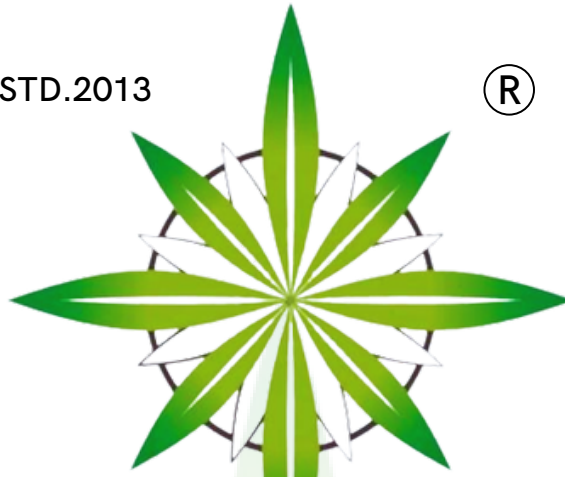


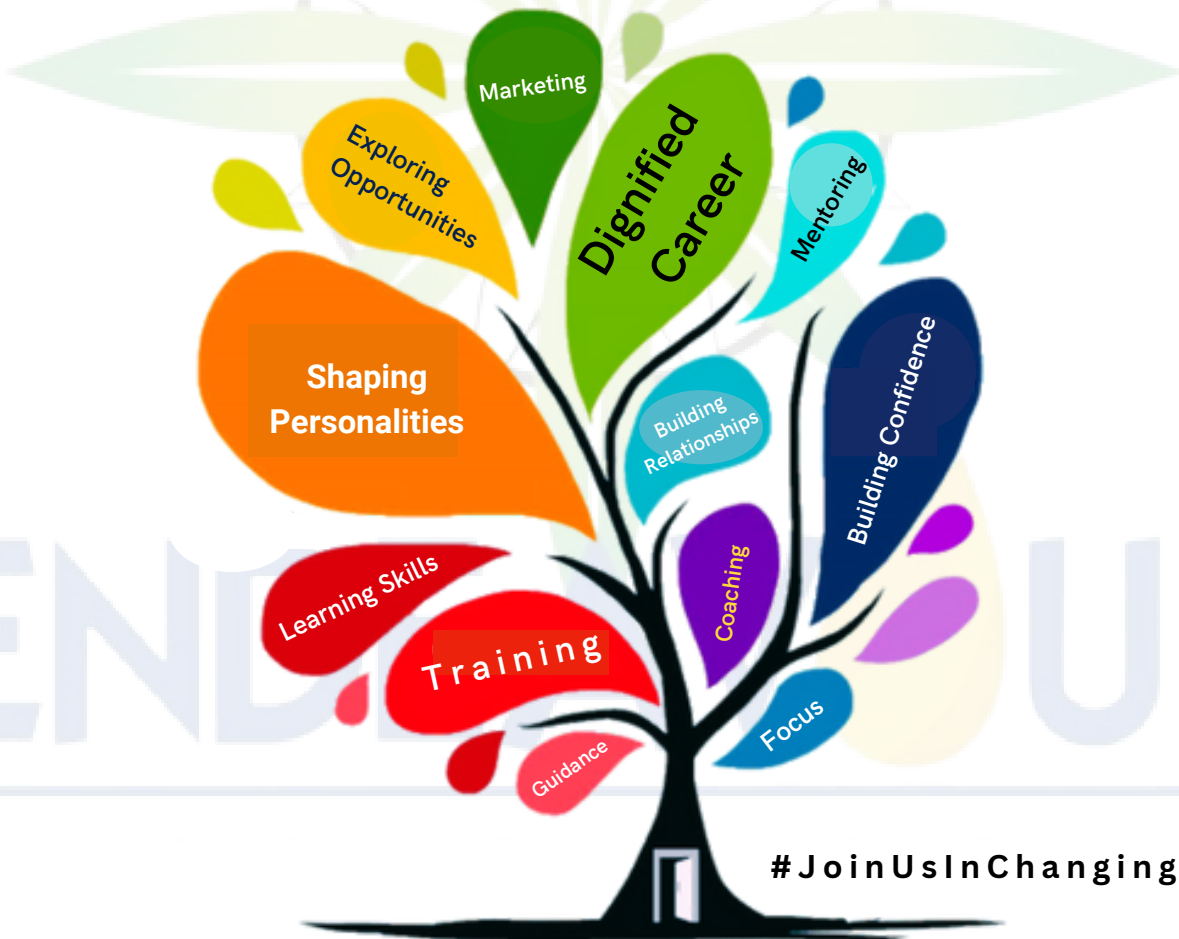
ESTD.2013



# ENDEAVOUR

School of Professional Education

An ISO 9001:2015 Certified Institution



#JoinUsInChangingLives

## To Be The Best Join The Best

[www.joinendeavour.com](http://www.joinendeavour.com)

# Director's Message

## School of Professional Education

**"The pharmaceutical industry in India is the third-largest by volume across the world and the fourteenth largest in terms of value".**

- For the year 2019- 2020, the total annual turnover for the industry was 3 lacs cr. Pharmaceutical exports were to the tune of 2 ½ lacs cr.
- India exports medicines and drugs to nearly 206 countries with the United States being the largest export destination. It is also a leader in vaccine manufacturing and caters to more than 60% of the global vaccine demand.



**Sandeep Raiwalia**

Operations Head

# Huge Career Prospects

In Pharmaceutical Industry

- Indian pharmaceutical industry includes a network of **3,000 Drug** companies and 10,500 manufacturing units.
- India enjoys an important position in the global pharmaceutical sector & requires highly skilled young men & women in thousands as Medical Representative to carry information of medicines to more than 14 lakh medical practitioners.
- One can imagine what a tremendous scope is there to build one's career.

# About Us :

## Mission :

To enhance knowledge & overall skill sets of existing professionals which will in turn enhance their on the job productivity & increase their contribution to the goals of the organization.

## Vision :

To become global leader in imparting customized, cost-effective & quality training to pharmaceutical sales force & enhance their overall work output which will ultimately contribute to organizational growth & prosperity.

Endeavour, an ongoing approach to meet new success every day, the name describes it all. It was incorporated on 2nd September 2013 with a vision to serve the Pharmaceutical Industry by bridging the gap between the Employee and Employer through Endeavour's Pharma Consultancy Division.

Later in the Year 2014, Endeavour understood that the opportunity for skilled fresh graduates is the next big thing that the Industry will be looking at and thus designed and launched MRTTP Courses to develop skilled manpower to serve the industry.

Inception in  
2013  
(Pharma  
Consultancy  
Division)

In 2014,  
launched MRTTP  
courses to  
develop skilled  
sales power to  
serve the  
industry

In 2015, started  
training MR's to  
hold positions of  
ASM's under  
managerial  
training  
programme

Till now, 2022  
we have trained  
around 2000  
graduates &  
professionals

Currently, we  
have 4 Centers  
in West Bengal  
& One Center in  
Patna, Bihar

In 2020, started  
pharma sales  
training &  
marketing  
consultancy

**Our Consultancy division helped close to 1900 Pharma professionals to change their jobs in Eastern India from 2013 to 2022**

**We've remained focused in the last 9 years and have successfully provided service to more than 2000 Graduates & Professionals.**

# What We **OFFER!**

At Endeavour we not only develop a graduate for the job profile of Medical Representative but also conduct specialized courses for the development of a Medical Representative to carry out next level job as First Line Manager in Pharmaceutical Industry.

These Certificate Courses help the Medical Representative to learn the skills of manager and excel in the management field.

Endeavour as a whole is not limited to imparting knowledge and Skills to fresh Graduates, Medical Representative only but also carries out Customized Corporate training programme for Pharmaceutical Companies depending on their requirement and need.

The mode of function started with End-To-End process mapping and implementation of SOP to maintain quality standards. It has been our continuous effort to update ourselves with skilled knowledge of the profession and enrich students with quality training to become a successful Medical Professional.

**Endeavour's Students are employed in almost 95% of the companies working in Eastern India.**

# Future Career Prospects of a **Medical Representative**

The present trend of the pharmaceutical companies is to recruit Medical Representatives from graduates below 26 years with good communication skills. Interpersonal skill is the predominant parameter considered during selection.

The Career ladder describes the future prospects of a Medical Representative along with its average earning potential.

India's 14000+ drug manufacturing units require highly skilled young men & women in thousands as Medical Representative to carry information of medicines to more than 13 lakhs Medical Doctors.

# The Ladder - Marketing

**President [ > 40 lacs ]**

Head of the Sales & Marketing Functions

**Marketing Head**  
[12 lacs to 40 lacs]

**Product Management  
Team [ 6 to 8 lacs ]**

Manages 3 to 5 key brands of the  
company of 3 to 20 crores

**Area Manager**  
[ 3 to 8 lacs ]  
Manages 5 Medical  
Representative

**Medical Representative**  
21-28 yrs. [ Upto 4 lacs]

**An ISO 9001:2015  
Certified Institution**



**▲ Career Growth of a Medical Representative**

\* Terms & Conditions Apply

# The Ladder - Sales

## General Manager



An ISO 9001:2015  
Certified Institution



▲ **Career Growth of a Medical Representative**

\* Terms & Conditions Apply



# Courses We Offer

## ● **Medical Representative Training Programme (MRTP)**

**Course Duration: 3 Months.**

**Eligibility:** Graduates within 27 years of Age can Apply.

***Certification will be done after completion of Assessment.***

***Admission is available subject to clearing of Preliminary Interview.***

**Placement Assistance:** Available for Students within 27 years of age. Only Entry level placement assistance is complimentary for MRTP Students.

**Course Fee:** Rs. 25,000/- in easy Installments.

**Course Mode:** Online & Offline.

---

## ● **Online Pharma Sales Training Programme (OPSTP)**

**Course Duration: 5 weeks**

**Eligibility:** BSC / B.Pharma Students within 28 years of age.

***Certification will be done after completion of Assessment.***

**Placement Assistance:** Chargeable @ discounted service charge of Rs. 10,000/- only

**(payable immediately after receiving offer letter or on the date of joining the company).**

**Course Fee:** Rs. 8,999/- Including all Taxes

**Course Mode:** Online

# Courses We Offer

## ● **Beginners Placement Assistance Programme ( BPAP )**

**Course Duration: 2 Counselling Sessions**

**Eligibility:** Certified Medical Representative from any Institution  
***Certification will be done after completion of Assessment.***

**Placement Assistance:** Chargeable @ discounted service charge of Rs. 10,000/- only  
**(payable immediately after receiving offer letter or on the date of joining the company).**

**Course Fee:** Rs. 2,999/- Including all Taxes

**Course Mode:** Online

---

## ● **Area Manager's Training Programme (AMTP)**

**Course Duration: 2 ½ Months. Weekend Classes.**

**Eligibility:** Only Medical Representative within 30 Years of Age can Apply.

**Course Type:** Certificate Course (ISO 9001: 2015 Grade Standard Certified)

***Certification will be done after completion of Assessment.***

**Placement Assistance:** Available with a discount of 50% off on service charges for AMTP Students only

**Course Fee:** Rs. 12,000/- in easy Installments

**Course Mode:** Online with 2 Offline Session

# Classroom sessions

## M RTP Course

- Anatomy & Physiology
  - Biology
  - Pharmacology
  - Communication & English Classes
- 
- Public Speaking & Presentation
  - Marketing Overview
  - Job Role
  - Field Training & Project Work
  - Tips for Interview
  - Mock Interview

## OPSTP Course

- Industry Overview
  - Job Role
  - Higher Key
- 
- Communication
  - Mock Interview
  - Grooming
  - Tips for Interview

## BPAP Course

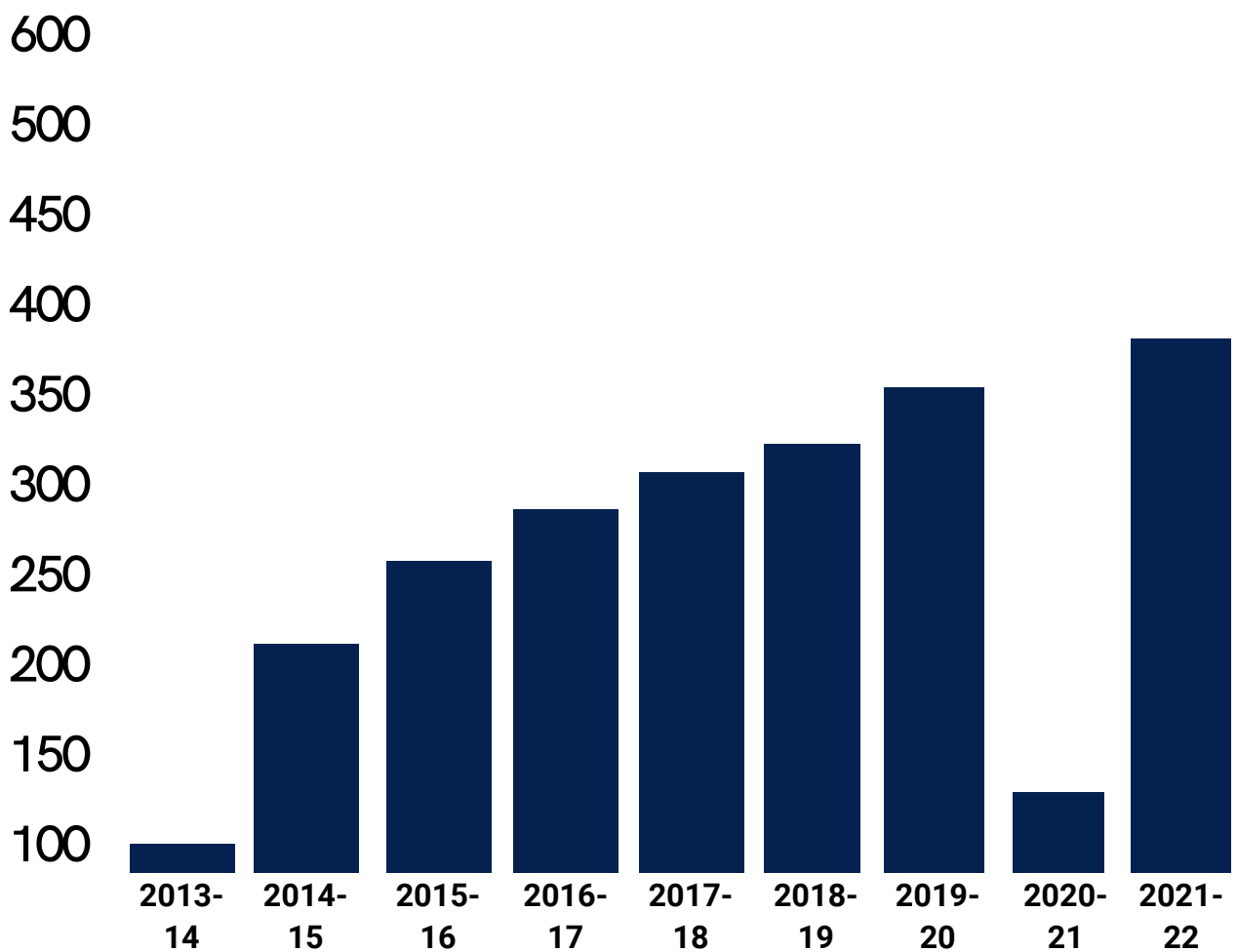
- Assessment
  - Counselling
  - Grooming
- 
- Interview Handling

## AMTP Course

- Management Skills
  - Leadership Skills
  - TAT
  - Team Management
  - SWOT Analysis
- 
- Communication
  - Situation Handling
  - Case Studies
  - PPT
  - Public Speaking
  - Analytical Skills
  - Interview Handling

The chart below represents the opportunities we've been able to bring to our students year wise.

## No. of Placements in Pharmaceutical Industry



# Why Us !

**Completed 10 years service in training & Placement of over more than 2500 Pharma sales professionals**

- ISO 9001:2015 Grade Standard Certified



- Guest Lectures from industry biggies

National Sales Manager/Brand

Manager/Marketing Head who will share

actual industry insights



- Practical knowledge through in clinic doctor interactions

- Soft skill development: Develop & Sharpen skill set - Powerpoint, Excel, Personality Development & English training etc.



- Placement Assistance : Professional CV, Approaching companies with your CV, training to give professional interviews & final placement of students

ESTD.2013

®



**ENDEAVOUR**

School of Professional Education

[www.joinendeavour.com](http://www.joinendeavour.com)



We Believe, Early Starters Explore

**More Opportunities**

So Don't Wait After Graduation

# Become a part of the Huge Pharmaceutical Industry

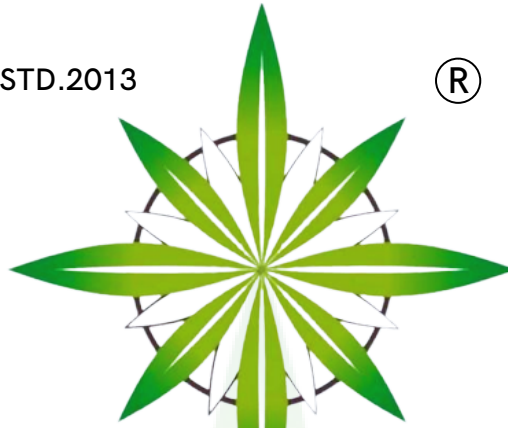
## Multi-National Companies

|                      |                     |
|----------------------|---------------------|
| Abbott               | Nestle              |
| Eli Lilly            | Serdia              |
| Mylan                | Fresenius Kabi      |
| Eisai                | Glaxo Smithkline    |
| Galderma             | Johnson & Johnson   |
| MSD                  | Roche - Diagnostics |
| Boehringer Ingelheim | Curatio             |
| Danone               | Dermatica           |

## Indian Pharma Companies

|                          |                          |                      |                         |
|--------------------------|--------------------------|----------------------|-------------------------|
| Aesmira Life Science     | Dabur                    | Marsha               | Shield Health Care      |
| Appasamyocular Devices   | Emcee Pharmaceuticals    | Mankind              | SBL                     |
| Arex Lab                 | Emcure                   | Mapra                | Stafford                |
| Ajanta Pharma            | Emenox Health Care       | Medmanor             | Samarth Life Science    |
| Albert David             | Ethicare Pharmaceuticals | Meyer Organics       | Stedman Pharmaceuticals |
| Alembic                  | Eris Life Sciences       | MSN Labs             | Tablets India           |
| Alkem                    | Fourrts                  | Madox                | Themis Pharmaceuticals  |
| Anglofrench              | FDC                      | Natco                | Torrent                 |
| Apex Pharmaceuticals     | Franco India             | Nutri Synapzz        | Tidal Laboratories      |
| Aristo Pharmaceuticals   | Galpha Lab Ltd           | Neon Lab             | TTK Pharmaceuticals     |
| Akumentis Pharma         | Geno Health care         | Novo Medi Science    | Triton                  |
| Allen's Laboratories     | Glenmark                 | Nouveau Medicament   | Tasmed                  |
| Biochem Pharmaceuticals  | Gland Pharma             | Organic Medicare     | Three dots Life Science |
| Biological E. Ltd.       | Greenco Biological       | Orchid               | USV Ltd.                |
| Bharat Serum & Vaccines  | Gufic Bio Scinece        | Panacea Biotec       | United Biotech          |
| British Biologicals      | H & H Pharma             | Pulse Pharma         | Union Drug              |
| Bellissa Pharmaceuticals | Heleon Health Care       | Palson Drugs         | Venus Remedies          |
| Burnet Pharma            | Himalayan Drugs          | Panbross             | Walter Bushnell         |
| Concept Pharmaceuticals  | Indcheme                 | Pharmakraft          | Wanbury                 |
| Cohrem Pharma            | Icon Life Science        | Regenix Drugs        | Yash Pharma             |
| Centaur Lab              | IPCA                     | R.P.G. Life Sciences | Zydus                   |
| Cipla                    | J. B. Chemicals          | Raptakos Brett & Co. | Zuventus                |
| Charak Pharma            | Kontest Chemicals        | Ricker               |                         |
| Curatio                  | Linux Lab                | Systopic             |                         |
| Cachet Pharma            | Lupin Pharmaceuticals    | Sun Pharma           |                         |
| Cadila Pharma            | Macleods Pharmaceuticals | Strassenburg         |                         |
| Dey's Medical            | Micro Lab                | Svizera              |                         |
| Diamond Drugs            | Medsol India             | SRL                  |                         |
| Dr. Reddy's Lab          | Metropolis               | Solvmax              |                         |
| Dyotta Numandis          |                          |                      |                         |
| Dentaid                  |                          |                      |                         |
| DWD Pharmaceuticals      |                          |                      |                         |
| Dr. Willmar Schwabe      |                          |                      |                         |

ESTD.2013



**ENDEAVOUR**

School of Professional Education

An ISO 9001:2015 Certified Institution



### Corporate Office

3/2Q Sreenath Mukherjee Lane,  
Paikpara,  
Kolkata 700030, WestBengal



### Kudghat Office

229 Abinash Mondal Road,  
Chakdha Govt. Colony,  
Kolkata 700070, West-Bengal



### Siliguri Office

Ground Floor, behind Hitaisi Lodge,  
Shivnagar, Ujjanu, Darjeeling More.  
Beside Deluxe Enterprise, Siliguri ,  
West Bengal 734003



### Patna Office

4th Floor, Unit No.403, Sai Tower, New  
Dak Bungalow Road, Patna, Patna,  
Bihar, 800001



### Midnapore Office

Pathan Mohalla, 24, Judges Court  
Rd, behind Palco Hero Showroom,  
West Bengal 721101



For More Information Call or What'sApp  
**+91 84449 22221**

Please Call : 98309 55551 to Know more about  
the Nearest Admission Centre in your District

"To Find Us Google JoinEndeavour"



ESTD.2013



**ENDEAVOUR**

School of Professional Education

An ISO 9001:2015 Certified Institution

# THANK YOU

**Please Call : 98309 55551 to Know more about  
the Nearest Admission Centre in your District**



**For More Information Call or What'sApp**

**+91 84449 22221**

"To Find Us Google JoinEndeavour"