

MICROLABS LTD

The pharmaceutical company is a research-focused organization with advanced manufacturing capabilities in various therapeutic areas, including Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology, and more. Their major products are Dolo - 650 , Amlong, Lubrex, Diapride, Vildapride, Olat, Avas, Triptide, Bactoclav, Tenepride - M & Arbitel . With a strong commitment to the Make-in-India initiative, the company is actively expanding its presence across different states in India. . Microlabs is supported by 10 approved manufacturing sites by the UK MHRA, Health Canada, and the US FDA.

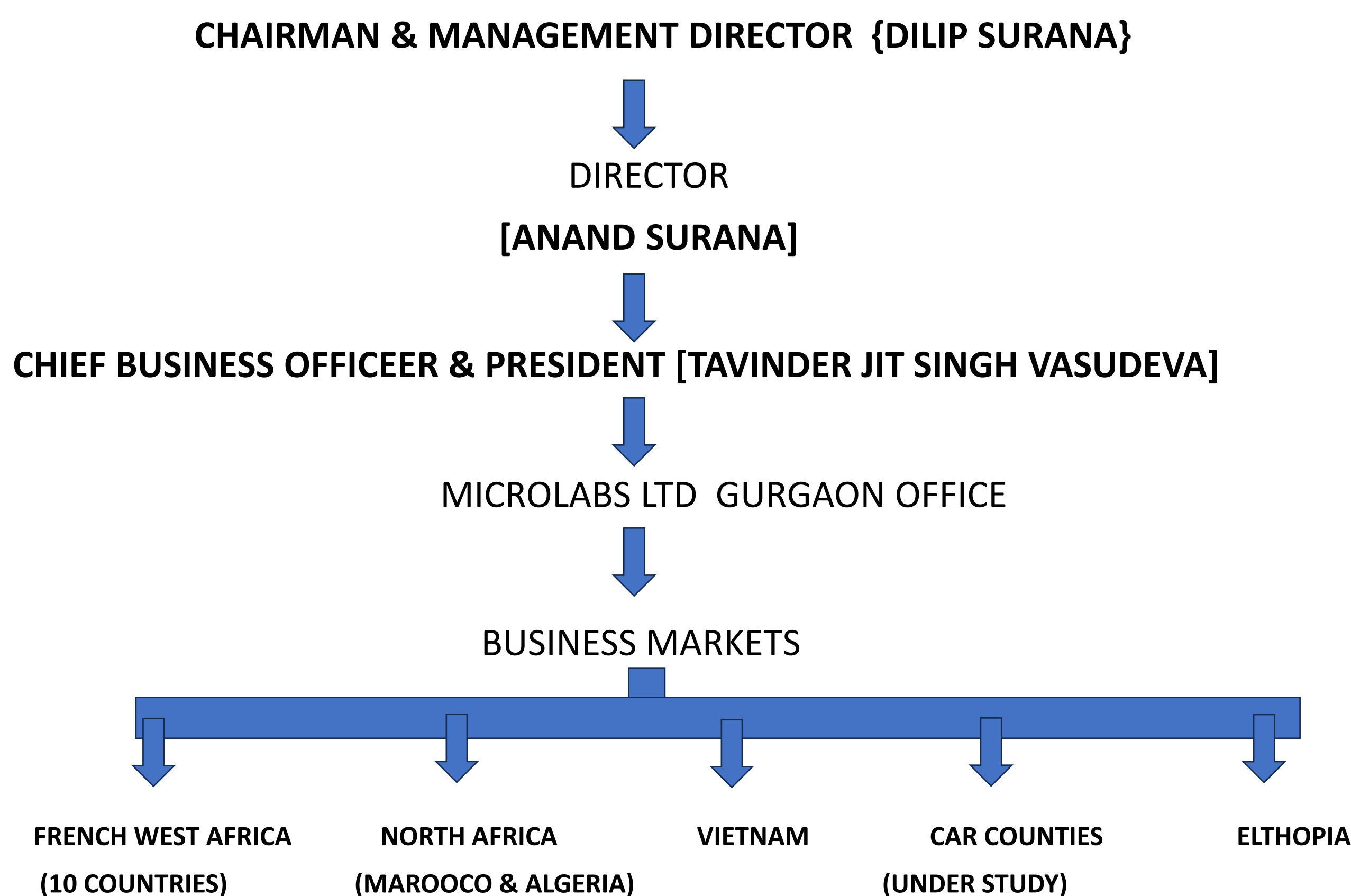
Mission

To create strong brands and offer value through high quality pharmaceutical goods throughout the therapeutic areas.

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.

Structure



Market size (Acumen research & consulting)

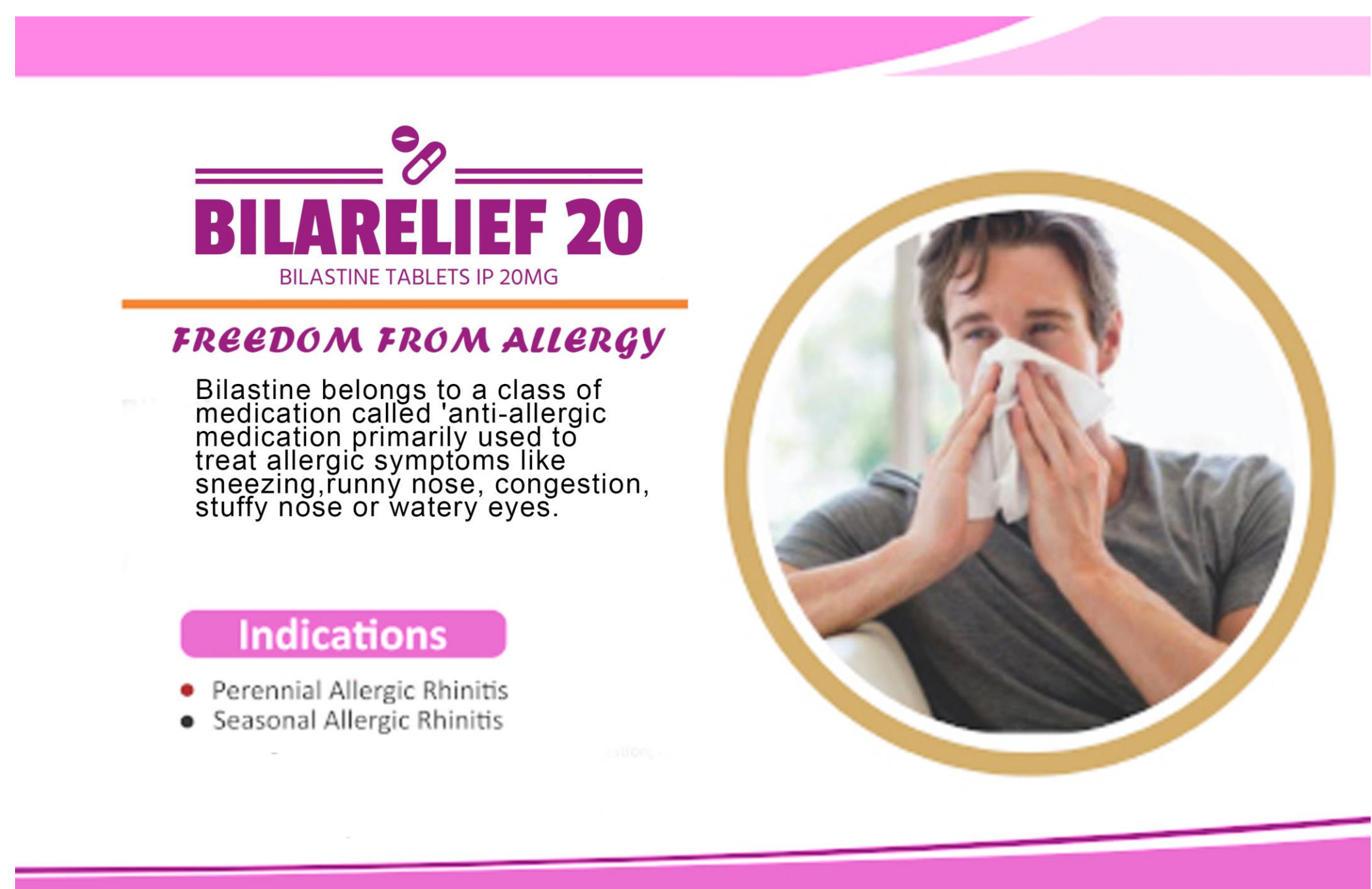
The Global Allergy Treatment Market Size in 2022 stood at USD 20.8 Billion and is set to reach USD 36.2 Billion by 2032, growing at a CAGR of 5.8%

SWOT ANALYSIS

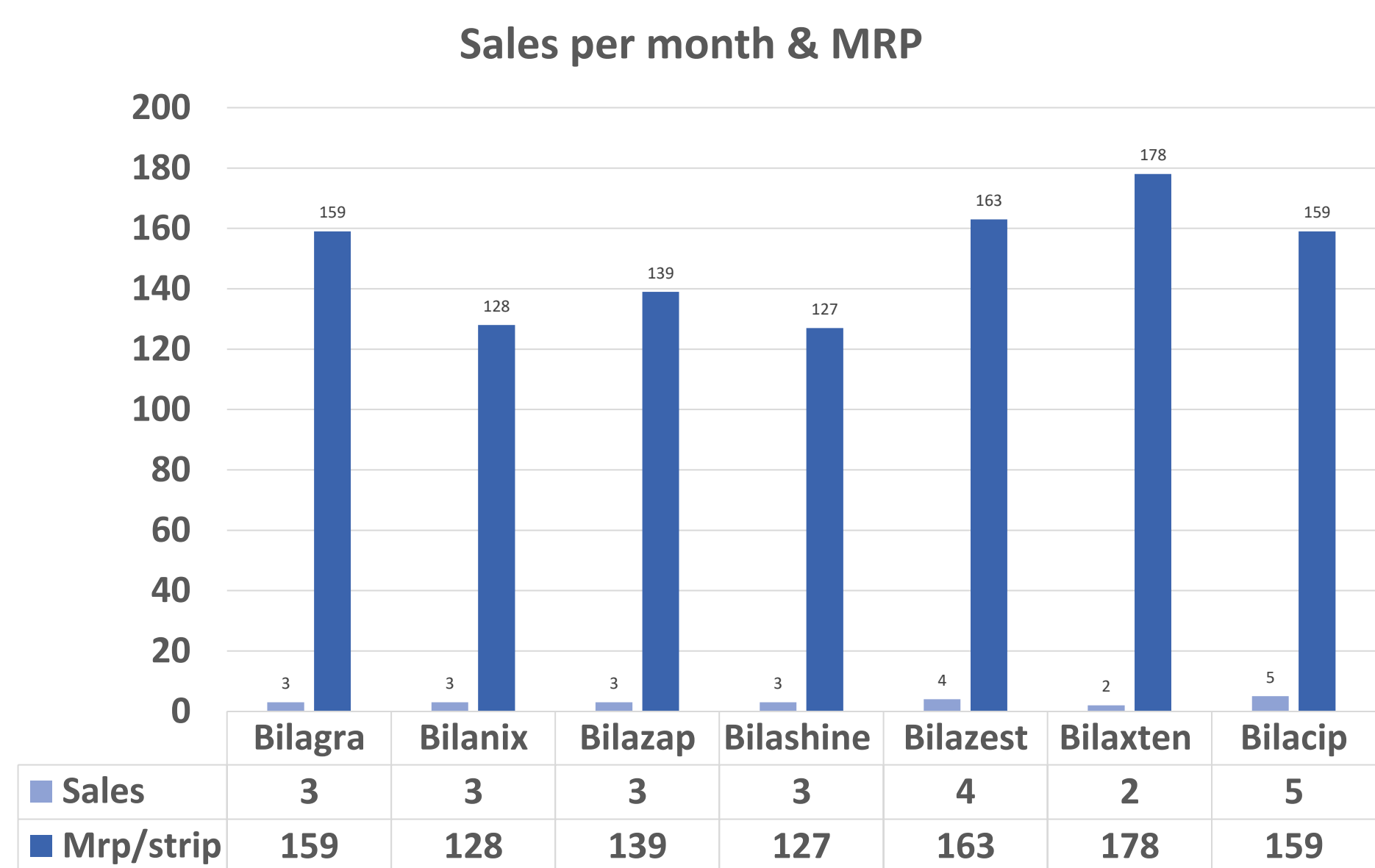
Strengths	Weakness
▪ Efficacy ▪ Diverse therapeutic range ▪ Non-sedating ▪ Long Lasting ▪ Minimal drug interactions	▪ Competition ▪ Dependence on research results ▪ Limited geographic presence ▪ Limited dosage options
Opportunities	Threats
▪ Expansion in new geographic market ▪ Healthcare trends ▪ Emerging Market	▪ Regulatory challenges ▪ Intense competition from generic versions ▪ Intellectual property protection

Bilarelief 20

Bilarelief 20 is a pharmaceutical brand containing Bilastine as its active ingredient. It is an oral medication primarily used for the relief of allergy symptoms. Bilastine is a second-generation antihistamine that selectively blocks the H1 histamine receptors in the body, effectively reducing the allergic response. Each Bilarelief 20 tablet contains 20mg of Bilastine, providing a potent and effective dosage to alleviate symptoms associated with allergies such as nasal congestion, sneezing, itching, and watery eyes. The medication is formulated to provide long-lasting relief, allowing individuals to experience improved comfort and a better quality of life.



Avg sales of Bilastine Brands



PESTEL ANALYSIS

- **Political:** Government regulations, Healthcare policies, Intellectual property protection.
- **Economic:** Market size & growth, price & affordability, Income level, pricing regulations.
- **Social:** Disease prevalence & awareness, Patient preference & adherence
- **Technological:** Research & development, Manufacturing process
- **Environmental:** Environmental regulations, Climate change & disasters
- **Legal:** Advertising and labelling regulations, Intellectual property

Challenges faced during internship

- Conducting market research proved to be the most difficult assignment for me because participants refused to offer their data, pricing, or time. For me, this lesson on how to approach anything was the most crucial.

SUGGESTIONS

A proper training session should be conducted before the field work on how to approach doctors and pharmacies.

Usefulness of Internship

- My internship made me aware of the significance of theoretical exposure and learning. The realities of the actual business world and how important flexibility, planning, and consistency are to succeed and excel life.
- The tasks helped me upskill my communication and strategic skills.

Marketing Program Details

Program detail	Goals of program	Target customer
key opinion leaders (KOLs)	Engage influential healthcare specialists such as allergists, immunologists, or family doctors who specialize in treating allergies or related illnesses as key opinion leaders (KOLs). By sharing their knowledge and experiences with Bilarelief, these KOLs can support medical marketing initiatives.	KOLs
CME	Organize or support CME programmes that focus on allergies, allergic rhinitis, or comparable disorders where Bilarelief can be included as a possible treatment. Topics including the mechanism of action of Bilarelief, clinical trial data, comparative efficacy, safety issues, and patient selection criteria can all be covered in CME events.	Physicians
Peer-to-Peer Education	Use pharmaceutical salesperson or medical science agents to speak with healthcare professionals one-on-one. Representatives are available to visit the medical experts to give detailed explanations of Bilarelief, go over its clinical advantages, answer queries, and share pertinent scientific literature.	Physicians, Medical experts

Positioning

- **Brand Name:** Bilarelief 20Market
- **Definition:** Antihistamine
- **Customer Target:** Physicians & Pharmacists
- **Insights:** Provides relieve from allergy
- **Brand Essence:** Bilarelief 20's essence lies in "Advanced Allergy Relief."
- **Competitive Advantage:** Non sedating, Cost effective (Rs.120)
- **Supporting Evidences:** Bilarelief 20's competitive advantage is supported by clinical trials and scientific research.
- **Brand Positioning Summary Statement:** Bilarelief 20 is an advanced allergy medication that offers rapid and long-lasting relief from allergy symptoms without causing drowsiness. Choose Bilarelief 20 for advanced allergy relief.