communication between different departments
Suggestions for improvement	Management should be more focused and organized. Role should be clear to employees.
Plan for the next week.	Learn more about working of PMT and RCPA. I will continue to actively engage in learning new concepts and methodologies relevant to my job role.

Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 4

From: 27th May, 2024 To 31st May, 2024

Activity Done	Day 1 (27th May): - Review previous week work by Area Sales Manager, assigned work for this week. - Carried out RCPA of Anti-Fungal Product Bio-Itra 100/200 capsule. Day 2 (28th May): - Carried out RCPA of Anti-Fungal Product Bio-Itra 100/200 capsule, meet and discuss to gather data on sale of competitor brand in market. Day 3 (29th May): - Submission of the finding of the RCPA of Bio-Itra 100/200 capsule. - Carried out RCPA of Anti-acne Product Acnetret 10/20 capsule. Day 4 (30th May): - Carried out RCPA of Anti- acne Product Acnetret 10/20 capsule, meet and discuss to gather data on sale of competitor brand in market. Day 5 (31st May) - Submission of the finding of the RCPA of Acnetret 10/20 capsule. Report PMT mentor about findings of this week and discuss about the procedure to gather information and data for derma division.
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow
Gaps identified on the working area.	Lack of proper interaction with Chemist and Doctors. Lack of Proper Communication between different departments
Suggestions for improvement	Management should be more focused and organized. Role should be clear to employees.
Plan for the next week.	Learn more about working of PMT and RCPA. I will continue to actively engage in learning new concepts and methodologies relevant to my role

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 5

From: 03rd June, 2024 To 08th June, 2024

Activity Done	Day 1 (3rd June): • Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training. Day 2 (4th June): • Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 3 (5th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 4 (6th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 5 (7th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 6 (8th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Shared our findings and leads to our manager.
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow.
Gaps identified on the working area.	Lack of proper interaction with Chemist and Doctors. Due to smaller work force the product hasn't reached market properly.
Suggestions for improvement	Management should be more focused and organized. Organization should add new sales force to effectively place its product.
Plan for the next week.	Learn more about working of PMT and RCPA I will continue to actively engage in learning of new marketing tactics.

Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 6

From: 10th June, 2024 To 15th June, 2024

Activity Done	Day 1 (10th June): • Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training. Day 2 (11th June): • Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 3 (12th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 4 (13th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 5 (14th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 6 (15th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Shared our findings and leads to our manager.
Linking theory (Classroom learning) with practice at your organisation.	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow..
Gaps identified on the working area.	Lack of proper interaction with Chemist and Doctors. Due to smaller work force the product hasn't reached market properly..
Suggestions for improvement.	Management should be more focused and organized. Organization should add new sales force to effectively place its product.
Plan for the next week.	Learn more about working of PMT and RCPA • I will continue to actively engage in learning of new marketing tactics.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 7

From: 17th June 2024 to 22nd June

Activity Done	Day 1 (17th June): • Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training. Day 2 (18th June): • Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 3 (19th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 4 (20th June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 5 (21st June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 6 (22nd June): • Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Shared our findings and leads to our manager.
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow
Gaps identified on the working area.	Lack of proper interaction with Chemist and Doctors. Due to smaller work force the product hasn't reached market properly.
Suggestions for improvement	Management should be more focused and organized. Organization should add new sales force to effectively place its product.
Plan for the next week	Learn more about working of PMT and RCPA. I will continue to actively engage in learning of new marketing tactics.

Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Week no: 8

From: 24th June 2024 to 29th June

Activity Done	Day 1 (24TH June): - Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training. Day 2 (25TH June): - Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 3 (26TH June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 4 (27TH June): - Submission of final report to the organization mentor Day 5 (28th June): Creating a business development plan for the organization Day 6 (29th June): - Submission of business development plan to the HR and Organisation mentor
Linking theory (Classroom learning) with practice at your organisation	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow.
Gaps identified on the working area.	.Lack of proper interaction with Chemist and Doctors. Due to smaller work force the product hasn't reached market proper
Suggestions for improvement	.Management should be more focused and organized. Organization should add new sales force to effectively place its product
Plan for the next week.	Ending of the Summer internship

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: BIOS LAB

Department of Summer Internship Program: Sales and Marketing

Name of the Student: Suvikram tiwari

Roll no: 0585

Stream: MBA Pharmaceutical Management

Activity Done	During my internship at Bios Lab Pvt. Ltd., from April 29 to July 1, I engaged in diverse activities that enriched my professional skills and knowledge. Initially, sessions focused on understanding internship expectations and personal strengths, emphasizing values crucial for professional life. Interactive sessions explored etiquette, communication skills, and the power of words, essential in both personal and professional contexts. - Introduction & Orientation: Familiarized with the company operations, job profiles, responsibilities, market, and sales structure. Underwent an initial orientation focusing on honesty and expected behaviour. -In-depth Training Received comprehensive orientation by the PMT team covering job profiles and expectations. Training included basic pharmacology, physiology, anatomy, and terminology, with a specific focus on dermatological products such as hair care, sunscreen, skin lightening, and anti-acne products. -Product Training & Research: Continued with detailed training on dermatological products, including antifungal, antihistaminic products, and shampoo. Engaged in a video meeting with the PMT team for a research project and assisted in gathering market data for dermal segment products. -RCPA & Data Gathering: Conducted Retail Chemist Prescription Audits (RCPA) for antifungal and anti-acne products, gathered data on competitor brands and reported findings to the PMT mentor. -Product Promotion & RCPA: Held meetings with PMT and organizational mentor for further training. Continued RCPA and engaged with doctors for product promotion of Capillus, anti-acne, and sunscreen products. -RCPA & Promotion Continuation: Continued RCPA activities and doctor interactions for product promotion. Shared findings and leads with the manager. -Ongoing RCPA & Training Discussions: Reviewed work with the Area Sales Manager, continued RCPA activities, and held meetings for further training discussions.
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	- Final Report & Business Development Plan: Submitted the final report to the organization mentor and created a business development plan, which was submitted to HR and the organizational mentor.
Linking theory (Classroom learning) with practice at your organisation	Throughout the eight-week program, the interactive sessions and assignments have seamlessly integrated theoretical knowledge with practical applications across various dimensions of professional development. By delving into professionalism, ethics, and interpersonal skills through engaging discussions and hands-on assignments, we have cultivated a deeper understanding of respect, ethical behaviour, and effective workplace dynamics. These activities not only emphasized the importance of continuous learning and professional etiquette but also sharpened our communication skills and ability to apply theoretical frameworks to real-life scenarios.
Gaps identified on the working area.	There are no such major gaps.
Suggestions for improvement	Some more classes and effective learning should be added.

Signature of the Student

Approved by the IIHMR University's Mentor