



SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER



Report on Final Campus Placement for Alembic Pharmaceuticals Ltd. on 21st & 22nd February, 2018 at S. R. Luthra Institute of Management



Quick Details

Employer	Alembic Pharmaceuticals Ltd.
Date of Interview	21 st February, 2018
Designation Offered	Executive Trainee
Maximum Earning Potential	INR 2,85,000 p.a.
Interview conducted by	Mr. Jayraj Nadar (Manager - HR) & Mr. Sohil P. Patel (Regional Manager)
No. of students Appeared	31
No. of Students Selected	01

Company Overview

Alembic Pharmaceuticals Limited, with an established presence in the Indian pharmaceutical industry has a proud, historical track record going back one hundred years. With a turnover in excess of Rs. 1400 crores today, Alembic Limited is one of India's leading integrated pharmaceutical companies. Company continue to enjoy leadership positions in antibiotics, anti-infective, anti-cough and also have

significant worldwide presence in specialty therapeutic areas such as cardiology, neurology, diabetology, etc. We have also plans for expansion in Ophthalmic etc.

Alembic's manufacturing facilities are at Vadodara, Panelav in Gujarat, and Baddi in Himachal Pradesh. The facilities are approved by the US FDA, EDQM, TGA, MHRA, and MCC. Alembic Research Center (ARC) a world-class research organization provides a comprehensive range of services in the areas of synthetic chemistry, formulations, NDDS, as also preclinical pharmacology, bioequivalence / bio-analytical studies, etc. ARC, designed to state-of-the-art GLP standards, is spread over an area of 120,000 sq. ft., manned by over 300 scientists working on latest technology and systems. Our current employee strength is in excess of 4500 across the country.

Job Profile

Offered Designation: Executive Trainee

Roles and Responsibilities:

1. Customer management- selection of right doctors, ensuring complete coverage, updating the doctor list
2. Demonstrate or present and promote products to healthcare professionals including Doctors and pharmacists Prescription generation
3. Managing distribution channel members such as Stockiest, Distributors & chemists
4. Implement Marketing strategies as designed at the HO.
5. Increase market penetration, identify and establish new business opportunities
6. Handle sales promotion activities. Attend and organize conferences and meetings
7. Undertake relevant market research
8. Maintain MIS

MEP: INR 2,85,000 p.a.

Location: Pan India

Selection Process

32 students of SRLIM applied from which 31 appeared. After Pre Placement talk, 20 students from SRLIM, Surat appeared for further rounds of the selection process.

Aptitude Test

20 students from SRLIM appeared for the aptitude test from which 7 students got shortlisted for further process.

Personal Interview

The Personal Interview was conducted Mr. Jayraj Nadar (Manager - HR) & Mr. Sohil P. Patel (Regional Manager) at College Premises in which 01 student got selected for the offered designation.