

SUMMER INTERNSHIP PROGRAM

at

Morepen Laboratories Ltd.



From 19 May 2025 to 19 July 2025

A REPORT BY

Sachin Verma

Master of Business Administration (Pharmaceutical
Management)

2024-26

under the Mentorship of

Dr.Akshay Kumar Mishra Sir





MOREPEN



21st July, 2025

Mr. Sachin Verma,

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sachin Verma** has successfully completed his internship in our organization in the **API Department** at **Gurugram**, serving as a **Marketing Intern** from **19th May 2025 to 19th July 2025**.

His contributions were found to be valuable to our business operations. During his internship, he demonstrated sincerity, diligence, and maintained good behaviour and moral character.

We wish him continued success in all his future endeavours.

For Morepen Laboratories Ltd.

Vikas Sharma
General Manager - HR

Morepen Laboratories Limited

CIN NO : L24231HP1984PLC006028

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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Sachin Verma** of academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 28/07/2025


Dr. Akshay Kumar Mishra
Associate Professor



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

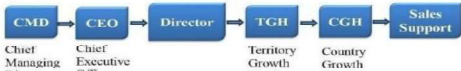


MISSION

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

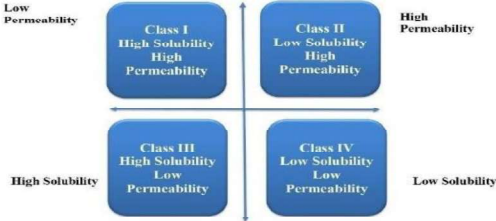
Type of Manufacturers

- ❖ 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.

Compiled Reporting Format

Name of the Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing & Sales Name of the Student:

Sachin Verma

Roll no : 0694

Stream: Pharmaceutical Management (PM 16)

Activity Done	• Conducted in-depth market research and identified over 300 API customers across European markets using AI tools, Google search, and internal company data. • Analyzed competitor strategies and prepared comparative reports on API pricing, regulatory approvals, and business presence. • Learned API business development steps including COA review, R&D quantity, validation quantity, and commercial supply planning. • Studied regulatory filing processes such as EDQM CEP certification, DMF preparation, and ICH guidelines relevant to European markets. • Prepared country-wise customer databases with contact details, revenue data, and therapeutic specializations to support lead generation. • Participated in discussions with the mentor on strategies for expanding API exports to high-potential EU countries. • Coordinated with mentors to understand practical aspects of API commercialization and filing.
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Linking theory (Classroom learning) with practice at your organisation	○ Applied classroom knowledge of pharmaceutical management to real-world API business scenarios. ○ Used theoretical understanding of regulatory frameworks to study European approval procedures. ○ Integrated academic skills in data analysis and reporting into practical tasks. ○ Linked concepts of international business development with practical exposure to export markets
Gaps identified on the working area.	○ Limited use of advanced digital tools for customer tracking and follow-ups. ○ Need for more structured documentation in business development processes. ○ Lack of real-time customer interaction opportunities during the internship. ○ Dependency on manual data compilation instead of automated systems.
Suggestions for improvement	○ Implement customer relationship management (CRM) software for efficient follow-up. ○ Conduct regular training sessions for interns on advanced digital tools and analytics. ○ Enhance networking and communication channels with international clients. ○ Streamline business development documentation with standardized templates.
Plan for the next week	○ Conduct detailed analysis of potential European customers and prepare a segmentation report. ○ Create a database of regulatory timelines for APIs in targeted EU countries. ○ Prepare sample presentations for API business development strategies. ○ Discuss findings with mentors and seek feedback for improvement.

Signature of the students 

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department
Name of the Student: Sachin Verma

Roll no: 0694 **Stream:** MBA-PM-16(Pharmaceutical Management)

Week no: 1st

From: Sachin Verma to Dr.Akshay Kumar Mishra Sir

Activity Done	• Attended onboarding and induction sessions to understand company structure, values, and core business. • Introduced to the API Business Development team and assigned to the European Market segment. • Understood the company's major products including Loratadine, Montelukast, Desloratadine, Atorvastatin, and Dapagliflozin. • Studied Morepen's existing customer base and global API export strategy. • Familiarized with the flow of API sales from lead generation to commercial dispatch.
Linking theory (Classroom learning) with practice at your organization	☐ Theoretical Knowledge: • Applied marketing concepts and strategies learned in the classroom to real-world research. • Integrated understanding of organizational culture and marketing environments into your analysis. ☐ Practical Application: • Conducted comprehensive research on European CDMO companies. • Compiled detailed profiles of these companies, including critical business information and market positioning.

Gaps identified on the working area.	☐ Data Collection: • Difficulty in accessing comprehensive and up-to-date information for all CDMO companies. • Limited availability of revenue and detailed financial data for some organizations. ☐ Market Analysis: • Challenges in assessing market trends and competitive positioning without extensive market reports. • Need for deeper insights into the specific therapeutic areas and product pipelines of each company. ☐ Integration of Theory and Practice: • Bridging the gap between theoretical marketing strategies and their practical implementation in the CDMO sector. • Understanding the nuances of the European market and how it differs from other regions.
Suggestions for improvement	• Diverse Sources: Use subscription databases (Bloomberg, PitchBook) and industry reports (Frost & Sullivan). • Networking: Connect with professionals on LinkedIn and attend industry conferences. • Regulatory Data: Check national health agencies for reports.
Plan for the next week	Know about International Marketing and Europe Marketing in a Detail. How we target our Customer as well as how we enhance our Business.

Signature of the Student:- Sachin Verma



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department
Name of the Student: Sachin Verma

Roll no: 0694 **Stream:** MBA-PM-16(Pharmaceutical Management)

Week no: 2nd

From: Sachin Verma to Dr.Akshay Kumar Mishra Sir

Activity Done	☐ API Generation: • Learned how Active Pharmaceutical Ingredients (APIs) are generated. • Reviewed necessary documents and guidelines for API production (pharmacopoeia guidelines: ICH, EU, BP, USP, IH). ☐ Pharmacopoeia Guidelines: • Studied pharmacopoeia guidelines (ICH, EU, BP, USP, IH) and their importance. • Collected Europe market data on API and CDMO. ☐ International Marketing: • Researched major players in the European CDMO market. • Gathered data on companies, including size, revenue, headquarters, country, details, product lists, and top therapeutic categories.
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Linking theory (Classroom learning) with practice at your organization	☐ Theoretical Knowledge: • Use marketing strategies and regulatory compliance concepts in your market research. • Implement statistical tools for data analysis. ☐ Practical Application : • Analyse case studies of CDMO companies. • Engage in practical internship projects to solve real business problems
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Suggestions for improvement	• Improve Report Quality • Enhance Practical Exposer • Enhance Data Collection
Plan for the next week	Know about Internation Marketing and Europe Marketing in a Detail. How we target our Customer aswell as how we enhance our Business.

Signature of the Student:- Sachin Verma



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

DepartmentName of the Student: Sachin Verma

Roll no: 0694 Stream: MBA-PM-16(Pharmaceutical Management)

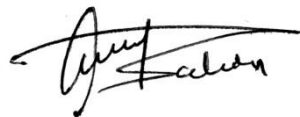
Week no: 3 rd

From: Sachin Verma to Dr.Akshay Kumar Mishra Sir

Activity Done	• Basics knowledge of MS Excel • Business development steps (like how we get order and how we developed our business and also process & payment method in this process). • Inco-terms and their role and uses. • COA certificate, and their importance • Brand Acquiring the role or Marketing Manager
Linking theory (Classroom learning) with practice at your organisation	Yes, I learn Brand Acquiring in Marketing and this is Exactly similar to which I learn or practice at my organization.
Gaps identified on the working area.	Gap identified on the working area Morepen Lab customer and Sourcing Person etc.

Suggestions for improvement	• Improve Market Analysis • Improve Data Quality • Communicate with Professionals
Plan for the next week	Know about International Marketing and Europe Marketing in a Detail. How we target our Customer as well as how we enhance our Business.

Signature of the Student:- Sachin Verma



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Sachin Verma

Roll no: 0694 **Stream:** MBA-PM-16(Pharmaceutical Management)

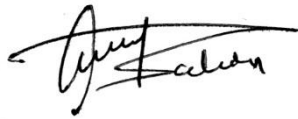
Week no: 4

From Sachin Verma **to** .Akshay Kumar Mishra Sir

ActivityDone	Incoterms Used in Export: understanding of International Commercial Terms (Incoterms) r applications in export. Payment Terms in Export: • Comprehensive study of various payment terms used in export transactions.
Linking theory (Classroom learning) with practice at your organization	• Understanding Incoterms • Payment Terms • Export Operations

Suggestions for improvement	• Continuous Learning • Exposure to real scenario • Practical Training
Plan for the next week	Know about Internation Marketing and Europe Marketing in a Detail. How we target our Customer as well as how we enhance our Business.
Gaps identified on the working area.	• Practical Application of Incoterms • Integration of Knowledge

Signature of the Student:- Sachin Verma

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Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Sachin Verma

Roll no: 0694 **Stream:** MBA-PM-16(Pharmaceutical Management)

Week no: 5th

From:... Sachin Verma to Dr.Akshay Kumar Mishra Sir

Activity Done	BCS (Biochemical Classification System) • Formulation Process • Formulation API Filing Process • How we get CEP document • API Segment in detail
Linking theory (Classroom learning) with practice at your organization	BCS (Biochemical Classification System): • Theory: Understanding solubility and permeability classes. • Practice: Apply BCS principles in formulation design and optimization, ensuring better drug delivery. Formulation API Filing Process: • Theory: Knowledge of documentation and regulatory requirements for API filing. • Practice: Participate in the filing process to understand the practical challenges and requirements for successful submissions. Obtaining CEP Documents:

	• Theory: Understanding the regulatory framework and criteria for CEP. • Practice: Involve in the preparation and submission of CEP applications to grasp the intricacies of the process.
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Suggestions for improvement	• Enhanced Regulatory Knowledge • Practical Experience • Market and Competitor Analysis • Linking Theory with Practice
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Plan for the next week	Know about Internation Marketing and Europe Marketing in a Detail. How we target our Customer as well as how we enhance our Business. And know about API and Formulation in Detail.
Gaps identified on the working area.	• Understanding Regulatory Requirements • Formulation Process • API Segment Insights • Integration of Theory and Practice

Signature of the Student:- Sachin Verma

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Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Sachin Verma

Roll no: 0694 Stream: MBA-PM-16(Pharmaceutical Management)

Week no: 6th

From Sachin Verma to Dr.Akshay Kumar Mishra Sir

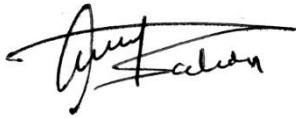
Activity Done	• Market Research • Data Collection of Europe Market • Working on my project which is CDMO based top companies in europe market.
Linking theory (Classroom learning) with practice at your organization	• Application of Marketing Concepts: • Apply marketing strategies and frameworks (e.g., SWOT, PEST) to analyze the CDMO market. • Use theoretical knowledge to identify and assess key market trends and competitive dynamics. • Real-World Experience: • Translate theoretical concepts into practical tasks such as data collection, market research, and analysis. • Gain insights from real-world case studies and live projects within your internship.

Suggestions for improvement	• Enhance Data Sources • Improve Market Analysis • Integrate Theory and Practice • Increase Practical Exposure • Improve Report Quality
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Plan for the next week	Know about Internation Marketing and Europe Marketing in a Detail. How we target our Customer as well as how we enhance our Business. And know about API and Formulation in Detail.
Gaps identified on the working area.	• Incomplete Data: Difficulty in obtaining comprehensive and up-to-date information on all CDMO companies.

	• Market Analysis Depth: Limited insights into specific market trends, competitive positioning, and therapeutic areas. • Practical Application: Challenges in directly applying theoretical marketing strategies to the CDMO sector. • ☐ Resource Limitations: Lack of access to advanced data sources and market reports.
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Signature of the Student:- Sachin Verma



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Sachin Verma

Roll no: 0694 Stream: MBA-PM-16(Pharmaceutical Management)

Week no: 7th

From : Sachin Verma to Dr.Akshay Kumar Mishra Sir

Activity Done	• How we connect to customer through the E-mail • How we send response into the mail • How we talk to Customer • How we tackle situations etc....
Linking theory (Classroom learning) with practice at your organization	• Email Communication: • Theory: Understand the principles of effective business communication, including clarity, tone, and structure. • Practice: Apply these principles by crafting clear, concise, and professional emails. Use personalization to enhance engagement. • Response Management: • Theory: Learn about response time management and the importance of timely customer service. • Practice: Implement SLA guidelines and use templates to ensure quick and consistent responses. • Customer Interaction:

	• Theory: Study customer service best practices, including active listening, empathy, and conflict resolution. • Practice: Apply these skills during customer interactions to build rapport, understand needs, and resolve issues effectively.
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Suggestions for improvement	• Customer Engagement • Response Management • Communication Skills • Feedback and Improvement
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Plan for the next week	Know about Internation Marketing and Europe Marketing in a Detail. How we target our Customer as well as how we enhance our Business. And know about API and Formulation in Detail.
Gaps identified on the working area.	• Customer Engagement • Response Management • Communication Skills

Signature of the Student:- Sachin Verma



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Morepen laboratory Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Anjali Agarwal

Roll no: 0479 **Stream:** MBA-PM-15(Pharmaceutical Management)

Week no: 8th

From: Sachin Verma to Dr. Akshay Kumar Mishra Sir

Activity Done	Collecting Research Data: Focused on European CDMO market. Data Compilation: Created an Excel sheet with company details, including size, revenue, headquarters, products, and therapeutic categories.
Linking theory (Classroom learning) with practice at your organization	• Theoretical Knowledge: • Marketing Concepts: Apply marketing strategies and methodologies learned in the classroom to your research. • Organizational Understanding: Use insights into organizational culture and environments to guide your analysis. • Practical Learning: • Real-World Application: Conduct comprehensive research on European CDMO companies, compiling detailed profiles. • Market Trends: Utilize theoretical frameworks to analyze market trends and competitive dynamics.

Suggestion for improvement	• Data Collection • Enhance Market Analysis • Integrate Theory with Practice
Plan for the next week	No plans for the next week

Signature of the Student:- Sachin Verma



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