

INTERNSHIP REPORT
EXPLORING THE MEDICAL DEVICE MARKET OF UAE

Guided by:

Dr. Saurabh Kumar Banerjee

Associate Professor

School of Pharmaceutical management

IIHMR UNIVERSITY, JAIPUR

Submitted By:

Himanshu Agarwal

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Internship Organization- Brawn Laboratory Ltd.

1. INTRODUCTION

ORGANISATION NAME – BRAWN LABORATORIES LTD.

DURATION OF INTERNSHIP –

DEPARTMENT- MARKETING

ROLE – TRAINEE

2. OBJECTIVES OF THE INTERNSHIP

- To Gain Industry-Specific Knowledge.
- To Learn About International Trade and Export Operations.
- To Build a Strong Foundation in the MedTech Sector.
- To Enhance My Technical and Professional Skills.
- To Explore Innovation and Global Healthcare Trends.
- To Grow with the Organization.

3. ORGANISATION PROFILE

BRAWN GROUP is a group of companies engaged ethically in the business of innovation, manufacturing and marketing pharmaceuticals products that are provided to patients at a very affordable price. Our establishment believes in effective working to strive on the **highest standards and integrity.**

Company's Vision- To be one of the top 50, strategic & research based generic global healthcare corporation, creating value for the stakeholders by empowering people to provide quality products and services through regulatory compliance and operational excellence.

Company's Mission- To develop and market affordable research-based quality products for better life across the globe.

Companies under the BRAWN GROUP-

- **Brawn Laboratories Ltd.**
- **SBRG MedTech Pvt. Ltd.**
- **SBRG Clean Tech Pvt. Ltd.**
- **SBRG Agrochemical's Pvt. Ltd.**
- **Brawn Biotech Ltd.**
- **Brawn Cosmetics & Herbals Pvt.Ltd.**
- **Delhi Pharma**
- **Shashi Prints**

4. KEY ACTIVITIES /PROJECT UNDERTAKEN OTHER THEN THE DISSERTATION

1. Gained Foundational Knowledge of Medical Consumables

- Acquired a clear understanding of what medical consumables are, including their role in healthcare and the various product categories under this segment.
- Familiarized myself with the specific range of products manufactured and exported by SBRG MedTech.

2. Prepared Product Presentations

- Created detailed product presentations highlighting specifications, applications, and compliance standards for use in client communications and promotional activities.

3. Social Media Management and Content Creation

- Managed the organization's social media presence by developing a structured content calendar.
- Designed and published marketing posters and promotional materials tailored for platforms such as LinkedIn and other professional networks.
- Monitored engagement and regularly updated social media content to ensure consistent branding and visibility.

4. Exhibition Planning and Coordination

- Took initiative in the planning and preparation for participation in a medical exhibition.
- Compiled a detailed checklist and timeline for exhibition-related activities, including logistics, booth setup, promotional material, and product display planning.

5. Client Database Management and Follow-ups

- Maintained and organized a comprehensive list of clients engaged through various exhibitions and business events.
- Actively communicated with prospective and existing international clients to strengthen business relationships and explore potential collaboration opportunities.
- Scheduled and followed up on client interactions to support lead conversion and relationship management.

6. KEY LEARNING DURING THE INTERNSHIP

- Understanding of the medical consumables industry.
- Product Familiarity and Presentation skills.

- Social media strategy and Digital marketing skills.
- Event planning and coordination.
- Client relationship management.
- Professional development (communication and time management).
- Strategic thinking and initiative.