

INTERNSHIP Report

At



Corona Remedies Ltd

From 10 March 2025 to 10 June 2025

A REPORT BY

BINALI CONTRACTOR

MBA Pharmaceutical Management

2023-25

Under the Mentorship of

Dr. Ashok Peepliwal

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Date: 10th June, 2025

To Whom So Ever It May Concern

This is to certify that **Ms. Binali Contractor**, a student of **IIHMR University, Jaipur**, has successfully completed her internship at **CORONA Remedies Ltd.** From **10th March 2025** to **10th June 2025**.

During her internship, she was orientated and familiarized with various functions at our organization, gaining insights into their manufacturing operations, processes, and the management aspects involved.

Throughout the internship, she demonstrated diligence, a strong work ethic, and a keen sense of curiosity while engaging with different processes.

We wish her every success in her life & career.

Regards,


10/06/25



Nutan Patel

Assistant General Manager – Corporate HR & Communications

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have supported and contributed to the successful completion of this dissertation titled “**CFA Performance Monitoring & Scorecard Evaluation.**”

First and foremost, I extend my heartfelt thanks to my academic mentor, **Dr. Ashok Kumar Peepliwal**, Professor at IIHMR University, Jaipur, for his constant guidance, expertise, and encouragement throughout this research journey. His valuable insights and constructive feedback provided clear direction and significantly enriched the quality of this study.

I would also like to express my sincere gratitude to my industry mentor, **Mr. Shalin Modi**, for his invaluable support, mentorship, and practical guidance during my time with the organization. I would also like to extend my gratitude to the management and staff of Corona Remedies Ltd., for giving me the opportunity to work on this live project and for their generous support in data collection, survey dissemination, and professional mentorship.

Special thanks to the professionals who participated in the CFA performance survey, sharing their time and insights despite their busy schedules.

My heartfelt appreciation goes to my family and friends, whose unwavering support, motivation, and patience helped me persevere through the challenges of this research. Their belief in me served as a source of continuous strength and encouragement.

Lastly, I would like to thank **IIHMR University**, Jaipur, for providing the academic environment, resources, and access to literature and tools that enabled the smooth execution and completion of this dissertation.

This work would not have been possible without the collective support of all these individuals and institutions, and I remain truly thankful.

INTRODUCTION

Internships are a vital part of professional education, offering students a chance to bridge the gap between theoretical learning and real-world application. As part of the MBA in Pharmaceutical Management program at IIHMR University, Jaipur, I had the opportunity to undertake a 12-week summer internship at **Corona Remedies Ltd.**, a leading pharmaceutical company in India. The internship took place in the company's logistics and supply chain division, where I was engaged in a live project titled **"CFA Performance Monitoring & Scorecard Evaluation."**

The pharmaceutical industry, due to its highly regulated and complex nature, relies heavily on efficient logistics and distribution systems to ensure that medicines reach the end-users safely, promptly, and compliantly. Within this ecosystem, **Carrying and Forwarding Agents (CFAs)** serve as crucial operational hubs that bridge the gap between manufacturing units and stockists or healthcare institutions. Despite their critical role, CFAs have traditionally been monitored informally, with limited accountability or performance tracking mechanisms in place.

Recognizing the operational challenges faced by both the Head Office and CFA teams, my internship focused on addressing the performance monitoring gap in CFA operations. Through structured surveys, data analysis, and the development of a KPI-based performance scorecard, the project aimed to create a transparent and standardized tool to assess CFA efficiency across various operational parameters such as dispatch timelines, documentation compliance, returns handling, and GST/E-way bill adherence.

The internship was designed to provide hands-on exposure to real-time problem-solving within pharmaceutical logistics, enabling me to apply academic concepts such as supply chain optimization, quality compliance, and strategic performance management in a practical environment. Working closely with the logistics team, CFA managers, and industry mentors, I was able to understand the complexities involved in day-to-day operations, identify critical bottlenecks, and contribute meaningfully to the organization's ongoing efforts toward digitization and accountability in distribution practices.

This report documents my internship experience, the objectives set out at the beginning of the project, the organizational profile of Corona Remedies Ltd., and the various services it offers. It further outlines the key activities and responsibilities undertaken during the internship period, with a specific focus on performance enhancement projects beyond the scope of the dissertation. Finally, it captures the key learnings and takeaways that have enriched my professional and academic understanding of the pharmaceutical industry.

OBJECTIVES OF INTERNSHIP

The primary purpose of the internship program is to enable students to apply classroom knowledge in real-world settings and develop practical skills essential for industry readiness. During my 12-week internship at **Corona Remedies Ltd.**, the focus was on exploring the logistics and supply chain operations within the pharmaceutical sector, with a specific emphasis on evaluating the performance of **Carrying and Forwarding Agents (CFAs)**. The objectives of my internship were aligned with both academic learning outcomes and the strategic goals of the organization. The detailed objectives are outlined below:

1. To Understand Pharmaceutical Supply Chain Operations:

The first objective was to gain a comprehensive understanding of the structure and workflow of pharmaceutical logistics, particularly the functioning of CFA units. This involved learning how inventory is managed, dispatched, and monitored, and understanding the documentation and compliance processes followed at various CFA sites.

2. To Evaluate Existing CFA Monitoring Practices:

A key goal was to critically assess the methods currently used by the company to track CFA performance. This included examining tools like audit reports, Excel trackers, verbal feedback loops, and informal communication channels to identify limitations in performance tracking and accountability.

3. To Identify Operational Challenges at CFA Level:

The internship sought to uncover specific pain points and inefficiencies in CFA operations by engaging with logistics staff, CFA managers, and regional coordinators. Areas such as delayed dispatches, poor documentation practices, compliance errors, and returns management were analyzed to determine the root causes of performance gaps.

4. To Develop a Structured CFA Performance Scorecard:

One of the core objectives was to design a **KPI-based scorecard** tailored to CFA functions, which could be used for standardized performance monitoring. This included selecting appropriate indicators, defining scoring criteria, and ensuring the tool could be easily integrated with existing reporting systems.

5. To Pilot the Scorecard Across Multiple CFA Locations:

The internship also aimed to implement the scorecard on a trial basis across selected CFA sites to test its feasibility, gather feedback from end-users, and assess its impact on performance visibility, operational discipline, and compliance.

6. To Promote Data-Driven Decision-Making:

Another important objective was to advocate for and support the use of data in decision-making processes. By collecting, validating, and analyzing CFA-related data, the goal was to help the organization move from reactive issue resolution to proactive performance management.

7. To Enhance Professional Skills and Industry Exposure:

Finally, the internship aimed to strengthen my interpersonal, analytical, and project management skills through real-time involvement in corporate operations. It provided exposure to working with cross-functional teams, handling stakeholder communication, and managing a live performance improvement project within a structured corporate framework.

ORGANIZATIONAL PROFILE

Corona Remedies Ltd. is a rapidly growing Indian pharmaceutical company committed to improving healthcare outcomes through innovative, affordable, and high-quality medicines. Founded with a vision to become a trusted leader in the pharmaceutical industry, the company has steadily expanded its portfolio, market presence, and operational capacity across India and select international regions.

Headquartered in Ahmedabad, Gujarat, Corona Remedies Ltd. operates with a strong focus on **customer-centricity, quality assurance, and operational excellence**. The company offers a diverse range of pharmaceutical formulations across multiple therapeutic areas such as **cardiology, diabetology, gastroenterology, neurology, dermatology, pediatrics, and general medicine**. Its manufacturing facilities adhere to stringent **GMP (Good Manufacturing Practices)** standards, and many of its products are registered with reputed regulatory authorities.

A distinguishing feature of Corona Remedies' operations is its well-established **logistics and supply chain network**, which ensures timely and efficient delivery of medicines across the country. The company operates through a system of **Carrying and Forwarding Agents (CFAs)** strategically located in different regions to optimize distribution and reduce lead time. These CFAs play a vital role in warehousing, order dispatch, inventory management, and compliance with documentation and tax regulations such as GST and E-way bills.

Corona Remedies has also demonstrated a strong commitment to **technology adoption and process improvement**, evident in its use of **SAP systems** for inventory tracking, financial accounting, and order processing. The organization continuously strives to improve transparency, accountability, and responsiveness within its operations by integrating digital tools and performance monitoring mechanisms.

Beyond its business operations, the company actively engages in **Corporate Social Responsibility (CSR)** initiatives focused on public health awareness, access to medicines, and community development. It has established a strong reputation among healthcare professionals, institutions, and distributors for its ethical practices, scientific approach, and reliability.

With a growing portfolio, strong leadership, and a focus on operational excellence, **Corona Remedies Ltd.** is well-positioned to continue its trajectory of growth and impact in the healthcare sector. The internship experience at this organization offered a dynamic platform to observe and participate in key logistical processes, strategic planning, and performance enhancement initiatives within a highly regulated and fast-paced industry environment.

4. Services Provided by the Organization

Corona Remedies Ltd. is a full-spectrum pharmaceutical company that offers a wide range of products and services aimed at improving healthcare delivery across India. With a strong foundation in research, manufacturing, and distribution, the company has established itself as a reliable partner in the healthcare ecosystem. Its services extend beyond manufacturing and marketing to include comprehensive logistical support, regulatory compliance, and professional collaboration with healthcare providers. The major services provided by Corona Remedies Ltd. include:

1. Pharmaceutical Manufacturing

Corona Remedies operates advanced manufacturing units that are fully compliant with **Good Manufacturing Practices (GMP)** and **WHO-GMP** certifications. These facilities produce a variety of dosage forms including tablets, capsules, syrups, ointments, and injections across multiple therapeutic categories such as cardiology, diabetology, gastroenterology, pediatrics, and more. The manufacturing process is monitored under strict quality control to ensure efficacy, safety, and consistency.

2. Quality Assurance and Regulatory Compliance

Ensuring the highest standards of quality is central to the company's philosophy. The **Quality Assurance (QA)** team oversees all stages of the product lifecycle—from raw material procurement to finished goods inspection. The company adheres to national and international regulatory frameworks, ensuring compliance with **Schedule M, GMP, and ISO** standards. Documentation, batch records, and pharmacovigilance practices are strictly maintained, which helps the organization gain trust among doctors, patients, and regulatory bodies.

3. Product Distribution and Supply Chain Management

Corona Remedies has a widespread **logistics and distribution network**, managed through **Carrying and Forwarding Agents (CFAs)** located in key regions across the country. These CFAs handle warehousing, order dispatch, stock rotation, return management, and documentation in compliance with **GST and E-way bill** norms. The use of **SAP-based ERP systems** helps in real-time inventory monitoring, reducing stockouts and improving service levels. The supply chain is designed to ensure timely delivery of medicines to stockists, hospitals, and healthcare providers.

4. Marketing and Sales Support

The company runs an extensive **field force of medical representatives (MRs)** who engage with healthcare professionals to promote its portfolio of over-the-counter (OTC) and prescription-based medicines. Backed by detailed product training, visual aids, and CRM

tools, the sales team builds strong relationships with doctors and chemists. The marketing division regularly organizes CMEs (Continuing Medical Education), product launches, and awareness campaigns to ensure visibility and professional engagement.

5. Research and Development (R&D)

Corona Remedies invests significantly in **research and development** to introduce new formulations and improve existing ones. The R&D team works on novel drug delivery systems, stability studies, bioequivalence, and cost-effective product innovation. This scientific approach ensures that the company remains competitive and responsive to emerging therapeutic needs.

6. Information Technology and Data Management

To support operational efficiency and data accuracy, Corona Remedies utilizes a robust **SAP-based Enterprise Resource Planning (ERP)** system that integrates inventory management, billing, compliance, and logistics tracking. The IT infrastructure plays a key role in enabling **performance dashboards**, digital audits, and KPI-based evaluation tools—such as the **CFA Scorecard** developed during my internship.

7. Corporate Social Responsibility (CSR)

Corona Remedies is also committed to contributing to public welfare through its **CSR initiatives**, which include free health camps, donation of medicines to underserved populations, disease awareness programs, and support for healthcare infrastructure in rural areas.

In conclusion, Corona Remedies Ltd. delivers a broad and integrated set of services that span the entire pharmaceutical value chain—from drug development and manufacturing to logistics, sales, and community engagement. Its focus on quality, compliance, and operational excellence ensures that it meets both regulatory expectations and patient needs effectively.

5. Key Activities/Projects Undertaken Other than Dissertation

While the primary focus of my internship was the dissertation project titled “**CFA Performance Monitoring & Scorecard Evaluation**,” I was also entrusted with several other responsibilities and projects that enriched my learning experience and broadened my exposure to real-world pharmaceutical operations. These additional assignments allowed me to contribute meaningfully to the organization's ongoing activities, enhance my understanding of pharmaceutical logistics, and develop practical skills essential for professional growth. The key activities and projects are described below:

1. Assistance in Internal Audit Preparation

During the internship, I actively supported the logistics and compliance team in preparing for scheduled **internal audits** of various CFA sites. This involved:

- Collating documentation related to dispatch, returns, and tax compliance.
 - Verifying stock records and expiry logs.
 - Organizing files and formats in line with **Standard Operating Procedures (SOPs)**. This activity helped me understand the importance of compliance in pharmaceutical operations and the intricacies involved in audit preparedness.
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2. SOP Review and Process Documentation

I was involved in **reviewing and updating SOPs** related to warehouse operations and documentation flow at the CFA level. Working with the logistics team, I helped revise and streamline procedures for:

- Dispatch scheduling and inventory handovers.
 - GST invoicing and E-way bill generation.
 - Returns and damage stock handling.
- This task deepened my understanding of documentation accuracy, regulatory requirements, and operational standardization.
-

3. Monthly Inventory Tracking and Analysis

In collaboration with the supply chain coordinators, I assisted in **monthly inventory tracking** by:

- Reconciling stock reports shared by CFA locations with SAP system entries.
 - Identifying delays in GRN (Goods Receipt Note) generation and order dispatches.
 - Highlighting discrepancies in near-expiry and returned products.
- These efforts supported real-time inventory management and accuracy across the distribution chain.
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4. CFA Feedback Collection and Analysis

Beyond the scorecard implementation, I also helped in conducting **informal interviews and feedback sessions** with CFA personnel to:

- Understand their pain points and technology usage challenges.
 - Gauge their comfort level with the new performance monitoring system.
 - Identify training or system improvement needs.
- This feedback was valuable for refining the scorecard tool and proposing improvements in CFA engagement strategies.
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5. Participation in Logistics Review Meetings

I was given the opportunity to **attend monthly review meetings** conducted by the Head Office logistics team with regional managers and CFA heads. During these meetings, I observed:

- Data-driven discussions based on monthly performance.
 - Identification of site-specific issues and action planning.
 - Cross-functional collaboration between supply chain, finance, and compliance teams.
- These sessions gave me first-hand exposure to organizational decision-making and performance evaluation practices.
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6. Support in Dispatch and Returns Workflow Automation

While working alongside the IT and logistics team, I also contributed to an ongoing effort to **digitize dispatch and returns documentation**. This involved:

- Mapping the manual steps involved in stock return requests.
 - Drafting a simplified checklist to be integrated into an Excel tracker.
 - Testing trial versions of a shared returns form for standardization across CFA sites.
-

In summary, these diverse responsibilities provided a holistic experience and helped me move beyond the boundaries of the dissertation project. I gained practical skills in documentation, audit preparation, interdepartmental coordination, system design, and problem-solving. These tasks reinforced my ability to adapt, contribute, and learn in a fast-paced and quality-driven corporate environment.

6. Key Learnings from Internship

The 12-week internship at **Corona Remedies Ltd.** was a transformative professional experience that offered invaluable insights into the pharmaceutical industry's supply chain and operational management. Working on a live project alongside experienced mentors and being part of a dynamic logistics environment allowed me to translate academic concepts into practical solutions. The following are the key learnings derived from this internship:

1. In-depth Understanding of Pharmaceutical Supply Chain Operations

One of the most important learnings was gaining a deep understanding of how pharmaceutical products move from manufacturing units to end-users. I learned the crucial role played by **Carrying and Forwarding Agents (CFAs)** in warehousing, documentation, dispatch, and returns. Observing the coordination between Head Office logistics teams and CFA sites revealed the challenges and precision required to maintain regulatory compliance and timely deliveries.

2. Application of Performance Monitoring Tools

Developing and implementing the **CFA Scorecard** introduced me to practical methods of **Key Performance Indicator (KPI)** tracking. I gained proficiency in identifying operational metrics such as dispatch timelines, GST compliance, order turnaround time, and returns handling. This hands-on exposure helped me understand how data-driven tools can improve visibility, accountability, and operational efficiency in decentralized logistics networks.

3. Importance of Standard Operating Procedures (SOPs)

The review and revision of SOPs made me realize how critical standardized processes are in the pharmaceutical industry. SOPs ensure consistency, compliance, and clarity in task execution, especially when operations are spread across multiple locations. I learned how even minor deviations in documentation or workflow can lead to compliance failures and operational delays.

4. Strengthening of Analytical and Problem-Solving Skills

By working with large datasets from SAP reports and CFA feedback surveys, I sharpened my **analytical skills**. I learned how to interpret logistics performance data, identify bottlenecks, and suggest feasible solutions. Whether it was reconciling dispatch delays or analyzing GRN generation times, the ability to derive insights from data became a key part of my daily responsibilities.

5. Exposure to Audit and Compliance Mechanisms

Through active participation in audit preparations and internal compliance checks, I understood the importance of **regulatory readiness**. I became familiar with documentation requirements for audits, the significance of batch-level traceability, and the preventive controls needed to ensure that CFA operations align with **GMP**, **GST**, and **E-way bill** standards.

6. Development of Interpersonal and Professional Skills

Interacting with CFA managers, logistics personnel, and department heads helped me improve my **communication and coordination abilities**. Whether it was presenting scorecard insights or following up on data collection, I learned the importance of clarity, follow-through, and professional etiquette in a corporate environment.

7. Adaptability and Time Management

Working on multiple tasks simultaneously—such as data analysis, tool development, SOP reviews, and participation in meetings—taught me how to manage my time effectively. I developed the ability to prioritize tasks, meet deadlines, and adapt to unexpected changes, which are essential skills in any high-performance work environment.

8. Realization of the Value of Technology in Logistics

Corona Remedies' use of **SAP ERP systems** for inventory tracking and compliance reinforced my understanding of how technology streamlines complex operations. I also witnessed how Excel-based tools can be scaled into effective monitoring systems when tailored correctly. This made me appreciate the role of **digital transformation** in the future of pharmaceutical logistics.

CONCLUSION

The internship at **Corona Remedies Ltd.** was an enriching and transformative experience that provided a real-world understanding of pharmaceutical logistics and supply chain operations. As a management student specializing in pharmaceutical management, this opportunity enabled me to bridge the gap between academic knowledge and practical application in a highly regulated and operationally intensive industry.

During the 12-week internship, I was able to work on a strategic live project titled “**CFA Performance Monitoring & Scorecard Evaluation,**” which focused on enhancing transparency, accountability, and efficiency in the functioning of **Carrying and Forwarding Agents (CFAs)**. Through the development and implementation of a KPI-based performance scorecard, I learned how data analytics, stakeholder feedback, and structured performance frameworks can drive operational improvements in real time. The project offered deep insights into performance measurement tools and highlighted the importance of visibility and standardization in decentralized supply chains.

In addition to the dissertation project, I was actively involved in several key activities such as audit preparation, SOP review, inventory tracking, and participation in logistics review meetings. These engagements provided a comprehensive understanding of the company’s internal systems and exposed me to the complexities of compliance, process control, and quality management in pharmaceutical logistics.

The internship also helped me develop critical professional skills such as analytical thinking, communication, time management, and cross-functional collaboration. Engaging with logistics teams, CFA managers, and corporate leadership allowed me to build confidence, take initiative, and understand the expectations of the pharmaceutical industry from a corporate perspective.

Overall, the internship served as a vital learning platform that has prepared me for future professional roles in healthcare and pharmaceutical management. It not only enhanced my technical and managerial competencies but also reinforced my aspiration to contribute to operational excellence and strategic process improvement in the healthcare delivery ecosystem. I am confident that the skills and insights gained during this internship will serve as a strong foundation for my career ahead.