

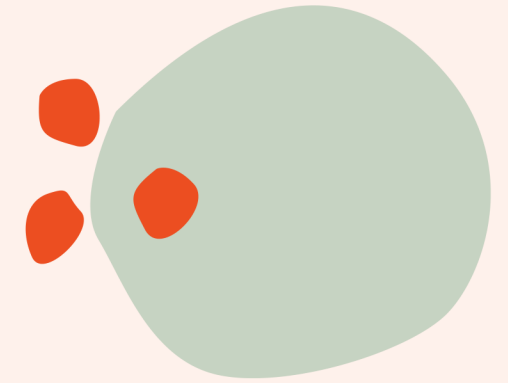


MANKIND PHARMA





Assignment



Entrepreneurship development

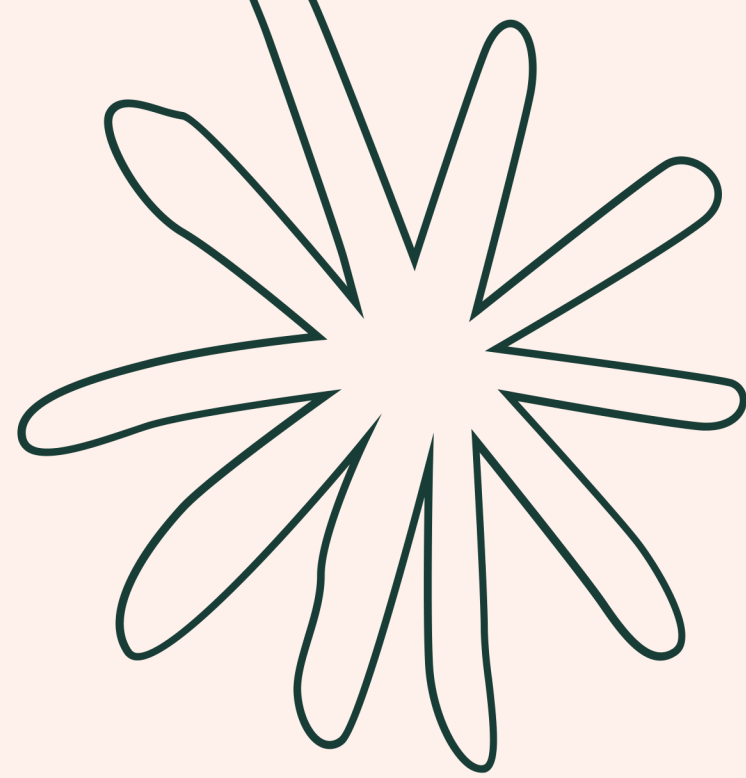
Submitted by :-

Name :- Saniya Pandey

MBA 1st year

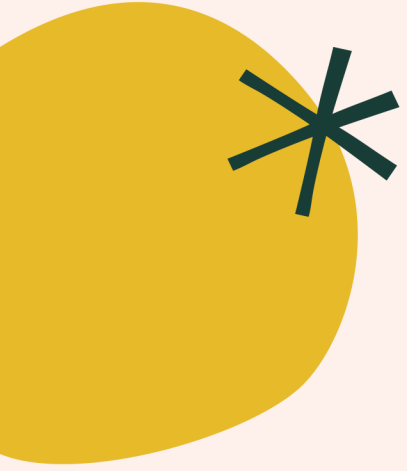
Submitted to :-

Pooja Gawande ma'am



History

MANKIND PHARMA CAME INTO EXISTENCE IN 1991, WHEN IT WAS FORMED INTO A LEGAL CORPORATION. MANKIND PHARMA ACTIVELY STARTED ITS OPERATIONS IN 1995. IT STARTED WORKING AS A FULLY INTEGRATED PHARMACEUTICAL COMPANY WITH THE CONTRIBUTIONS OF TWO BROTHERS, RAMESH C. JUNEJA AND RAJEEV JUNEJA. THE SEED CAPITAL FOR ESTABLISHING THE COMPANY WAS ₹50 LAKHS. [8] THE COMPANY WAS STARTED WITH 20 EMPLOYEES AND LAUNCHED IN TWO STATES IN THE FIRST YEAR OF ITS OPERATION.[9]



INTRODUCTION

MANKIND PHARMA IS AN INDIAN
MULTINATIONAL PHARMACEUTICAL COMPANY,
BASED IN DELHI. THE COMPANY HAS PRODUCTS
IN THERAPEUTIC AREAS RANGING FROM
ANTIBIOTICS, TO GASTROINTESTINAL,
CARDIOVASCULAR, DERMAL, AND ERECTILE
DYSFUNCTION MEDICATIONS



Mankind Pharma is one of the Indian leading pharmaceutical companies and changes the pharma industry. They provide world-class medications at affordable prices.

Mankind Pharma, one of the top 5 leading pharmaceutical companies in India, started its journey in 1995. Today, we have an employee base of over 17,000 and are racing towards \$1 Billion. At Mankind, we aspire to aid the community in leading a healthy life by formulating, developing, commercializing, and delivering affordable and accessible medicines that satisfy urgent medical needs. We take great pride in the success of our products ranging from Pharma, OTC, and FMCG brands like Manforce Condoms, Manforce Tablets, Manforce Staylong Gel, Unwanted 72, Prega News, Gas-O-Fast, Kaloree 1, Kabzend, Acne Star Gel, and many others. Our operations are in 34 overseas destinations across Asia, Africa, South-East Asia, Gulf countries, and CIS countries.





Mission: To be able to provide cost-effective, innovation-based superior-quality pharmaceutical products across the globe, to improve the lives of the patients.

Vision: To be a global pharmaceutical company, most admired for its Affordability, Quality, and Accessibility of products.



FINANCIAL REPORT - MANKIND PHARMA LIMITED



Here is a summary of financial information of MANKIND PHARMA LIMITED for the financial year ending on 31 March, 2022.

- Revenue / turnover of MANKIND PHARMA LIMITED is Over INR 500 cr
- Net worth of the company has increased by 28.19 %
- EBITDA of the company has increased by 30.57 %
- Total assets of the company has increased by 43.07 %
- Liabilities of the company has increased by 106.51 %

For a detailed balance sheet

Operating Revenue
Over INR 500





Operating Revenue
Over INR 500 cr
EBITDA
30.57 %
Networth
28.19 %
Debt/Equity Ratio
0.11
Return on Equity
22.00 %
Total Assets
43.07 %
Fixed Assets
183.88 %
Current Assets
5.31 %
Current Liabilities
106.51 %
Trade Receivables
40.12 %
Trade Payables
55.68 %
Current Ratio
1.46



ACCORDING TO YOU SHOULD MANKIND
PHARMA CHANGE IT'S BUSINESS MODEL IF IT
WANTS TO BE THE NUMBER ONE
PHARMACEUTICAL COMPANY IN INDIA?

OR

DISCUSS ITS SALES MANAGEMENT RELATED
ISSUES

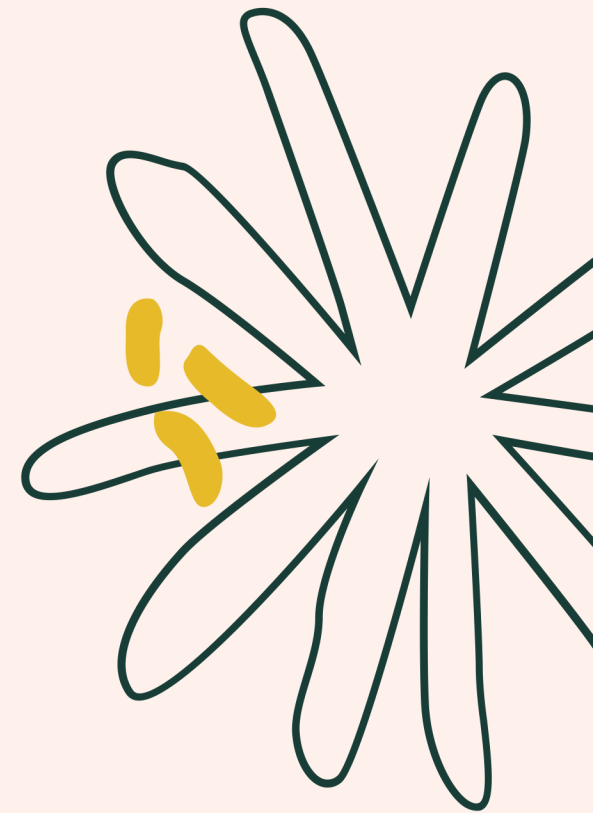
Yes, Mankind needs to change its Business
Model as following are some of the practices
that mankind follows Which it could change
to be no.1:

- No Research Product

Large product portfolio

- Believes that having scientific talk with
doctors is wastage of time

Hiring average employees and first preference
given to Fresher





CONCLUSION:

- Dream to be number one Pharma company in India in terms of sales
- Growth rate of Mankind v/s Industry growth rate
- Might end up being the number one pharmaceutical company in India.

