REST OF THE WORLD MARKET : DATA BASED STRATEGIES DESIGNING

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MENTORS
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HISTORY

CDMO specializing in oral solid dosage forms, offering innovative solutions in drug delivery systems like Dual Release and Oil-to-Water Soluble Technology. The company operates WHO-GMP certified facilities and serves both large pharma companies and startups with customized manufacturing services.

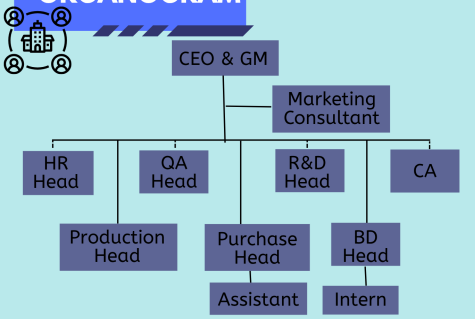
VISION

To be a global leader in pharmaceutical manufacturing, providing cutting-edge drug delivery solutions and exceptional service to clients worldwide.

MISSION

To deliver high-quality, innovative CDMO solutions for oral solid dosage forms, ensuring customer satisfaction through advanced technology and expertise.

ORGANOGRAM



STRENGTHS

- Specialized CDMO Expertise- "Your Product, Your Way", customized solutions in oral solid dosage forms.
- WHO-GMP Certified Facilities- Compliant with cGMP and 21 CFR requirements.
- Robust R&D Capabilities- NDDS and nanosol technologies like Dual Release and Oil-to-Water Soluble Drug.
- Customer-Centric Approach- Equally dedicated to pharma giants and MSME and startups.

WEAKNESS

- Limited Workforce Capacity- As an MSME, limited human resources constrain scalability and global outreach, especially in the ROW markets.
- Low Brand Visibility- Minimal presence in news, partner publicity, and digital branding platforms.
- Lack of International Certifications
- Absence of key global regulatory approvals limits export potential to highly regulated markets.

SW OT

OPPORTUNITIES

- Expansion in ROW Markets- Due to their less stringent regulatory regions like South Africa, which depend heavily on imports & local manufacturing support.
- Global RA- Targeting SAHPRA (South Africa), MISPAS (Dominican Republic), CE mark, & EUDAMED (Europe).
- Strategic Partnerships & Growth Milestones- Acquisition of Sun Pharma's Silvassa facility (April 2023)..
- International and Domestic Confex.

THREATS

- Intense Industry Competition- Well-established players like Cipla (MedPro), Sun Pharma (Ranbaxy), Zydus, Lupin, and Macleods in SA markets.
- Regulatory Compliance Risks- Challenges in developing comprehensive e-CTD dossiers.
- Local CDMO Competition- Indian CDMOs like Akums and Tirupati Pharma have strong international networks and brand presence.

	STRENGTHS	WEAKNESS
OPPORTUNITIES	•Leverage advanced NDDS and nano sol technologies to offer tailored solutions in emerging markets like South Africa and Latin America. •Promote WHO-GMP certification and strong R&D during regulatory approvals (SAHPRA, CE mark, MISPAS). •Use customer-centric approach to form strategic partnerships at global expos (CPHI, Vitafoods, IPHEX).	•Partner with local firms in less-regulated markets to overcome limited workforce and reach. •Increase global visibility through participation in pharma trade shows and digital branding. •Phase-wise pursuit of international certifications to enter new export markets gradually.
THREATS	•Differentiate from large CDMO competitors by offering innovative dual-release and oil-to-water solubility solutions. •Utilize Silvassa facility acquisition to scale and counter competition from players like Akums, Tirupati. •Maintain high regulatory and documentation standards to minimize compliance risk in dossier submissions.	•Diversify API sourcing beyond China to reduce supply chain risks and pricing volatility. •Invest in regulatory training and tools to build robust e-CTD documentation processes. •Improve brand recognition and employer branding to attract skilled talent and reduce attrition.

PRACTICAL EXPERIENCE v/s THEORETICAL UNDERSTANDING

e-CTD designing (SAHPRA)	Regulatory Affairs, QMS, ICH Guidelines
CDMO Market Research (BD)	Strategic Mgmt, BD & Licensing, Market Intelligence
ZOHO CRM Tool	Sales & Marketing Mgmt, CRM Theory, Digital Pharma
IMS/Export Data Interpretation	Market Research, Pharma Economics, Statistics
Drug Product Profiling	Product Mgmt, Clinical Research, Pharmacology
Product Development	Pharma Tech, Project Mgmt, QbD, Regulatory Science

CHALLENGES

- Customising the product claim, packaging & manufacturing according to the client.
- Costing of CDMO from the client company.
- Deducing data from confidential sites was difficult as they are highly complex and time consuming.
- Decoding the International country RA guidelines. eg EUDAMED.

LEARNINGS

- Learnt ZOHO CRM, Export data and IMS data interpretation.
- Data driven BD strategies.
- Pitching the product to client and client acquisition
- Price, MOQ preparation from estimated sales of the product.
- learnt to analyse product quality and how transfer technology takes place.

SUGGESTIONS

- Having simulation lessons to improve negotiation skills.
- Teach tools like ZOHO CRM to make students corporate ready.
- FMCG is equally important as pharma.
- Teaching the actual costing of a product including all operational function prices.
- Teaching about certifications that are actually required for manufacturing different drugs.