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Case Study: Biocon Indias. Own Home-Grown Biotech Company Overview of Biocon Biocon, Indias own home- grown biotechnology company, was established in 1978 as India's leading biotechnology

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company. It has evolved over the past 30 years from an enzyme manufacturing unit to a fully integrated biopharmaceutical enterprise, focusing on health care. It has two subsidiary companies: Syngene ...

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Biocon India Case Study 1. BIOCON INDIA GROUP

MarketingManagementCaseStudy1 UndertheGuidanceof Prof. R. Srinivasan Presented by : Apoorvaa Anurag Dhiraj Manoj 2. CONTENTS 1. Indian Pharmaceutical Industry 2. Biocon India Group - Past, Present and the Future 3. Case Study Overview 4. The Burning Questions, circa 2000 3.

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QUESTIONS: SECTION 1. MISSION, VISION, AND STAKEHOLDERS (20%) [LOs 1-2] Select and answer one of the following questions: 1.1. Write a mission and a vision statement for Biocon India Group.

Analysis of the famous Biocon India Group case study

BIOCON INDIA GROUP Archana Kalegaonkar, Richard Locke, Jonathan Lehrich November 4, 2008 4 The Biocon India Group Biocon India was established in 1978 by Kiran Mazumdar-Shaw, the Managing Director, as a joint venture with Biocon Ireland to bulk manufacture enzymes. Mazumdar-Shaw had begun her studies

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Biocon India Group - MIT Sloan School of Management

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