

*Internship at
IIHMR University, Jaipur*

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Organization Profile

Micro Labs Private Limited was founded in 1973 at Madras (now known as Chennai). Micro Labs too had a modest beginning with the manufacturing of ethical pharmaceutical preparations. Mr. Surana's perseverance and leadership was to take Micro Labs from its modest start to its eventual success as a leading name and a shining star in the pharmaceutical industry.

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

Ranking 14th among prescriptions (as per SMSRC May 16') and 19th in sales (as per AWACS MAT May'16), Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infectives, Ophthalmology, Pain, etc. Amidst our proud achievers is Dolo, an award-winning brand highly prescribed for fever management.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health. Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision, we now have our eyes set on attaining the \$1 billion mark by 2020.

Vision & Aspiration

Vision

Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products. We wish to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe.

Aspirations

To become an organization answering to the highest standards of professionalism, Micro Labs aspires to deliver value through high quality pharmaceutical products and build strong brands across therapy segments. This can be achieved through our scientifically supported segments and processes, and strong implementation capabilities.

Business Beliefs

Micro Labs is built around certain beliefs and ethics that propelled us to the place where we are today – a frontrunner in the pharmaceutical industry. Our four pillars of Business Beliefs are:

Quality: A driving force for the organisation across the value chain

Ethics: Manage businesses by imbibing best practices of governance and Ethics

Customer Focus: Seek to understand customer needs and focus on Customer Satisfaction

Respect for People: Our most important belief: Respect people and their contribution

Milestone:

Today, Micro Labs is a multi-faceted organization with an annual turnover of Rs.2700 crore, including exports that contribute Rs. 920 crore. The glittering stars of the company are 14 oral formulation plants including an injectable unit; a bulk drug facility, offices located overseas, and a strong distribution network. Our marketing efforts span into 20 divisions, with each division specialized to cater to various therapeutic segments.

The organization's most important component, however, remains its 9200 dedicated employees.

With state-of-the-art facilities and R&D centres designed to international standards, Micro Labs is poised to become a respected global brand in the pharmaceutical field and highlight our nation's growing reputation.

The company today, has 20 marketing divisions catering to leading therapeutic segments such as Cardiology, Diabetology, Pain management, Dermatology, Veterinary, Neurology, etc

The Global Footprint of Micro Labs Limited

Micro Labs has been in a continuous stage of growth ever since it's founding years and continues to chart its course as a leader in the pharmaceutical vertical. The company has presence in over 30 countries with ground level operations in 15 countries, exporting all major dosages on most of the therapeutic segments. We are poised to have a quantum leap in our global operations, with implementation of our growth strategies. The company currently operates in various countries of Asia, Europe, America & Africa. Micro Labs has already established a strong presence in USA, UK, Russia, Ukraine, Nigeria, French West Africa, East Africa, Myanmar, Philippines, Vietnam, Thailand, Sri Lanka, etc. Latin America, North America, East Europe, Australia, New Zealand and North Africa are locations where the company is raising its flag. The company also has plans to spread its wings in countries like Canada, South Africa, UAE, etc.