INTERNSHIP REPORT ON

"Alembic Pharmaceuticals"

Submitted by

Varada

USN:4AL21BA103

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

M/s Priya Sequeira, Head of the Department

P G Department of Business Administration

Alva's Institute of Engineering and Technology

EXTERNAL GUIDE

Capt. Engelbert D'souza Deputy General Manager

HR – Digilabs, Alembic pharmaceuticals



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTIE OF ENGINEERING AND TECHNOLOGYSHOBHAVANA

CAMPUS, MIJAR, MOODABIDRI 2022

ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this report in its current format to thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

I would like to express my sincere thanks to Principal **DR. PETER FERNANDEZ**, AIET, Moodbidri, and I express my deep sense of gratitude to our HOD **MRS. PRIYA SEQUEIRA** who is also my internal for her constant support and encouragement to carry out my internship project successful without much difficulty.

And also express my thanks to Mr Chandrahas I Shetty President head of Alembic Pharmaceuticals who had been kind enough to permit me to undertake the project work in the organisation and also, I am very grateful to the staff and the heads of Alembic Pharmacuiticals for the whole hearted cooperation.

DECLARATION

I, Miss, VARADA bearing USN No:4AL21BA103 student of Master of Business

Administration (MBA), Alva's Institute of Engineering and Technology, moodbidri, hereby

entitled organisational study" declared the project

PHARMACUETICALS" has been prepared by me towards the partial fulfilment of the

requirements for the master of Business Administration (MBA)program under the guidance of

Mrs. Harshita V Shetty, which I am submitting to the Visvesvaraya Technological University

Belagavi is a record of original work done by me and not been previously formed on the basis

for the award of any academic qualification Fellowship or other similar title of any

other University.

DISCLAIMER

The enclose document is the outcome of a student academic assignment and does not represent

the opinions or views of the university or the institution or the department or any other

individuals referenced or acknowledged within the document. The data and information studied

and presented in this report have been accessed in a good faith from secondary sources/ web

sources/ public domain, including the organisations website solely and exclusively for

academic purposes without any consent or permission express or implied from the organisation

concerned. The author makes no representation or any kind regarding the accuracy, adequacy,

validity, reliability, availability or completeness of any data or information here in contained.

Place: Mijar

Signature of The Student

VARADA

3

TABLE OF CONTENT

CHAPTER NUMBER	CONTENT	PAGE NO.
1	Introduction	7-18
	Introduction to industry	
	Introduction to company	
2	Organization profile:	19-38
	1.Background	
	2.Nature of Business	
	3. Vision Mission, Quality Policy	
	4.Workflow Model	
	4.Product/Service Profile	
	5.Ownership Pattern	
	6.Achievements/Awards If Any	
	7.Future Growth and Prospects	
3	Mckensy's 7S framework and	39-47
	Porter's Five Force Model with	
	special reference to Organisation	
	under study	
4	SWOT Analysis	48-51
5	Analysis of financial statements	52-61
6	Learning Experience	62-69
	Bibliography	

EXECUTIVE SUMMARY

Alembic Pharmaceuticals is a leading pharmaceutical company with a rich history dating back over a century. The company is headquartered in India and has a strong presence in many countries around the world, including the United States, Europe, and Asia. Alembic Pharmaceuticals is committed to providing high-quality products and services to its customers, and it has a strong reputation for quality and innovation.

The company's product and service profile includes a wide range of pharmaceuticals, including generic drugs, active pharmaceutical ingredients (APIs), and custom synthesis services. Alembic Pharmaceuticals has a strong commitment to research and development and has developed a number of innovative products, including the first orally disintegrating tablet in India.

The company has a proud history of achievements and awards, including certification of its world-class manufacturing facilities, recognition for its innovative products, and awards for its contributions to the communities in which it operates.

In the future, Alembic Pharmaceuticals plans to continue to grow and innovate, with a focus on expanding into new markets, investing in research and development, maintaining a commitment to quality and compliance, establishing strategic partnerships, and focusing on sustainability.

In conclusion, Alembic Pharmaceuticals is a leading pharmaceutical company with a strong commitment to quality, innovation, and customer service. With a focus on growth and sustainability, the company is well-positioned to continue to succeed in the years to come.

CHAPTER 1

INTRODUCTION ABOUT THE ORGANIZATION AND INDUSTRY

The Indian pharmaceutical industry is the world's 3rd largest by volume and 14th largest in terms of value. The Indian Pharmaceuticals industry plays a prominent role in the global pharmaceuticals industry. India ranks 3rd worldwide for production by volume and 14th by value. The nation is the largest provider of generic medicines globally, occupying a 20% share in global supply by volume, and is the leading vaccine manufacturer globally.

The India Pharmaceutical Industry has emerged as greater power amid COVID-19. The growth of the India Pharmaceutical industry is largely supported by the government.

India's pharmaceutical sector forms a major component of the country's foreign trade, with attractive avenues and opportunities for investors. India supplies affordable and low-cost generic drugs to millions of people across the globe and operates a significant number of United States Food and Drug Administration (USFDA) and World Health Organization (WHO) Good Manufacturing Practices (GMP)-compliant plants. India has occupied a premier position among pharmaceutical manufacturing countries of the world.

COMPETATIVE POSITION OF PHARMACUETICALS INDUSTRY IN INDIA

- 1. Sun Pharmaceutical Industries
- 2. Divi's Laboratories
- 3. Dr. Reddy's Laboratories
- 4. Cipla Limited
- 5. Emcure Pharmaceuticals
- 6. Biocon Limited
- 7. Torrent Pharma
- 8. Lupin Limited
- 9. Cadila Healthcare Limited
- 10. Aurobindo Pharma Limited

GOVERNMENT POLICY AFFECTING PHARMACUETICALS INDUSTRY IN INDIA

Reconstitution of National Medical Device Promotion Council under the Chairpersonship of Secretary, Department of Pharmaceuticals

Uniform Code for Medical Device Marketing Practices

National Medical Device Policy 2022

Standards of Medical Devices

Public Procurement Policy

GROWTH OPPORTUNITIES:

The Indian pharma industry is expected to grow to \$130 billion by 2030 and become the leading provider of medicines to the world. The Indian pharma industry is currently valued at \$49 billion and is the third largest in the world. India supplied medicines to over 200 countries in the world.

- Pharma industry is highly regulated, pays competitively, and is global in reach. You'll also have the opportunity to contribute to research and development.
- The pharmaceutical industry is growing at a rapid pace. Recent statistics show that by 2022, industry sales will reach a trillion dollars. The growth is mostly coming from biological and specialty drugs. Another major opportunity is the development of therapeutic vaccines. With a competitive salary, working in this field is a great choice for graduates interested in a rewarding career.
- As the pharma industry continues to grow, salaries are also rising. There are a lot of
 opportunities in this sector, including senior roles. The pay depends on the experience
 and qualifications of a person.
- In the pharmaceutical industry, multi-tasking skills are essential to the job description.
 These skills can range from the ability to manage conflicting deadlines and high-volume workloads to the ability to prioritize tasks.
- Artificial Intelligence & Cloud Management: From drug development to patient care,
 Artificial Intelligence (AI) is slowly taking over different realms of the pharma industry

- and turning things around for the better. With cloud computing, companies can come up with data-driven strategies and do away with a lot of unnecessary expenses.
- Prescription Digital Therapeutics (DTx):Prescription Digital Therapeutics involve treatment methods with the aid of digital technologies for example, apps and devices monitoring the patients. DTx, which is fast catching up in the Indian cities, can also help you cut down on costs!

MAJOR PLAYS OF PHARMA INDUSTRY IN INDIA

The pharmaceutical industry in India is a significant part of the nation's foreign trade and offers lucrative potential for investors. Millions of people around the world receive affordable and inexpensive generic medications from India, which also runs a sizable number of plants that adhere to Good Manufacturing Practices (GMP) standards set by the World Health Organization (WHO) and the United States Food and Drug Administration (USFDA). Among nations that produce pharmaceuticals, India has long held the top spot. Medicine spending in India is projected to grow 9-12% over the next five years, leading India to become one of the top 10 countries in terms of medicine spending. Going forward, better growth in domestic sales would also depend on the ability of companies to align their product portfolio towards chronic therapies for diseases such as such as cardiovascular, anti-diabetes, antidepressants and anti-cancers, which are on the rise. The Indian Government has taken many steps to reduce costs and bring down healthcare expenses. The National Health Protection Scheme, which aims to offer universal healthcare, the ageing population, the rise in chronic diseases, and other government programmes, including the opening of pharmacies that offer inexpensive generic medications, should all contribute to boost the Indian pharmaceutical industry. Speedy introduction of generic drugs into the market has remained in focus and is expected to benefit the Indian pharmaceutical companies. In addition, the thrust on rural health programmes, lifesaving drugs and preventive vaccines also augurs well for the pharmaceutical companies.

Pharmaceutical manufacturing is divided into two major stages: the production of the active pharmaceutical ingredient or drug, otherwise known as primary processing.

Secondary manufacturing, the conversion of the active drugs into products suitable for administration, this can be presented as a tablet, capsule or injection

for example: Once, the active ingredient (API) is manufactured and the identity of the substances is verified, then the next stages of blending, sieving, granulation and drying can take place. These are the main steps prior to the final tableting or capsulation.

INTERNATIONAL PROSPECTUS

Globalization in the pharmaceutical industry is seen in the broad geographic distribution of final production and marketing, high levels of foreign penetration of national markets, and intra-firm trade. The pharmaceutical industry has been affected by rapid globalization and modernization throughout history. As one of the most profitable enterprises, it has involved many players of the industry merge in order to increase their profitability. The industry players are merging to cut costs and increase profits. Pharmaceutical industry growth concentrates on production, research, development, and marketing. The three sectors of the industry interact with globalization in such a way that the spread and influence of the international pharmaceutical industry continue to escalate. Globalization makes the top mergers in the developed world to grow and become more profitable. Through globalization, the pharmaceutical industry has had enormous effect in the world market. Consumers are increasingly identifying themselves with global market players.

INTRODUCTION TO COMPANY

Alembic Pharmaceuticals manufactures and markets generic pharmaceutical products all over the world. The company's state of the art research and manufacturing facilities are approved by regulatory authorities of many developed countries including the US FDA. The company is one of the leaders in branded generics in India. Alembic Pharmaceuticals Ltd was incorporated on June 16 2010 as a wholly owned subsidiary of Alembic Ltd. The company is engaged in pharmaceuticals business. As per the scheme of arrangement the 'Pharmaceutical Undertaking' of the Alembic Ltd was demerged and transferred to the company with effect from appointed date April 1 2010. In April 15 2011 the company ceased to be a subsidiary of Alembic Ltd consequent to the allotment of 133515914 equity shares of Rs 2 each to the shareholders of Alembic Ltd as per the scheme of arrangement. The shareholding of Alembic Ltd in the company reduced from 100% to 29.18%. Thus the company became an associate of Alembic Ltd.In September 20 2011 the equity shares of the company were listed on the Bombay Stock Exchange and National Stock Exchange. During 2012 Alembic and Breckenridge Announced Paragraph IV ANDA Litigation with Pfizer on Desvenlafaxine (Pristiq).

The company enters into a product development and license agreement with Accu-Break Pharmaceuticals Inc USA. During 2013 the company got USFDA approval for its NDA -Desvenlafaxine Base Extended Release Tablets and also entered into an out-licensing agreement with Ranbaxy Pharmaceuticals Inc (Ranbaxy) to market its product in USA. During 2014 the company announces joint venture with Adwiya Mami SARL Algeria through its wholly owned Subsidiary - Alembic Global Holding S.A.'.During 2015 the company's associate signs exclusive agreement with Novartis. During the year the company launched Aripiprazole on Day-1. Also during the year the company transitioned to own marketing in the US.In 2016 the company formed 60:40 joint venture with Orbicular viz. Aleor Dermaceuitical Limited for developing Dermatology Products for international markets. In July 2017 Alembic Pharmaceuticals inaugurated a state of the art anti-cancer manufacturing facility at Panelav Halol Gujarat. The plant has an initial manufacturing capacity of 60 million tablets/capsules and approximate 20 million vials of liquid injectable and lyophilized concentrates. Alembic will commence exporting oncology products from the new plant to US Middle East North Africa Australia and South Africa. On 1 November 2017 Alembic Pharmaceuticals announced that through its 100% owned subsidiary Alembic Pharmaceuticals Inc. it has completed acquisition of West Caldwell New Jersey USA based generic drug developer Orit Laboratories LLC along with real estate owned by Okner Realty LLC. Orit has seven approved ANDAs and four ANDAs pending approval. With a state-of-the-art 8600 square feet R&D and pilot manufacturing facility Orit is focused on developing and filing oral solid and liquid products. Apart from existing ANDAs Orit adds complementary skill sets in soft gelatin based oral solids and oral liquids to Alembic with a team of eight highly experienced scientists. On 21 March 2018 Alembic Pharmaceuticals announced that the United States Food and Drug Administration (US FDA) conducted an inspection at the company's formulation facility located at Panelav Gujarat from 12 March to 20 March 2018. This was a scheduled inspection and at the end of the inspection the US FDA issued a Form 483 with 3 observations. None of the observations are related to data integrity or repetitive in nature. The company is preparing the response to the observations which will be submitted to the US FDA shortly. On 24 April 2018 Alembic Pharmaceuticals announced that the United States Food and Drug Administration (US FDA) conducted an inspection at Alembic Pharmaceuticals API Facility located at Panelav from 16 April 2018 to 23 April 2018. This was a scheduled inspection and at the end of the inspection there were zero 483s. In 2019 the Company launched 9 new products in the US.In 2021 Rhizen's out-licenced novel molecule Umbralicib (UKONIQ) was launched by TG Therapeutics USA. During the year 2021-22 the Company acquired the balance 40% stake held by the joint venture partner in Aleor DermaceuticalsLimited (Aleor) and pursuant to said acquisition Aleor became a wholly owned subsidiary of the Company. The Board of Directors at their meeting held on 29th March 2022 approved the Scheme of Arrangement for Amalgamation of Aleor Dermaceuticals Limited wholly owned subsidiary with the Company and their respective shareholders with the Appointed Date 1st April 2021 which is now effective from 29th August 2022.

NATURE OF BUSINESS:

Alembic Pharmaceuticals Limited is an Indian pharmaceutical company that was established in 1907. The company has a rich history and has been providing high-quality, innovative, and affordable healthcare products for over a century. The nature of business of Alembic Pharmaceuticals is to research, develop, manufacture, and market a wide range of pharmaceutical products for the Indian and global markets.

The company operates in several key areas of pharmaceuticals, including cardiovascular,

central nervous system, gastro-intestinal, anti-inflammatory, and respiratory products. Alembic

Pharmaceuticals has a strong research and development division, which allows it to innovate

and bring new and improved products to market. The company's product portfolio includes

over 400 generic and proprietary products, which are manufactured at its state-of-the-art

facilities in India and sold in over 100 countries worldwide.

In addition to its focus on research and development, Alembic Pharmaceuticals is committed

to improving healthcare access and affordability. The company strives to make its products

accessible to people around the world, regardless of their financial situation. Alembic

Pharmaceuticals is also committed to ethical and sustainable business practices, which is

reflected in its commitment to environmental sustainability, responsible sourcing, and

employee welfare.

Another aspect of the nature of business of Alembic Pharmaceuticals is its focus on expanding

its operations globally. The company has a strong presence in the Indian market and is now

expanding its reach into other regions, including Asia, Africa, Europe, and the Americas. This

expansion allows the company to reach new customers and tap into new markets, which will

help it to grow and continue to meet the changing needs of the global healthcare market.

In conclusion, the nature of business of Alembic Pharmaceuticals is to provide high-quality,

innovative, and affordable healthcare products to people around the world. The company is

committed to improving healthcare access and affordability, promoting ethical and sustainable

business practices, and expanding its operations globally. Alembic Pharmaceuticals has a rich

history and a strong commitment to the communities it serves, which makes it a trusted and

reliable partner in healthcare.

VALUES:

VISION:

12

The vision of Alembic Pharmaceuticals is to become a leading global pharmaceutical company and to provide quality, affordable, and innovative healthcare solutions to patients and healthcare providers around the world. The company aims to achieve this vision by leveraging its strong research and development capabilities, its state-of-the-art manufacturing facilities, and its commitment to ethical and sustainable business practices.

The company aims to be at the forefront of the rapidly evolving healthcare landscape and to be a trusted partner in the development and delivery of innovative healthcare solutions. Through its focus on research, innovation, and collaboration, Alembic Pharmaceuticals intends to continue to bring new and improved products to market that will help to improve the health and well-being of people around the world.

In line with its vision, Alembic Pharmaceuticals is committed to growth and expansion, both in India and globally. The company aims to increase its footprint in existing markets and to enter new and emerging markets, which will allow it to reach new customers and to continue to meet the evolving needs of the global healthcare market.

In summary, the vision of Alembic Pharmaceuticals is to be a leading global pharmaceutical company that is dedicated to improving health and well-being through innovative, high-quality, and affordable healthcare solutions.

MISSION:

The mission of Alembic Pharmaceuticals is to provide high-quality, innovative, and affordable healthcare solutions to people around the world. The company is committed to improving healthcare access and affordability, promoting ethical and sustainable business practices, and expanding its operations globally.

To achieve its mission, Alembic Pharmaceuticals focuses on several key areas, including:

Research and Development: The company invests heavily in research and development, which allows it to innovate and bring new and improved products to market.

Quality: Alembic Pharmaceuticals is committed to producing high-quality, safe, and effective products that meet the needs of its customers.

Affordability: The company strives to make its products accessible to people around the world, regardless of their financial situation.

Ethics: Alembic Pharmaceuticals is committed to conducting its business in an ethical and responsible manner, which includes promoting environmental sustainability and responsible sourcing.

Expansion: The company aims to increase its footprint in existing markets and to enter new and emerging markets, which will allow it to reach new customers and to continue to meet the evolving needs of the global healthcare market.

In summary, the mission of Alembic Pharmaceuticals is to improve healthcare access and affordability by providing high-quality, innovative, and affordable healthcare solutions, promoting ethical and sustainable business practices, and expanding its operations globally.

QUALITY AND COMPLIANCE:

Quality and compliance are central to the operations of Alembic Pharmaceuticals. The company is committed to producing high-quality, safe, and effective products that meet the needs of its customers.

To ensure quality and compliance, Alembic Pharmaceuticals has implemented strict quality control measures at all stages of its operations, from research and development to manufacturing and distribution. The company's facilities are regularly audited by national and international regulatory bodies, and its products are subject to rigorous testing and quality control processes.

Alembic Pharmaceuticals is committed to meeting and exceeding the standards set by regulatory bodies such as the US FDA, the European Medicines Agency (EMA), and the World Health Organization (WHO). The company has a dedicated quality and compliance team that works to ensure that all of its products meet the highest standards of quality and safety.

In addition to its focus on quality and compliance, Alembic Pharmaceuticals is committed to conducting its business in an ethical and responsible manner. The company has implemented strict ethical policies and procedures to ensure that all of its business practices are in line with its values and that it operates in an environmentally responsible manner.

The quality and compliance are central to the operations of Alembic Pharmaceuticals. The company is committed to producing high-quality, safe, and effective products, meeting and exceeding regulatory standards, and conducting its business in an ethical and responsible manner.

PRODUCT/SERVIECE PROFILE:

Alembic Pharmaceuticals is a leading pharmaceutical company that provides a wide range of products and services to customers around the world. The company has a strong focus on

research and development and is committed to producing high-quality, innovative, and affordable healthcare solutions.

The product and service profile of Alembic Pharmaceuticals includes the following key areas:

- Pharmaceutical Products: The company produces a wide range of pharmaceutical products, including generic drugs, prescription drugs, and over-the-counter (OTC) medications. The company's product portfolio covers a wide range of therapeutic areas, including cardiovascular, central nervous system, gastroenterology, anti-infective, and more.
- Active Pharmaceutical Ingredients (APIs): Alembic Pharmaceuticals is one of the largest producers of APIs in India, providing high-quality raw materials to pharmaceutical companies around the world.
- Contract Manufacturing: The company provides contract manufacturing services to pharmaceutical companies, helping them to bring their products to market faster and more efficiently.
- Research and Development: Alembic Pharmaceuticals invests heavily in research and development, which allows it to bring new and innovative products to market. The company has a dedicated research and development team that works to create new and improved products that meet the evolving needs of the healthcare market.
- Healthcare Solutions: In addition to its pharmaceutical products and services, Alembic Pharmaceuticals provides a range of healthcare solutions, including patient support programs, disease management programs, and health information services.

Alembic Pharmaceuticals is a comprehensive pharmaceutical company that provides a wide range of products and services to customers around the world. The company is committed to providing high-quality, innovative, and affordable healthcare solutions and to improving health and well-being through its products and services.

OWNERSHIP PATTERN:

Alembic Pharmaceuticals has a strong commitment to good governance and transparency, and the company works to ensure that its operations are in line with best practices for corporate governance. The company's board of directors and senior management are responsible for overseeing its operations and ensuring that it meets its obligations to its shareholders, customers, and other stakeholders.

The Shareholding Pattern page of Alembic Pharmaceuticals Ltd. presents the Promoter's holding, FII's holding, DII's Holding, and Shareholding by the general public, etc

Shareholding Pattern - Alembic Ltd.

Holder's Name	No of Shares	% Share Holding
NoOfShares	256781828	100%
Promoters	182011077	70.88%
ForeignInstitutions	2772910	1.08%
NBanksMutualFunds	10892036	4.24%
Others	12009256	4.68%
GeneralPublic	48963999	19.07%
FinancialInstitutions	132550	0.05%

ACHEIVEMENTS AND AWARDS:

Alembic Pharmaceuticals is a leading pharmaceutical company with a rich history of achievements and awards. Over the years, the company has received numerous accolades for its commitment to quality, innovation, and customer service.

Some of the key achievements and awards of Alembic Pharmaceuticals include:

World-Class Manufacturing: The company's manufacturing facilities have been certified by international regulatory bodies, including the US FDA and the European Medicines Agency (EMA), for their world-class standards.

Innovative Products: Alembic Pharmaceuticals has developed a number of innovative products, including the first orally disintegrating tablet in India, which has received recognition from both national and international organizations.

Community Service: The company has a strong commitment to corporate social responsibility and has been recognized for its efforts in promoting healthcare, education, and environmental sustainability.

Export Excellence Awards: Alembic Pharmaceuticals has received numerous export excellence awards from the government of India, recognizing its contributions to the country's economy and its success in exporting its products to markets around the world.

Recognition for Quality and Compliance: The company has received recognition for its commitment to quality and compliance, including awards for excellence in quality management and good manufacturing practices.

In 2016, Forbes included Alembic Pharmaceuticals in 'India's Super 50 Companies 2016' list.

In 2015, Alembic Pharmaceuticals received Thomson Reuters Top 50 Indian Innovators Award.and many more

Alembic Pharmaceuticals is a company with a proud history of achievements and awards. The company is committed to providing high-quality products and services and to contributing to the development of the communities in which it operates.

FUTURE GROWTH AND PROSPECTUS:

Alembic Pharma reported a net profit of INR 301.46 crores in the 1Q FY 2021. It was an excellent quarter for the company backed by growth in all the international markets. Despite

exceptionally, challenging circumstances, the operating teams ensured profitability and growth. The coming quarters are also expected to be outperforming for the company.

The promoters have tight control over the management and the broad as they have a high equity stake. Promoters currently hold 73% stake in the company, while FIIs held 7.4%, DIIs 14.4% and public and others 12.6%. This is not in favour of minority shareholders.

The company is planning for increasing the asset turnover with the new CapEx realization. However, the issues like disrupted supply chains, labour crunch and extraordinary expenses related to Covid-19 for precautions and sanitization is likely to persist in the short run.

Overall the company has one of the best financial and profitability positions in the Indian pharmaceutical industry and has good growth prospects in the near future. Hence the market will price the company's shares at higher multiples in the coming years.

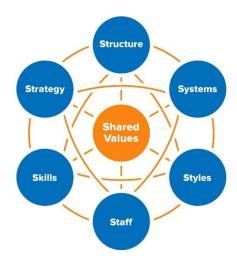
CHAPTER 3

MCKENSY'S 7S FRAMEWORK AND PORTERS FIVE FORCE MODEL

McKinsey 7-S Model

You can use the 7-S model in a wide variety of situations where it's useful to examine how the various parts of your organization work together.

For example, it can help you to improve the performance of your organization, or to determine the best way to implement a proposed strategy.



The model categorizes the seven elements as either "hard" or "soft":

The three "hard" elements include:

Hard Elements	Soft Elements
Strategy	Shared Values
Structure	Skills

Hard Elements	Soft Elements
Systems	Style
	Staff

Strategy.

Structures (such as organization charts and reporting lines).

Systems (such as formal processes and IT systems.)

These elements are relatively easy to identify, and management can influence them directly.

The four "soft" elements, on the other hand, can be harder to describe, and are less tangible, and more influenced by your company culture. But they're just as important as the hard elements if the organization is going to be successful.

Alembic Pharmaceuticals Ltd (India) Mckinsey 7S Analysis:

Mickinsey 7S framework is used to analyze Alembic Pharmaceuticals Ltd – competitive strategy, organization structure, human resources framework, culture, mission vision, and value statements, and technology and management information system.

What are the soft elements of Mckinsey 7S Model? How these soft elements can be used in analyzing Alembic Pharmaceuticals Ltd?

The soft elements of Mckinsey 7S model are – Staff, Skills, Style and Shared Values. They are related to the people in the organization. The soft elements are most difficult to change in the organization. For example if the organization decides to enter a new industry – it needs to align the staff, skills and style of the present structure with those that can be effective in the new industry. The criticality of the soft element can be understood by the rate of failures of mergers and acquisition. More than 80% of the mergers and acquisitions fail. The most

prominent reason of the failures is – failure to integrate the culture and shared values of the two organizations.

What are the hard elements of Mckinsey 7S Model? How these soft elements can be used in analysing Alembic Pharmaceuticals Ltd?

The hard elements of the organization are – Strategy, Structure, and Systems. These are the building blocks of the organization around which the organization build its soft elements. Structure and Systems are the easiest to among the 7S to change.

Analysing Alembic Pharmaceuticals Ltd:

a) Strategy



Figure 1.1 Hierarchy of strategy

Corporate strategy:

ETHICS, TRANSPARENCY AND ACCOUNTABILITY - Alembic Limited ("Alembic" or "the Company") has in place a Code of Conduct ("Code") to ensure compliance with legal requirements and business ethos and values. The Code requires that the Directors, Senior Management Personnel and Employees at all levels abide by the

said Code of Conduct. The Company expects confirmation of compliance from its employees on periodic basis. The Code has been disseminated across the organization and is also made available on the Company's website as well as on the local intranet. The Code also ensures good governance, ethical practices, transparency and accountability in conducting affairs of the Company and dealing with stakeholders across the value chain.

PRODUCT SUSTAINABILITY - Being in the Pharmaceuticals and Real Estate industry, Alembic is committed to provide products that offer uncompromised quality. The Company continuously endeavours to use sustainably sourced ingredients in products and manufacture products based on internationally accepted standards of manufacturing. The Company through this policy endeavors to provide sustainable products that will results into economic, social and environmental benefits while protecting health and environment over the product life cycle, from the extraction of raw materials until the final disposal.

STAKEHOLDERS ENGAGEMENT - Alembic believes that an effective stakeholder engagement process is necessary for achieving its goal of sustainable, scalable and inclusive growth. It is our intent to ensure appropriate and meaningful consultation throughout all components of our business. Alembic is committed to:

- Being open and transparent with stakeholders;
- Providing accurate and timely information to stakeholders;
- Listening to and responding to stakeholder views and concerns.

ENVIRONMENT - Alembic is a responsible and caring Company that is keenly aware of its duty to environment, health and safety. The Company considers the protection of the environment and insists on complying with all applicable environmental regulations. A clean & green environment is an absolute necessity and we endeavour this by using state of the art technology to sustain all our business operation. We are therefore committed to reducing our environmental impact and continually improving our environmental performance as an integral and fundamental part of our business strategy and operating methods. It is our priority to encourage our customers, suppliers and all business associates to do the same. Not only is this sound commercial sense for all; it is also a matter of delivering on our duty of care towards future generations.

b) Structure

The pandemic has questioned the current structure and supply chain management of the company. To be more resilient organization and prepare itself for future disruption of similar magnitudes. Alembic Pharmaceuticals Ltd should focus on — diversifying suppliers geographically so that climate related, geopolitical, and other disruptions don't impact the long term survival of the company.

The structure of Alembic Pharmaceuticals refers to the way the company is organized and the relationships between different departments, units, and individuals. Here are a few key elements of the structure of a typical pharmaceutical company:

Board of Directors: This is the highest decision-making body of the company and is responsible for setting the company's strategy and overall direction.

Executive Management: This group of senior leaders is responsible for implementing the company's strategy and managing day-to-day operations.

Business Units: Alembic may have multiple business units focused on different therapeutic areas or product categories.

Research and Development: This department is responsible for conducting research and developing new products.

Manufacturing: This department is responsible for producing the company's products and ensuring quality control.

Sales and Marketing: This department is responsible for promoting the company's products and reaching new customers.

Finance and Accounting: This department is responsible for managing the company's finances and ensuring compliance with financial reporting standards.

c) Systems

Alembic Pharmaceuticals Ltd needs to focus on the following areas – Improve internal processes, such as risk management, Customer Relationship Management (CRM), web app optimization, and data visualization across the organization.

In the context of a pharmaceutical company like Alembic, some of the key systems that may be used include:

Quality Management System: This system is used to ensure that the company's products meet high standards of quality and safety, and are in compliance with regulatory requirements.

Manufacturing System: This system is used to manage the production process, from raw materials procurement to finished product distribution.

Supply Chain Management System: This system is used to manage the flow of goods, materials, and information from suppliers to customers, ensuring that the company can respond quickly to changing market demands.

Research and Development System: This system is used to manage the research and development process, from concept to commercialization.

Sales and Marketing System: This system is used to manage the company's sales and marketing efforts, including product promotion, customer relationship management, and market research.

Information Technology System: This system is used to manage the company's information, including data management, communications, and decision support.

d) Staff

Alembic Pharmaceuticals Ltd Intercom list - Mumbai Office

- PHARMA
- MEGACARE
- MAXIS
- ENTERON
- OSTEOFIT
- SUMMIT
- SPECIA
- CORAZON

- GASTRON
- OURON
- ALCARE
- ELENA
- ZENOVI
- HOSPITAL CARE
- EYECARE
- CORIUM
- NEPAL
- VET
- POULTRY
- MEDICAL SERVICES
- SCM (Supply Chain Management)
- DISTRIBUTION
- SFO (Sales Field Operations)
- HOSPITALITY
- SALES FORCE EFFECTIVENESS
- BUSINESS FINANCE
- MARKET RESEARCH
- BUSINESS EXCELLENCE
- ALGROW MKTG
- IT
- HR
- DIGILABS

e) Skills

For a role at Alembic Pharmaceuticals, some of the important soft skills may include:

Communication skills: Ability to effectively communicate with co-workers, customers, and vendors.

Teamwork: Ability to work well with others, share ideas, and collaborate.

Adaptability: Ability to adjust to changing circumstances and work with different people.

Problem solving: Ability to identify and solve problems quickly and effectively.

Leadership: Ability to motivate and lead a team to achieve results.

Some of the important hard skills for a role at Alembic Pharmaceuticals may include:

Pharmaceutical science knowledge: Understanding of drug development, formulation, and regulatory requirements.

Laboratory skills: Knowledge of laboratory techniques, procedures, and equipment.

Quality control and assurance: Knowledge of quality systems and regulations.

Regulatory compliance: Knowledge of regulations and standards related to the pharmaceutical industry.

Technical writing: Ability to write technical reports, protocols, and other documents.

f) Style / Leadership Style & Culture

In Alembic Pharmaceuticals, participative style leadership is emphasized and valued as it can help the company to build a more inclusive and engaged workforce, promote creativity and innovation, and ultimately achieve better outcomes.

Here are some ways that participative style leadership is practiced in Alembic Pharmaceuticals:

Encouraging employee involvement: Alembic Pharmaceuticals encourages employee involvement in decision-making by soliciting feedback, suggestions, and ideas from employees at all levels of the organization. The company holds regular meetings, workshops, and brainstorming sessions to discuss issues and concerns with employees and to develop solutions collaboratively.

Empowering employees: Alembic Pharmaceuticals empowers employees by giving them the autonomy and authority to make decisions in their work. Leaders provide guidance and support to their subordinates, but also give them the freedom to act independently, which can help to foster creativity, initiative, and innovation.

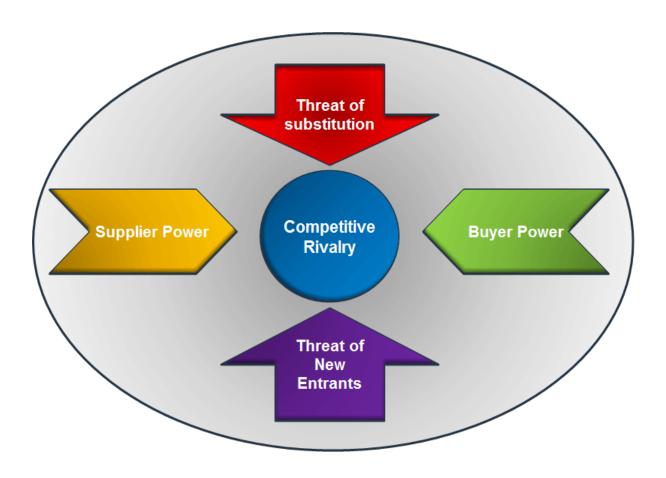
Team-based approach: Alembic Pharmaceuticals emphasizes a team-based approach to problem-solving and decision-making. Leaders encourage employees to work together in cross-functional teams, and collaborate to find innovative solutions to complex problems.

Communication: Alembic Pharmaceuticals places a high value on open communication, with leaders regularly engaging in discussions with employees, seeking their input, and providing feedback. The company also provides platforms for employees to communicate with each other and share their ideas and concerns

Shared Values

The organization has built a successful business model based on its core values, vision and mission. It doesn't have to change much in the shared values segment. One area where it can focus more is – sustainability. Investors are putting a lot of stress on Environmental, Societal, and Governance issues, so it can bring more transparency by using the Triple Bottom Line concept in its ESG and financial reporting.

PORTER'S 5 FORCE MODEL



Michael E. Porter created the model of the Five Competitive Forces. An essential instrument for strategic process analysis of an organization's industrial structure. These factors control the level of competition, which in turn affects an industry's profitability and allure. Five-Forces Model of Porter claims that a given industry's level of competition may be regarded as a sum of five forces. The porters 5 force model comprises of the following 5 forces,

- 1. Competitive Rivalry
- 2.Buyer Power
- 3. Supplier Power
- 4. Threat of New Entrants
- 5. Threat of Substitute

Rigorous application of Porter 5 Forces can help managers at Alembic Pharmaceuticals Ltd to understand -

- Rivalry among existing players in the Biotechnology & Drugs
- Bargaining power of buyers of Alembic Pharmaceuticals Ltd
- Bargaining power of suppliers of Alembic Pharmaceuticals Ltd
- Threat of new entrants in the Biotechnology & Drugs industry
- Threat of substitute products and services in the Biotechnology & Drugs industry.

The Porter Five Forces that determine the industry structure in Biotechnology & Drugs are -

- 1. Threat of substitute products and services in Biotechnology & Drugs sector In the biotechnology and drugs sector, the threat of substitute products and services can impact the performance of a company such as Alembic Pharmaceuticals. This threat arises from the availability of alternative treatments for a particular medical condition. Substitute products can be less expensive, more convenient, or offer superior efficacy, which can negatively impact demand for the products offered by Alembic Pharmaceuticals. Additionally, the increasing trend towards generic drugs and the emergence of biosimilars also pose a threat to the industry as they offer similar efficacy at a lower cost. Companies like Alembic Pharmaceuticals need to continuously innovate and improve their product offerings to remain competitive in the face of this threat.
- 2. Threat of new entrants in Biotechnology & Drugs industry The threat of new entrants in the biotechnology and drugs industry can impact established players such as Alembic Pharmaceuticals. The high barriers to entry, including significant capital requirements, regulatory hurdles, and a long product development cycle, make it difficult for new companies to enter the market. However, the industry's high growth potential and profitability attract new entrants. The emergence of new technologies, the increasing availability of funding, and the growing demand for innovative treatments can also contribute to the growth of new entrants. This increase in competition can lead to price pressure, reduced market share, and decreased

profitability for established companies like Alembic Pharmaceuticals. To remain competitive, established players must continuously innovate, improve their offerings, and stay ahead of emerging trends and technologies.

3. Bargaining power of buyers of Alembic Pharmaceuticals Ltd and Healthcare sector – The bargaining power of buyers in the healthcare sector, including pharmaceutical companies

like Alembic Pharmaceuticals, can have a significant impact on the industry.

In the pharmaceuticals industry, buyers include retail pharmacies, hospitals, and healthcare organizations. These buyers have significant bargaining power due to their ability to negotiate prices and demand discounts, better payment terms, and improved product offerings. Additionally, the increasing trend towards generic drugs and the availability of alternative treatments for the same medical conditions can give buyers the ability to negotiate lower prices and drive down profitability for companies like Alembic Pharmaceuticals.

To counteract this, companies like Alembic Pharmaceuticals may need to differentiate their product offerings through innovative technologies, superior efficacy, and a strong brand reputation. Additionally, companies can focus on building strong relationships with key customers and developing a deeper understanding of their needs and preferences. Overall, companies in the healthcare sector must continuously adapt to changing market dynamics and the evolving needs of their buyers to remain competitive.

4. Rivalry among existing players in Biotechnology & Drugs industry – The rivalry among existing players in the biotechnology and drugs industry can be intense and can impact the performance of companies like Alembic Pharmaceuticals. The industry is characterized by a large number of competitors, including both large multinational corporations and smaller specialized firms. Companies in this industry compete on the basis of factors such as product quality, price, and brand reputation.

The competition for market share, research and development funding, and access to distribution channels can drive companies to engage in intense pricing battles and marketing campaigns. This can lead to reduced profitability and increased pressure on companies like Alembic Pharmaceuticals to continuously innovate and improve their offerings.

To remain competitive, companies like Alembic Pharmaceuticals need to focus on differentiating their product offerings, building strong relationships with key customers, and investing in research and development to stay ahead of industry trends and technologies.

Additionally, companies can pursue mergers and acquisitions to increase their scale and competitiveness in the market.

5. Bargaining power of suppliers in Biotechnology & Drugs – The bargaining power of suppliers in the biotechnology and drugs industry can impact the performance of companies like Alembic Pharmaceuticals.

In the pharmaceuticals industry, suppliers include manufacturers of raw materials and intermediates used in the production of drugs. Suppliers have bargaining power if they are the sole source of a critical input, if they have the ability to control prices, or if they are able to switch their business to alternative buyers. Additionally, the consolidation of suppliers in the industry can also increase their bargaining power.

For companies like Alembic Pharmaceuticals, high bargaining power of suppliers can lead to increased production costs, reduced profitability, and decreased competitiveness in the market. To counteract this, companies may need to diversify their supplier base, negotiate long-term contracts with suppliers, and build strong relationships with key suppliers to ensure a reliable and cost-effective source of inputs.

Why Porter Five Forces analysis is important for Alembic Pharmaceuticals Ltd?

Strategists can use Porter Five Forces model to analyze the competitiveness faced by Alembic Pharmaceuticals Ltd in Biotechnology & Drugs industry. Porter five forces analysis of Alembic Pharmaceuticals Ltd will help in understanding and providing solution to – nature & level of competition, and how Alembic Pharmaceuticals Ltd can cope with competition.

Even though from outside various industries seem extremely different but analyzed closely these five forces determines the drivers of profitability in each industry. (Strategists can use Porter Five Forces to understand key drivers of profitability of Alembic Pharmaceuticals Ltd in Biotechnology & Drugs industry.

Porter 5 Forces, Competitive Forces & Industry Analysis

The core objective of strategists and leaders at Alembic Pharmaceuticals Ltd is to help the organization to build a sustainable competitive advantage and thwart competitive challenges from other players in the Biotechnology & Drugs industry.

Step 1 – Defining relevant industry for Alembic Pharmaceuticals Ltd. For the purpose of this paper Alembic Pharmaceuticals Ltd does mostly its business in Biotechnology & Drugs industry.

Step 2 – Identify the competitors of Alembic Pharmaceuticals Ltd and group them based on the segments within the Healthcare industry.

Step 3- Assess the Porter Five Forces in relation to the Biotechnology & Drugs industry and assess which forces are strong in Biotechnology & Drugs and which forces are weak.

Step 4 - Determine overall Healthcare industry structure and test analysis for consistency

Step 5 – Analyze recent and future changes in each of the forces in the Biotechnology & Drugs industry. This can help in predicting the trend in overall Healthcare sector.

Step 6 – Identify aspects of industry structure based on Porter Five Forces that might be influenced by Alembic Pharmaceuticals Ltd competitors and new entrants in Biotechnology & Drugs industry.

How Porter Five Forces framework can be used for developing strategies for Alembic Pharmaceuticals Ltd?

To achieve above average profits compare to other players in Biotechnology & Drugs industry in the long run, Alembic Pharmaceuticals Ltd needs to develop a sustainable competitive advantage. Biotechnology & Drugs industry analysis using Porter Five Forces can help Alembic Pharmaceuticals Ltd to map the various forces and identify spaces where Alembic Pharmaceuticals Ltd can position itself.

The Four Generic Strategies Based on Porter Five Forces Analysis of Alembic Pharmaceuticals

Ltd

Cost Leadership

In cost leadership, Alembic Pharmaceuticals Ltd can set out to become the low cost producer in the iBiotechnology & Drugs industry. How it can become cost leader varies based on the Healthcare industry forces and structure. In pursuing cost leadership strategy, Alembic Pharmaceuticals Ltd can assess – pursuit of economies of scale, proprietary technology, supply

chain management options, diversification of suppliers, preferential access to raw materials and other factors.

Differentiation

Alembic Pharmaceuticals Ltd can also pursue differentiation strategy based on the Biotechnology & Drugs industry forces. In a differentiation strategy Alembic Pharmaceuticals Ltd can seek to be unique in the Biotechnology & Drugs industry by providing a value proposition that is cherished by customers. Alembic Pharmaceuticals Ltd can select one or more attributes in terms of products and services that customers in the Biotechnology & Drugs values most. The goal is to seek premium price because of differentiation and uniqueness of the offerings. Industry analysis of Biotechnology & Drugs using Porter Five Forces can help Alembic Pharmaceuticals Ltd to avoid spaces that are already over populated by the competitors.

Focus - Cost Focus & Differentiation Focus

The generic strategy of Focus rests on the choice of competitive scope within the Biotechnology & Drugs industry. Alembic Pharmaceuticals Ltd can select a segment or group of segment and tailor its strategy to only serve it. Most organization follows one variant of focus strategy in real world.

The Focus Strategy has two variants for Alembic Pharmaceuticals Ltd

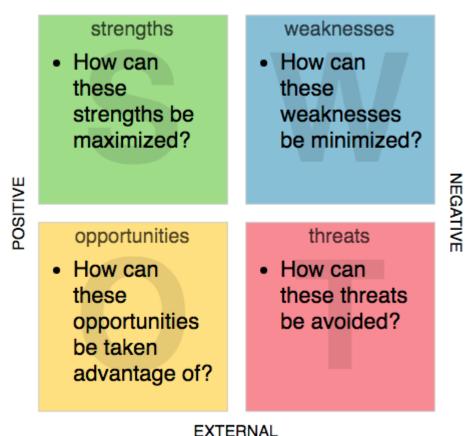
- (a) In cost focus a Alembic Pharmaceuticals Ltd can seek a cost advantage in its choses segment in Healthcare sector.
- (b) In Differentiation strategy Alembic Pharmaceuticals Ltd can differentiate itself in a target segment in the Healthcare sector.

Both variants of the focus strategy rest on differences between an Alembic Pharmaceuticals Ltd's target segment and other segments in the Biotechnology & Drugs industry.

CHAPTER 4

SWOT ANALYSIS





A method called SWOT analysis, which was created at Stanford in the 1970s, is commonly applied in strategic planning. Strengths, Weaknesses, Opportunities, and Threats, or SWOT for short, is a structured planning process that assesses the four aspects of a company, project, or commercial endeavour. A SWOT analysis is a straightforward but effective framework for maximising an organization's strengths, addressing weaknesses, reducing threats, and seizing opportunities.

The management team determines the internal and external aspects that will impact the performance of the organisation using the SWOT analysis procedure. It enables us to recognise both internal and external events, allowing us to plan and operate our businesses in the most effective and efficient way possible.

USES OF SWOT ANALYSIS

A SWOT analysis entails determining the organization's strengths and weaknesses as well as the opportunities and threats that exist in the market that it competes in. It can be used to analyse several business situations, including:

When selecting how to achieve future growth, an organisation might do SWOT analysis for each of its products, services, and markets.

It's crucial to assess the present circumstances before beginning a project. It is wise to launch start-ups in the appropriate direction by appreciating your strengths, examining opportunities, identifying weaknesses, and detecting threats.

BASIC CONCEPT OF SWOT ANALYSIS

You may build on strengths, take advantage of opportunities, reduce weaknesses, and protect against threats by using the SWOT analysis to better understand the company's position. Here are four advantages of conducting a SWOT analysis for your company:

Determine Your Core Competencies - This gives you a clear picture of your strengths and enables you to build on them to achieve your business goals.

Determine Weaknesses- One of the first stages to enhancing your business is identifying its vulnerabilities. It highlights your flaws and gives you the chance to strengthen them.

Explore Your Options - You can benefit from exploring your available options. On the basis of your strengths and shortcomings, you can use this to create your strategic growth strategies.

Recognize Potential Dangers - By analysing potential threats to your company, you can then adjust business rules and take other essential steps. Making supplemental or alternative plans, contingency plans, and other preparations is also made easier.

SWOT Analysis of Alembic Pharmaceuticals

SWOT stands for strength, weaknesses, opportunities and threats which is an analytical technique used for assessing your business in the four aspects. SWOT analysis is simple to analyze and determine what is best for the company at present as well as to formulate a successful strategy for the future. Accordingly, the SWOT analysis of Alembic Pharmaceuticals is carried out.



Strengths of Alembic Pharmaceuticals

Strengths are defined as what each business does or has best in itself. Following are the strengths of Alembic Pharmaceuticals Ltd

Innovation Driven Organization: Alembic Pharma emphasizes technology and innovation to advance the generic pharma industry. It is one of the most innovative firms in the Drugs and Biotechnology sector.

Research and Development (R&D): The Company spends much of its capital on R&D for its markets in the US. Two R&D centers supported by Alembic have helped it in staying ahead in the biotechnology and drugs industry. The company invested ₹346 crores in R&D alone with 470 ongoing projects.

Strong Brand Value: Alembic Pharmaceuticals Ltd products boast strong brand awareness in the biotechnology and pharmaceutical industries. This allowed the company to charge a higher price compared to its competitors, increasing the profit margin.

Faster Growth: Alembic Pharmaceuticals has seen faster growth within 115 years. It started as a small home-grown API manufacturer and today it is a developed pharmaceutical company with business in almost every country of the world.

Generic Drug Products: Alembic Pharmaceuticals Ltd comes up with comprehensive generic drug products including several cough syrups, vitamins, tonics and sulphur drugs & medicines. This helps companies serve different customer segments in the biotechnology and pharmaceutical industries.

Highly Skilled Collaborators: Over the years Alembic Pharma has acquired some domestic companies and indulged in licensing agreements with many offshore companies. Bringing down the cost and providing operational flexibility.

A 500 Index Company: Alembic Pharma is included in both BSE 500 Index and NSE 500 Index at the respective exchanges getting listed after its demerger from Alembic Ltd in 2011.

Talent Acquisition: Alembic Pharmaceuticals Ltd's human resources management and employee skill development programs are an integral part of Alembic Pharmaceuticals Ltd's success in the biotechnology and pharmaceutical industries.

Focus on Strategy: Alembic Pharmaceuticals was established with the ambition to provide firstclass healthcare services and make pharmaceutical products available to people at reasonable prices and still the company continues to work on its vision.

Weaknesses of Alembic Pharmaceuticals:

Alembic Pharmaceuticals should focus on improving its flaws to retain its brand name in the market. Following listed are the weaknesses of Alembic Pharmaceuticals

Disruptions in the Existing Supply Chain: Alembic Pharma is vulnerable to global disruptions in South East Asia. Recent examples are the Suez Canal incident and Covid-19 disruptions.

Automation Concerns of Workers: To avoid disruptions and uncertainty in the organization due to workers' concerns about the rise in automation in the biotechnology and drugs Industry. Alembic Pharma has to come up with a strategy to reduce workers' concerns.

High Cash Cycle than Competitors: To be more profitable, competitive in the marketplace and reduce inventory costs Alembic Pharma has to shorten the cash cycle by 12% as it has a higher cash cycle than other players in the biotechnology and drug industry.

Low Market Penetration in New Markets: To penetrate international markets outside of the home country – India. Alembic Pharmaceuticals need to spend more on promotional, marketing and advertising efforts.

Incentives & Compensation: Alembic Pharma should hire more specialists on a project basis. To increase the revenue per employee it needs to redesign the compensation structure and incentives. The revenue per employee is just above the biotechnology and drugs industry average for Alembic Pharmaceuticals.

Less Awareness: The general public uses medicines of Alembic Pharmaceuticals as prescribed by the doctor, but they are not aware of which brand's medicine they are consuming. For Instance, Cipla spends heavily on advertising, so the brand's name has reached the ears of all the Indian households.

Compliance to Principles: The firm functions in such a sector in which it has to function beneath specific regulations and limitations which can be a difficult and expensive matter for Alembic Pharmaceuticals.

Opportunities for Alembic Pharmaceuticals:

Alembic Pharmaceuticals should have an eye on exploiting the external opportunities to gain an advantage from them. A few of these are listed below:

Expanding Customer Base: Customers need to move from disordered operators in the healthcare industry to licensed suppliers. This allows Alembic Pharmaceuticals Ltd to enter the beginner level market with plain products.

Acquisitions & Stakes: With increasing net profit, the company should enter into several acquisitions and stake purchases to increase its market share and brand value. Recently, for presence across cream, gel, ointment, shampoo, lotion, solutions, sprays, foams, micro sponge and Nano particulate platform-based product segments, The Company acquired a 100% stake in Aleor Dermaceuticals.

Opportunities in the Online Space: As customers use online services more frequently, Alembic Pharmaceuticals Ltd will be able to offer new services to customers in the Biotechnology and Drugs industries.

This revolution and change in the world are all possible due to the rising scope of digital marketing. The time is running in which virtual healthcare solutions have been put in our hands and this change is proving advantageous in such current scenarios. If you want to implement such a digital revolution in your business then learning various digital marketing skills will help you to do so. Also, learning these skills is proven beneficial for candidates who are looking for career growth and job opportunities.

Changing Consumer Preferences: With increasing disposable income, and rapid acceptance of technical products, today's consumers are open to new pharmaceutical products on the market. This gives Alembic Pharmaceuticals a chance to broaden its consumer base.

Enter New Market: The government has created barriers for new entrants in the field of Biotechnology and Drugs Industry, Alembic Pharmaceuticals should seize the opportunity and try to increase its pharmacy business footprint.

Policy Reform: According to some experts and reviews, The Patient Protection and Affordable Care Act (ACA Act) passed by the US government will open a new set of reforms that will favour the pharma companies dealing with generic drugs. If this news is true, it will benefit Alembic Pharmaceuticals to a big extent.

New Technologies: Alembic Pharmaceuticals may use the new technologies to implement a differentiated pricing approach in the new market. It will allow the company to keep its current consumers by providing excellent service while also attracting new customers through various value-oriented offers.

Favorable Govt. Resolutions: Tighter government regulations make it difficult for disordered stakeholders to work in the biotechnology and pharmaceutical industries. This allows Alembic Pharmaceuticals Ltd to expand its customer base.

Threats to Alembic Pharmaceuticals:

Alembic Pharmaceuticals should try to remove the external threats as they have a vital role in creating hindrance to the growth of a firm. The threats to Alembic Pharmaceuticals are

Regulatory Challenges: There can be significant changes in biotechnology and drugs industry regulations as consumer protection groups and other pressure groups are vigorously advocating for more regulations on big business.

Increased Institutional Distrust: WTO rules and laws are difficult to enforce across markets. The legal process has become a money-consuming and lengthy activity. This could reduce Alembic Pharmaceuticals Ltd's investment in emerging markets and slow growth.

Tough Competition: With fewer barriers to entering the pharmaceutical business, competition has grown too much extent. The company faces tough competition from companies like Ranbaxy and Cipla.

Changes According to Government Policy: With constantly changing government rules and regulations, companies have to readjust the rules and norms as well as drug compositions. This creates financial challenges for the company.

High Prices: Pharmaceutical companies require various chemical compositions which can result in high priced drugs. This can limit the expansion in various Asian and African countries with low per capita income.

Counterfeit Drugs: Alembic Pharmaceuticals products are also vulnerable to counterfeit and low-quality product imitation, particularly in emerging and low-income regions.

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENT

FINANCIAL STATEMENT

Financial statements are documents created to assess a company's performance, financial condition, and liquidity situation. The transactions recorded in the account books are used to compile the financial statements. In a method that is widely accepted and understood, all accounting data is simply combined into a financial statement.

Financial statements were traditionally created once a year, that is, following the end of the accounting period. The financial statements are a key decision-making tool for business owners due to the operations and requirements of today's businesses. Business prepares financial statements on a monthly, quarterly, and half-yearly basis as a result. The financial statements' insights are trustworthy and support the decision-making of business leaders.

TYPES OF FINANCIAL STATEMENTS

The organisation creates three different sorts of financial statements using the accounting records. These three different kinds of financial statements shed light on the company's financial stability, profitability, and liquidity. The three categories of financial statements are as follows:

- 1. Balance sheet
- 2. Profit and loss account
- 3. Cash flow statements (CFS)
- Balance sheet: A balance sheet is a sort of financial statement that lists the assets, liabilities, and quantity of stock that the company's owners hold. Assets and liabilities are the two main components of this financial statement. A balance sheet aids the stakeholders in assessing the financial health, asset portfolio efficiency, and working capital strength.
- Profit and loss account: This statement shows how the company performed financially over a given time period. This financial statement is used to determine net profit, which is determined after taking into account gross profit or loss and all other indirect costs or gains.
- 3. Cash flow projections: A cash flow projection shows an organization's capacity to produce cash inflows, cash outflows, and investment to fund its operations.

FINANCIAL STATEMENT ANALYSIS

The study of a corporation, business, project, or other financial entity to ascertain its financial status, performance, and potential is known as financial analysis. Companies use financial analysis to make decisions about their policies and strategies as well as to assess the likelihood that a project will be profitable. Investors and prospective customers research a company's investment prospects before making a financial commitment.

The data needed for the company's financial analysis is contained in the financial statements of the company, including the balance sheet, income statement, and cash flow statement. Using

the financial data, the analyst can also generate ratios and compare them to similar companies' ratios or the company's historical performance.

BALANCE SHEET:

The term balance sheet refers to a financial statement that reports a company's assets, liabilities, and shareholder equity at a specific point in time. Balance sheets provide the basis for computing rates of return for investors and evaluating a company's capital structure.

In short, the balance sheet is a financial statement that provides a snapshot of what a company owns and owes, as well as the amount invested by shareholders. Balance sheets can be used with other important financial statements to conduct fundamental analysis or calculate financial ratios.

BALANCE SHEET OF ALEMBIC PHARMACEUTICALS (in Rs. Cr.)	MAR 22	MAR 21	MAR 20	MAR 19	MAR 18
	12 mths				
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	39.31	39.31	37.70	37.70	37.70
TOTAL SHARE CAPITAL	39.31	39.31	37.70	37.70	37.70
Reserves and Surplus	5,251.03	5,214.93	3,308.32	2,674.71	2,156.93
TOTAL RESERVES AND SURPLUS	5,251.03	5,214.93	3,308.32	2,674.71	2,156.93
TOTAL SHAREHOLDERS FUNDS	5,290.34	5,254.24	3,346.02	2,712.41	2,194.63
NON-CURRENT LIABILITIES					

Long Term Borrowings	0.00	199.89	886.99	499.30	500.00
Deferred Tax Liabilities [Net]	46.40	46.12	45.76	45.27	44.64
Other Long Term Liabilities	62.03	67.73	73.30	0.00	0.00
Long Term Provisions	95.82	84.73	73.21	51.33	61.33
TOTAL NON-CURRENT LIABILITIES	204.25	398.47	1,079.26	595.90	605.97
CURRENT LIABILITIES					
Short Term Borrowings	629.99	0.02	800.04	359.98	121.53
Trade Payables	570.21	516.94	393.17	529.91	601.98
Other Current Liabilities	315.61	554.91	222.11	318.46	140.28
Short Term Provisions	63.64	51.60	38.17	32.37	13.50
TOTAL CURRENT LIABILITIES	1,579.45	1,123.47	1,453.49	1,240.72	877.29
TOTAL CAPITAL AND LIABILITIES	7,074.04	6,776.18	5,878.77	4,549.03	3,677.89
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	1,714.72	1,452.83	1,268.11	1,077.08	918.30
Intangible Assets	56.38	0.00	0.00	0.00	0.00
Capital Work-In-Progress	2,205.79	1,927.63	1,569.98	1,106.89	740.64
Other Assets	0.00	8.35	8.35	8.35	0.00

FIXED ASSETS	4,075.33	3,388.81	2,846.44	2,192.32	1,658.94
Non-Current Investments	219.36	978.25	833.25	506.39	298.89
Deferred Tax Assets [Net]	0.00	0.00	0.00	0.00	0.00
Long Term Loans And Advances	0.00	0.00	0.00	0.00	0.00
Other Non-Current Assets	34.89	35.17	47.71	14.31	44.37
TOTAL NON-CURRENT ASSETS	4,329.58	4,402.23	3,727.40	2,713.02	2,002.20
CURRENT ASSETS					
Current Investments	0.00	186.97	0.00	0.00	0.00
Inventories	1,396.83	1,316.78	1,073.19	891.41	669.93
Trade Receivables	988.33	407.90	784.11	539.75	621.66
Cash And Cash Equivalents	21.90	61.22	37.13	150.80	15.63
Short Term Loans And Advances	0.00	0.00	0.00	0.00	0.00
OtherCurrentAssets	337.40	401.08	256.94	254.05	368.47
TOTAL CURRENT ASSETS	2,744.46	2,373.95	2,151.37	1,836.01	1,675.69
TOTAL ASSETS	7,074.04	6,776.18	5,878.77	4,549.03	3,677.89
OTHER ADDITIONAL INFORMATION					
CONTINGENT LIABILITIES, COMMITMENTS					
Contingent Liabilities	228.15	327.06	455.59	409.05	317.89

CIF VALUE OF IMPORTS					
Raw Materials	0.00	0.00	0.00	0.00	0.00
Stores, Spares And Loose Tools	0.00	0.00	0.00	0.00	0.00
Trade/Other Goods	0.00	0.00	0.00	0.00	0.00
Capital Goods	0.00	0.00	0.00	0.00	0.00
EXPENDITURE IN FOREIGN EXCHANGE					
Expenditure In Foreign Currency	672.76	684.49	606.20	606.48	0.00
REMITTANCES IN FOREIGN CURRENCIES FOR DIVIDENDS					
Dividend Remittance In Foreign Currency				-	
EARNINGS IN FOREIGN EXCHANGE					
FOB Value Of Goods					
Other Earnings	2,325.09	3,602.01	2,180.77	1,945.27	
BONUS DETAILS					
Bonus Equity Share Capital					
NON-CURRENT INVESTMENTS					
Non-Current Investments Quoted Market Value					

Non-Current Investments Unquoted Book Value	219.36	978.25	833.25	506.39	298.89
CURRENT INVESTMENTS					
Current Investments Quoted Market Value					
Current Investments Unquoted Book Value					

PROFIT AND LOSS:

Standalone Profit & Loss account	in Rs. Cr					
	Mar 22	Mar 21	Mar 20	Mar 19	Mar 18	
	12 mths	12 mths	12 mths	12 mths	12 mths	
INCOME	"					
Revenue From Operations [Gross]	4,987.49	4,934.86	4,019.53	3,533.84	2,940.19	
Less: Excise/Sevice Tax/Other	0.00	0.00	0.00	0.00	0.63	
Levies	0.00	0.00	0.00	0.00	0.03	
Revenue From Operations [Net]	4,987.49	4,934.86	4,019.53	3,533.84	2,939.56	
Other Operating Revenues	47.92	116.58	113.02	126.43	5.07	
Total Operating Revenues	5,035.41	5,051.44	4,132.55	3,660.27	2,944.63	
Other Income	51.14	9.73	134.75	6.42	6.67	
Total Revenue	5,086.55	5,061.17	4,267.30	3,666.69	2,951.30	
EXPENSES	"					
Cost Of Materials Consumed	1,129.11	1,175.71	978.13	850.04	725.75	
Purchase Of Stock-In Trade	353.25	279.33	244.26	230.45	203.16	
Changes In Inventories Of FG,WIP And Stock-In Trade	19.87	-157.13	-176.51	-80.42	-36.18	

Employee Benefit Expenses	1,062.30	948.27	806.37	684.45	582.72
Finance Costs	17.02	12.77	25.19	14.87	2.22
Depreciation And Amortisation Expenses	284.92	152.60	135.67	105.59	101.76
Other Expenses	1,562.08	1,233.03	1,077.40	1,097.08	836.65
Total Expenses	4,428.55	3,644.58	3,090.51	2,902.06	2,416.08
	Mar 22	Mar 21	Mar 20	Mar 19	Mar 18
	12 mths				
Profit/Loss Before Exceptional, ExtraOrdinary Items And Tax	658.00	1,416.59	1,176.79	764.63	535.22
Exceptional Items	0.00	0.00	-10.00	0.00	0.00
Profit/Loss Before Tax	658.00	1,416.59	1,166.79	764.63	535.22
Tax Expenses-Continued Operat	tions				
Current Tax	115.70	241.20	198.48	157.52	114.33
Tax For Earlier Years	-1.25	0.00	-1.09	-4.10	-1.10
Total Tax Expenses	114.45	241.20	197.39	153.42	113.23
Profit/Loss After Tax And Before ExtraOrdinary Items	543.55	1,175.39	969.40	611.21	421.99
Profit/Loss From Continuing Operations	543.55	1,175.39	969.40	611.21	421.99
Profit/Loss For The Period	543.55	1,175.39	969.40	611.21	421.99
	Mar 22	Mar 21	Mar 20	Mar 19	Mar 18
	12 mths				
OTHER ADDITIONAL	J				
INFORMATION					
EARNINGS PER SHARE					
Basic EPS (Rs.)	27.65	60.67	51.42	32.42	22.38
Diluted EPS (Rs.)	27.65	60.67	51.42	32.42	22.38

VALUE OF IMPORTED AND INDIGENIOUS RAW MATERI	ALS				
8STORES, SPARES AND LOOSE TOOLS					
DIVIDEND AND DIVIDEND PERCENTAGE					
Equity Share Dividend	275.19	0.00	292.20	75.41	90.76
Tax On Dividend	0.00	0.00	33.77	15.50	0.00
Equity Dividend Rate (%)	500.00	700.00	500.00	275.00	200.00

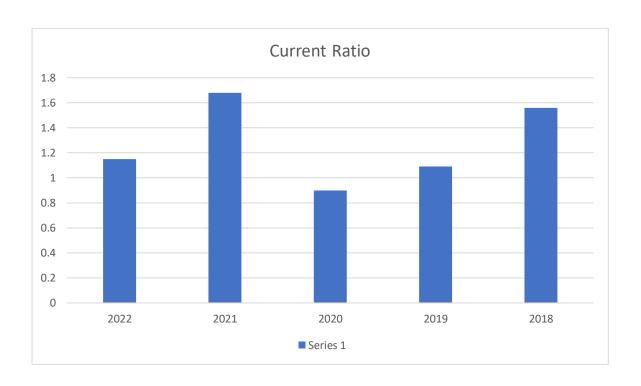
CASH FLOW:

Cash Flow	in Rs. Cr					
-	<u>Mar 22</u>	<u>Mar 22</u>	<u>Mar 21</u>	<u>Mar 21</u>	<u>Mar 20</u>	
	12 mths	12 mths	12 mths	12 mths	88888888 88812 mths	
Net Profit/Loss Before Extraordinary Items And Tax	0.00	658.01	1,416.60	0.00	0.00	
Net CashFlow From Operating Activities	0.00	545.26	1,485.30	0.00	0.00	
Net Cash Used In Investing Activities	0.00	-368.72	-925.55	0.00	0.00	
Net Cash Used From Financing Activities	0.00	-216.64	-533.60	0.00	0.00	
Foreign Exchange Gains / Losses	0.00	0.00	-0.93	0.00	0.00	

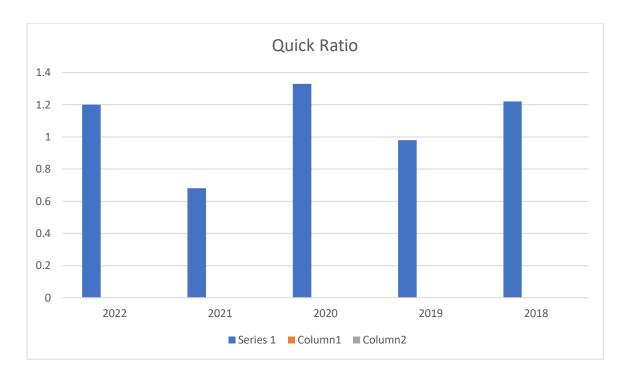
Net Inc/Dec In Cash And Cash Equivalents	0.00	-40.10	25.22	0.00	0.00
Cash And Cash Equivalents Begin of Year	0.00	53.66	28.22	0.00	0.00
Cash And Cash Equivalents End Of Year	0.00	13.56	53.44	0.00	0.00

RATIOS:

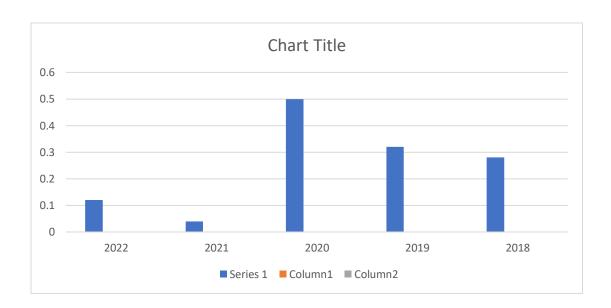
a) Current Ratio:



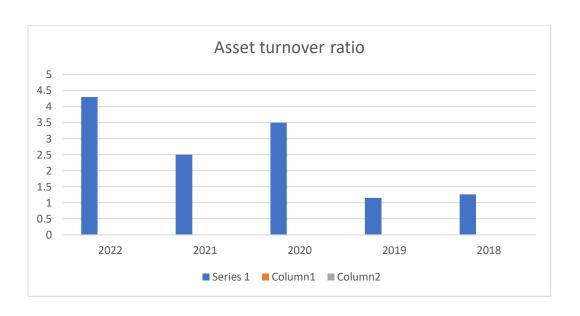
b) Quick Ratio:



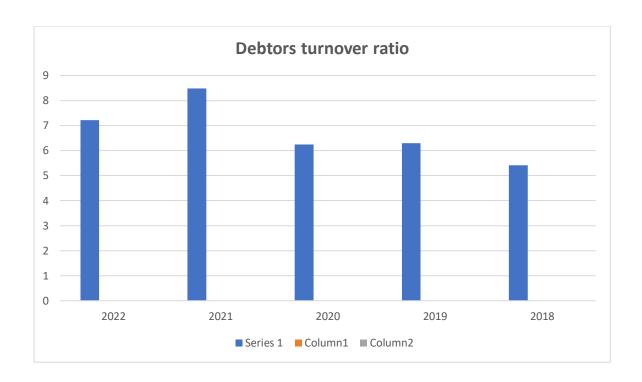
c) Debt equity ratio:



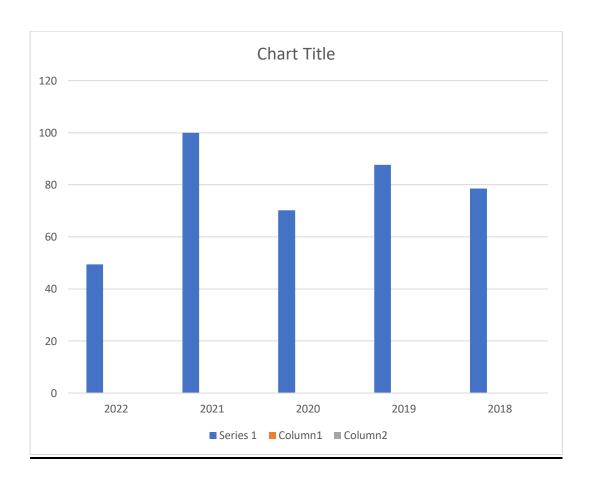
d) Asset turnover ratio:



e) Debtors turnover ratio:



f) Earning retention ratio:



CHAPTER 6

LEARNING EXPERIENCE AND BIBILOGRAPHY

As an intern in the Digital Labs department at Alembic Pharmaceuticals, one can gain valuable hands-on experience in the field of digital technology and innovation. Some of the learning opportunities that an intern can experience include:

Digital solutions in the pharmaceutical industry: Interns can learn about how digital technology is being used to improve various processes in the pharmaceutical industry, such as supply chain management, quality control, and patient engagement.

Software development and programming: Interns can gain hands-on experience with software development and programming, learning about the latest technologies and methodologies used in the industry.

Data analysis and visualization88888: Interns can learn about the importance of data analysis and visualization in the pharmaceutical industry, and see how these techniques are used to make informed decisions.

Project management: Interns can learn about the project management process and see how digital projects are planned, executed, and evaluated.

Teamwork and collaboration: Interns can gain experience working with a team of experts in the field of digital technology, learning about the importance of collaboration and communication in delivering successful projects. Overall, the learning experience as an intern in the Digital Labs department at Alembic Pharmaceuticals can provide a unique opportunity to gain valuable knowledge and skills in the field of digital technology and innovation, and prepare individuals for a successful career in this exciting and rapidly-evolving field.

It was a very good opportunity to correct or evaluate myself and to understand how capable I am to adopt to new changes or interested to learn the things in real or actual working conditions.

I got an opportunity to speak with the various employees that is managers, officers, managing director who work in the various departments of the bank and gain experience in the various fields.

Also, I learnt how the communication must be precise and to the point between various management. I came to know what exactly company needs weather Quality of work or quality of work to be done or both. And also, to some extent I could understand the teachers' cooperative banks works culture uniformity which is a very essential element that management should maintain among their employees and Outlook of employee will also create an impression on the minds of another about the taste, preference, values and principles, punctuality dedication and honesty are the other important things that I have learnt from teachers Cooperative Bank ltd.

BIBLIOGRAPHY:

- 1. Alembic Pharmaceuticals Ltd. (2022). Annual Report. [Available online at https://www.alembicpharmaceuticals.com/investor-relations/annual-reports]
- 2. Pharmaceutical Industry Overview (2022). Report by Allied Market Research. [Available online at https://www.alliedmarketresearch.com/pharmaceutical-industry]
- 3. India Pharmaceutical Market Report (2022). Report by ResearchAndMarkets. [Available online at https://www.researchandmarkets.com/reports/india-pharmaceutical-market]

- "Alembic Pharmaceuticals Company Overview" (2022). Report by
 MarketsandMarkets.
 [Available online at https://www.marketsandmarkets.com/Market-Reports/alembic-pharmaceuticals-market-314904339.html]
- 5. "Alembic Pharmaceuticals Ltd. SWOT Analysis" (2021). Report by MarketLine. [Available online at https://www.marketline.com/companies/alembic-pharmaceuticals-ltd/swot-analysis/]
- 6. "Alembic Pharmaceuticals Limited: A Journey of Caring" (2021). Report by Motilal Oswal Securities. [Available online at https://www.motilaloswal.com/research/file/mo/reports/AlembicPharmaceuticals_N/ Alembic_Pharmaceuticals_N/Alembic_Pharmaceuticals_2021-05-11.pdf]

Website: https://alembicpharmaceuticals.com/