



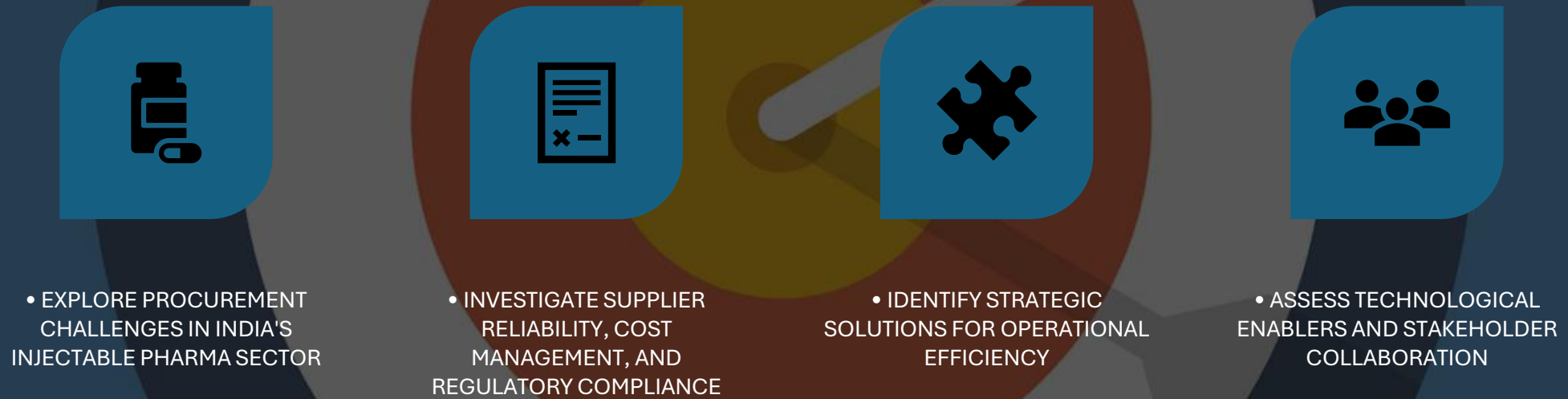
Procurement Challenges for Emerging Injectable Pharmaceutical Firms in India

Dissertation Defense Presentation

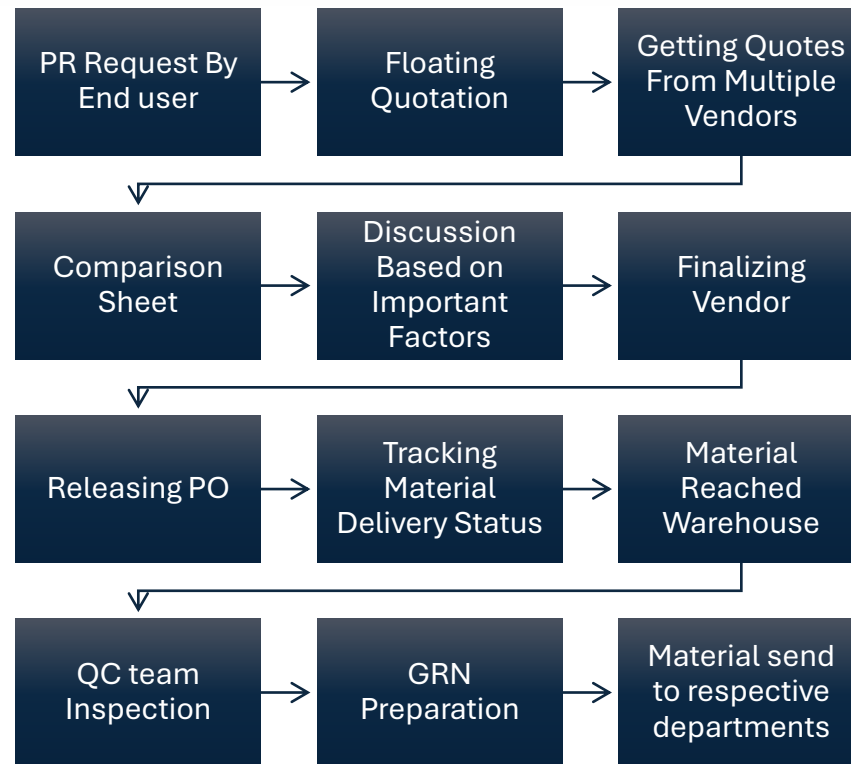
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Date: 20-06-2025

Research Objectives



General Procurement Process in Injectable Firms



Research Methodology

- • Secondary research design
- • Data from journals, reports, CDSCO, FDA, WHO
- • Inclusion: last 5 years, India-specific, empirical data
- • Thematic analysis for identifying procurement themes





Research Problem Statement

- Emerging injectable pharma firms lack procurement resilience

- Existing literature focuses on large players

- Need for SME-focused procurement strategy research
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Significance of the Study



- Fills gap in literature on SME pharma procurement



- Practical value for startups and policy-makers



- Supports India's growth as global pharma hub

Theoretical Framework

01

- Transaction Cost Economics:
Minimize supplier & enforcement costs

02

- Just-In-Time:
Inventory optimization,
reduced waste

03

- Strategic Sourcing:
Collaboration & innovation

Thematic Challenges Identified



- Supplier reliability issues



- Complex regulatory environment



- Cold-chain logistics gaps



- Cost pressures and import dependence



- Limited technology adoption

Strategic Recommendations



- Diversify suppliers and sourcing regions
- Invest in procurement technologies and analytics
- Strengthen cold-chain infrastructure (IoT, packaging)
- Conduct regulatory training and build internal teams

Scope for Future Research



- PRIMARY FIELD STUDIES WITH PHARMA SMES



- CROSS-COUNTRY AND CROSS-SECTOR COMPARISONS



- LONGITUDINAL TRACKING OF PROCUREMENT STRATEGIES



- ROLE OF AI AND BLOCKCHAIN IN PHARMA SOURCING

Conclusion

- • Procurement is a strategic pillar for pharma SMEs
- • Study reveals urgent gaps in supplier access, tech use, and compliance
- • Recommendations offer resilience and growth path for emerging firms

