

Pharma Industry

Growing Sector

Bright Career

thrive

Management Consultants

excellence that shows

Present Scenario of the Indian Pharmaceutical Industry

1. According to the estimates of Organisation of Pharmaceutical Producers of India (OPPI) the present US \$ 8.8 billion Indian Pharma Industry have been forecasted to grow as much as US \$ 25 billion by the end of the year 2010 and it will exceed 1 lakh crore within 3 years.

2. **Size of the Industry**

The Indian Pharma Industry Comprises of 25,000 drug manufacturing units and out of them 300 are organized sector. Today 40% of the world's bulk drug requirement is met by India.

3. **Employment Scenario**

The present trend of the pharmaceutical companies is to recruit Medical Representatives from graduates below 25 years with good communication skills. Interpersonal skill is the predominant parameter considered during selection. The last five have been era of specialized marketing. In the early 80's & 90's the companies used to have one marketing outlet. A Company used to market all its products through its Medical Representatives to all cross section of doctors like general practitioners, gynaecologists, cardiologists, paediatricians and so on. But in the last five years it is seen that companies are making separate pharmaceutical divisions. Each division has a separate field force having specific molecules to be promoted through Medical Representatives to specific segment of doctors.

The chart depicts how the Pharma companies in the last 5 years focussed towards Specialized marketing, catering to the increasing demand of the Industry thus creating more job oppurtunities for fresh Medical Representatives.

Name of Company	Number of Division		Number of Medical Representatives	
	2003	2008	2003	2008
Sun Pharma	8	17	2100	7600
Ranbaxy	4	9	1600	4100
Cipla	2	9	1300	6100
Macleods	1	5	410	2650
Torrent	2	7	750	3600

Career Growth of a Medical Representative



Pharma Companies as our Clients MULTINATIONAL COMPANIES

Abbott
Allergan
Astra-Zeneca
Bayers
Becton & Dickinson
British Biological
Eisai
Franco India

Fresenius Kabi
Fulford (I) Ltd
Galderma
German Remedies
Glaxo Smithkline
Johnson & Johnson
Eli Lilly
Nestle

Novartis
Molekule
Organon
Pfizer
Roche-Diagnostic
Sanofipasteur
Stiefels
Unisankyo

INDIAN COMPANIES

Ajanta Pharma
Albert David
Biological E. Ltd.
Cadila Pharma
Centaur Lab
Curatio
Cipla
Dr. Reddy's Lab
DWD Pharmaceuticals
Dyota Numandis
Elder Pharmaceuticals
Emcee Pharmaceuticals

Fourrts
Galpha Lab Ltd.
Geno Health care
Glenmark
Himalayan Drugs
Indoco Remedies
Intas Pharmaceuticals
J. B. Chemicals
Kontest Chemical
Lark Laboratories
Macloeds

Neon Labs
Nicholas Piramal (I) Ltd
Palson Drugs
Ranbaxy Pharma
Serum Institute
Torrent
Unichem
USV Ltd.
Walter Bushnell
Yash Pharma
Zydus

About Us

thrive is an exclusive Medical Representatives Training and Placement Consultancy firm based at Kolkata, operating at a National Level *thrive* conducts regular courses for fresh graduates, upto 25 Years, selected on the basis of aptitude and communication skills. Over a period of two months, they are groomed up so well that most of the students are picked by our pharma clients. Many Pharma Companies prefer to conduct interviews at *thrive* Training Centres to recruit Medical Representatives for their companies.

The structure and details of the training course for Medical Representatives are as follows :

ELIGIBILITY

Graduates, below 25 years of age

COURSE DURATION

Two months

COURSE CONTENTS

A. MARKETING

Communication Skills
Job Concepts
Distribution System

Retail Survey
Listening Skills & Selling Skills
Handling Objections

B. MEDICAL

Anatomy & Cytology
Systems
Pharmacology

Micro Organisms
Antibiotics
Medical Terminology & Abbreviations

C. MOCK INTERVIEWS

Bio data Rectification
Self presentation
Do's & Don'ts in the
Interview Board

Interview Skills
Post Interview Analysis
Winning the
Interview Process

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