



Department of Management Sciences
Savitribai Phule Pune University

MBA Biotechnology



Placement Dossier
2015-16



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From the Vice Chancellor's Desk

The Department of Management Sciences, Savitribai Phule Pune University (PUMBA) was constituted with the noble purpose of fostering young managers who will prove to be an asset to the organization.

PUMBA is the in-house department of the esteemed Savitribai Phule Pune University and has been successful in imparting management education characterized by theoretical excellence and practical exposure to the students.

To further meet the needs of the emergent Life Sciences industry, PUMBA pioneered the unique course of MBA Biotechnology. The course is designed to nurture managers with domain specific knowledge along with apt management skills. This course has been designed keeping in mind the active dynamics of the Biotech industry and has been successful in striking a fine balance between the technical knowledge and the managerial aspects that is imparted to the candidates through the curriculum.

At PUMBA, we believe in molding managers who are also socially responsible citizens of the nation. The students of PUMBA have been instilled with a strong sense of character that sets them apart from others.

I, hereby take this opportunity to invite you to the campus recruitment program 2015-16 at PUMBA and look forward to have a healthy and long lasting relationship with the industry.

Prof. (Dr.) W. N. Gade
Vice Chancellor
Savitribai Phule Pune University



H.O.D.'s Address

In today's competitive business environment, only the fittest and those equipped with the required skill sets survive. This principle holds true in the B-school to carve a niche for itself and develop as a quality Management institute.

The Savitribai Phule Pune University is a globally recognized Centre of excellence which has always promoted the conservation, creation, advancement and dissemination of knowledge and PUMBA has also strived to follow the same all through these years.

At PUMBA, we believe in the complete development of students in all aspects of their personality. We provide the students with an environment that is most conducive to learn and to get an exposure to the intricacies of business. We believe that formal management education is essential for any individual to develop a unique managerial perspective – a system of values and beliefs for resolving relevant issues. Our department transforms the students into professionals deeply grounded in reality but trained to learn, adapt and grow all through their careers. We also impart them with the requisite business ethics and values.

In accordance with the industry trends, Department of Management Sciences, Savitribai Phule Pune University has designed MBA Biotechnology, a unique course that shapes the students into future managers with the right blend of techno-commercial expertise. They are equipped to deal with the challenges thrown up by the technical requirements of the Biotechnology and allied sectors along with pertinent management skills.

As recruiters, you are definite to find them a perfect fit in a competitive working environment with enhanced individual and organizational capabilities and competencies.

I hereby welcome you to the Campus Recruitment Program 2015 -16 at PUMBA.

Dr. B. V. Sangvikar
Prof. & Head of the Department



Course Co-ordinator's Address

In the ever evolving and changing trends of today's business & corporate world, adaptability and flexibility become essential aspects for survival and emerging as a winner. Complex organizational structures and a globalized business environment demands intellect that prepares students for the critical roles that managers play in identifying business problems, assessing information, considering alternatives, and choosing the best solutions.

We follow a tradition of exploring the requirements of the business world as the starting points in building our MBA program. Our educational philosophy and operating structure embodies participative, collaborative and applied problem solving strategies. This approach makes the students a better judge more capable of getting the right things done.

The academic content of the MBA BT course is delivered in a stimulating learning environment, tailored to enhance the managerial competencies of students. The course provides a perfect blend of management and Biotechnology skills. The basics of the functional specialization of Marketing, Operations, Human resource and Finance form the core of the first year orienting the students towards the management world.

The course includes subjects essential for the biotechnology industry like bio-informatics, Production, Planning and Control, Intellectual Property Rights, Risk management, Business ethics, Knowledge management, Bio-safety and Hazard Management. The Entrepreneurial spirit of the student is channelized through Entrepreneurship Development and the Business Plan Modules.

I take this opportunity to invite you to the Campus Recruitment Program, 2015 -2016 at PUMBA.

Dr. Supriya Patil
Course Coordinator
MBA-Biotechnology



BOARD OF STUDIES

Dr. Suresh Jadhav
Dr. Leena Yeolekar
Dr Mukul Pore
Dr Anita Kar
Dr. Supriya Patil

Serum Institute of India
Serum Institute of India
Intox Pvt. Ltd.
School of Health Sciences, SPPU
Department of Management Sciences,
Savitribai Phule Pune University

Chairman
Member
Member
Member
Member

CORE FACULTY

Dr. B. V. Sangvikar
Dr. (Capt) C.M. Chitale
Dr. D.R. Mane
Dr. Surbhi Jain
Dr. Prafulla A. Pawar
Dr Ranjeet H. Chitale
Dr. Supriya Patil
Dr. Aniruddha G. Joshi
Dr. Rajesh N. Pahurkar
Dr. Ashutosh P. Kolte
Dr. Hemant J. Katole
Dr. Manishkumar N. Varma
Dr. CA Shilpa Bhide
Dr. Atish A. Chintamani

MBA, Ph.D., Prof. & Head
B.Sc. (Hons.), MMS, Ph.D.
B.E., MBA, Ph.D.
B.A., MBA, Ph. D.
B.E., MBA, Ph.D.
B.E., MBA, Ph.D.
M.Sc., MBS, Ph.D.
M.Sc., MBS, Ph.D.
B.E., MBA, Ph.D.
M.Com., MMS, Ph.D.
B.E., MBA, Ph.D.
B.E., MMS, Ph.D.
C.A., M.Com, M.Phil., LLB, DCM, PGDBM, Ph. D.
B.E., MBA, Ph.D.



VISITING FACULTY

Mr. Anil Agashe

Management Consultant

Dr. K. V. Krishnamurthy

Adjunct professor, Institute of Bioinformatics & Biotechnology

Dr. S. M. Chitale

Principal, Fergusson College (Retd.)

Mrs. Pratibha Bhide

Consultant, Former Head of the Department of
Ruia College

Mrs. Manisha Gowaikar

Management Consultant

Mr. Anupam Saraf

Advisor in Governance, Informatics and Strategic Planning

Mr. S. S. Patil

Director, Kirloskar Cummins India (Retd.)

Dr. M.G. Kulkarni

Scientist (Retd.), National Chemical Laboratory

Mr. Sunil Agarwal

Development Head, investment watch Pune, Habitat Forum

Mr. K. V. Mysore

Management Consultant

Mr. V. Malshe

Director, Semantic HR Advisors & Consultants Pvt. Ltd.

Mr. Emmanuel Braggs

Management Consultant

Mr. Rohitesh Gidwani

Strategic Management Consultant

Mr. Dhananjay Apte

Management Consultant

Dr. Kalyani Chitta

Management Consultant

Mr. Rajesh Dhake

Management Consultant

SYLLABUS- MBA PHARMA- BIOTECHNOLOGY



FIRST YEAR

SEMESTER I

- Fundamentals of Management and Organizational Behavior
- Fundamentals of Biotechnology and Pharmacology
- Business Economics
- Marketing Management
- Management Accounting
- Production Management
- Management Information Systems
- Business Communication

SEMESTER II

- Human Resource Management
- Financial Management
- BT & Pharma Plant Management
- Pharmaceutical Management
- Legal Aspects of Business
- Research Methodology and Biostatistics
- Decision Sciences
- Group Industrial Project

SECOND YEAR

SEMESTER III

- Entrepreneurship Development and Project Management in Biotechnology
- Business Policy and Strategic Management
- Knowledge, Innovation and Intellectual Property Rights Management
- Marketing Management I (Product and Services Marketing)
- Marketing Management II (Marketing Research and Consumer Behavior)
- Marketing Management III (Customer Relationship Management)
- Management Control Systems
- Summer Internship Project (Viva)

SEMESTER IV

- Emerging Trends in Biotechnology
- Ethics and Environment Safety Management in Biotech Industry
- International Business Management
- Socio-Economic Environment & Technology
- Marketing Management IV (Sales and Distribution Management)
- Marketing Management V (Integrated Marketing Communication and Brand Management)
- Marketing Management VI (International Marketing)
- Business Plan (Viva)



SYLLABUS- MBA BIOTECHNOLOGY

FIRST YEAR

SEMESTER I

- Principles & Practices of Management & Communication Skills
- Basics of Biotechnology & Bioinformatics
- Managerial Economics
- Basics of Marketing
- Managerial Accounting
- Materials & Logistics Management in Biotechnology
- IT & Management Information Systems

SEMESTER II

- Biotechnology Plant Management & Fundamentals of Production Planning &
- Control for BT Product & Services
- Research Methodology & Biostatistics
- Basics of Finance
- Organizational Development & Organizational Behavior
- HRM in Hi-Tech environment
- Simulation & Optimization in Biotechnology
- Biotech Unit Visit Report

SECOND YEAR

SEMESTER III

- Project Management
- IPR, Legal Aspects & Technology Transfer in Biotechnology
- Business Policy & Strategic Management
- Entrepreneurship Development, Risk Assessment & Management in BT and Innovation & Knowledge Management
- Specialization in Marketing/ Finance/ HR/ Operations 1
- Specialization in Marketing/ Finance/ HR/ Operations 2
- Summer Internship in Biotech Unit

SEMESTER IV

- Business Ethics & Value Management
- Safety & Hazard Management in Biotechnology
- Socio-Economic Environment in Biotechnology
- Emerging trends in Biotechnology
- Fundamentals of Business Development
- Specialisation in Marketing/ Finance/ HR/ Operations 3
- Business Plans in Biotechnology



SPECIALIZATIONS

MARKETING

Marketing Management-I

- § Product Life Cycle (PLC) - Managing the Product in PLC. New product Decision Process Types of New Products.
- § Industrial Marketing Systems-Participate Channels.
- § Nature of industrial Marketing- Industrial Marketing vs. Consumer marketing.
- § Understanding Industrial Marketing.
- § Strategic Marketing Management- An overview- Characteristics & Trends of Strategic Marketing Management.
- § Pricing Strategies- Factors influencing decisions- Setting the price & managing price changes.
- § Global Marketing Environment- Economic Environment, Socio-Cultural Environment, Legal & Statutory Framework.
- § Limitations of Global Marketing

Marketing Management-II

- § Event Management- Techniques & Significance.
- § Four I's of Service- Intangible, Inconsistency, Inseparability & Inventory.
- § Services Marketing Segmentation- Positioning & differentiation of services.
- § Customer Service in Service Marketing- Monitoring & meaning, customer satisfaction & handling complaints effectively.
- § Relationship Marketing in Services Marketing- The process, role & implications of relationship marketing in services marketing.
- § Promotion Tools-Sales promotion, Advertising, Personal Selling, Direct & Online Marketing as promotional tools.
- § Branding Test Marketing.
- § Advertising Purpose & functions- Process Advertising effectiveness test and techniques.
- § Public Policy & Consumer Protection Act Misleading Consumer Education Methods.

Marketing Management-III

- § Marketing Channels- Structure, Functions & Significance- Basic channel role in the dynamic market place-designing the market channel system. Primary participants of channel-Manufacturer, Wholesaler, Retailer-Logistics & Operational Dimensions-Material Handling, Transportation, Warehousing, Inventories, Logistics interface.



- § Nature and Importance of Retailing- Types of Retailing- Retail Merchandising- Retail decision location size.
- § Concept, Role & Significance of Multi-level Marketing.
- § Sales Management-Objectives-Sales Planning-Strategic role of Sales Management, Organization of sales force recruitment, selection & training the sales force.

OPERATIONS

Operations Paper - I

- § Functions of PPC. Role and importance of PPC in various manufacturing systems.
- § Aggregate planning, Rough cut planning, Gantt Charts, Routing, Loading Dispatching, Expediting.
- § Import- Export Procedures and Policies. International trade and Biotech Materials.
- § Line balancing, Flexible manufacturing systems, Group Technology, Cellular planning.
- § Logistics concepts and significance, Concept of Supply Chain Management and its Strategic role in organization, distribution, network planning system, transportation alternatives.
- § Application of Quantitative techniques, Transportation mode I.
- § Packaging principles, Functions and Types, Containerization, Custom issues, Role of freight and insurance logistics.
- § Designing efficient supply chain policies.
- § Integration of supply chain with corporate strategy.

Operations Paper - II

- § Inventories definition, Classification of inventories, need, merits and demerits.
- § Determination of various stock levels.
- § Distributions Inventory Planning, Distribution resource planning to manage inventories in multiple locations.
- § Computerization of Inventory Management- integration with Sales forecast, distribution, PPC.
- § Material Requirement Planning (MRP) – Methodology.
- § Data requirement and Management.
- § Application of MRP-Developing Valuable inputs and making outputs useful. Planning and execution. Inventory Management in the JIT age.

Operations Paper - III

- § Quality Control and Quality Assurance, Quality principles- Juran, Crosby, Ishikawa, Taguchi, Cost of Quality, Malcom Baldrige Quality award.
- § Statistical Quality Control, Control Charts, Applications.
- § Managing and organizing for Quality, Quality Objectives, and Leadership for Quality, Quality and Organization Culture.
- § World Class Manufacturing and Manufacturing Excellence.
- § Building Strength through customer focus principles.
- § Developing manufacturing strategy, manufacturing strategy for competitive advantage.
- § Focused Manufacturing- Principles, Concepts and Methodology.



HUMAN RESOURCES

Human Resource Management

- § Industrial Relation – Machinery & Legal Aspects.
- § Labor Welfare & Productivity.
- § Ethical Code.
- § Trade Union Movement & Labor Laws in India.

Strategic Human Resource Management

- § Strategic Human Resource Management.
- § Strategizing the HR process.
- § Manifestation of HR strategies.
- § Changes in Training needs of Modern Organization.
- § Opportunity Management.
- § Achievement Management.

Personnel Administration – Applications & Procedures

- § Personnel Management.
- § Personnel Administration.
- § Personnel Policy.
- § Conducting Domestic Inquiry.

FINANCE

Paper I – Advanced Financial Management

- § Analysis of Financial Statements & Investment Decisions
- § Capital Structure and Dividend Theory
- § Concept of Value and Returns
- § Mergers and Acquisitions
- § Models for Working Capital Analysis

Paper II – Merchant Banking & Financial Services

- § Capital Market in India (SEBI, VCs, MFs, etc)
- § Stock Market Operations at International Level
- § Money Market in India
- § Financial Services
- § RBI Guidelines for NBFCs

Paper III – Advanced Financial & Cost Accounting

- § Financial Reporting
- § Accounting Standards
- § Principles of Auditing
- § Costing System in the Services & Trading Sector
- § Costing & Pricing - Short Term and Long Term



AVENUES FOR MBA BIOTECHNOLOGY

Bio Pharma:

The combination of skills of an MBA-Pharma-BT bridge the gap between R&D and commercialization of novel products. Other than that, a candidate of this program has prior acquaintance with industrial issues like products conceptualization, regulatory frameworks, IPR, etc. This enhances spontaneity and efficiency in business communication.

Bio-Agri:

This program serves bio-agri as it has students coming from backgrounds of botany, agriculture and biotechnology. In addition, their knowledge of business management sourced by this program works as a key competency is understanding the insights of the business.

Bio-Suppliers:

Accuracy in supplies of instrumentation, diagnostic kits and bio provisions needs to be maintained. Carrying deep knowledge regarding customer relationship management, material management, logistics, supply chain management is the reason candidates can do so well in operations.

Bioinformatics:

Awareness of diversified areas in bio-informatics such as drug discovery tolls, genomics and proteomics, coupled with commercial insights of IT alliances, online marketing and user base identification, ensure maximum business potential in MBA Biotechnology students for this sector, knowledge of patent issues, management information systems such as data mining and warehouse sing and open innovation models make sure that the industry is served by management executives who require the least of training time and thus save on probationary cost.

Bio Services:

Keeping abreast of the services sector, students of MBA Biotechnology have exhaustive knowledge of various areas encompassing clinical trials and data management, contract research and manufacturing, stem cell and cord blood banking, etc. Understanding the distinctness of technically oriented services, while being familiar with the business intricacies involved, results in a powerful combination which effectively sees through the conception of a service to its implementation in the final stage yielding desired results.



Consultancies and Market Research:

With the advent of Biotechnology BPOs and KPOs, the unique combination of knowledge and practical commercialization of techno-commercial processes enhances communication skills and conversational aptitude relevant to the industry. MBA Biotechnology students have the distinction of being effectively aware of market research, analysis techniques and scientific know-how, thus coming up with innovative and spontaneous solutions for issues such as data collection, customer support and outsourcing business.

Healthcare Advertising:

Healthcare advertising as a niche market demands people who understand the scientific functionality of the products. The knowledge of the product and the interest generated are the first steps towards successful advertising. The complete understanding of the products and services of the Healthcare industry enables MBA Biotechnology students to understand client expectations and deliver benefits to the customers.

FMCG:

Today's hi-tech world demands meeting the needs of human and environmental safety, price performance, novelty and non-infringement of competitor's patent. The Techno-commercial knowledge of an MBA Biotechnology student will help to translate the new needs that have been identified or created among consumers into scientific terms. We have 'organization awareness', 'breakthrough thinking', a passion for growth' and the multi disciplinary knowledge required in the FMCG Industry.

Financial Institutions:

The MBA Biotechnology course trains students to cater to different financial institutions like Venture Capitalists, Banks and Rating Agencies in their Biotechnology and Allied Verticals and even the companies in the Biotechnology Sector. Biotechnology being a new and upcoming sector, professionals with this blend help the companies to raise and manage the funds from different financial institutions and at the same time helps the financial institution to understand the business economies to minimize the risks and maximize the profits.



FAITH

1. Abbott Healthcare
2. Accenture
3. Adjility
4. Advanced Enzymes Technologies Ltd
5. Akumentis Drugs & Pharmaceuticals Ltd.
6. Alembic Ltd
7. Alkem Laboratories Ltd.
8. Allscripts Healthcare
9. Aspect Ratio
10. AstraZeneca Ltd.
11. Aurobindo Pharma Ltd.
12. B Braun India Pvt. Ltd.
13. BASF India Pvt. Ltd.
14. Baxter India Pvt. Ltd.
15. Bilcare
16. Bisleri
17. Boehringer Ingelheim India Ltd.
18. Business Development Bureau (BDB)
19. Claris LifeSciences Pvt. Ltd.
20. Coca-Cola
21. Croda India Pvt. Ltd.
22. Deepak Fertilizers
23. Deloitte support service India Pvt.Ltd
24. Dr. Reddy's Laboratories Ltd
25. Eisen Pharmaceuticals
26. Emcure Pharma
27. Excel Industries
28. Flamingo Pharmaceuticals Ltd.
29. Galderma India Pvt. Ltd.
30. Generic Partners
31. German Remedies Ltd.
32. GlaxoSmithKline India Ltd.
33. Glenmark Pharmaceuticals Ltd.
34. Global Data
35. Grand View Research
36. GVK Biosciences Pvt. Ltd.
37. Heinz
38. Hi-media Laboratories Ltd.
39. ICPA Laboratories Pvt. Ltd.
40. IMS Health Pvt. Ltd.
41. Indian crops research institute for Semi-Arid tropics
42. Indoco Remedies
43. Infiniti Research.
44. ITC
45. Jay Biotech
46. Johnson & Johnson India
47. KF Bioplants
48. Krishidhan
49. Lifetech Scientific
50. Lowe Lintas Group India Ltd.
51. Lupin Ltd
52. Macleods Pharmaceutical Pvt. Ltd.
53. Markets & Markets
54. Medley Pharmaceuticals India Pvt. Ltd.
55. Merck Millipore Ltd
56. Micro Labs India Pvt. Ltd.
57. Millward Brown Consulting Ltd.
58. MITCON
59. MSD Pharma Pvt Ltd
60. Nagarjuna chemicals and fertilizers Ltd
61. Neord
62. Nielson India Ltd.
63. Nihilent Technologies
64. Nipro
65. Novartis Healthcare Pvt. Ltd
66. Panacea Biotech Ltd
67. Parle Agro
68. Pepsico India Pvt. Ltd.
69. Pfizer India Pvt. Ltd.
70. PharmaACE
71. Piramal Healthcare Ltd.
72. PRAJ Industries Ltd.
73. Praxair
74. Reliance Lifesciences Pvt. Ltd.
75. Resilient
76. Roche Pharma Pvt. Ltd.
77. Sanofi Aventis Ltd.
78. Serum Institute of India
79. SG Analytics
80. Shantha Biotechnics Ltd.
81. Sigma Aldrich
82. Smith and Nephew India Ltd.
83. SPIC Pharma
84. Sunpharma Industries Ltd.
85. TATA Chemicals Ltd
86. TCS
87. PI Industries
88. Thermofisher scientific.
89. Transasia Biotech Ltd.
90. Transparency market research
91. TTK Healthcare
92. Value Notes
93. VWR lab products.
94. Wanbury Ltd.
95. Waters India Ltd.
96. WNS Global Services
97. Wockhardt Ltd.
98. Zensar Technologies
99. Zenotech
100. ZS Associates



INSPIRATION

No	Name	Company	Designation
1	Abhijeet Patwardhan	AC Nielson	Vice President
2	Ajay Warade	Sun Pharma	International Marketing
3	Amev Budukh	GxP Pharmaceuticals Pvt. Ltd.	Manager Portfolio Development
4	Jisa Susan	Biocon	Manager
5	Mangesh Kate	Johnson & Johnson	Manager - Operational Excellence
6	Michelle Singh	MSD Pharmaceuticals	Manager New Product Planning
7	Ninad nandikar	Frost & Sullivan	Senior Consultant
8	Pavitra Singh	Pepsico	Associate Director (HR)
9	Peter Skaria	Allergan India Pvt. Ltd.	Senior Manager Supply Chain
10	Pravin Kulkarni	Parle Products	General Manager Marketing
11	Priyanka Shah	Novartis	Manager
12	Chetan Deshmukh	Pharma Ace	Engagement Manager
13	Rajeev Handa	Wockhardt Ltd.	National Sales Manager
14	Rakesh Suryanaraya	Essilor India Pvt. Ltd.	DGM Strategic Planning
15	Rashmi Anand	Sanofi Aventis	Product Manager
16	Rajendra Bhandekar	Flamingo Pharmaceuticals	Manager - Purchase Department
17	Rohit Shinde	Wipro GE Healthcare	Segment Marketing Leader-Bioprocess & Services
18	Sameer Kolhe	Piramal Healthcare	Head - Strategy & International Business
19	Darshan Palkar	Lupin	HR. Manager
20	Vijendra Agarwal	Markets & Marketes	Associate Manager Consulting
21	Vishnu Vardhan Atmakuri	HP	Analytics Consultant
22	Pushkar Shah	ZS Associates	Business Consultant
23	Prasanna Borse	Praj Industries	Chief Manager
24	Neha Kapoor	GlaxoSmithKline Pharmaceuticals Ltd.	Product Manager



MAJOR RECRUITERS





SUMMER RECRUITERS

Sun Pharmaceutical Industries Ltd.	Neha Medankar, Akshay Malunjkar, Akshay Walhekar Rashmi Sapre, Aishwarya Gawade, Ashish Kaul, Nisha Gahlawat, Ganesh Kudke
IMS Health Pvt. Ltd.	Pranita Bhor, Pranjal Khedkar
LG Life Sciences India Pvt. Ltd.	Jae-Gi Lee
Amdipharm Mercury Services Pvt . Ltd.	Anurag Gadge, Aruna Kshirsagar
VWR Lab Products Pvt. Ltd.	Yogita Pawar, Priyanka Desai
Praxair India Pvt. Ltd	Aniruddha Joshi, Namrata Kakade
PI Industries Ltd.	Rohit Deshmukh, Rushikesh Funde, Nilesh Sharma
GxP Pharmaceuticals Pvt. Ltd.	Anirudha Nelugal, Abhijit Bhagat, Trupti Wadekar, Gaurav Karpe
Cryo Stemcell Pvt . Ltd.	Sham Ghadge, Priyanka Zimare, Monali Tayade, Shubhanshi Agrawal, Kuldeep, Rahul Rathod
Noble Agrovet Pvt. Ltd .	Madhur Gaikwad, Renu Negi, Sagar Mukhekar
Ncord Biotech Ltd.	Husein Sia mwalla, Tejaswinee Jagtap
Molecular Connections Pvt. Ltd.	Aditi Navgire, Rutuja Karwa
Bhat Biotech India Pvt. Ltd.	Stuti Jain, Mayur Pate, Vedang Ghole
Market Search India Pvt . Ltd.	Hanifa Sheikh
Unique Biotech Ltd.	Amit Prasad, Shreyas Patil, Dattaprasad Pednekar, Shweta Yadav, Nikhil Sable
Cadila Healthcare Ltd.	Kirti Sahni, Sanket Gokhale
Biological E Ltd.	Gauri Shirode, Ankita Sonar
Known-You Seed India Pvt. Ltd.	Manoj Macharde
Bioinnovate Research Services Pvt. Ltd.	Akash Mhaskar
Majestic Research Service and Solution India Pvt. Ltd.	Heena Deb Barman, Anushka Charles
SkyQuest Consultancy Technology Pvt. Ltd.	Sonam Bhosale, Neha Terukula
OSB Life Sciences Pvt. Ltd.	Harshada Lakade
Heinz India Pvt. Ltd.	Bhagwat Bondre
Croda India Company Pvt. Ltd.	Shivani Durve, Aishwarya Trivedi



AWAITING SUMMERS

MBA Pharma Biotechnology

➤ B.Sc. Biotechnology

Aditi Gosavi
Ajay Naik
Akshata Ahire
Akshata Bankar
Akshay Landge
Apurv Gholap
Apurv Patil
Barkha Argulewar
Dhanashri Wayakole
Ganesh Gaikwad
Gargi Nandode
Kanishka Saxena
Komal Urde
Manasi Ahire
Minal Kotkar
Monika Shah
Neha Barde
Neha Patil
Nikita Baviskar
Pradnya Jadhav
Pranav Bhandari
Pratiksha Kamthe
Prajakta Bengale
Priyanka Desai
Priyanka Sukane
Rakesh Nair
Sandeep Ghule
Sherlyn Daniel
Shroti Shelar
Soham Waghmare
Sonali Jadhav
Swapnil Yadav
Tejaswini Kedari

➤ B.Sc. Zoology

Shubham Patil
Akshay Kumar Gaikwad

➤ B.Sc. Microbiology

Resham Yemul
Monika Waghmare
Prakshay Kekre

➤ B.Sc. Industrial Microbiology

Pranjali Takale
Sharvari Dixit

➤ B.Sc.

Pratibha Godse
Shilpa Dabhane

➤ B.Sc. Electronics

Piyusha Kadam

➤ B.Sc. Agri-Biotech

Shaktikumar Madake
Gayatri Sonawane

➤ B.A.M.S.

Dr. Prajakta Chikhale
Dr. Gayatri Doshi

➤ B.E. (E&TC)

Jawahar Jadhao

➤ B.E. (Biotech.)

Shruti Sambherao

➤ B.E. (Industrial Biotech.)

Revathi K.

➤ B.Pharm.

Rohan Jadhav
Sachin Hingane
Akshay Shinde
Kaustubh Mahajan
Prasad Lad

➤ M.Sc.(Biotech.)

Deepti Dalvi
Tushar Khairnar
Veena Jadhav
Aditi Savale

➤ M.Sc.(Biochemistry)

Shahid Haider

➤ M.Sc. (Food Science)

Ma Tianhua

➤ M.Sc. (Microbiology)

Mrinmai Bhoddatt



BATCH PROFILE

MBA-BIOTECHNOLOGY 2015-16





ABHIJIT BHAGAT



Graduation: B.E. (E&Tc)

Company: GxP Pharmaceuticals Pvt. Ltd.

Project Title & Objectives:

Title 1 :

A study of New Zealand pharmaceutical market and identification of potential products in New Zealand

Objectives:

- To study tender driven pharmaceutical market of New Zealand and contemplate trends in tender prices of innovator and generic drugs
- To collect and analyze data on new drugs approved in New Zealand since 2006
- To estimate potential of products on the basis of sales, complexity of dosage form, generic competition and supplier availability

Title 2:

A study to estimate the market potential of New Drug Applications (NDA) in USA pharmaceutical market

Objectives:

- To study the market potential of New Drug Applications in US pharmaceutical market by the classification on the basis of generic competition, therapeutic classes, exclusivity, sales and complexity of dosage form

ADITI NAVGIRE



Graduation: B.E Biotechnology

Company: Molecular Connections Pvt. Ltd

Project Title:

A study to estimate the market potential and competitive scenario for pharmaceutical drug pipeline databases

Objectives:

- To study the existing competitive drug pipeline databases
- To understand customer preferences for pharmaceutical drug pipeline database
- To develop database for respiratory and cardiovascular disease areas
- To generate (leads) prospective customer/clients for the database



AISHWARYA GAWADE



Graduation: B.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd

Project Title:

Perception study on anti-malarial treatment options

Objectives:

- To study the various attributes considered by doctors while selecting an anti-malarial treatment
- To study the classification of malarial patient infections into *P.falciparum* and *P.vivax* type and to understand the preferred treatment options for these types
- To study the perception of doctors about anti-malarials treatment options in Western and Central India
- To study the key challenges faced on treatment with the prevalent anti-malarial available in the market demographic variables

AISHWARYA TRIVEDI



Graduation: B.Sc. Biotechnology

Company: Croda India Company Pvt. Ltd.

Project Title:

A study to analyze the biosimilars manufacturing and find market potential of super refined products for Croda India Pvt. Ltd.

Objectives:

- To study the various techniques of upstream and downstream processing of biosimilars
- To study the various excipients and surfactants used in manufacturing of biosimilars
- To understand the competitive scenario for biosimilars market and identify new market opportunities for chemicals used in manufacturing of biosimilars



AKASH MHASKAR



Graduation: B.Sc. Biotechnology

Company: Bioinnovat Research Services Pvt. Ltd.

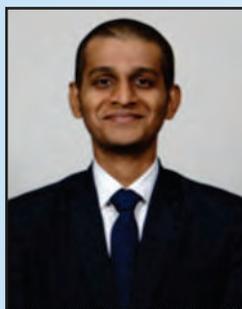
Project Title:

Data-mining using social media for Pharmaceuticals and Biotechnology Companies.

Objectives:

- To understand the client requirement suited for the dermatology market in US
- To create a database using LinkedIn Recruiter License for Bioinnovat Research Services Pvt. Ltd.
- Profiling of the candidates based on experience and operating market

AKSHAY MALUNJKAR



Graduation: M.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd.

Project Title:

A study of perception of chest specialists on Chronic Obstructive Pulmonary Disease (COPD) and treatment options in South India

Objectives:

- To understand existing therapy for COPD management
- To study awareness and usage of molecule Roflumilast
- To study message recall for molecule Roflumilast

AKSHAY WALHEKAR



Graduation: M.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd.

Project Title: Assessment of market potential for Total Parenteral Nutrition (TPN) products and recommendation of new products for Indian market

Objectives:

- To study TPN market in India with respect to market scenario, companies, available products
- To analyze therapy gaps, differentiators, target customers, key prescribing specialties and driving forces for TPN selection
- To estimate market size and to suggest price points and new products for launch in India



AMIT PRASAD



Graduation: B.Sc. Biotechnology

Company: Unique Biotech Ltd

Project Title:

A study to understand the factors influencing prescription of probiotics among doctors and to estimate the market potential of probiotics in Bangalore City.

Objectives:

- To understand the characteristics of probiotics and its role
- To study the factors influencing prescription of probiotics amongst gastroenterologist, gynecologist and general physician
- To study the competitive scenario for major brands of probiotics
- To study the promotional strategies carried out on probiotics companies

ANIRUDDHA JOSHI



Graduation: M.Sc. Chemistry

Company: Praxair India Pvt. Ltd

Project Title:

A study to estimate market demand of Medical gases and Industrial gases in Maharashtra

Objectives:

- To evaluate Praxair's market presence in Maharashtra for Medical and Industrial gases
- To study the market competition for Praxair in Maharashtra
- To analyze the demand and study the market potential for Praxair in Maharashtra
- To understand the parameters aiding customers in their buying decision



ANIRUDHA NELUGAL



Graduation: M.Sc. Biotechnology
Company: GxP Pharmaceuticals Pvt. Ltd
Project Title:

Title 1

A study to identify market potential of New Drug Submission (NDS) in Canadian pharmaceutical market

Objectives:

- To study NDS in Canada since 2000 and analyze competitive scenario for products
- To analyze Canadian pharmaceutical market review 2013 (IMS Canada report)
- To study the market potential and suggest the products by the classification on the basis of generic competition, therapeutic classes, exclusivity, sales trend, complexity of manufacturing

Title 2

A study to estimate the market potential of New Drug Applications (NDA) in USA pharmaceutical market

Objective:

- To study the market potential of NDA in USA pharmaceutical market by the classification on the basis of generic competition, therapeutic classes, exclusivity, sales trend, complexity of manufacturing

ANKITA SONAR



Graduation: M.Sc. Biotechnology
Company: Biological E. Ltd.
Project Title:

Title 1

A study to understand factors influencing prescription of digestive enzyme for indigestion symptoms

Objectives:

- To understand the perception of doctors and to identify the drug characteristics leading to prescription of digestive enzyme among Gastroenterologist, Pediatrics, GP and MD
- To conduct comparative analysis for Digestive enzyme

Title 2

A study of preferences for different brands of B.E Ltd. in Cough syrup, B-complex, and Antacid amongst chemists

Objective:

- To study the preferences of chemists in dispensing Cough syrup, B-complex, and Antacid Syrup



ANURAG GADGE



Work Exp. : 12 months

Company Name :
Veracity Landmark
Developers Pvt. Ltd.

Profile : Business Co-ordinator

Graduation: B.Sc. Biotechnology

Company: Amdipharm Mercury Services Pvt. Ltd.

Project Title:

Sales trend analysis and impact of parallel import, price change, therapeutic class and generic shift on major molecules of Amdipharm Mercury Company Ltd.

Objectives:

- To study the impact of Parallel Import and Product Licensing (PLPI) on major molecules of Amdipharm Mercury Company Ltd
- To study the impact of Prescription or Active Therapeutic Class (ATC) shift on major molecules of Amdipharm Mercury Company Ltd.
- To study the impact of other brand, Generic shift, De-branding on major molecules of Amdipharm Mercury Company Ltd
- To study the impact of Price effect on major molecules of Amdipharm Mercury Company Ltd.

ANUSHKA CHARLES



Graduation: B.Sc. Biotechnology

Company: Majestic Research Service and Solution India Pvt. Ltd

Project Title:

A study to understand the consumer behavior for McDonalds by using SMI tracking device (Digital Research)

Objectives:

- To understand the various store elements that grab consumer's attention at McDonalds
- To identify the effective medium of communications amongst consumers of McDonalds
- To study the evaluation criteria opted by consumers during their purchase decision



ARUNA KSHIRSAGAR



Graduation: B.Sc. Biotechnology

Company: Amdipharm Mercury Services Pvt. Ltd.

Project Title:

Sales trend analysis and impact of parallel import, price change, therapeutic class and generic shift on major molecules of Amdipharm Mercury Pvt. Ltd. for UK market.

Objectives:

- To study the impact of parallel import and product licensing (PLPI) on major molecules of Amdipharm Mercury Services Pvt. Ltd.
- To study the impact of prescription or active therapeutic class shift of molecules
- To study impact of other brand\Generic shift\De-branding of molecules
- To study impact of price effect of major molecules

ASHISH KAUL



Graduation: B.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd.

Project Title:

A study on perception of Anti-malarial treatment options

Objectives:

- To understand the perception of Synriam post 3 years of its launch in North-east India.
- To study segmentation of market on the basis of *P.falciparum* and *P.vivax* malarial infection
- To study factors influencing prescription of drug in anti-malaria treatment
- To study conversion trend from one molecule to another and the reasons for such conversions

Work Exp. : 24 months

Company Name : Wipro Ltd.

Profile : Sr. Associate



BHAGWAT BONDRE



Graduation: B.Sc. Biotechnology

Company: Heinz India Pvt. Ltd.

Project Title:

Market Research and analysis for Institutional Food Service Division

Objectives:

- To understand the usage of various category of Heinz products amongst institutional customers
- To study the brand, volume, packaging, pricing and supplier preferences of institutional customer of Heinz India Pvt. Ltd
- To estimate marketing potential amongst existing customers and to suggest strategies for launch of new products to the chosen target market

DATTAPRASAD PEDANEKAR



Graduation: B.Sc. Biotechnology

Company: Unique Biotech Ltd.

Project Title:

A study to develop marketing strategies for a new probiotic product based on analysis of market and behavior of channel partners and estimating market potential for probiotics

Objectives:

- To study the existing competitive brands of probiotics and their market share.
- To analyze prescription behavior of doctors and their satisfaction about existing products
- To suggest marketing strategies for launch of new brand of probiotics in Bhubaneswar region
- To identify various segments of probiotics product market based on the behavior of channel partners



GANESH KUDKE



Graduation: B.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd

Project Title:

A study of treatment options for managing hypertension

Objectives:

- To study patient profile
- To study Doctor's preference on drugs choice by laddering therapy
- To study the problems faced by patients due to high BP, or existing medications

GAURAV KARPE



Graduation: B.Sc. Biotechnology

Company: GxP Pharmaceuticals Pvt. Ltd

Project Title:

Title 1

A study of Australian pharmaceutical market to identify market potential of New Drug Approvals (N.D.A) in Australia

Objectives:

- To collect and analyze data of New Drug Applications in Australia since year 2000
- To study Australian pharmaceutical market and top pharmaceutical companies in Australia
- To estimate market potential of N.D.A. by classification on basis of sales, generic competition, complexity of dosage form, exclusivity
- To suggest potential products for companies product portfolio

Title 2

A study to estimate the market potential of New Drug Approvals (N.D.A.) in USA pharmaceutical market

Objective:

- To study the market potential of New Drug Approvals in USA pharmaceutical market by the classification on the basis of sales, generic competition, therapeutic classes, exclusivity and complexity of dosage form



GAURI SHIRODE



Graduation: M.Sc. Biotechnology

Company: Biological E Ltd.

Project Title:

Title 1

To carry out comparative analysis of Dextromethorphan and Noscapiene as an antitussive to treat dry cough in Children

Title 2

A study of market share of different brands of Biological E Ltd. in comparison with present brands

Objectives:

- To understand role of Dextromethorphan and Noscapiene in treating dry cough in children
- To study the competitive scenario and market potential for cough syrup, hematinic preparation liquid and tablet form, Anticoagulant cream brands of Biological E Ltd
- To suggest marketing strategies to enhance sale of Noscapiene

HANIFA SHEIKH



Graduation: B.Sc. Biotechnology

Company: Market Search India Pvt. Ltd

Project Title:

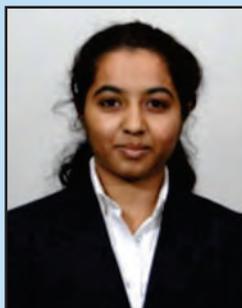
Market Research for launching an online medical second opinion service

Objectives:

- To assess current experience of patients with consulting offered by their treating doctor
- To understand the need for second opinion before finalizing the treatment option
- To understand the willingness for considering opinion of UK best physicians for second consultation and reassurance of the treatment option



HARSHADA LAKADE



Graduation: M.Sc. Biotechnology

Company: OSB Life Sciences Pvt. Ltd.

Project Title:

A study of existing and emerging technologies in diagnostic and research industry and the communication of catalog of Cell Marque (U.S.A) antibodies manufacturer in India

Objectives:

- To study the existing and emerging technologies in diagnostic and research industry in India
- To understand the priority of attributes of manufacturers of antibodies
- To promote Cell Marque in India

HEENA DEB BARMAN



Graduation: B.Sc. Biotechnology

Company: Majestic Research Service and Solution India Pvt. Ltd

Project Title:

A study to understand the consumer behavior for McDonalds by using SMI tracking device (Digital Research)

Objectives:

- To understand the various store elements that grab consumer's attention at McDonalds
- To identify the effective medium of communications amongst consumers of McDonalds
- To study the evaluation criteria opted by consumers during their purchase decision

HUSEIN SIAMWALLA



Graduation: B.Sc. Botany

Company: Ncord Healthcare Biotech Limited

Project Title:

A study on the strategies on online marketing of e-health card

Objectives:

- To study the impact of Search Engine Optimization
- To understand the utilization of Google Analytics and Google Ad words as tools of digital marketing
- To understand the importance of Social Media Optimization and its impact on online promotion



JAE-GI LEE



Graduation: B.Sc. Biomedical Sciences

Company: LG Life Sciences India Pvt. Ltd.

Project Title:

A study of pre-launching research of Yvoire in India

Objectives:

- To study promotional activities performed by LG Life Sciences India Pvt. Ltd
- To find out market penetration and marketing strategies for launching Yvoire
- To evaluate India aesthetic market and grasp the Market Intelligence with the perception of Key Opinion Leaders

KIRTI SAHNI



Graduation: B.Sc. Biotechnology

Company: Cadila Healthcare Ltd. (German Remedies Division)

Project Title:

Investigation of the acceptance of Ambroxol and Theophylline for treatment of respiratory disorders.

Objectives:

- To study the conditions in which the combination of Ambroxol and Theophylline can be used
- To assess the need of the combination of Ambroxol and Theophylline in Asthma therapy

KULDEEP



Graduation: B.Sc. Biotechnology

Company: Cryo Stem Cell(K) Pvt. Ltd.

Project Title:

A study of stem cell banking and its awareness in North India

Objectives:

- To study the stem cell banking
- To study the factors for doctors and customers for influencing the stem cell banking



MADHUR GAIKWAD



Work Exp. : 13 months

Company Name :
LifeCell International
SpaceStation

Profile : Relationship Executive

Graduation: M.Sc. Microbiology

Company: Noble Agrovet Pvt. Ltd

Project Title:

A study to understand buying behavior of poultry farmers; factors influencing selection of poultry feed supplements and develop marketing strategies for poultry feed supplement products of Noble Agrovet

Objectives:

- To study the composition, characteristics of poultry feed supplement products
- To study the buying behavior and factors influencing selection of poultry feed supplements amongst farmers
- To study the competitive scenario for poultry feed supplement products
- To suggest suitable marketing strategies for brand development

MANOJ MACHARDE



Graduation: B.Sc. Biotechnology

Company: Known-You Seed India Pvt. Ltd

Project Title:

A study of chemical pesticide and biological pesticide and new product launch in India

Objectives:

- To study market scenario and driving forces for selection of chemical pesticides and bio-pesticides in India
- To analyze the companies and their products in India for bio-pesticides
- To identify gaps, differentiators and suggest products for launch in bio-pesticides



MAYUR PATE



Work Exp. : 24 months

Company Name :
Arpan Blood Bank

Profile : NAT Lab Technician

Graduation: B.Sc. Biotechnology
Company: Bhat Biotech India Pvt. Ltd
Project Title:

A study to understand the expectation of diagnostic laboratories and to estimate the market size of molecular diagnostic products

Objectives:

- To study the advantages of the molecular diagnostic products over general diagnostics products
- To study utility of molecular diagnostics products amongst diagnostic laboratories
- To understand awareness of molecular diagnostic products amongst diagnostic laboratories
- To estimate market size of molecular diagnostic products

MONALI TAYADE



Graduation: B. Pharmacy
Company: Cryo Stemcell Pvt. Ltd
Project Title:

A study to understand the awareness of Stem cell banking among the expecting parents

Objectives:

- To study the characteristic of stem cell and to understand features and benefits of stem cell banking
- To understand and create the awareness about stem cell banking amongst the expecting parents in Pune city
- To study the factors considered important by expecting parents while selecting stem cell banking company

NAMRATA KAKADE



Graduation: B.Sc. Biotechnology
Company: Praxair India Pvt. Ltd.
Project Title:

A study to estimate market demand of medical and industrial gases in Gujarat and Maharashtra region

Objectives:

- To evaluate market presence of medical and industrial gases in Gujarat and Maharashtra region
- To find out the market share analysis of Praxair's competitors in Gujarat and Maharashtra region
- To understand the factors influencing the buying decision of the customer
- To find out factors that will make customers shift from non Praxair Products to Praxair Products



NEHA MEDANKAR



Graduation: B.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd

Project Title:

A study of perception of Chest Specialists on Chronic Obstructive Pulmonary Disease (COPD) and treatment options in South and West India

Objectives:

- To understand existing therapy for COPD management
- To study awareness and usage of molecule Roflumilast
- To study message recall for molecule Roflumilast

NEHA TERUKULA



Graduation: B.Sc. Biotechnology

Company: SkyQuest Technology Consultancy Pvt. Ltd.

Project Title:

Title 1

A study of best R&D practices adopted by Global Government Research Institutions

Title 2

A study on landscaping of OTC based companies on dermatology, VMS, Antacids, CCA and Analgesic

Title 3

A study on seed treatment technology to improve farm productivity

NIKHIL SABLE



Graduation: B.Sc. Chemistry

Company: Unique Biotech Ltd

Project Title:

A study to understand the factors influencing prescription of probiotics among doctors and to estimate the market potential of probiotics in Jaipur City

Objectives:

- To understand the characteristic of probiotics and its role in management
- To study the factors influencing prescription of probiotics amongst gastro, gynecologists, physicians, pediatrics
- To study the competitive scenario for major brands of probiotics
- To study the promotional strategies carried out in probiotics companies

Work Exp. : 56 months

Company Name :

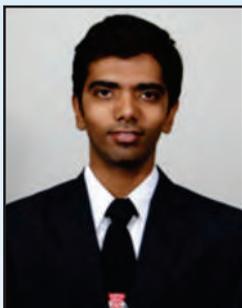
Jet Airways Ltd.

Indigo Airlines Ltd.

Profile : Customer Service Asst.



NILESH SHARMA



Graduation: B.Sc. Zoology

Company: PI Industries Ltd.

Project Title:

Demand estimation of pesticides and evaluation of potential for PI Industries in Aurangabad

Objectives:

- To study the prevalence of pests and price effective pesticides for the same
- To study criteria for selection of pesticides by farmers
- To evaluate the market potential for PI Industries

NISHA GAHLAWAT



Graduation: B.Sc. Biotechnology

Company: Sun Pharmaceutical Industries Ltd.

Project Title:

A study to understand treatment options for managing hypertension

Objectives:

- To study and understand the patient profile
- To study the doctors preference in terms of drug choice by laddering therapy
- To study the problems faced by the patients because of high Blood Pressure, or existing medications

PRANITA BHOR



Graduation: B.Sc. Biotechnology

Company: IMS Health Pvt. Ltd.

Project Title:

A study of social media landscape of client drug, its competitors, and multiple myeloma

Objectives:

- To study the share of voice around client drug and its competitors
- To determine the drug position in treatment continuum
- To find out the concerns regarding dosing and administration of the drug



PRANJAL KHEDKAR



Work Exp. : 31 months

Company Name :
Elixir Training Services Pvt. Ltd.

Profile : Sr. Trainer

Graduation: B.Sc. Industrial Microbiology

Company: IMS Health Pvt. Ltd

Project Title:

A pre-launch study to envision the performance of a drug which would help the client form its marketing strategies in the US

Objectives:

- To identify the potential market for the study drug
- To assess the unmet need arising due to available treatments and the expected differentiation brought about by the study drug
- To envision the performance of the study drug, articulate it to the client and provide inputs to form the marketing strategies

PRIYANKA DESAI



Graduation: B.Sc. Biotechnology

Company: VWR Pvt. Ltd.

Project Title:

A study of market dynamics of Ophthalmic and Nasal drugs packaging for VWR Pvt. Ltd. in North America, Europe and Asia Pacific markets

Objectives:

- To study new trends in drugs packaging industry, diversify and the seek fortuities
- To study the current or latent vendors for ophthalmic and nasal drugs packaging and understand their manufacturing processes
- To estimate market potential for ophthalmic and nasal drugs packaging for the budding suppliers

PRIYANKA ZIMARE



Work Exp. : 12 months

Company Name : TATA Motors

Profile : Customer Care Executive

Graduation: B.Sc. Biotechnology

Company: Cryo Stem Cell Pvt. Ltd

Project Title:

A study to understand the awareness of stem cell banking among the expecting parents in Pune

Objectives:

- To study the characteristic of stem cell and to understand features and benefits of stem cell banking
- To understand and create the awareness about stem cell banking amongst the expecting parents in Pune city
- To study the factors considered important by expecting parents while selecting stem cell banking company



RAHUL RATHOD



Graduation: B.Sc. Biotechnology

Company: Cryo StemCell Pvt. Ltd

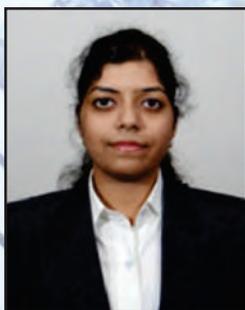
Project Title:

Awareness of Stem Cell Banking among the expecting parents in Pune City

Objectives:

- To Survey Gynecologist and IVF center about the stem cell banking awareness
- To Identify and target the potential Gynecologist and IVF centers according to the affordability of the patients for the business development
- To Counsel Expecting parents about the benefits of stem cell banking
- To Study factors affecting consumers buying willingness

RASHMI SAPRE



Graduation: BAMS

Company: Sun Pharmaceutical Industries Ltd

Project Title:

A prelaunch study to assess the market for “Total Parenteral Nutrition (TPN)”products in Western India and identify the potential products for launch

Objectives:

- To assess the market for new product launch in TPN
- To identify key prescribing specialties and target patient groups
- To identify different TPN combinations used and their therapy gaps and differentiators
- To identify price points and market estimates

Work Exp. : 21 months

Company Name :
Vedicure Wellness
Clinics Pvt.Ltd.

Profile : Medical Officer



RENU NEGI



Graduation: B.Sc. Biotechnology

Company: NobleAgrovet Pvt. Ltd

Project Title:

Aprelaunch study of organic pet health products

Objectives:

- To determine factors affecting prescription of organic pet health products by Pet Practitioners
- To estimate the current demand for organic pet health products
- To determine factors affecting buying behavior of customers
- To carry out competitor market analysis
- To study the supply chain of organic pet health products

ROHIT DESHMUKH



Graduation: B.Sc. Agricultural Biotechnology

Company: PI Industries Ltd

Project Title:

To study the competitive Analysis and consumer behavior for PI Industries in Maratwada

Objectives:

- To study use of different Insecticides in the market
- To study the profile of farmers and pattern of Insecticides use in Maratwada
- To create awareness about fosmite product amongst the farmers
- To study the marketing strategy of competitive companies in Maratwada
- To study the consumer behavior and competitive brands used in Maratwada



RUSHIKESH FUNDE



Graduation: B.Sc. Agricultural Biotechnology

Company: PI Industries Ltd.

Project Title:

To study the competitive analysis and consumer behavior for PI Industries in Nasik

Objectives:

- To study use of different insecticides in the market
- To study the profile of farmers and pattern of insecticides use in region
- To find out awareness about keefun product amongst the farmers
- To study the marketing strategy of competitive companies in Nasik
- To study the consumer behavior and competitive brands used in Nasik region

RUTUJA KARWA



Graduation: B.Sc. Biotechnology

Company: Molecular Connections Pvt. Ltd

Project Title:

To develop marketing solutions for drug discovery informatics business unit-ADME Database Service

Objectives:

- To study the pharmaceutical ADME Database Service
- To conduct competitive analysis of ADME Database Service
- To identify the potential customers for this service
- To generate leads for this service



SAGAR MUKHEKAR



Graduation: B.Sc. Biotechnology

Company: Noble Agrovet Pvt. Ltd.

Project Title:

A study to understand buying behavior of Agriculture farmers; factors influencing selection of plant growth promoters and developing marketing strategies for Plant growth promoters' products of Noble Agrovet Pvt. Ltd

Objectives:

- To study the composition, characteristics of phyto-genic plant growth promoters
- To study the buying behavior and factors influencing selection of plant growth promoters by farmers
- To suggest suitable marketing strategies for brand development

SANKET GOKHALE



Graduation: B. Pharmacy

Company:

Cadila Healthcare Limited, German Remedies Division

Project Title:

Analysis of prescription behavior of gynecologists regarding SR (Sustain Release) Norethisterone preparations

Objectives:

- To study the factors affecting prescription decision of Norethisterone
- To study the brand preferences of gynecologists for SR Norethisterone
- To study factors affecting retailer's preferences of brand of Norethisterone for OTC sales
- To study pattern of retail channel promotions in the market for various Norethisterone brands



SHAM GHADGE



Work Exp. : 36 months

Company Name :
Xpert Farms LLP

Profile : Asst. Plant Inspector

Graduation: B.Sc. Biotechnology

Company: Cryo Stemcell Pvt. Ltd.

Project Title:

Market research for potential of PRP therapy for pattern baldness

Objectives:

- To analyze market opportunities for PRP therapy as a treatment for pattern baldness
- To carry out a competitive analysis of alternative treatments used as mutually closer substitutes
- To identify natural segments in this market based on demographic variables

SHIVANI DURVE



Graduation: B.Sc. Biotechnology

Company: Croda India Company Pvt. Ltd.

Project Title:

A study on face wash and hand wash market in India

Objectives:

- To find out the market size and market share of companies manufacturing face wash and hand wash
- To find out the different trends in face wash and hand wash market
- To understand consumers preferences and needs
- To identify potential area of business for Croda India in face wash and hand wash category



SHREYAS PATIL



Graduation: B.Sc. Botany

Company: Unique Biotech Ltd.

Project Title:

A study to understand the factors influencing prescription of probiotics among doctors and to estimate the market potential of probiotics in Indore city

Objectives:

- To understand the characteristic of probiotics and its role in management of nutrition
- To study the factors influencing prescription of probiotics amongst Physician, Pediatric, Gynecologist, Gastro and GP
- To study the competitive scenario for major brands of probiotics
- To study the promotional strategies carried out by probiotics companies

SHUBHANSHI AGRAWAL



Graduation: B.Sc. Biotechnology

Company: Cryo Stemcell Pvt. Ltd.

Project Title:

A study to identify potential and awareness of stem cell banking in North West region

Objectives:

- To spread the awareness about stem cell banking
- To study competitive scenario for stem cell banking
- To study the acceptability of stem cell banking amongst potential customer criteria opted by consumers during their purchase decision



SHWETA YADAV



Graduation: B.Sc. Biotechnology

Company: Unique Biotech Ltd

Project Title:

A study to understand the factors influencing prescription of probiotics among doctors and to estimate the market potential of probiotics in Pune

Objectives:

- To understand the characteristics of probiotics and its role in the management of nutrition
- To study the existing competitive brands of probiotics
- To study the promotional strategies of leading companies for probiotics in Pune
- To study the factors influencing prescription of probiotics amongst doctors

SONAM BHOSALE



Graduation: B.Sc. Biotechnology

Company: SkyQuest Technology Consultancy Pvt. Ltd

Project Title:

Title 1

A study on Global R&D Best Practices followed by Government and Institutes

Title 2

A study on the Market Research and Landscaping of OTC Drugs

Objectives:

- To study the parameters/attributes required for research through a gap analysis study
- To find out the initiatives taken by the Government and Institutions in skill development in R&D and profiling of MNCs as a part of R&D skill gap project
- To profile the Pharmaceutical, Bio-Pharmaceutical and Biotech companies producing OTC drugs in India and to study different innovative formats in which OTC drugs are available



STUTI JAIN



Graduation: B.Sc. Biotechnology

Company: Bhat Biotech India Pvt. Ltd

Project Title:

A study on the utilization of centralized diagnostic laboratory services initiated by Bhat Biotech India Pvt. Ltd

Objective:

- To find the no. of molecular diagnostic labs currently operating in Bangalore
- To find the perception of molecular diagnostics products amongst diagnostics laboratories
- To estimate the market potential for the centralized diagnostic lab services

TEJASWINEE JAGTAP



Graduation: B.Sc. Biotechnology

Company: Ncord Healthcare Biotech Ltd

Project Title:

A study to analyze business opportunities for e-health card in select market segments for Ncord Healthcare, Pune

Objectives:

- To understand the various features of e-health card of Ncord Healthcare
- To create awareness about the e- health card among the selected segments
- To understand major challenges in promotion and acceptance of e-health card by insurance companies and banks and to support suitable remedial measures
- To identify opportunities for e-health card in international market



TRUPTI WADEKAR



Graduation: B.Sc. Biotechnology

Company: GxP Pharmaceuticals Pvt. Ltd

Project Title:

Title 1

A study to identify market potential of New Drug Submission (NDS) in Canadian pharmaceutical market

Objectives:

- To study New Drug Submission (NDS) in Canada since 2000 and analyze competitive scenario for NDS products
- To analyze Canadian pharmaceutical market review 2013 (IMS Canada report)
- To study the market potential and suggest the New Drug Submission products by the classification on the basis of generic competition, therapeutic classes, exclusivity, sales trend, complexity of manufacturing

Title 2

A study to estimate the market potential of New Drug Application (NDA) in USA pharmaceutical market

Objectives:

- To study the market potential of New Drug Application in USA pharmaceutical market by the classification on the basis of generic competition, therapeutic classes, exclusivity, sales trend, complexity of manufacturing

VEDANG GHOLE



Graduation: B.Sc. Microbiology

Company: Bhat Biotech India Pvt. Ltd.

Project Title:

A study to understand the expectation of diagnostic laboratories and to estimate the market size of molecular diagnostic products

Objectives:

- To study the advantages of the molecular diagnostic products over general diagnostic products
- To study utility of molecular diagnostic products amongst diagnostic laboratories
- To understand awareness of molecular diagnostic products amongst diagnostic laboratories
- To estimate market size of molecular diagnostic products



VISHWESHWAR BORKAR



Graduation: B.Sc. Biotechnology

Company: Heinz Industries Pvt. Ltd.

Project Title:

Market Research and Analysis for the institutional food service division

Objectives:

- To identify customer requirement of certain food products like sauce, ketchup, etc.
- To compare the market position of Heinz product with other competitors
- To identify the market demand & potential customers

YOGITA PAWAR



Graduation: B.Sc. Biotechnology

Company: VWR Lab Products Pvt. Ltd.

Project Title:

A study of market dynamics of ophthalmic and nasal drugs packaging for VWR Lab Products Pvt. Ltd. in North America, Europe and Asia Pacific markets

Objectives:

- To study the new trends in drugs packaging industry, diversify and seek fortuities
- To study the current and latent customers for ophthalmic and nasal drugs packaging
- To estimate the market potential for ophthalmic and nasal drugs packaging for budding suppliers



MBA BIOTECHNOLOGY BATCH 2015-2016





CELLS AT PUMBA



PLACEMENT CELL

(The Wings of PUMBA)

The most prestigious of all cells, the Placement cell maintains the integrity of student activities, by contributing most for the driving force behind these activities, the desire for a promising career fuelled by our own quest for excellence.



ALUMNI CELL

(The Heart of PUMBA)

Along with renewing old ties, the Alumni cell aims at strengthening the bond between the Alumni and their Alma Mater PUMBA. The Alumni cell helps establishing a worldwide network that in turn helps the students in seeking guidance from their predecessors and fosters pride and passion of being a PUMBAite forever.





SEMINAR CELL

(The Face of PUMBA)

The Seminar cell magically infuses symphony and rhythm into serious issues like corporate interaction and national level seminars. Our efforts ensure that each step taken by our students, with help from the corporate culminates in imparting knowledge, foresight and wisdom.



ED CELL

(The Incubator)

The prime objective of ED cell is to develop the concept of entrepreneurial thinking among the students, and provide all the necessary help and support for creating future entrepreneurs. Various competitions like 'EUREKA-idea presentation' and YUKTI B plan presentations are organized by the ED cell to provide a platform to the students to present their ideas before the public. ED cell also publishes a magazine Embark annually.





CULTURAL CELL

(Even MBA can be fun)

PUMBA has a unique culture, handed down from one batch of students to the other. It is the Cultural cell that helps imbibe the values and traditions of PUMBA in students. Dynamism, sense of responsibility, camaraderie, a sense of pride and belonging to the Alma Mater, team spirit, sportsmanship, savoring challenges are the traits that best describe PUMBAites past and present. Culture is inculcated into the students of PUMBA, which ties the students to PUMBA and this bond is strengthened by organizing a range of events.



COMMUNICATIONS CELL

(The Voice of PUMBA)

The Communications cell makes sure that outside world is acquainted with the legacy as well as the present in PUMBA. We strive to manage the brand PUMBA and enhance its image in the eyes of various stakeholders, i.e., prospective students, alumni, industry, faculty and present students. The Communications cell is also a fore runner in adopting new technologies. We at PUMBA realize that designing and building successful technology based solutions requires a deep understanding of opportunities and how to most effectively leverage technology.





EVENTS AT PUMBA

ACHIEVERS

An Achiever is a life-long learner, looking for new skills, new insights and ideas, continuously striving for excellence. Through this platform, we take the opportunity to applaud the laurels of our high-fliers and learn from their odyssey to the pinnacle of success.



SHRAMDAAN

The event was started with the novel idea of inducting the first year students in a unique manner, where they toil and enjoy, while they clean the college.



NATIONAL SEMINAR

Seminar cell stages its flagship event of the year which is also the most prestigious corporate event of the year, 'The NATIONAL SEMINAR', wherein it provides a forum to discuss different challenges, strategies and insights related to the volatile growing business arena. It enables the burgeoning managers to arduously maneuver into the global world. They also instill high caliber learning and practical take aways.

HR RENDEZVOUS

HR Rendezvous is an annual event organized by PUMBA. The event comprises of enactment of case related to Human Resources that are usually faced at work place and the best in various fields make an attempt at interpreting them.

SUMMERS

It is an inter-collegiate paper presentation competition. Students from across the country, land in Pune to showcase the hard work of their Summer Internship, in a competition that it is the crowning glory of any Second Year MBA Student.



ADIOS AMIGOS

An event when the seniors are bid adieu, a remembrance of the times spent with them, and the final event of the year, Adios Amigos is an event where seniors and the juniors come together for one final time to celebrate the spirit of PUMBA.

DHRUV

The biggest college fest of Pune, an inter-collegiate event “DHRUV”, the star shines in the month of January, and enlightens all the MBA colleges. They all land up in the PUMBA premise to compete for the most coveted trophy of the year.

PUNE MARATHON

The students from the department participate in the PUNE INTERNATIONAL MARATHON.



REMINISCENCE

It is a truly remarkable event and a jewel in the crown of Alumni Cell. It is an exclusive reunion and is a celebration of the completion of 20 years of a batch.



NOSTALGIA

It is a true reminiscent experience that brings back the glory and memory of yesteryears of every alumnus. It is held in the University Campus and hosts alumni from across the country to strengthen their ties.

CHAPTER MEET

It is formal Get-together, which is conducted in various cities across the country. It is an opportunity for the alumni to re-live their days at PUMBA and inspire the young blood.





CRP GUIDELINES

1. The companies are categorized as grade 'A', 'B' and 'C' by the PUMBA Placement Cell depending on the criterion of company's goodwill as perceived by the Placement Cell and pay package offered. Once the company indicates its desire to appear on campus, it will be informed immediately by the student coordinator about its category.
2. PUMBA request the company to inform the placement cell of their program itinerary well in advance so as to avoid any inconvenience.
3. Company is requested to invigilate and evaluate the selection procedure (Written tests, group discussion, personal interview etc.) by their own staff; however necessary facilities will be provided by PUMBA.
4. PUMBA allows the company to conduct the pre-placement talk immediately followed by the selection procedure as premeditated by the company.
5. The company must give detailed description of the profile that will be offered to the candidate before the procedure for the placement begins.
6. In case the company for any reason keeps the student(s) on hold, such student(s) will be eligible to sit for the selection procedure for another company, i.e. will be eligible for the remainder of the Campus Recruitment Program, till the receipt of formal communication from the company. This will also apply to the short listed student(s) pending final interview. So, companies are requested to declare the final results as soon as possible.
7. If a company does not declare the pay package offered, the category will be decided depending on the goodwill of the company as perceived by the Placement cell.
8. If at any stage, the company changes the profile offered during the placement procedure, the student is eligible to withdraw from the selection procedure.
9. The students already selected by some company are permitted to appear for the selection procedure of another company to upgrade the category. For example, student selected by company of 'B' grade can appear for the procedure of an 'A' grade company whereas parallel transit of the student(s), to the same grade company or transit to a lower grade company is not allowed.
10. Transition of students between the companies is subject to the receipt of either a formal communication by the company to the respective placement coordinator about the same or offer letter by the company.
11. Withdrawal of offer once made by the company to student(s) or accepted by the student(s) from the company is not expected. This will lead the company losing its privilege in case of the former and the student to be removed from the Campus Recruitment Programme in case of the latter.
12. Selected student(s) will be allowed to join the company only from May 1, 2016 or thereafter irrespective of date of campus selection.
13. Once the offer letter has been duly received and signed by the candidate, the placement cell will not mediate any further dialogue. (Clause 8, 9 applicable).
14. All the communication between the company and the students has to be directed through the placement cell only.



CONTACT US



(Mumbai, Pune & ROM, Delhi, Hyderabad and Bangalore & Chennai Co-ordinator. From Left to Right)

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