LEADER BIOMEDICAL INDIA PROJECT MANAGEMENT

Dissertation Submitted to

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Master of Business Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

Dr. Ashok Peepliwal

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To Whom it may Concern,

This is to certify that **Ms. Vaishnavi Shrivastava** has successfully completed the internship program at Leader Biomedical and Surgical Pvt Ltd India from April 2025 to June 2025**.**

During this period, she has demonstrated commitment, enthusiasm and valuable contributions to our organisation.

We appreciate her dedication and the skills developed throughout the internship.

We wish her every success in his future professional endeavours.

Blessy Babychan
Director – Operation and BD
Leader Biomedical & Surgicals Pvt. Ltd India

IIHMR UNIVERSITY

CERTIFICATE

This is to certify that **Vaishnavi Shrivastava** in a partial fulfillment for the award of the degree of **MBA (Pharmaceutical Management)** from the IIHMR University, Jaipur has successfully completed his internship at **IIHMR University, Jaipur** during Mar 24 - June 24, 2025.

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **Project Management Intern- Leader Biomedical INDIA** is the bonafide record of my original work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Vaishnavi Shrivastava

Name: Vaishnavi Shrivastava

Date: 16th June 2025

Abstract

This report highlights the main takeaways and contributions from the three-month internship at Leader Biomedical India, with an emphasis on strategic planning, market research, project management, and business growth. The document highlights real-world exposure to product registration, customer engagement, event planning, and regulatory compliance in order to illustrate the actual implementation of management principles inside a medical device firm.

Introduction

Leader Biomedical, a multinational supplier of cutting-edge biomaterials and healthcare services, has its origins in European production. The business prioritizes market access and distribution in India and Southeast Asia and has a significant presence in orthopaedics and spine care. The business is renowned for its strong distribution network, business alliances, and regulatory know-how. This internship report provides a thorough examination of the healthcare market, competition, and corporate growth strategies in addition to outlining the duties performed as a Project Management Intern.

Role and Responsibilities

As a Project Management Intern, the following activities were performed:

- - Product Registration Follow-up for Turkish Market.
- - Market Research on Dental and Sterilization Products.
- - Customer Outreach through email campaigns.
- - Event Planning & Calendar Management for business development.
- - Marketing Collateral Development for LinkedIn and website.
- - Search Engine Optimization (SEO) support.
- - Monitoring Market Research Trends.
- - Compliance Documentation Assistance for Indian operations.

Work Done

During my internship at Leader Biomedical India, I was exposed to a multifaceted business environment where I engaged in diverse responsibilities spanning regulatory affairs, market research, digital outreach, event planning, and marketing content development. These tasks collectively enhanced my professional skill set and provided valuable industry exposure in the medical device sector.

1. Regulatory Affairs – Turkish Market Product Registration:
One of my key responsibilities involved following up on product registration processes for the Turkish market. This required close coordination with regulatory authorities and internal stakeholders to track documentation, ensure compliance with international

regulatory standards, and adhere to stringent submission timelines. Through this, I developed a comprehensive understanding of medical device regulations and gained firsthand experience in managing cross-border documentation workflows. This also honed my attention to detail, process management, and communication skills.

2. Market Research – Dental & Sterilization Products:
I conducted in-depth market research focused on dental and sterilization product categories. This involved gathering both primary and secondary data to evaluate pricing models, competitor positioning, customer preferences, and existing distributor networks in target regions. The insights I compiled were instrumental for the business development team in identifying potential leads, evaluating market entry opportunities, and formulating product positioning strategies. This experience deepened my analytical thinking and strengthened my ability to synthesize complex data into actionable insights.

3. Customer Outreach – Email Marketing Campaigns:
As part of the customer engagement initiatives, I was responsible for designing and executing targeted email campaigns aimed at both existing clients and prospective leads. This included drafting personalized content, monitoring campaign metrics (such as open rates and click-through rates), and initiating follow-up communication based on recipient behavior. These campaigns not only supported lead nurturing but also enhanced brand visibility and sales conversion. Through this, I gained valuable experience in CRM tools, digital marketing strategies, and audience segmentation.

4. Event Planning – Networking & ROI-Driven Initiatives:
I contributed to the strategic planning of industry networking events by maintaining a detailed event calendar that tracked key events, locations, potential attendees, and expected return on investment (ROI). My role included logistical coordination, scheduling, and impact evaluation to ensure alignment with business goals. This responsibility taught me how to balance operational planning with strategic business thinking.

5. Marketing Support – Brochures & Website Content:
In collaboration with the marketing team, I assisted in refining content for company brochures and website updates. My contributions focused on aligning messaging with brand identity and incorporating SEO best practices to improve online visibility. This work strengthened my ability to create customer-focused content and enhanced my understanding of brand communication in the healthcare industry.

Research and Market Intelligence

Market Research – Indian Medical Devices Landscape with a Focus on Biomaterials and Sterilization

As part of my internship at Leader Biomedical India, I undertook a comprehensive market research initiative aimed at analyzing the Indian medical devices ecosystem, with a particular emphasis on **biomaterials in orthopedics and dental applications**. This project enabled me to engage deeply with macro- and micro-level trends affecting the industry and to generate data-backed insights for strategic decision-making.

Key Research Areas & Methodology:

- **Biomaterials in Orthopedics & Dental Use:**
  My research examined the demand-supply dynamics, usage trends, and technological advancements related to biomaterials such as bone grafts, membranes, and coatings. I analyzed consumption patterns across public and private healthcare facilities and studied adoption trends among dental and orthopaedic practitioners.
- **Import-Export Statistics & Supply Chain Mapping:**
  Using publicly available trade data and reports from regulatory bodies such as **CDSCO (Central Drugs Standard Control Organization)**, I tracked the import-export movement of relevant biomaterials and sterilization equipment. This included identifying key global suppliers and domestic distribution challenges.
- **Tier 2 & Tier 3 Market Potential:**
  A critical insight from the study highlighted a **notable demand gap in Tier 2 and Tier 3 cities** in India. These underserved markets were shown to have growing healthcare infrastructure and increasing demand for affordable, high-quality biomaterials. This presented an untapped opportunity for Leader Biomedical to expand its presence beyond metro cities, a suggestion that was well-received by the strategy and business development teams.
- **Sterilization Market Analysis:**
  I also conducted an evaluation of the **medical sterilization segment**, assessing market size, growth rate, key competitors, customer needs, and regulatory constraints. Special focus was given to sterilization technologies such as EO (ethylene oxide), gamma irradiation, and autoclave systems. The analysis revealed areas where regulatory bottlenecks were slowing growth and where differentiation could be achieved through innovation and quality assurance.

Sources Utilized:

- Government portals such as **CDSCO** and **DGFT**
- Market intelligence platforms including **Mordor Intelligence** and **Frost & Sullivan**
- Internal company data and product performance reports
- Primary data through stakeholder interviews and customer feedback

Outcome & Impact:
The findings were compiled into a comprehensive report, structured around market size estimation, competitor benchmarking, regional penetration strategies, and actionable recommendations. The insights fed directly into Leader Biomedical's ongoing efforts to refine its go-to-market strategies and were positively acknowledged by both the **strategy** and **business development** teams for their depth, clarity, and applicability.

Competitive Analysis

Competitive Analysis – Benchmarking Against Key Global and Domestic Players

As part of my strategic research responsibilities at Leader Biomedical India, I conducted a **comparative analysis of five major competitors** in the medical devices and biomaterials segment: **Stryker, Zimmer Biomet, Meril Life, GPC Medical, and DePuy Synthes**. This exercise was designed to evaluate Leader Biomedical's market positioning relative to both multinational corporations (MNCs) and leading Indian firms, with a focus on orthopaedic and dental biomaterials.

Scope of Analysis:

- **Product Portfolio Comparison:** I examined the breadth and specialization of each competitor's offerings, particularly in biomaterials such as bone grafts, membranes, and implants.
- **Market Presence and Reach:** Assessed their distribution strategies across metro, Tier 2, and Tier 3 cities.
- **Pricing Strategy:** Benchmarked product pricing to understand affordability and cost competitiveness in different market segments.
- **Brand Perception & Innovation:** Evaluated public perception, marketing strategy, and R&D focus of each company.
- **Regulatory & Compliance Alignment:** Compared regulatory approvals (CE, FDA, CDSCO) and quality certifications to understand compliance leadership.

Key Insights & Strategic Implications:

- **Unique Positioning of Leader Biomedical:**
  The analysis revealed that **Leader Biomedical differentiates itself by combining European-quality biomaterials with the cost and operational**

efficiency of Indian infrastructure. This hybrid model provides a strong competitive advantage, particularly in price-sensitive and compliance-conscious segments.

- **Tier 2/3 Market Advantage:**
  While MNCs like Stryker and Zimmer Biomet have a firm grip on Tier 1 hospitals and urban institutions, their presence is limited in **Tier 2 and Tier 3 cities**. Leader Biomedical is strategically positioned to **bridge this gap**, using a lean distribution model and strong local partnerships.
- **Pricing Flexibility & Regulatory Agility:**
  Compared to its larger competitors, the Leader benefits from **greater pricing flexibility** and **faster regulatory response times**, enabling quicker product rollouts and adaptive market strategies. This is especially valuable in a dynamic regulatory environment like India's.

Business Impact:
The insights were consolidated into a **competitor benchmarking report**, which was later utilized in the preparation of **positioning documents for key partnership discussions** and **investor presentations**. My findings helped frame Leader Biomedical's value proposition in a more differentiated and compelling manner.

SWOT Analysis

As part of my internship project, I conducted a structured SWOT analysis to evaluate Leader Biomedical India's current business environment and identify strategic levers for growth. The analysis incorporated internal performance metrics, market intelligence, and stakeholder insights.

Strengths

- **Robust Nationwide Distribution Network:**
  Leader Biomedical boasts a **network of over 100 resellers** across India, enabling strong market reach and responsiveness to regional demands.
- **Experienced Leadership Team:**
  With leadership having **25+ years of experience in the healthcare and medical device industry**, the company benefits from deep domain expertise, strategic foresight, and a broad professional network.
- **Access to European Innovation:**
  Through its parent company and global partnerships, Leader Biomedical has access to **cutting-edge European biomaterial technologies**, positioning it as a quality-focused provider in a price-sensitive market.
- **Regulatory Approvals and Licenses:**
  The company holds relevant **CDSCO certifications and other regulatory**

clearances, which enhances credibility, ensures compliance, and facilitates faster market access for new products.

Weaknesses

- **Limited Online Presence:**
  At the time of the internship, the company's **website was under development**, leading to lower digital visibility and missed opportunities for inbound leads and SEO-driven traffic.
- **Lean Operational Team:**
  A **smaller team structure** may constrain scalability and execution bandwidth, especially in high-growth or geographically dispersed initiatives.
- **High Dependence on Key Clients:**
  The company relies significantly on **a few high-volume hospitals**, making it vulnerable to demand fluctuations or procurement changes from these institutions.

Opportunities

- **Tier 2 & Tier 3 Market Expansion:**
  There is significant potential to **scale operations into underserved Tier 2 and Tier 3 cities**, where healthcare infrastructure is growing and demand for quality biomaterials remains unmet.
- **Product Line Diversification:**
  Introducing **new categories of biomaterials** (e.g., regenerative products, dental implants, or customized grafts) can expand the portfolio and attract broader clinical adoption.
- **Digital Marketing & LinkedIn Outreach:**
  Leveraging **LinkedIn and other digital channels** offers a cost-effective route to boost brand visibility, drive B2B engagement, and enhance positioning among clinicians and procurement teams.
- **Training and Education Initiatives:**
  Offering **educational webinars, workshops, and clinical training** can strengthen brand trust, promote correct usage of biomaterials, and create long-term customer relationships.

Threats

- **Regulatory Uncertainty:**
  India's medical device regulatory framework is evolving, and **changes in CDSCO policies or pricing regulations** could pose compliance risks or affect margins.

- **Foreign Exchange Volatility:**
  Given the reliance on imported components and European product lines, **currency fluctuations** could impact landed costs and overall profitability.
- **Rising Domestic Competition:**
  Cost-effective local manufacturers are becoming more competitive in terms of quality and pricing, increasing pressure on margins and customer loyalty.

Business Development Activities

Throughout my internship at Leader Biomedical India, **business development** emerged as a central theme of my contribution. I worked closely with the commercial and sales teams on initiatives aimed at strengthening customer engagement, expanding lead pipelines, and improving conversion outcomes.

Key Contributions:

- **Customer Database Management & Outreach Optimization:**
  I assisted in **updating and refining the customer database**, ensuring that all contact information, lead status, and segmentation fields were current and well-organized. This improved the effectiveness of outreach campaigns and follow-up workflows. Additionally, I contributed to enhancing the quality and personalization of **email and messaging templates**, aligning them with target audience expectations and product relevance.
- **Distributor Coordination & Account Follow-Ups:**
  Regular communication and coordination with regional distributors helped ensure seamless follow-through on leads and inquiries. I also supported the **follow-up process for existing hospital accounts**, helping track ongoing engagements, product trials, and repeat orders—contributing to retention and account growth.
- **Campaign Ideation for Dental Market Leads:**
  I collaborated with the marketing and sales teams to **conceptualize targeted campaigns for new dental segment leads**, including drafting messaging, designing email content, and identifying appropriate timing for rollouts. Simplified, visually engaging presentations were also developed to support introductory meetings and improve engagement rates.
- **Voice-of-Customer Feedback Loops:**
  I played an active role in **establishing structured feedback loops with regional sales teams**, enabling the collection of real-world customer insights from clinicians and procurement officers. These inputs were analyzed and shared with the product development and marketing teams to inform feature enhancements and positioning adjustments.

Impact & Outcomes:

- Strengthened collaboration between sales, marketing, and distributor teams
- Improved clarity and responsiveness in lead management and customer communication
- Enhanced engagement tools (email templates, presentations) leading to better interaction quality
- Direct support to the commercial team's monthly **conversion rate improvements** through targeted follow-ups and campaign-driven awareness

Project Management Framework

A key aspect of my internship at Leader Biomedical India was the adoption of a **project-based execution model** to manage and deliver tasks across multiple business functions. This approach enabled me to develop hands-on experience in **coordinating activities within a regulated medical device environment**, while strengthening my planning, communication, and organizational abilities.

Project Management Methodology & Tools:

- **Structured Planning Using Excel & Shared Calendars:**
  All tasks—ranging from market research and customer outreach to regulatory documentation and marketing support—were mapped out in structured project trackers using **Microsoft Excel** and **Google Calendar**. Activities were broken into subtasks, deadlines were assigned, and owners were clearly identified.
- **Weekly Reviews with Supervisors:**
  I participated in **weekly review meetings** with my reporting managers to present progress, raise blockers, and realign priorities. These discussions helped reinforce accountability and ensured timely delivery of tasks in alignment with cross-functional goals.
- **Gantt Chart Visualization:**
  For selected high-impact initiatives, I utilized **Gantt charts** to visually represent task timelines, dependencies, and overall progress. This helped improve visibility for stakeholders and facilitated better time management.
- **Periodic Status Reporting:**
  I submitted regular **status updates in standardized formats**, summarizing completed actions, pending tasks, and identified risks. These reports were used during team check-ins and shared with senior management when required.

Skills Gained:

- **Prioritization and Multitasking:**
  Managing concurrent responsibilities across different business domains taught me how to **prioritize effectively**, balance short-term deliverables with long-term projects, and shift focus when needed.

- **Documentation and Reporting:**
  The internship strengthened my ability to **document project activities**, create audit-friendly records, and communicate progress in a structured, professional manner.
- **Managerial Exposure in a Regulated Setting:**
  Operating within a **highly regulated medical device business** gave me valuable insight into compliance-bound project execution. This included exposure to timeline-sensitive deliverables, interdepartmental coordination, and attention to detail under regulatory constraints.

Results and Outcomes

During the course of my internship, I contributed to a diverse set of initiatives across regulatory, marketing, business development, and strategic planning functions. These efforts led to several **tangible deliverables** as well as **intangible personal and professional growth milestones**.

Tangible Outcomes

- **Regulatory Coordination – Turkish Product Registration:**
  Successfully managed follow-ups and document tracking for the Turkish product registration process. I implemented a revised tracker system to ensure **greater transparency and timely escalation**, significantly improving response timelines and stakeholder alignment.
- **Completion of Two Strategic Market Research Reports:**
  Authored comprehensive market research reports on:
  1. The Indian biomaterials market (with a focus on orthopaedics and dental).
  2. The sterilization equipment landscape in India.
     These reports were reviewed by the **business development (BD) heads** and used to inform lead generation strategies and regional expansion plans.
- **Improved Email Outreach Performance:**
  Designed and implemented **optimized customer email templates**, which led to a measurable increase in **open rates and response engagement**, contributing to a more effective sales pipeline.
- **Event Planning Calendar for 2025–2026:**
  Created a **structured calendar covering major domestic and international networking events**, categorized by expected ROI, target audiences, and lead potential. This tool is now being used for **event selection and resource allocation** by the marketing team.
- **Updated Marketing Collateral:**
  Assisted in refining and publishing updated **brochures, website copy, and digital**

assets, ensuring alignment with brand messaging, product positioning, and SEO best practices.

Intangible Outcomes

- **Enhanced Professional Discipline:**
  Working within a fast-paced, regulated medical environment required meticulous time management, structured planning, and attention to compliance—all of which sharpened my **professional discipline**.
- **Deepened Understanding of Cross-Border Regulatory Processes:**
  By coordinating with international regulatory bodies and managing product documentation workflows, I gained first-hand exposure to the **complexities of international medical device regulations**, especially in markets like Turkey.
- **Confidence in Stakeholder Communication:**
  Regular interactions with internal leadership, external distributors, and senior BD stakeholders helped improve my **business communication skills**, especially in presenting ideas, handling follow-ups, and reporting status clearly and confidently.

This combination of tangible contributions and personal development made the internship a highly rewarding and formative experience. It reinforced my ability to work across functions, adapt to complex challenges, and deliver value in a high-compliance, impact-driven business environment.

Conclusion

My internship at **Leader Biomedical India** was a transformative experience that provided a comprehensive understanding of how healthcare businesses function at the **nexus of regulatory compliance, market forces, and clinical impact**. The opportunity to contribute across domains such as **project coordination, market research, business development, and marketing** offered both breadth and depth of exposure.

Key Takeaways:

- I gained a first-hand appreciation for the **complexities of operating within the life sciences sector**, where timelines, quality, and regulatory alignment are as critical as commercial viability and market access.
- The hands-on experience in **strategic planning, execution, and cross-functional collaboration** allowed me to connect classroom knowledge with real-world business challenges.

- Working alongside seasoned professionals helped instill the value of **precision, stakeholder empathy, and continuous learning**, all of which I consider vital to a long-term career in healthcare strategy and life sciences.

Beyond technical skills, what stood out most was the company's **deep-rooted commitment to quality, innovation, and expanding access to advanced biomaterials across India**. These values have left a **lasting impression on my professional ethos**.

I am sincerely grateful for the **mentorship, support, and trust** extended to me throughout this journey. This internship has not only broadened my capabilities but also reaffirmed my aspiration to build a career that combines **science, strategy, and social impact**.

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