



SUMMER INTERNSHIP PROGRAM
IIHMR UNIVERSITY JAIPUR
SUBMITTED BY: SACHIN VERMA
MARKET RESEARCH ON CDMO BASED COMPANY EUROPE



1. HISTORY OF MOREPEN

Morepen Laboratories Ltd. is a Indian pharmaceutical company established in 1984, founded by Mr. K.B. Suri. The company started with a focus on producing bulk drugs and Active Pharmaceutical Ingredients (APIs). Its headquarters in Gurgaon, the company has made significant strides in the healthcare sector, specializing in the production of Active Pharmaceutical Ingredients (APIs), home diagnostics, and over-the-counter (OTC) products. The introduction of brands like Dr. Morepen and Gubb USA marked significant milestones.

2001: Launch of the Dr. Morepen brand, which focused on diagnostic devices like blood pressure monitors, glucometers, and other healthcare products.

2002: Launch of the Gubb USA brand, offering personal care and grooming products.



Started in 1984



Started in 1998



Started in 1996

2. VISION



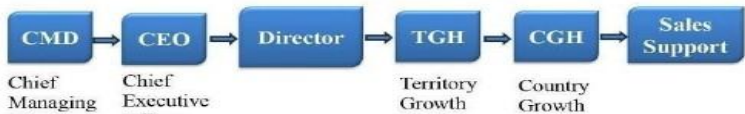
Excellence, Passion, Action, Innovation
Morepen is driven by a commitment to excellence in everything we do. Our three core values – Passion, Action, and Innovation guide our actions. We prioritize delivering superior quality products, efficient distribution networks, and exceptional customer service.

3. MISSION



Empowering. Health. Everywhere
Morepen is dedicated to providing affordable, high-quality healthcare solutions through innovative pharmaceutical and medical technology products. We strive to make health accessible for all and achieve a global reach.

4. ORGANISATION STRUCTURE



5. THEORETICAL UNDERSTANDING V/S PRACTICAL EXPOSURE

Theoretical Concepts

- ❖ API Market Dynamics
- ❖ International Market-Europe
- ❖ Contract Development & manufacturing Organization

Practical Learnings

- ❖ Market Research
- ❖ Data Collection
- ❖ Implementation Business Development Strategies

6. SWOT ANALYSIS



7. CHALLENGES FACED

- ❖ Exposed to an entirely new subject paced working style
- ❖ Market Analysis Complexity
- ❖ Time Management
- ❖ Communication Barrier
- ❖ Unfamiliar with API Market

8. USEFULNESS OF INTERNSHIP

- ❖ Confidence Building
- ❖ Skill Development
- ❖ Contribution to the Company
- ❖ Practical Experience
- ❖ Networking Opportunities

9. LEARNINGS DURING INTERNSHIP

Market

1. Domestic Market
2. International market

Type of Manufacturers

- ❖ CDMO (Contract Development & Manufacturing Organization)
- ❖ CRO (Contract Research Organization)
- ❖ CMO Contract Manufacturing Organization)

Europe API Filing Process & CEP Certification

- Preparation
- Submission
- Validation Assessment
- Evaluation
- Post Approval activity

BCS (Biochemical Classification System)



10. SUGGESTIONS

- ❖ Research and summarize regulatory requirements for APIs in different European countries.
- ❖ Identify and evaluate potential strategic partners, including contract manufacturers, distributors, and research organizations.
- ❖ Develop and maintain a database of potential clients, partners, and industry contacts in the European market.
- ❖ Conduct comprehensive market analysis to identify trends, opportunities, and threats in the European API market.
- ❖ Analyze customer needs and preferences to identify potential areas for product development or improvement.