

INTERNSHIP REPORT

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ROLL NO- 0509

1. INTRODUCTION

ORGANISATION NAME– REINE LIFESCIENCE

DURATION OF INTERNSHIP– Mar 20- May 31, 2025

DEPARTMENT- MARKETING

ROLE – OFFICER

2. OBJECTIVES OF THE INTERNSHIP

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

3. ORGANISATION PROFILE

REINE LIFESCIENCE- We manufacture world-class APIs & Intermediates, with a passion for chemistry focusing on better healthcare in India and worldwide. We deliver our products to all regulated, semi-regulated and non-regulated markets globally with strategic alliances and operations in over 65 countries. Reine has a multicultural, multilingual and multinational workforce, including people outside India.

Company's Vision- Reine's vision is to be a most valued leading global API pharmaceutical company by continuously researching, developing, and manufacturing a wide range of products complying with the high regulatory standard.

Company's Mission- To provide best quality Active Pharmaceutical ingredients worldwide with great customer support with care. Total customer satisfaction and achieving leadership in chosen market by excellence in technology and R&D. Being responsible to the society and inspiring employees to build a brand 'Reine' by high ethical standards in our practices.

4. KEY ACTIVITIES /PROJECT UNDERTAKEN OTHER THEN THE DISSERTATION

i. Gained Foundational Knowledge of API:

- Acquired a clear understanding of what API are, including their role in healthcare and the various therapeutic categories API of my company.

- Got to understand with the specific range of products manufactured and exported by REINE LIFESCIENCE.

ii. Prepared Product Presentations:

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

iii. Exhibition Planning and Coordination:

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

iv. Client Database Management and Follow-ups:

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

5. LEARNING DURING THE INTERNSHIP

- Understanding of the API industry.
- Product Familiarity and Presentation skills.
- Social media strategy and Digital marketing skills.
- Technical Skills. (MS EXCEL)
- Client relationship management.
- Professional development (communication and time management).
- Strategic thinking and initiative.