

Internship Report

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Internship Report: Dr. Reddy's Laboratories - Vaccine Division

Introduction

Introduction to Dr. Reddy's Laboratories

Dr. Reddy's Laboratories Ltd. (DRL) is a leading multinational pharmaceutical company based in India, with a significant global presence. Established in 1984, Dr. Reddy's has grown to become a prominent player in the pharmaceutical industry, known for its commitment to providing affordable and innovative medicines. The company's diverse portfolio includes active pharmaceutical ingredients (APIs), generics, branded generics, biosimilars, and differentiated formulations. With a strong focus on research and development, Dr. Reddy's aims to address unmet medical needs and improve patient lives across various therapeutic areas. Their operations span across multiple countries, emphasizing a patient-centric approach and adherence to global quality standards.

Introduction to Vaccine Division

Dr. Reddy's Laboratories' Vaccine Division plays a crucial role in the company's commitment to public health. This division is dedicated to the research, development, manufacturing, and commercialization of vaccines that address critical infectious diseases. Recognizing the immense importance of immunization in preventing widespread illnesses and saving lives, the Vaccine Division strives to bring effective and accessible vaccines to markets, particularly in regions with high unmet needs. The division collaborates with global partners and leverages cutting-edge technology to ensure the quality and efficacy of its vaccine offerings, contributing significantly to global health initiatives.

Sanofi DRL Vaccicare Model

The "Sanofi DRL Vaccicare Model" refers to the strategic partnership and collaborative efforts between Dr. Reddy's Laboratories and Sanofi, a global healthcare leader, specifically in the realm of vaccines. This collaboration, often focused on distribution, marketing, and sometimes co-development, aims to leverage the strengths of both entities to enhance vaccine access and awareness. The Vaccicare model typically emphasizes a comprehensive approach to vaccine delivery, encompassing not just the product itself but also support services, educational initiatives for healthcare professionals, and awareness campaigns for the public. It signifies a commitment to ensuring that vaccines reach a wider population efficiently and effectively, thereby strengthening immunization programs and improving public health outcomes. My internship provided insights into the operational aspects and strategic implications of this vital partnership.

Objective of Internship

The primary objectives of this internship at Dr. Reddy's Laboratories, Vaccine Division, were as follows:

- To gain practical exposure to the operations and strategic initiatives within a leading pharmaceutical company's vaccine division.

- To understand the complexities of vaccine distribution, marketing, and patient access in the Indian pharmaceutical landscape, particularly through the lens of the Sanofi DRL Vaccicare model.
- To analyze market trends, competitive landscapes, and regulatory frameworks impacting the vaccine sector.
- To contribute to ongoing projects and initiatives within the division, applying theoretical knowledge to real-world business challenges.
- To develop professional skills in data analysis, market research, project management, and cross-functional collaboration within a corporate environment.

Organization Profile

Overview

Dr. Reddy's Laboratories is an integrated global pharmaceutical company. Headquartered in Hyderabad, India, it is committed to providing affordable and innovative medicines for healthier lives. The company operates across a wide spectrum of the pharmaceutical value chain, from research and development to manufacturing and commercialization. With a strong global footprint, Dr. Reddy's focuses on therapeutic areas such as oncology, pain management, gastroenterology, cardiology, and dermatology, in addition to its robust vaccine portfolio. The organization prides itself on its scientific rigor, ethical practices, and dedication to patient welfare.

Mission

Dr. Reddy's Laboratories' mission is "Good Health Can't Wait." This mission drives the company's efforts to ensure timely access to affordable and innovative medicines for patients worldwide. It reflects their commitment to speed, quality, and impact in addressing critical healthcare needs.

Core Values

Dr. Reddy's core values guide its operations and culture:

- **Empathy:** Understanding and responding to the needs of patients, customers, and colleagues.
- **Dynamism:** Embracing change, fostering innovation, and continuously striving for improvement.
- **Integrity:** Upholding the highest ethical standards in all actions and decisions.
- **Inclusivity:** Fostering a diverse and welcoming environment where everyone can contribute and thrive.
- **Perseverance:** Demonstrating resilience and determination in overcoming challenges to achieve goals.

Salient Features

- **Global Presence:** Operations in over 30 countries, serving diverse markets.
- **R&D Focus:** Significant investment in research and development to bring novel and differentiated products to market.

- **Integrated Capabilities:** Expertise spanning API manufacturing, formulation development, and commercialization.
- **Quality Commitment:** Adherence to stringent global regulatory standards (e.g., US FDA, European Medicines Agency).
- **Sustainability Initiatives:** Dedicated efforts towards environmental stewardship and social responsibility.

Services Provided

Dr. Reddy's Laboratories provides a wide range of services within the pharmaceutical sector:

- **Development & Manufacturing:** APIs, finished dosage forms, biosimilars, and differentiated products.
- **Sales & Marketing:** Commercialization of a broad portfolio of generic, branded generic, and specialty products.
- **Research & Development:** Innovation in new chemical entities, complex generics, and vaccine technologies.
- **Contract Manufacturing:** Providing manufacturing services to other pharmaceutical companies.
- **Patient Support Programs:** Initiatives aimed at improving patient adherence and access to medicines.

Key Activities/Projects Undertaken (Other than Dissertation)

During my internship, beyond my primary dissertation work, I was actively involved in several key activities and projects within the Vaccine Division:

- **Market Research and Analysis:** Conducted extensive market research on emerging vaccine trends, competitor strategies, and potential new product opportunities in the Indian market. This involved analyzing sales data, market share, and physician prescribing patterns.
- **Sales Force Effectiveness (SFE) Initiatives:** Assisted in analyzing sales force performance metrics and contributed to developing training materials and strategies to enhance the effectiveness of the field force in promoting vaccine products.
- **Promotional Material Review:** Participated in the review and update of marketing and promotional materials for various vaccine brands, ensuring compliance with regulatory guidelines and alignment with brand messaging.
- **Logistics and Supply Chain Optimization:** Gained insights into the complexities of vaccine cold chain management and distribution. Contributed to discussions on optimizing logistics to ensure timely and safe delivery of vaccines across different regions.
- **Digital Marketing Initiatives:** Explored the potential of digital platforms for increasing vaccine awareness among healthcare professionals and the public, contributing ideas for online engagement strategies.

- **Cross-Functional Collaboration:** Collaborated with teams from sales, marketing, medical affairs, and regulatory affairs, gaining a holistic understanding of how different departments contribute to the success of the vaccine business.