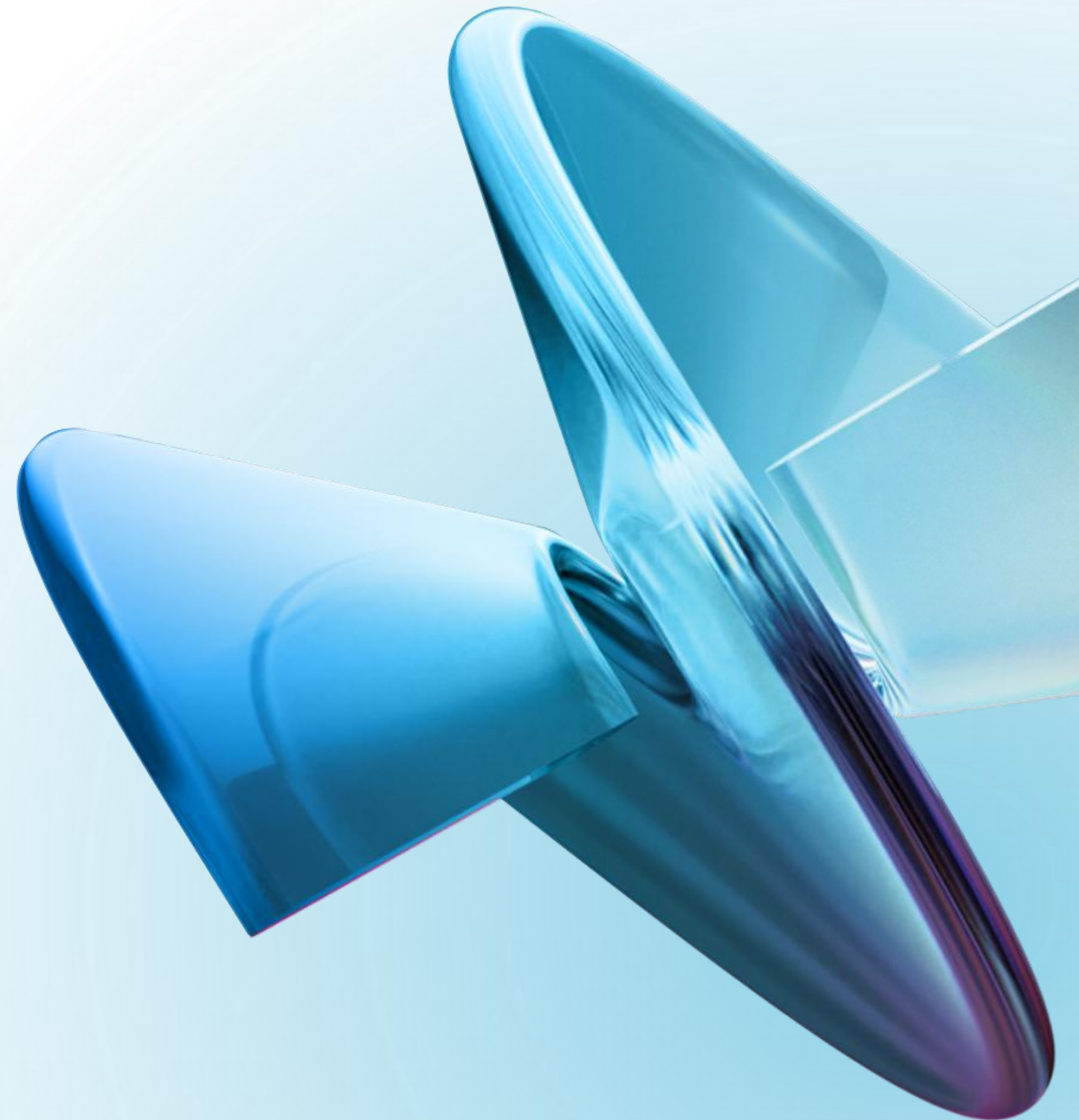


Leader Biomedical India

Leader Biomedical is a multinational healthcare company specializing in advanced biomaterials and services, with a strong focus on orthopaedics, spine care, and market expansion across India and Southeast Asia.

Vaishnavi Shrivastava_0590
IIHMR, JAIPUR



Vision and Mission

Leader Biomedical, leveraging its >30-year history in European manufacturing and >15-year experience in international marketing of biomaterials is, today, a medical devices company, that specializes in the marketing of innovative biomaterials in the Orthopedic and Spine sector., with an initial focus in India and S.E Asia



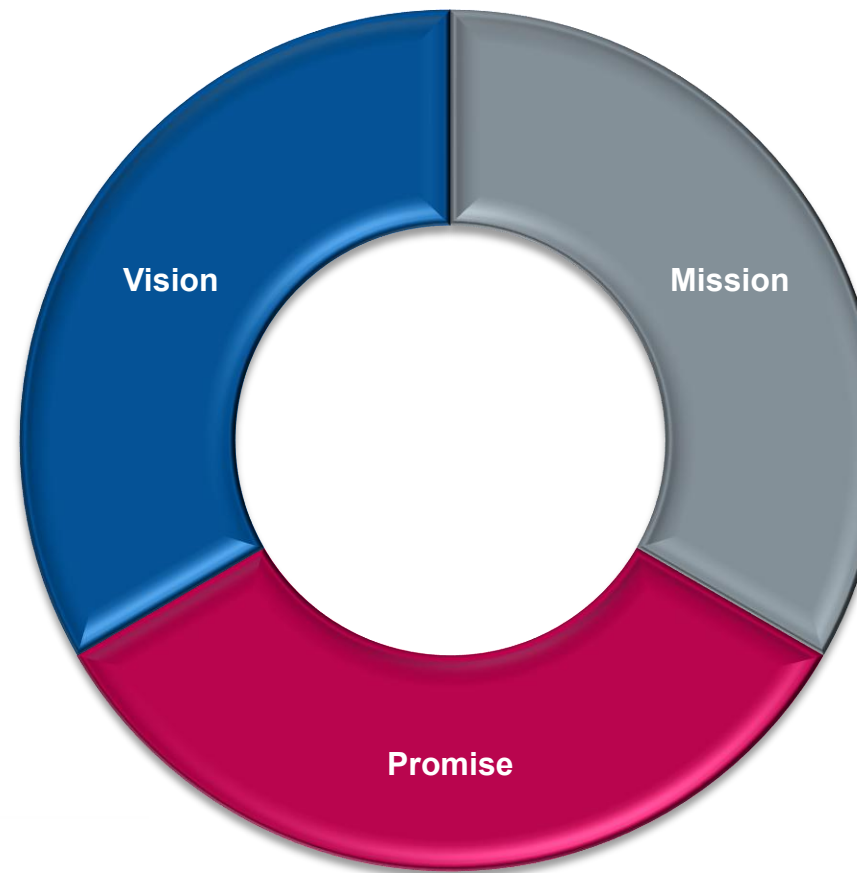
Vision

To provide India and S.E Asia market access for next generation products from Europe and US



Mission

To be the leader in providing innovative biomaterials and services to patients and caregivers



Promise

Our brand promise, captured in “Extending Your Reach”, shows our commitment to extending the reach of our customers, wherever they are.

Role and Responsibilities

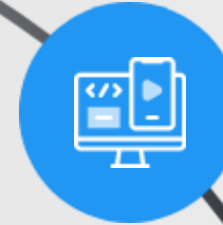
Project Management Trainee

- 01 Product Registration Follow-up for Turkish Market
- 02 Market Research on Dental and Sterilization Products
- 03 Customer Outreach through email campaigns
- 04 Event Planning & Calendar Management for business development
- 05 Marketing Collateral Development for LinkedIn and website
- 06 Monitoring Market Research Trends
- 07 Compliance Documentation Assistance for Indian operations

KEY INSIGHTS

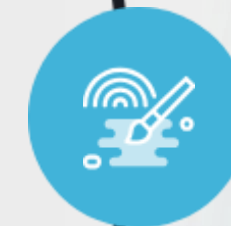
PROJECT MANAGEMENT FRAMEWORK

Develop hands-on experience in coordinating activities within a regulated medical device environment, while strengthening my planning, communication, and organizational abilities.



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.



Weekly Reviews with Supervisors

Weekly review meetings with my reporting managers to present progress, raise blockers, and realign priorities. These discussions helped reinforce accountability and ensured



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.

Product Portfolio

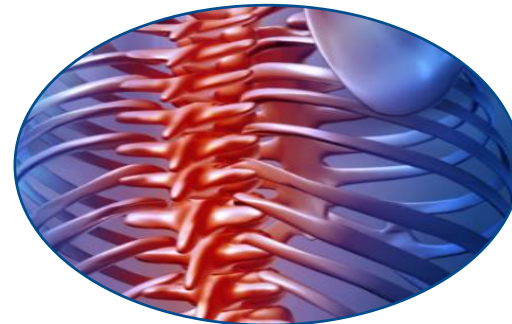
Leader Biomedical, is in conversations with manufacturers in [Europe](#), to complete its portfolio of offerings for [India and South-East Asia](#).



DENTAL

Reconstruction

- Guided bone and tissue regeneration
- Human allografts cancellous and cortical bone chips
- Human allograft DBM - cortical bone demineralized



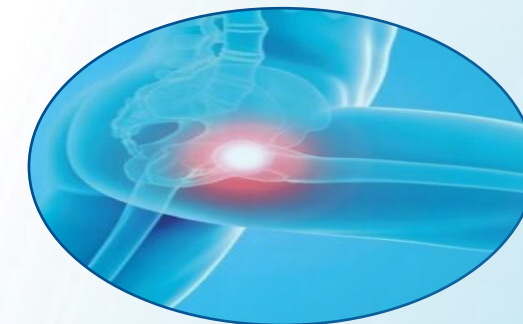
SPINE

Intervention

- Spinal fusion
- Treating osteoarthritis
- Human allografts cancellous bone chips
- Human allograft DBM – demineralised in gel
- Synthetic grafts in gel and granule forms

Stabilisation

- Kyphoplasty and Vertebroplasty bone cements



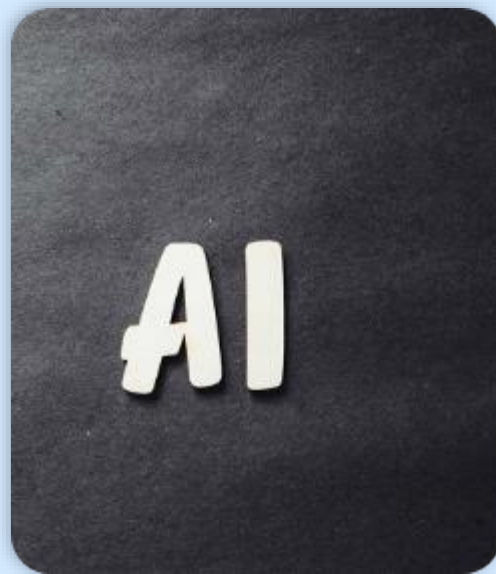
JOINT CARE

Reconstruction & Stabilization

- Replacement
- Revision
- Arthroplasty Bone cements
- Bone cement mixing and delivery systems
- Pulse Lavage systems
- Synthetic grafts in gel and granule forms

Business Development Activities

Commercial and sales teams on initiatives aimed at strengthening customer engagement, expanding lead pipelines, and improving conversion outcomes.



Customer Database Management & Outreach Optimization:

Updating and refining the customer database, ensuring that all contact information, lead status, and segmentation fields



Distributor Coordination & Account Follow-Ups

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

Conceptualize targeted campaigns for new dental segment leads, including drafting messaging, designing email content, and identifying appropriate timing for rollouts.



Voice-of-Customer Feedback Loops

Establishing structured feedback loops with regional sales teams, enabling the collection of real-world customer insights from clinicians and procurement officers

Competitive Benchmarking

Scope of Analysis

- ❑ **Product Portfolio Comparison:** Bone grafts, membranes, implants
- ❑ **Market Presence and Reach:** Distribution in metro, Tier 2, and Tier 3 cities
- ❑ **Pricing Strategy:** Benchmarking affordability and competitiveness
- ❑ **Brand Perception & Innovation:** Marketing and R&D evaluation
- ❑ **Regulatory & Compliance Alignment:** CE, FDA, CDSCO approvals

Key Insights & Strategic Implications

- ❑ Leader Biomedical's hybrid model offers European quality with Indian efficiency
- ❑ Strong advantage in Tier 2 and Tier 3 cities through lean distribution
- ❑ Greater pricing flexibility and faster regulatory adaptation than MNCs

Analysis

- ❑ **Comparative study of five major competitors:** Stryker, Zimmer Biomet, Meril Life, GPC Medical, DePuy Synthes
- ❑ **Focus areas:** Product portfolio, market presence, pricing, brand perception, regulatory compliance
- ❑ **Goal:** Benchmark Leader Biomedical's market positioning in orthopaedic and dental biomaterials

Impact

- ❑ Informed strategic positioning documents for partnerships and investors.
- ❑ Enhanced articulation of Leader Biomedical's differentiated value proposition

KEY DECISIONS

SWOT Analysis

A structured SWOT analysis was conducted to evaluate Leader Biomedical India's internal capabilities, market environment, and strategic growth levers. Insights were derived from performance metrics, market intelligence, and stakeholder inputs.

STRENGTHS



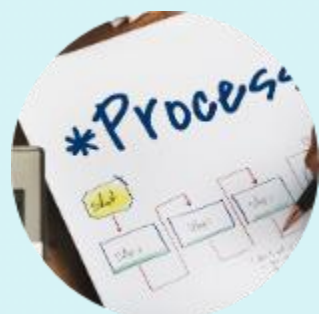
- Robust Nationwide Distribution Network: Over 100 resellers across India
- Experienced Leadership Team: 25+ years in healthcare and medical devices
- Access to European Innovation: High-quality biomaterial technology
- Regulatory Approvals: CDSCO certifications and fast-track market access

WEAKNESSES



- Limited Online Presence: Underdeveloped website and digital visibility
- Lean Operational Team: Constraints on scalability and execution

OPPORTUNITIES



- Tier 2 & 3 Market Expansion: Underserved cities with rising demand
- Product Line Diversification: Regenerative products, dental implants, grafts
- Digital Marketing: LinkedIn and SEO-driven outreach
- Training & Education: Webinars and workshops for clinical users

THREATS



- Regulatory Uncertainty: CDSCO policy shifts and pricing reforms
- Foreign Exchange Volatility: Impact on cost and profitability
- Rising Domestic Competition: Price and quality pressure from Indian firms

Conclusion



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.

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**.