

Sales And Promotion in FDC Pharmaceutical

Mr. Zeeshan Shaikh , Prof Rashmi Bafna

Dr. Ashwini Kshirsagar

PG student, Alamuri Ratnamala Institute of Engineering and Technology, Mumbai University,

zishu7262@gmail.com

HOD, MMS Department, ARMIET ashwinikshirsagar217@gmail.com

Abstract –

This research paper is about a FDC LIMITED was an invaluable experience that brought with it a set of challenges that ultimately contributed to growth as a Marketing intern. These challenges, while demanding at times, provided with opportunities to learn, adapt, and develop skills that will undoubtedly serve well for future endeavors. The challenges faced during summer internship were integral to overall learning experience. Each obstacle provided an opportunity for growth, refining skills in Marketing Sales and Promotion, Negotiation, communication, and adaptability. As reflect on the challenges, recognize that they have contribute dsignificantly to shaping capabilities as a Marketing Sales and Promotion.

Research Paper on FDC LIMITED as a Marketing intern was an enriching journey of learning and growth. Over the course of two months, I immersed in the world of mergers and acquisitions (M&A) within the FDC industry, gaining insights that have transformed perspective on Sales and Promotion.

Keywords: Training, Persuasions, Hefty

Responsibilities, Flexibility, Strategy, Launching, Customer support, Achievements.

INTRODUCTION-

With a legacy that is deeply rooted in the good for people, we have always believed that healthcare starts from the ground up. By internalizing uncompromisable quality, we have ensured that we build a tradition of excellence for quality healthcare for the people.

We are a pharmaceuticals and consumer healthcare company that has dedicated almost a century to providing quality and affordable products. Becoming global market leaders. and Ophthalmics has been a by-product of a relentless pursuit for creating accessible, available and affordable products for the people of India. Our organization is built on the belief that what impact we have on the world comes first, and the rest later. Being the custodians of Electral, we understand that being the first line of treatment for dehydration warrants accessibility and cost-effectiveness.

Each and every member of the FDC tribe is cognizant of the purpose of the company. And when every little step matters in making healthcare accessible, our team goes the extra mile to make sure that step is taken. Our organization is built on the belief that what impact we have on the world comes first, and the rest later. Being the custodians of Electral, we understand that being the first line of treatment for dehydration warrants accessibility and cost-effectiveness.

Each and every member of the FDC tribe is cognizant of the purpose of the company. And when every little step matters in making healthcare accessible, our team goes the extra mile to make sure that step is taken.

Research and Development-

Constant innovation fuelled by a purpose larger than all of us. Our team of scientists have devoted decades of work to researching Medicinal Chemistry, Analytical Research, Novel Process Research, Novel Drug Delivery and Formulation Research involving platform technologies.

One of the foundational pillars of FDC is our state-of-the-art Research and Development Center located in Jogeshwari and Kandivali, Mumbai, India. With continuous development in making medicines more effective and reducing process time, the R&D function moves us in a direction that allows us to make affordable healthcare that comes from uncompromising quality.

Formulation-

The R&D team possess a wide range of expertise in formulation development. Our process of building SOPs is an iterative and continuous one. By employing these SOPs, we monitor and assess the development process holistically while our innovations in process development help create the highest quality formulations, consistently. We focus on having the best products employing the best process to manufacture them, consistent with Pharmacopoeia compliance and regulatory standards.

The multidisciplinary development of mechanisms includes a wide range of speciality and novel dosages like Nanoparticles Drug delivery, Ophthalmics Drug Delivery, Multi-Unit Particulate Systems, Modified Release Formulations, Active Pharmaceutical Ingredients and Chiral Analysis. All the products in the multidisciplinary range are well-established and passed through end-to-end process validation.

Biotechnology-

The Biotechnology team at FDC has built a strong competency in bacterial fermentation, purification and formulation of recombinant proteins.

Similar to the Formulation development and Organic Synthesis departments, the Biotechnology department is also powered by world-class laboratories that are backed by complementary labs like bio analytical research laboratory for protein analysis, process development laboratory for upstream and downstream processes. We also possess a specialized Microbial evaluation laboratory solely developed for the microbiological evaluation of new chemical entities.

Acute oral toxicity studies was conducted for three shortlisted NCE's and found to be non-toxic & classified as Category 5. These molecules have been further taken for formulation development activity.

Manufacturing Facilities-

We manufacture over 300 products across 35 Therapeutic Categories at our six globally accredited facilities. From simple molecules, complex molecules, organic synthesis to functional foods are developed with a keen eye for operationalized quality control and monitoring. By creating an amalgamation of physical processes, we maximize our efficiency by constant analysis and optimization in redundancies. This facility is a multi product - Tablets, Capsules and Oral Rehydration Salts - manufacturing facility for Non-Beta Lactum and non-cephalosporin products. The special feature of this facility is its capability to manufacture Sustained Release Pellets.

There are two buildings - one for Oral Rehydration Salts and the other for Tablets/Capsules with separate, dedicated areas for manufacturing Tablets and Capsules. This facility is accredited by the UK-MHRA, WHO-GMP, Malaysia-PICs and many more. The products manufactured are exported to Europe, CIS, Asia-Pacific and African countries.

Quality Control-

To achieve consistent results, batch after batch, a central quality team has defined exhaustive SOPs which are constantly improved and optimized. This

framework is built by leading experts from our Quality Control, Quality Assurance, Research and Development and Manufacturing departments.

At our plants, our focus is on constant monitoring, logging and optimizations. The circular process of Monitor, Assess, Realign and Repeat builds an iterative and constantly improving mechanism. Batch validation is done under stringent parameters to ensure large-scale reproducibility and regular team huddles bring a sense of cohesion across different departments.

By leveraging technology, we have reduced human intervention to wherever possible and have automated our processes that is decentralized, protected and logged.

Our overarching objective of making healthcare affordable is made possible by improving processes at our facilities. Avoiding wastage of product, service design activities, process innovation and agile responses have helped us reduce cost of manufacturing

OBJECTIVE OF STUDY –

- Launching new products in the market
- Sales Achievement
- Customer Support and Customer Service
- Pharmaceutical Product Promotion

- Market Feedback about the product
- Company Representation
- Record Keeping and Reporting
- Laboratory Technicians.
- Pharmacy Technician

NEED FOR THE STUDY –

The purpose of this study was to determine:

The sales and promotion process activity was carried out for several clients.

Analyze the modern strategies of promotion.

SCOPE OF THE STUDY-

The pharmaceutical sector has numerous opportunities for growth and development. India enjoys a prominent position in the global pharmaceutical market. Apart from being the largest provider of generic drugs worldwide, India caters to more than 50% of global demand for various vaccines. With numerous opportunities of growth and development in the sector, here are five promising career options in the industry. Opportunities are which can be make a career in future.

- Pharmaceutical sales representative.
- Regulatory specialists.
- Clinical data managers.
- Pharmaceutical manufacturing technician.
- Quality control technician.

CONCLUSION –

Sales promotion strategies are one of the marketing strategies. In these methods, in the short and long term, attractive programs are designed to attract more customers and increase sales.

Advertising and promotion strategies are commonly used to introduce new products, sell existing products, attract more customers, and increase sales in each period.

Designing good and strong sales promotion strategies is a skill that professionals must perform. Increasing demand for a product shows that if you have a good sales strategy, you will get more substantial results.

One of the results of sales promotion is to increase the audience's awareness of your business. These strategies can be an important part of branding.

Achieving short-term goals for more sales can only be achieved through effective strategies. In this way, designing sales campaigns is of great importance.

The most important sales promotion result is to increase sales over a period of time. To do this, you can consider a discount coupon; Or have free shipping; Or inform the customer of the benefits and positive points about your product.

REFERENCES-

- <https://www.fdcindia.com>
- <https://www.ambitionbox.com/overview/fdc-overview>
- <https://find-and-update.company-information.service.gov.uk/company/FC029091>
- <https://www.google.com/amp/s/health.economictimes.indiatimes.com/amp/tag/fdc>
- Government Publications and Reports on Trade and Investment Policies in Emerging Markets.
- Academic Journals and Research Papers on Emerging Markets and Growth Strategies in the Automotive Industry