



IIMC-CRC-2019-08

*IIMC CASE RESEARCH CENTRE (IIMCCRC)  
RAUNAK JOSHI, VYSHAKH RAVINDRAN, SUMANTA BASU;  
NOVEMBER 2019*

## MENDINE PHARMACEUTICALS: INTEGRATING FORECASTING AND PRODUCTION PLANNING (A)

2 April 2018 was a typically hot and humid summer day in Kolkata. Mr. Srijit Mitra, the Operations Head of Mendine Pharmaceuticals (a pharmaceuticals trading company), was going through an email memo from Mr. Probhas Bondhu Chakraborty, the Chairman and Managing Director. Mr. Mitra had just joined the company as Operations Head in March 2018 after completing his MBA from a reputed business school in the country. The memo summarised the company's performance over the previous years and detailed the expectations for the new financial year FY 2018-19. The memo assigned some key tasks for Mr. Mitra related to the operations plan for Carmozyme, the company's leading in-house product.

---

*This case was written by Professor Sumanta Basu, Raunak Joshi, and Vyshakh Ravindran from Indian Institute of Management Calcutta. The case was prepared solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation.*

*Copyright © 2019, Indian Institute of Management Calcutta.*