

Micro Labs Limited

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 centers that are with international standards. It is ranked among 14th prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand "DOLO-650" while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

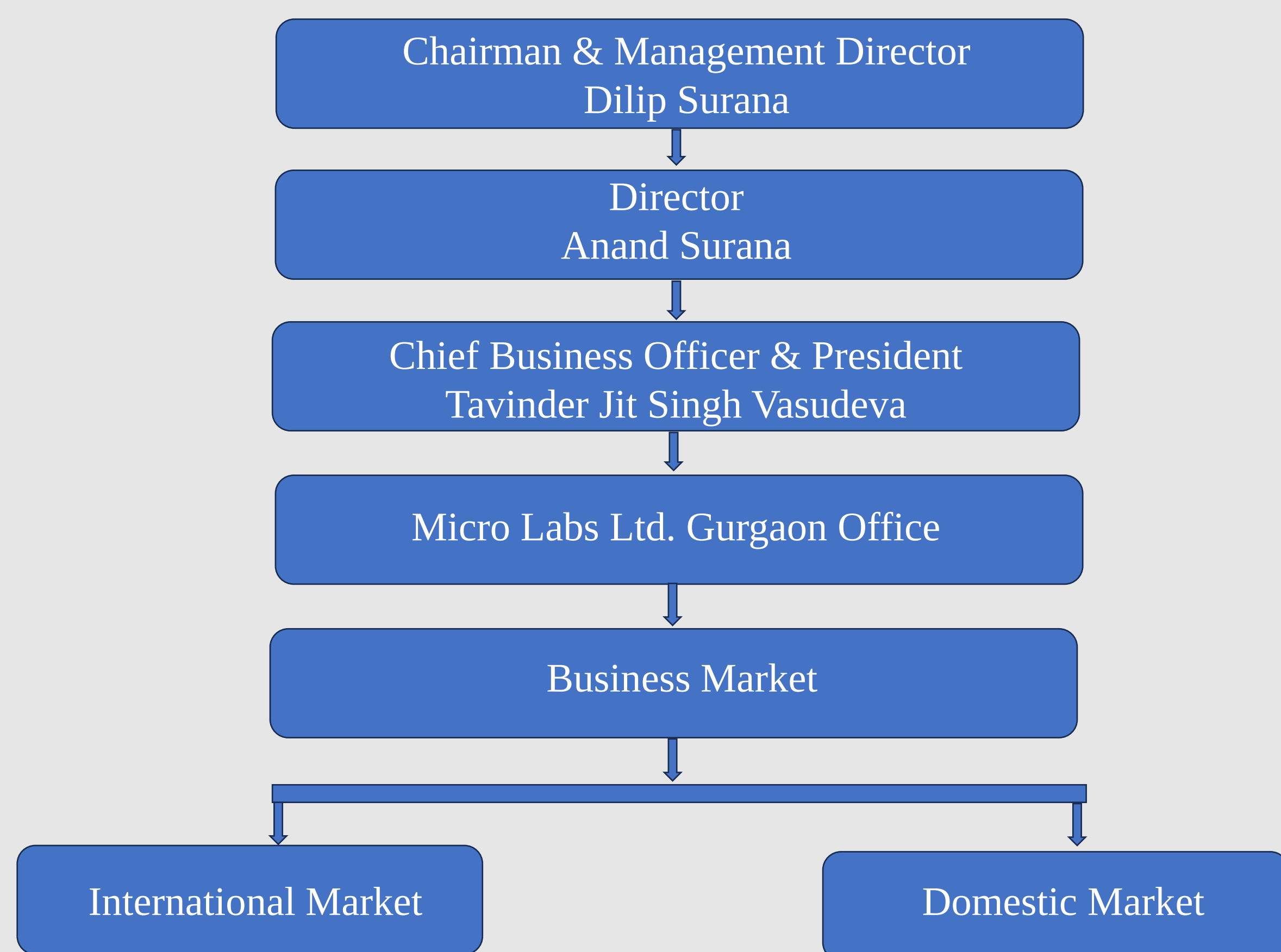
VISION

Micro Labs desire not to be the best, but the leader in developing, manufacturing, and selling premium pharmaceutical products. Micro Labs wishes to manufacture medicine of the highest standard and market it at affordable prices globally.

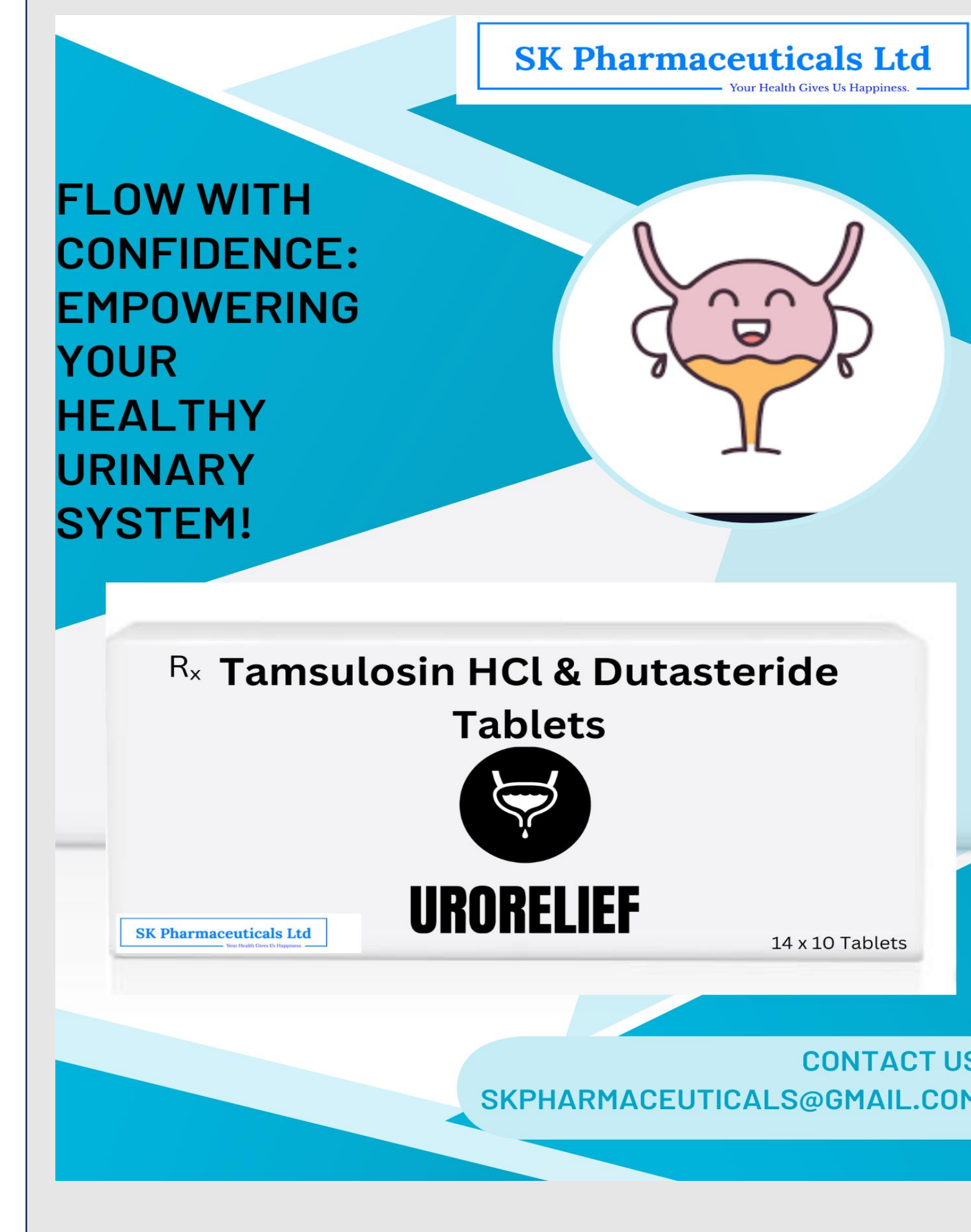
ASPIRATION

Micro Labs aspire to deliver value through high-quality pharmaceutical products and to build the brand across the therapeutic segments.

Organizational Structure



Flyer



Brand

- ❖ Name: **Uro Relief Tab.**
- ❖ Contain: Tamsulosin (0.4) + Dutasteride (0.5)
- ❖ Indication: Benign Prostate hyperplasia (non-cancerous)
- ❖ Also used in frequent urination or urination unable to control.
- ❖ Here's the reasoning behind the name:
Uro: The word "urology" or "urinary," from which the prefix "Uro" is derived. This prefix aids in creating an obvious connection between the product's intended usage and itself.
Relief: The word "Relief" refers to the intended result of the product. It expresses the idea of relieving discomfort, enhancing symptoms, and giving people with urological difficulties a sense of relief. It elicits a favorable emotional reaction and alludes to prospective advantages for the intended audience.

Market Trend

- Total India population is 1.42 Bn
- The total male population is 731,180,498
- Population of males above 65 is 46,443,962

Challenges Faced

- The greatest challenge that I face was the respondents are not providing the data with the competitive brand like the price they got for it and how much they are able to sell that brand.
- The time management was also improved while working with the Micro Labs as I have to submit all the work in a limited time which was a new experience.

Suggestion

- To increase patient compliance need to invent new formulations which can store more amount of drugs which reduced the intake time of medication.
- It will increase patient compliance will ultimately affect the physician's prescribing habit and leads to an increase in sales.

Pharmacology of drug

- Used mainly in the treatment of Benign Prostate Hyperplasia.
- Tamsulosin is an alpha-1 blocker that works by selectively binding to alpha-1 adrenergic receptors and relaxes the muscles.
- Dutasteride is a 5-alpha-reductase inhibitor that blocks the action of the enzyme 5-alpha-reductase. This enzyme converts testosterone into dihydrotestosterone (DHT), a hormone that contributes to the growth of the prostate gland.
- Dose: 1 tab daily

Disease Prevalence

- Benign prostatic hyperplasia is a common urological disease among older men.
- The age-specific prevalence of benign prostatic hyperplasia has been estimated from autopsy studies to be 8% in the fourth decade of life (30-39)
- 50% in the sixth decade of life (Above 50)
- 80% in the ninth decade of life (Above 80)

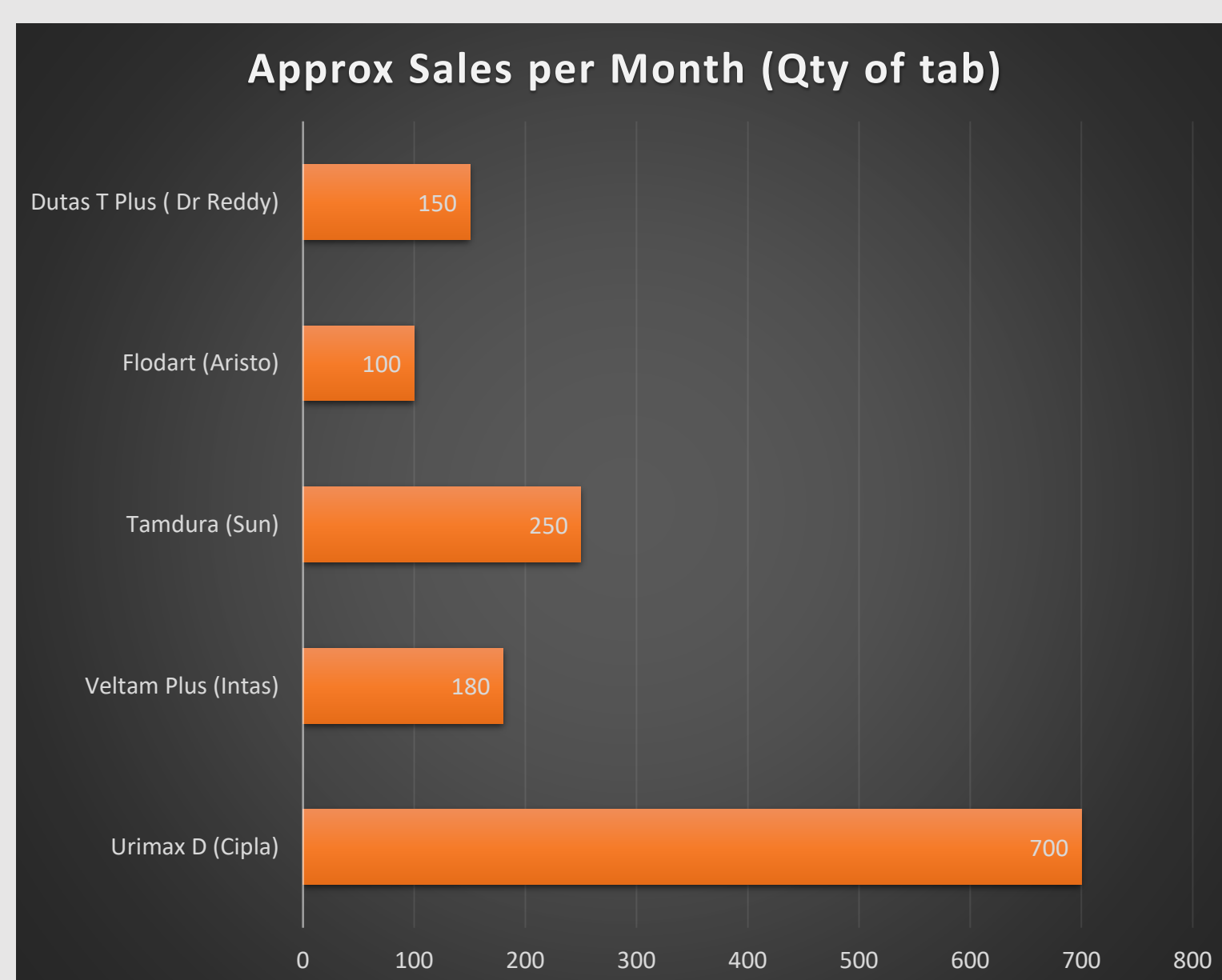
SWOT Analysis

Strength	Weakness
• Unique packaging • Cheap rate • Combination of 2 drugs	• Less market share
Opportunity	Threats
• The market is increasing day by day • The new mode of administration should invent.	• As the drug is not patented their many other players. • There may be new molecules that come to overtake these old.

Usefulness of Internship

- ✓ While working with the Micro Labs I discovered the power of translating theoretical knowledge into practical applications.
- ✓ While doing the market research the respondents are not giving answers to the direct question so I learn that to get work done sometime we have to work differently rather than traditionally.

Data from the Retailed Pharmacy Store



Marketing Strategy

For Physicians

- Literature
- Webinars
- Discussion with KOLs
- Customised products like pens, diaries, calendars, paperweights, etc.

For patients

- Health Checkup
- Disease Awareness
- Patient support program

PESTLE Analysis

Political

- India is a politically stable country.
- The NPPA at any time can bring the drug to the essentials list and cause the price reduction.

Economical

- The Government promotes health care which leads to people's expenditure increasing on pharmaceutical products.

Social

- The population of getting older and the main use of drugs is above the age of 40 in men.

Technological

- E-pharmacy made the drug purchasing power of customers.
- Digitalization made marketing easy.

Legal

- India is a highly regulated market while marketing we need to be careful.
- India is a member of WTO so duplicating the drug without the owner's permission is not legal.

Environmental

- India had the best climatic condition for manufacturing.
- The waste management of expired drugs should be done properly.