

**Internship at
Cadila Pharmaceutical Pvt. Ltd.
Ahmedabad**

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA) in
Pharmaceutical Management
by

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MBA PM-15

Under the Supervision and Guidance of

Mr. Ashok Peepliwal

Professor

(PhD, M. Pharma, LLB, MBA)

Pharmaceutical Management

IIHMR University, Jaipur 2025

Internship Report

Intern Name: Anjali Agarwal

Institution: IIHMR University

Department: MBA Pharmaceutical Management

Internship Supervisor: Mr. Ashok Peepliwal

Project Title: Export Insight's of International Sales's & Marketing In API Specially In Middleeast Region.

1. Introduction

This report presents my internship experience at IIHMR University, Jaipur, under the guidance of Mr. Ashok Peepliwal. My internship revolved around my dissertation topic: "Export Insights of International Sales and Marketing in API, Especially in the Middle East Region." The focus was on understanding how Indian pharmaceutical companies export Active Pharmaceutical Ingredients (APIs) to Middle Eastern markets and the strategic marketing approaches involved in this process.

The internship allowed me to integrate theoretical concepts with real-world business practices, particularly in the domain of international trade, B2B pharmaceutical marketing, and regulatory dynamics. It helped deepen my understanding of market entry strategies, customer relationship management, trade compliance, and competitive positioning in Middle Eastern countries such as the UAE, Saudi Arabia, Oman, and Qatar.

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2. Organization Profile

Cadila Pharmaceuticals Ltd. is one of India's leading privately held pharmaceutical companies, headquartered in Ahmedabad. With a global presence in over 100 countries, the company manufactures and exports a wide range of APIs, formulations, and biotechnology products.

Known for its emphasis on quality, innovation, and regulatory compliance, Cadila has WHO-GMP and USFDA-approved facilities. The company plays a key role in API exports, particularly to Middle Eastern markets, and is recognized for its strong R&D, cost-effective production, and commitment to global healthcare.

3. University Overview

Founded in 1984, IIHMR University has evolved into a leading institution offering postgraduate and doctoral programs in public health and health management. The university has academic collaborations with globally reputed organizations such as the World Health Organization (WHO), United Nations Children's Fund (UNICEF), and ministries of health across different countries.

IIHMR's campus features a modern infrastructure, experienced faculty, and a robust research ecosystem. Through its integration of academic excellence with hands-on exposure to real-world challenges, the university equips students to meet the growing demands of the healthcare sector.

4. Strengths and Accreditations

IIHMR University is:

- NAAC Accredited and recognized by the University Grants Commission (UGC)
- Ranked among the top institutions in India for healthcare and pharmaceutical management education
- Known for high-impact research, policy influence, and international academic collaborations

Key strengths relevant to my internship and dissertation topic include:

- Strong focus on pharmaceutical management and international marketing
 - Faculty with expertise in global regulatory affairs and export strategy
 - Access to real-time case studies and datasets related to pharmaceutical trade and global health markets
 - Practical exposure to market access and compliance frameworks in regulated and semi-regulated markets
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5. Key Learnings

Through my research and project work during the internship, I gained important insights into the international marketing of APIs, particularly focusing on the Middle East. My key learnings include:

- Understanding the demand patterns and import policies of Middle Eastern countries for APIs
- Analyzing the regulatory and pricing frameworks in target export markets
- Evaluating international business development models used by Indian pharmaceutical exporters
- Learning how trade shows, B2B platforms, and personal networks influence buyer acquisition in Middle Eastern markets
- Identifying key competitive advantages Indian firms leverage (e.g., cost efficiency, GMP certification, speed-to-market)

6. Skills Developed

This internship helped me develop both technical and managerial skills aligned with international business strategy in pharma exports:

- **Market Research & Data Analysis:** Interpreting global API market trends and trade data using tools like UN Comtrade and Pharmexcil reports
- **Regulatory Understanding:** Familiarity with GCC guidelines, SFDA, and MOH regulations for importing APIs
- **Sales & Negotiation Skills:** Exposure to business communication formats used in international sales proposals
- **Digital and CRM Tools:** Gaining experience with platforms like IndiaMART, Alibaba, Salesforce, and Export Genius
- **Strategic Thinking:** Understanding how companies position their products and brands in competitive overseas markets

7. Conclusion

This internship was a valuable opportunity to explore export dynamics and international marketing strategies in the pharmaceutical sector, specifically related to the API industry and the Middle East region. Under the mentorship of Mr. Ashok Peepliwal, I was able to align my academic dissertation with practical insights from the field.

The experience sharpened my understanding of cross-border trade regulations, market access strategies, and B2B pharma marketing, which will be critical for my career in international business development or regulatory affairs in the pharmaceutical industry. I am deeply thankful to IIHMR University and Mr. Ashok Peepliwal for their continued support and guidance throughout this journey.
