

MICRO LABS LTD.

Micro labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R&D centres that are with international standards. It is ranked 14th among prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand “DOLO” while the portfolio includes some of the topmost brands in various specialities like Cardiology, Diabetology, Anti-infective , Ophthalmology, Pain, etc,. The company’s domestic market share is around 2% while it is among top 5 players in liver-therapy and in Oral Anti-diabetic segment. The company is placed 11th in the Cardiovascular product division. Around 60% of the company’s domestic revenue is from Chronic segment. This financial year company’s export sales grew by about 35% while the domestic sales were moderate at 5% because of lower prescription-based sales due to COVID.

VISION

Micro labs desires to not just be the best, but a leader in the development, manufacturing and sales of premium pharmaceutical products. Micro labs wish to manufacture medicine of the highest standards and market it at affordable price across the globe.

ASPIRATION

Micro labs aspires to deliver value through high-quality pharmaceutical products and to build brands across the therapeutic segments.

PESTLE ANALYSIS

POLITICAL

- Government in India is stable, unlike in Afghanistan.
- Growing focus of the government toward pharma in India is a positive sign.

ECONOMICAL

- Inflation can effect the pricing of drug.
- Capital expenditure in pharma is increasing.
- Healthcare spending by citizens in India is increasing.

SOCIAL

- Population growth and increase in health awareness can increase the demand for drug.

TECHNOLOGY

- Digitalization has made it easier for marketing campaigning.
- Increase in E-pharmacy and this sector is supposed to grow more.

LEGAL

- The industry is highly regulated which makes it more important to be extra careful in every aspect of the drug.
- Changes in product liability laws can affect the cost of producing drug .

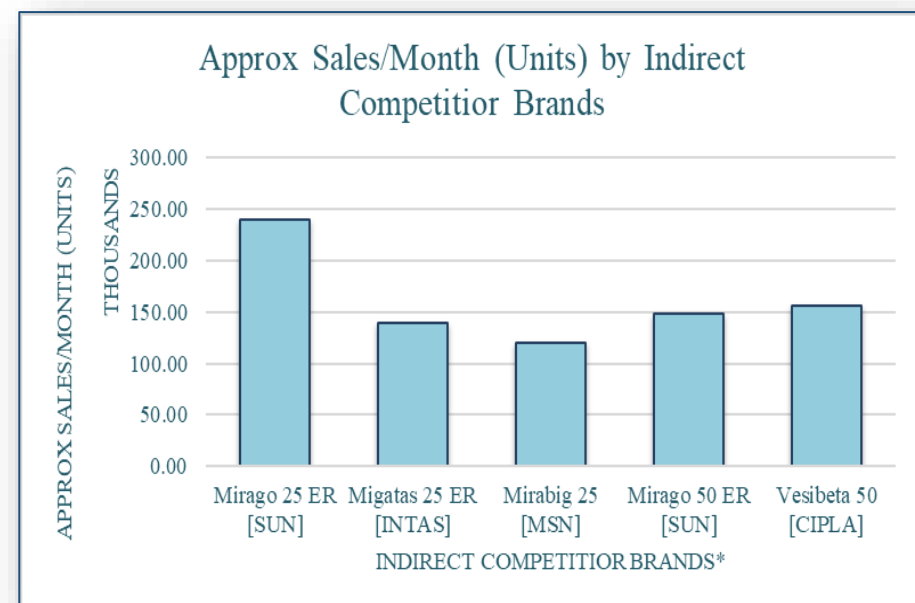
ENVIRONMENTAL

- There are ideal climatic conditions in India for pharma manufacturing plants.

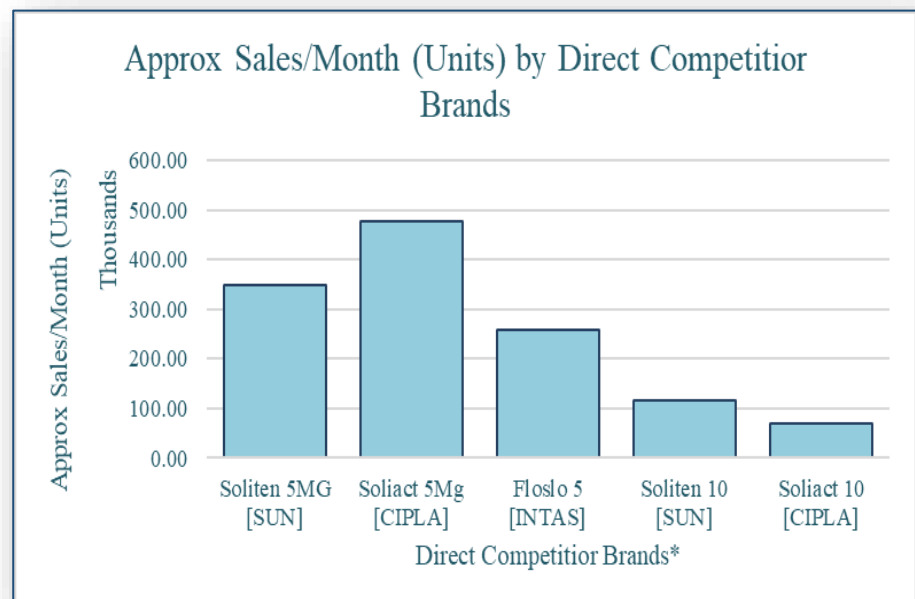
Difference between practical and theoretical exposure

While my time with micro labs the most important thing which I noticed was while the theory gives you a deeper understanding of a concept through seeing it in the context of understanding the “why” behind it, it gives you the insights from the experience of other’s. While, Practical makes you capable enough to know how things happen in the real world, this practical experience made my understandings of concepts deeper and clearer as because I was able to understand things through my personal experience

MARKET SURVEY



S.No	Indirect Competitor Brands*	Price to Patient - (INR)
1	Mirago 25 ER (SUN)	203.00
2	Mirago 25 ER (INTAS)	193.00
3	Mirago 25 (MGN)	239.00
4	Mirago 50 ER (SUN)	236.00
5	Vesibeta 50 (CPLA)	390.00

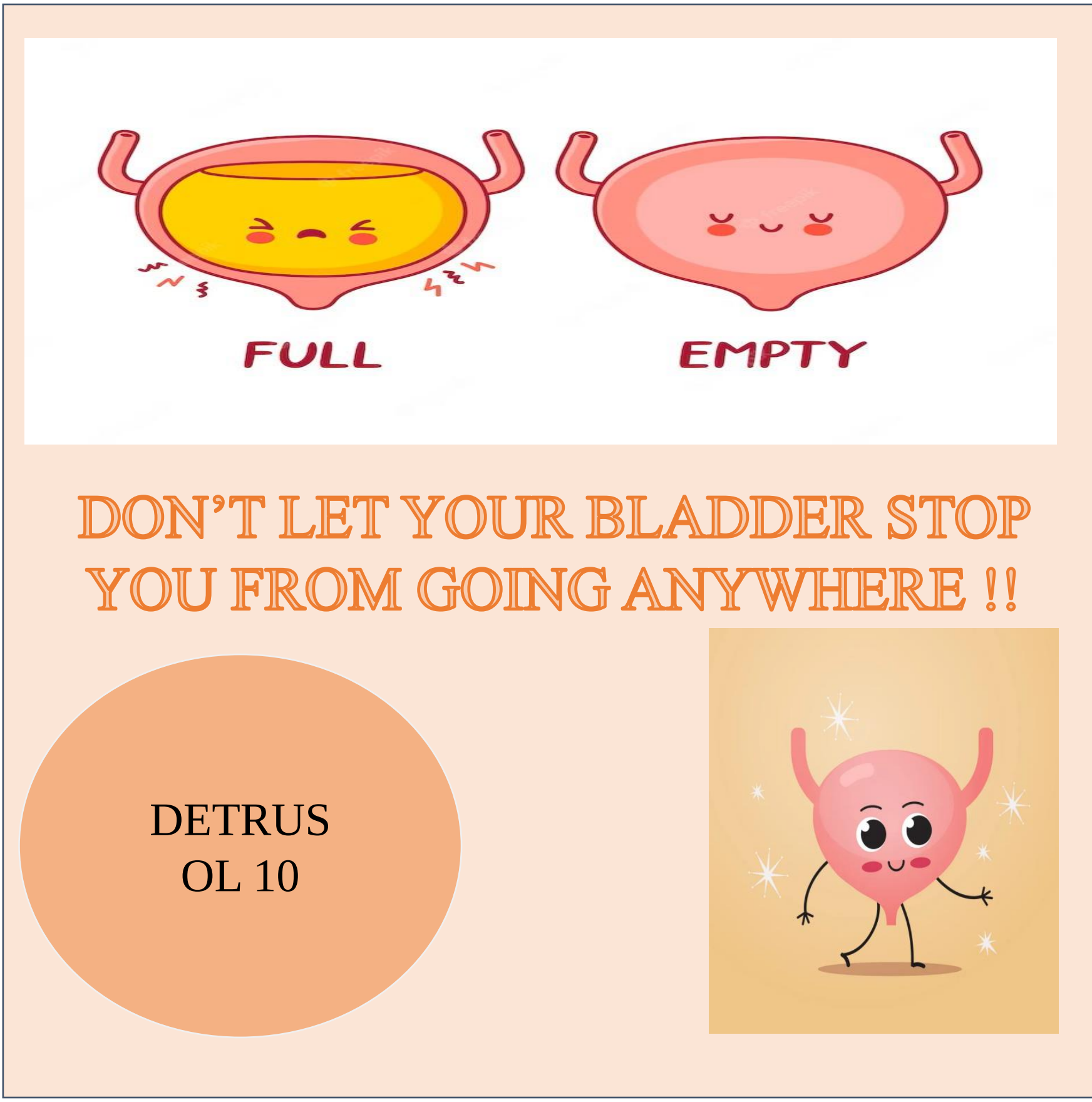


S.No	Direct Competitor Brands*	Price to Patient - (INR)
1	Solifen 5MG (SUN)	236.00
2	Solifen 5MG (CPLA)	502.00
3	Floda 5 (INTAS)	236.00
4	Solifen 10 (SUN)	467.00
5	Solifen 10 (CPLA)	707.00

MARKET TRENDS

- Current population of India 138cr.
- Current adult population 18-64 is 87cr.
- Health expenditure of India is 1.3% of GDP & growing by 2.5% by 2025.
- Health insurance covers 70crs.

SAMPLE FLYER



PHARMACEUTICAL INDUSTRY

- The pharmaceutical industry in India was valued at an estimated US\$42 billion in 2021.
- India is the world's largest provider of generic medicines by volume, with a 20% share of total global pharmaceutical exports.
- It is also the largest vaccine supplier in the world by volume, accounting for more than 50% of all vaccines manufactured in the world.

PRODUCT PACKAGING



BRAND NAME

- SALT NAME-** “Solifencin “
- INDICATION-** “Overactive Bladder”, related to frequent Urination.
- The wall of bladder is comprised of smooth fibres oriented in differed direction . These smooth muscle fibre is known as Detrusor muscle. To control the movement of these muscle we used solifenacin..

- BRAND NAME – “DETRUSOL”**

- Prefix-** “DETRU” - Detrusor muscle

- Suffix-** “ SOL” - Solifenacin

PRODUCT PROFILE

- Used in the treatment of overactive bladder [OAB].
- Is an anti-cholinergic.
- It also relieves painful, or frequent urination and reduces urgency to urinate that may occur with some infections of the urinary tract.
- The elimination half-life is 45 to 68 hours.
- Dose- 1 od
- Formulation- tablets.
- Target specialty – urologists.

BRAND DETAILING

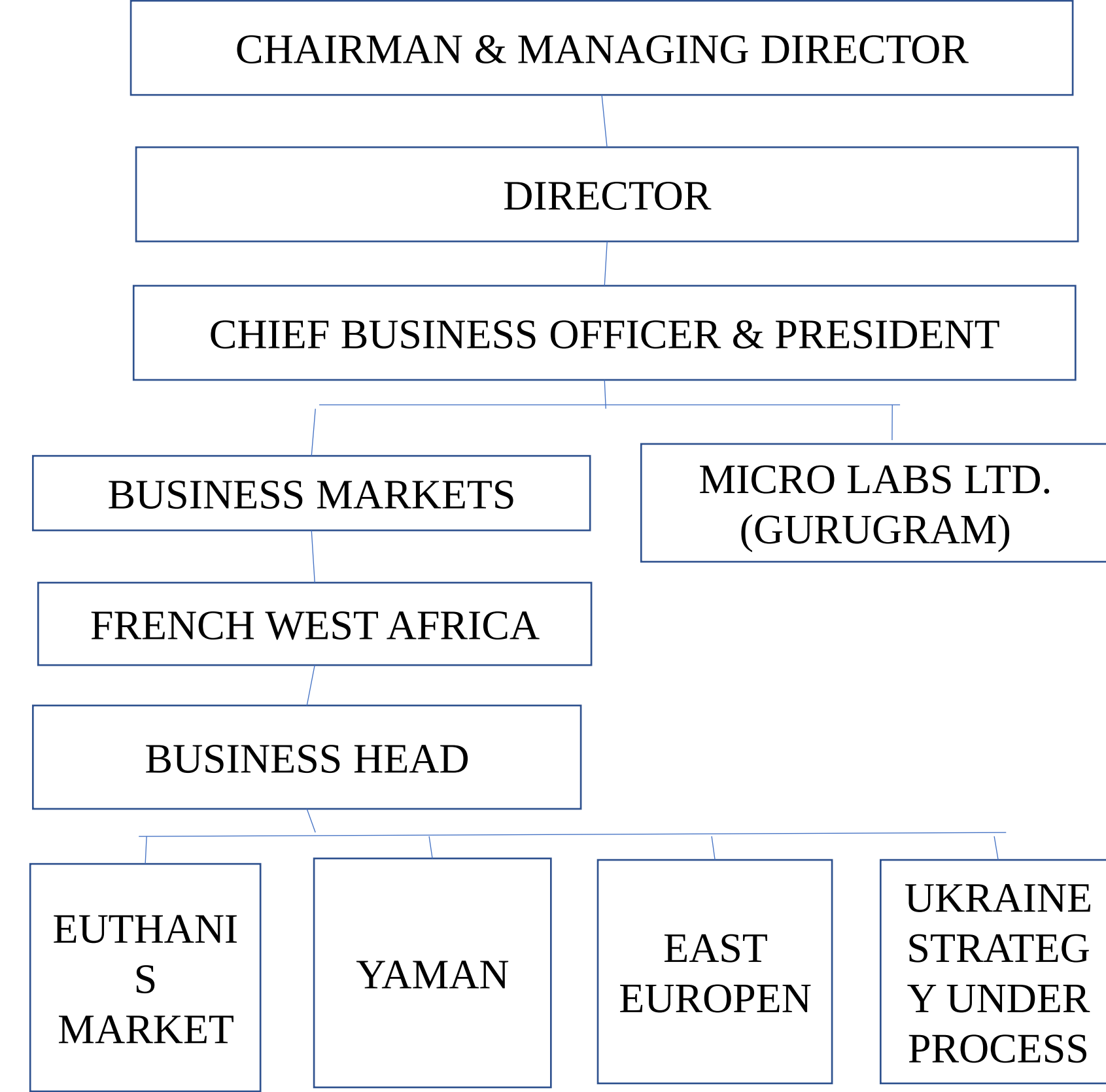
Dear Doctor I am delegate of MICROLABS LIMITED.
Here is my brand DETRUSOL.

- DETRUSOL** contain molecule solifenacin succinate.
- DETRUSOL** helps in urinary bladder relaxation.
- DETRUSOL** mainly act on M3 receptor by blocking their action and provide relaxation.
- DETRUSOL** reduces urgency to urinate.
- DETRUSOL** also relieves painful, or frequent urination.
- DETRUSOL** dosing is once in a daily dose which is convenient for patient .
- DETRUSOL** is well absorbed by intestine.

CHALLENGES FACED

- The task that posed the greatest challenge for me was conducting market research due to respondents' reluctance to share their data, pricing information, and lack of time to provide the necessary data. This experience taught me the importance of adopting a specific approach when dealing with such situations..
- While employed at Micro Labs, I encountered the challenge of time management. Completing all my tasks within the given time constraints became a valuable learning opportunity for me.

ORGANIZATION STRUCTURE



DISEASE PREVALENCE

- 1 in 6 Over age of 40 is suffering from OAB says urologists.
- 30% Men's lives with symptoms of OAB.
- 40% Women's lives with symptoms of OAB.

SWOT ANALYSIS

STRENGTH	WEAKNESS
- Dosage is once in a day - Present in both 10mg and 5mg combination - Sales force	- Less market share. - Causes dry mouth and headache.
OPPORTUNITY	THREAT
- Can be given in combination with mirabegron to achieve more effectiveness. - Market is increasing - Health expenditure is increasing by 2.5%.	- Presence of large options. - Market competitors are coming with advanced technology and combination.

POSITIONING

Brand name – DETRUSOL
Market definition – Anticholinergic
Customer target- Urologist , consultant physicians
Insigts – Provides releives from frequent urination
Brand essence – Inhibits smooth muscle and detrusor muscle contraction around the bladder.
Competitive advantage – cheaper price
Brand positioning summary statement - Solifenacin is a competitive muscarinic receptor antagonist, has highest affinity for M3, M1, M2 muscarinic receptors. Its antagonism prevents .

Key message - Inhibits smooth muscle contraction around the bladder and relieves from frequent urination.

USEFULNESS OF INTERNSHIP

As for me, I felt after working with micro labs that it made me realize how important theoretical exposure and learning are.

I am grateful to Micro labs pvt. Ltd. For providing me such a wonderful chance and for encouraging me to improve my talent. This 8 weeks journey was incredible and enlightening.

LEARNING OUTCOME AND RECOMMENDATIONS

Several value enhancement were developed during the Internship, I’ve learned how to build a brand plan, brand strategy and perform a market research.

During my market research, I learned that most doctors are moving toward "Merabegron" over "Solifenacin" due to its better response and fewer side effects, While I found certain prescriptions having both the molecules prescribed, When I talked to the doctors prescribed them, I found out that both the molecules when taken combined [25 or 50 mg Merabegron and 5 or 10 mg Solifenacin] showed better results than the individual drugs.