

SUMMER INTERNSHIP PROGRAM

at

EMCURE PHARMACEUTICALS

From 2nd May 2024 to 1st July 2024.

A REPORT BY

Harshit Patidar

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ratna Verma

Associate Professor



July 02, 2024

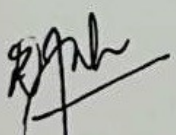
Summer Internship Certificate

This is to certify that **Mr. Harshit Patidar of MBA** from **IIHMR University, Jaipur** has worked with our organization for his summer internship from **Emcure Pharmaceuticals Ltd, Pune, Maharashtra**.

He has worked on projects related to "Supply Chain Management & Marketing" starting from **May 02, 2024 to July 01, 2024**.

The overall performance shown by him during the period was excellent. This certificate is being issued to meet the requirements of **IIHMR University**.

For **Emcure Pharmaceuticals Ltd**,


Zubin Ardeskar



General Manager - Human Resources

Emcure Pharmaceuticals Limited

Registered Office: Plot No. P-1 & P-2, IT-BT Park, Phase-II, M.I.D.C., Hinjawadi, Pune - 411057, Maharashtra, India

Phone Nos.: +91 20 - 35070033/ 35070000 **Fax No.:** +91 20 3507 0060

E-mail: corporate@emcure.com **Website:** www.emcure.com **CIN:** U24231PN1981PLC024251

IIHMR University Faculty Mentor Approval

This is to certify that **HARSHIT PATIDAR** of the 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 her work as per the guidelines. Her poster is approved for presentation.

Date:


(Signature of Faculty Mentor)

Dr. Ratna Verma
(Professor)
IIHMR UNIVERSITY
JAIPUR

Name: HARSHIT PATIDAR 0510 PM-15
SCM (EMERGING MARKET-EXPORT)

Faculty Mentor: DR. RATNA VERMA
Industry Mentor: MR. MONIK OZA

Emcure Pharmaceutical limited

ABOUT:

Emcure Pharmaceuticals is one of the leading Indian pharmaceutical companies engaged in developing, manufacturing and globally marketing a broad range of pharmaceutical products across several major therapeutic areas

MISSION:

Emcure Pharmaceuticals is driven by the purpose to develop, manufacture and market a broad range of pharmaceutical products globally.

VISION:

To provide quality healthcare solutions globally by leveraging our scientific strengths.

Core Values

We are guided by our core values of quality & patient-focused, integrity, innovation, teamwork & respect.

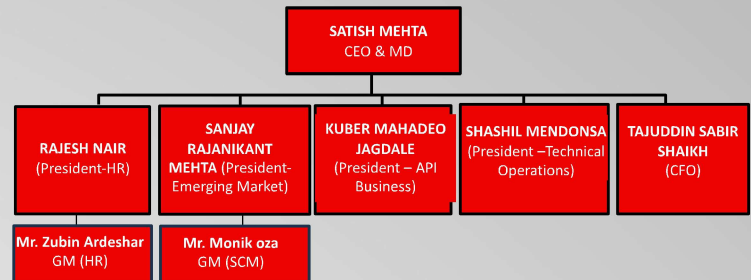
BRIEF DESCRIPTION ABOUT PROJECT

- **SUPPLY CHAIN MANAGEMENT:** Expertise in SCM documentation in (Emerging Markets LATAM, MENA, Africa, and CIS regions; deep understanding of O2C (order to cash) cycle.
- **Pre-Post Documentation Unit:** Developed process flow charts and SOPs covering all scenarios, payment terms, and Incoterms 2020.
- **Demand and Supply Planning:** Comprehensive coverage of demand forecasting, inventory management, and production scheduling for exports.
- **Cross-Department Coordination:** Integrated insights from logistics, business, and finance departments.
- **Live Project Experience:** Hands-on work with pre-post documentation, EXIM, and SAP portal at Emcure Pharmaceutical Limited. Understanding of marketing department for emerging market and workflow under team leader

LEARNING

- Improve leadership and time management skills through practical tasks and mentoring
- Improved interpersonal and communication skills through interactive sessions and team collaborations.
- Improved understanding of global business dynamics and challenges in emerging markets
- Fostered strategic thinking and decision-making abilities in real-world scenarios
- Developed a comprehensive understanding of the Order-to-Cash (O2C) process, from order receiving to execution
- Enhanced skills in pre- and post-shipment documentation to ensure smooth operations and compliance.

ORGANOGRAM



CHALLENGES FACED

- Difficulty in aligning classroom learning with practical export market scenarios and real world challenges.
- Insufficient existing data to prepare Standard Operating Procedures (SOPs) effectively.
- Adapting to the diverse work culture and practices of various departments.
- Balancing multiple tasks and responsibilities within tight deadlines



Emcure®
EMCURE PHARMACEUTICALS LIMITED

SWOT ANALYSIS

STRENGTH

Efficient documentation processes streamline supply chain operations. Strong compliance with regulatory standards ensures smooth approvals.

WEAKNESS

Potential for delays in documentation handling can slow down the supply chain for emerging market exports

OPPORTUNITY

Integration of advanced technologies like blockchain can improve transparency and traceability.

THREATS

Regulatory changes can impact documentation requirements, causing disruptions. Cybersecurity risks associated with digital documentation systems.

SUGGESTIONS

- Documentation unit is the most important and critical department of any department, so documentation unit should be organized and systematic.
- Improve communication between regional/country managers and the operating team to streamline processes.
- Establish dedicated marketing departments for each emerging market to address specific regional needs.
- Implement data-driven forecasting to optimize inventory control and reduce lead times.

INDEX

S.NO.	CONTENT	PAGE NO.
1	Introduction	4
2	Product portfolio	5-6
3	Weekly report	7-14
4	Compiled report	15-17

EMCURE PHARMACEUTICAL LIMITED

Emcure Pharmaceuticals is one of the leading Indian pharmaceutical companies engaged in developing, manufacturing and globally marketing a broad range of pharmaceutical products across several major therapeutic areas.

Dedicated to making Effective Medicine to Cure patients and enable healthier living. Emcure Pharmaceuticals is driven by the purpose to develop, manufacture, and market a broad range of pharmaceutical products globally. Our core strength and competitive advantage lie in our established presence in all major therapeutic areas including Gynaecology, cardiology, blood-related, oncology, respiratory, CNS & HIV among others. Emcure has launched 6 Biologics in the Domestic Market & RoW markets & they are the domestic leader in three biologics.

With 350+ brands, five R&D centers and 13 manufacturing facilities established across the country, we have ensured a strong presence not just in India but also outside India with a wide network across 70+ countries. Our API facilities ensures that our supply chain is vertically integrated providing flexibility over control of manufacturing. We have cemented strategic global partnerships that are a result of alliances with local and multi-national companies which are at the helm of leadership in key therapeutic areas. The key objective of our widespread presence across markets is to constantly innovate and deliver affordable & high-quality healthcare solutions to people.

VISION AND VALUES

VISION To provide quality healthcare solutions globally by leveraging our scientific strengths.

VALUES We are guided by our core values of quality & patient-focused, integrity, innovation, teamwork & respect.

Emcure Pharmaceuticals has been built on a strong foundation strictly based on the following values

- **Quality & patient-focused**

Deliver value and superior results in line with the evolving needs of the patients

- **Integrity**

Committed to deliver results while being ethical, honest and transparent in our approach

- **Innovation**

Make courageous choices for agile transformation, with the aim to drive efficiency, effectiveness, and growth

- **Teamwork & Respect**

Champion a collaborative approach and celebrate the diligence and achievements of our people

- **Value-driven**

Take charge and set ambitious goals to constantly deliver excellence

PRODUCT PORTFOLIO

Emcure Pharmaceuticals Limited offers a wide range of pharmaceutical products across various therapeutic categories.

1. Cardiovascular

- Amlodipine (Antihypertensive)
- Clopidogrel (Antiplatelet)
- Enalapril (ACE Inhibitor)

2. Oncology

- Gemcitabine (Chemotherapy)
- Paclitaxel (Chemotherapy)
- Erlotinib (Targeted Therapy)

3. Anti-infectives

- Ceftriaxone (Antibiotic)
- Azithromycin (Antibiotic)
- Acyclovir (Antiviral)

4. Pain Management

- Tramadol (Analgesic)
- Paracetamol (Analgesic)
- Celecoxib (NSAID)

5. Gastroenterology

- Pantoprazole (Proton Pump Inhibitor)
- Mesalamine (Anti-inflammatory for IBD)
- Lactulose (Laxative)

6. Neurology

- Levetiracetam (Antiepileptic)

- Ropinirole (Dopamine Agonist for Parkinson's)
- Amitriptyline (Antidepressant, also used for neuropathic pain)

7. Diabetes and Metabolic Disorders

- Metformin (Antidiabetic)
- Insulin Glargine (Long-acting Insulin)
- Pioglitazone (Antidiabetic)

8. Respiratory

- Montelukast (Leukotriene Inhibitor for Asthma)
- Budesonide/Formoterol (Combination Inhaler for COPD)
- Salbutamol (Bronchodilator)

9. Dermatology

- Clotrimazole (Antifungal)
- Adapalene (Acne Treatment)
- Hydrocortisone (Topical Corticosteroid)

10. Nutraceuticals

- Omega-3 Fatty Acids (Nutritional Supplement)
- Multivitamins (Vitamin and Mineral Supplement)

11. Ophthalmology

- Dorzolamide (Glaucoma Treatment)
- Ketorolac (Anti-inflammatory for Eyes)
- Gatifloxacin (Antibiotic Eye Drops)

12. Women's Health

- Ethinyl Estradiol + Drospirenone (Combined Oral Contraceptive)
- Progesterone (Hormone Replacement Therapy)

1st Week Report**Name of the Organisation:** Emcure Pharmaceuticals**Department of Summer Internship Program:** Supply Chain Management and Marketing.**Name of the Student:** Harshit Patidar**Roll no:** 0510**Stream:** MBA Pharmaceutical Management**Week no:** 1**From:** 02/05/2024 **to** 08/05/2024

Activity Done	During the induction session, we covered important information about the internship structure, expectations, and key initiatives planned for the upcoming weeks. interacted with HR professionals, managers, Head managers, and team members with their work and an interactive session about the role of supply chain management and marketing and talked about the work culture of Emcure Pharmaceuticals. Understanding of HR policies and mission vision of the organization. Also, we discussed the importance of the working character of an individual to develop the good side of a person. Importance of knowing the customer and how to address someone professionally with respect.
Linking theory (Classroom learning) with practice at your organisation	Interaction and communication skills helped me a lot. The interactive sessions and assignments provided theoretical insights into professionalism, ethics, and interpersonal skills
Gaps identified on the working area.	The main gaps identified in the workplace include inconsistent adherence to professional etiquette, a limited understanding of customer needs, and insufficient emphasis on personal values and ethical conduct. These issues impede effective communication, customer satisfaction, and overall workplace harmony. To improve these areas, it is essential to provide targeted training and reinforce key principles.
Suggestions for improvement	Good for now
Plan for the next week.	Do's and Don'ts in Corporate Culture and the Importance of Body Language. Understanding of supply chain management and O2C cycle for week 2 nd

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

2nd Week Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Week no: 2

From: 09/05/2024 to 15/05/2024

Activity Done	Deep Understanding of the work culture of every department under supply chain management and understood the process flow of O2C in supply chain management and orders. The Order to Cash (O2C) process, a crucial aspect of SCM, includes receiving and validating orders, assessing customer credit, checking inventory, picking, packing, shipping, sending invoices post-shipment, processing payments, providing updates, and resolving issues. Understanding SCM work culture and the O2C process enhances efficiency and customer satisfaction, leading to better resource management and profitability.
Linking theory (Classroom learning) with practice at your organization	Most of the above terms are already covered by me already. So, I did not face more difficulty in these terms to understand. However, I have some difficulty with the export market because most subtopics were not covered in the classroom.
Gaps identified on the working area.	Smooth process
Suggestions for improvement	Emcure can enhance its internal organisation by adopting advance supply chain management system
Plan for the next week.	I got an assignment for preparing SOP and the process flow of work of pre/post documentation in supply chain management.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report**Name of the Organisation:** Emcure Pharmaceuticals**Department of Summer Internship Program:** Supply Chain Management and Marketing.**Name of the Student:** Harshit Patidar**Roll no:** 0510**Stream:** MBA Pharmaceutical Management**Week no:** 3**From:** 16/05/2024 to 22/05/2024

Activity Done	Preparation of SOP (systematic operating procedure) and working flow of the pre and post-documentation unit. I spent much time visiting all the pre and post-documentation unit documents and meeting with the pre-post-documentation team to read the supply chain management exports. After understanding the process and work of the Pre and Post-Documentation Unit, I made flow charts for the supply chain team for Emcure Pharmaceuticals. I have covered every document required for the execution of the order received.
Linking theory (Classroom learning) with practice at your organisation	Supply chain management is completely new for me, but the marketing and concept of financial management helped me a lot. The assignments and interactive sessions helped connect theory with real-world practice. By concentrating on strengths, values, and business communication, we learned to act professionally in different situations. These activities improved our understanding of respectful interactions and the importance of physical fitness, aligning our personal and professional growth with the organization's goals.
Gaps identified on the working area.	There is no SOP of Emcure, hence the process of pre-post documentation unit is also not aligned so that's why the head manager gave me the task, understand the process and make the SOP and we will implement this SOP and from now on we will work accordingly if approved
Suggestions for improvement	Every department in the organisation should have detailed SOP so if any employee faces problem or a new employee so that they can easily visit SOP.
Plan for the next week.	Write up sessions of SOP under the mentorship of team leaders and managers.

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

4th Week Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Week no: 4

From: 23/05/2024 to 29/05/2024

Activity Done	Meetings with managers and team leaders regarding SOP writing and understanding of supply chain management. And preparing SOP for pre/post documentation, I have understood covered every activity of the supply chain management team including • Manufacturing/warehouse • Pre-post shipment unit • Logistic team • Business/finance/marketing team • Custom clearance process/ trade compliance
Linking theory (Classroom learning) with practice at your organisation	The assignments and interactive sessions effectively merged theoretical knowledge with practical applications in the fields of business/finance and marketing. The sessions and assignments provided a comprehensive framework linking theoretical concepts of supply chain, order management, inventory management. Etc
Gaps identified on the working area.	All are good for now.
Suggestions for improvement	To optimize inventory control and reduce lead times.
Plan for the next week.	Review and viva session of the understanding of pre-documentation unit SOP and Gain insights about: ○ Time management strategy ○ Qualities to become a Good leader - Leadership skills

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Week no: 5

From: 30/05/2024 to 05/06/2024

Activity Done	Review, correction, viva, and department visit for the write-up session till the date of pre-documentation unit SOP where I have interacted with the head manager and team leader regarding the work I have done and reviewed.
Linking theory (Classroom learning) with practice at your organization	Communication skills, order management, inventory management, and presentation skills helped me a lot during the preparation, review, and viva of SOP (pre documentation unit)
Gaps identified on the working area.	Insufficient existing data to prepare SOP accordingly
Suggestions for improvement	Implementing data driven forecasting and integrating real time tracking technologies can improve efficiency.
Plan for the next week.	Work on a live project with the O2C (order to cash) team and pre/post documentation team after training and understanding of 1 month and Hinjewadi (Pune) manufacturing and warehouse visit to understand the whole organization.

Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Week no: 6

From: 06/06/2024 to 12/06/2024

Activity Done	After completion of the SOP of the pre-post documentation unit, Mr. Monik Oza sir allowed me to work with the pre-shipment team where I worked under the guidance of team leader Mr. Subhash sir for the receiving of order through mail till execution of the order. Sir has guided me in the work of every department and the working of process.
Linking theory (Classroom learning) with practice at your organisation.	Interaction and communication skills helped me a lot. Presentation skills, MS Word and PowerPoint, and flow chart-making software helped me during the entire summer internship.
Gaps identified on the working area.	Supply chain management of Emcure Pharmaceuticals for emerging markets (exports) is aligned and smooth.
Suggestions for improvement.	CM (country manager), and RM (regional manager) can be more interactive with the operating team of the supply chain for better work
Plan for the next week.	Review and viva session of the understanding of post-documentation unit SOP under process, Mr. Monik Oza sir has planned meetings with the marketing department, business development, and finance department, for a deep understanding of the work of Emcure Pharmaceuticals.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Week no: 7

From: 13/06/2024 to 19/06/2024

Activity Done	Meeting with the team leaders regarding the work of the marketing department, and finance department and discussing the marketing plans for the emerging market, Review under process, report completed and mailed to head manager along with HR.
Linking theory (Classroom learning) with practice at your organisation	Interaction and communication skills helped me a lot. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and the financial acumen necessary for business success.
Gaps identified on the working area.	An experienced team of supply chain, marketing, finance, and business development helped Emcure and reduce errors.
Suggestions for improvement	The staff is very supportive treated interns very well and taught insightful things so no need of improvement for this week.
Plan for the next week	Certifications and interaction with team members and the head manager.

Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Week no: 8

From: 20/06/2024 **to** 30/06/2024

Activity Done	Understanding of export marketing teamwork and personal interaction with marketing department team members regarding the involvement in supply chain management
Linking theory (Classroom learning) with practice at your organization	Discussed marketing and work of the marketing team at Emcure Pharmaceuticals and coordinated with the marketing team of the respective countries.
Gaps identified in the working area.	The communication gap between the regional manager/country manager and with marketing department operated from Pune India.
Suggestions for improvement	Every emerging country should have a country-operative marketing department.
Plan for the next week.	Summer internship completion certificate. End of summer training

Signature of the Student

Approved by the IIHMR University's Mentor

Annexure-F

Compiled Report

Name of the Organisation: Emcure Pharmaceuticals

Department of Summer Internship Program: Supply Chain Management and Marketing.

Name of the Student: Harshit Patidar

Roll no: 0510

Stream: MBA Pharmaceutical Management

Activity Done	During my internship at Emcure Pharmaceuticals, from May 2 to July 2, 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. During the internship program, we gained a detailed understanding of export processes specifically for emerging markets within supply chain management. We studied the entire Order-to-cash (O2C) process, including order receipt and validation, credit checks, inventory management, packing, shipping, invoicing, payment processing, and resolving issues. We focused on these markets' unique challenges and opportunities, such as trade compliance, logistics, and customs clearance. Through hands-on experience with pre and post-shipment documentation, we learned the key elements needed for smooth operations and compliance. Working with the marketing and finance teams, we saw how strategic decisions and market data analysis lead to successful export strategies. This comprehensive experience not only enhanced my technical skills but also gave us valuable insights into the complexities of supply chain management in emerging markets, preparing us to contribute effectively to global business growth. The summer internship program provided a valuable opportunity to connect theoretical learning with practical experience. By engaging with a range of stakeholders, gaining deep insights into supply chain management processes, and working directly on documentation and marketing tasks, I developed a thorough understanding of Emcure Pharmaceuticals' operations. This experience not only honed my professional skills but also aligned my personal and career growth with the company's objectives, overview of 8 weeks: - Understanding the Internship Structure and Expectations - Participated in an induction session covering the internship structure, expectations, and key initiatives. - Interacted with HR professionals, managers, head managers, and team members. - Engaged in interactive sessions on the role of supply chain management and marketing. - Exploring the Work Culture of Emcure Pharmaceuticals - Gained insights into the work culture of Emcure Pharmaceuticals.
----------------------	---

	- Discussed the importance of individual working character and professional conduct. - Understood HR policies, mission, and vision of the organization. 3. Supply Chain Management (SCM) and Order to Cash (O2C) Process - Developed a deep understanding of SCM work culture and the O2C process. - Studied the O2C process, including order receipt, validation, credit assessment, inventory checking, picking, packing, shipping, invoicing, payment processing, updates, and issue resolution. 4. Preparation of Standard Operating Procedures (SOP) - Prepared SOPs for pre/post documentation units. - Visited pre/post-documentation units and interacted with the team. - Created flow charts for the supply chain team. 5. Meetings and Interaction with Managers and Team Leaders - Participated in meetings with managers and team leaders regarding SOP writing and SCM processes. - Discussed manufacturing, logistics, business, finance, marketing, and trade compliance. 6. Pre-shipment Unit and Order Execution - Worked under the guidance of Mr. Subhash, the team leader, on order execution from receipt to completion. - Interacted with the pre-shipment team and understood the process flow. 7. Marketing Department Insights - Coordinated with the marketing team to understand export marketing and SCM involvement. - Discussed marketing plans for emerging markets and prepared related reports.
Linking theory (Classroom learning) with practice at your organisation	Throughout the eight-week program, the interactive sessions and assignments effectively combined theory with practical applications in various areas of professional development. By focusing on professionalism, ethics, and interpersonal skills through discussions and hands-on tasks, we gained a deeper understanding of respect, ethical behavior, and workplace dynamics. These activities highlighted the importance of continuous learning and professional etiquette while improving our communication skills and our ability to apply theoretical knowledge to real-life situations.
Gaps identified on the working area.	Limited information on collaboration across different departments within supply chain management including manufacturing unit, inventory controlling department, pre-post documentation unit, marketing, finance, and logistic department. Lack of emphasis on the global business environment and how the internship prepared for global challenges. Minimal focus on the development of soft skills beyond initial sessions. Limited analysis of specific emerging markets and their unique challenges. No mention of innovative approaches or suggestions for process improvements.
Suggestions for improvement	Supply chain management export department dealing with emerging countries: MENA, ASIA, AFRICA, LATAM, etc. Emcure Pharmaceuticals can boost its

	internal organization by embracing advanced supply chain systems and detailed Standard Operating Procedures (SOPs). Optimizing inventory control and using real-time tracking technologies can streamline operations and reduce lead times. Enhanced communication between managerial levels and operational teams, coupled with a supportive work culture, will further improve efficiency. Establishing dedicated marketing departments for each emerging market will allow for targeted and effective growth strategies tailored to specific regional needs.
--	---

Signature of the Student

Approved by the IIHMR University's Mentor