

Microlabs Ltd.

It was founded by the late Shri G.C. Surana in 1973. Dilip Surana is Chairman and managing director of Micro Labs. Micro Labs is a multifaceted healthcare organization with a proficient marketing team whose major products are Dolo - 650 , Amlong, Lubrex, Diapride, Vildapride, Olmat, Avas, Tripride, Bactoclav, Tenepride - M & Arbitel . Microlabs is supported by 10 approved manufacturing sites by the UK MHRA, Health Canada, and the US FDA.

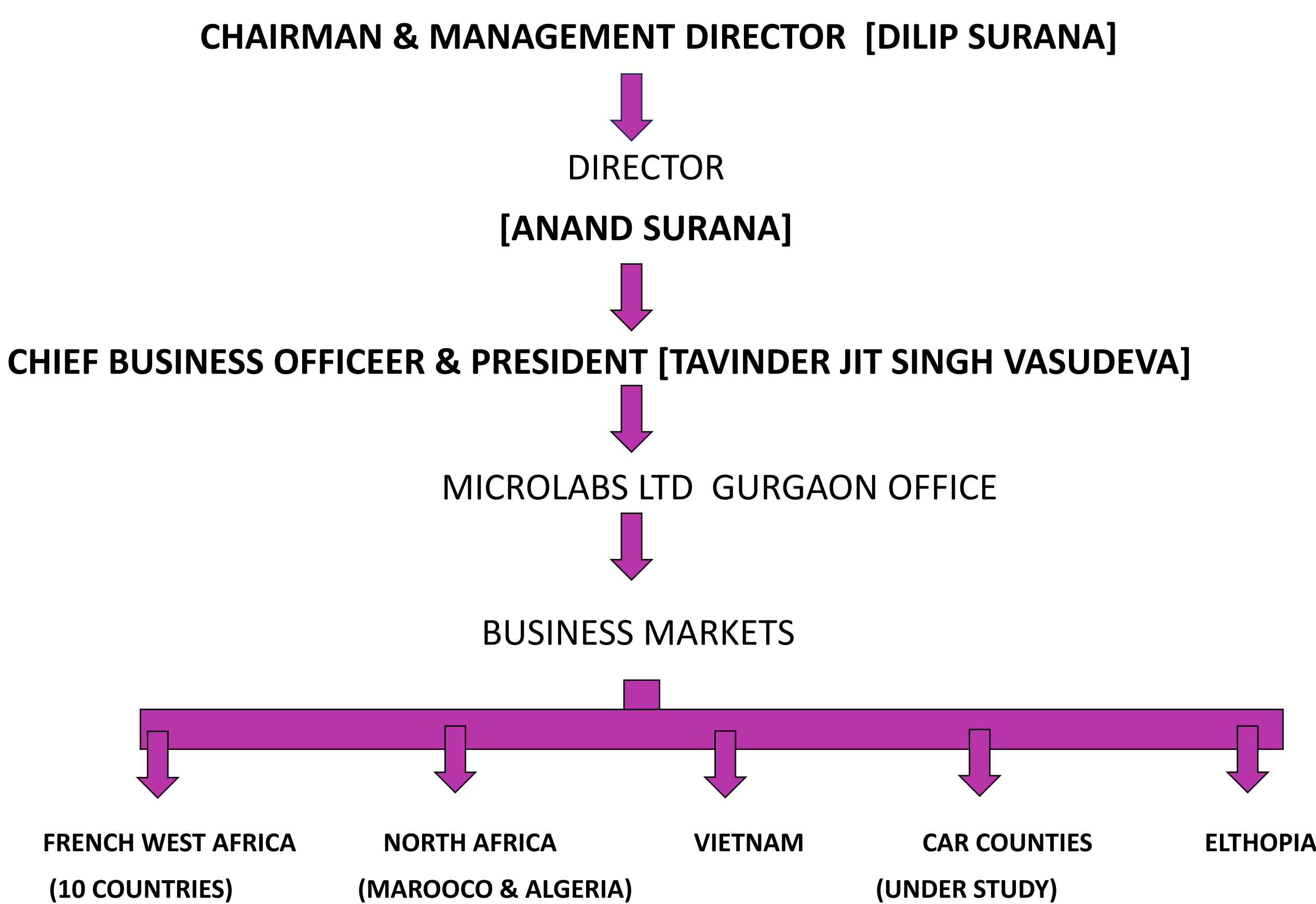
Mission

To built around a desire to not just be the best, but a leader in the development, manufacture, and sales of premium pharmaceutical products

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

Market size of neurological market is 1072 crore as per IQVIA report May 2023

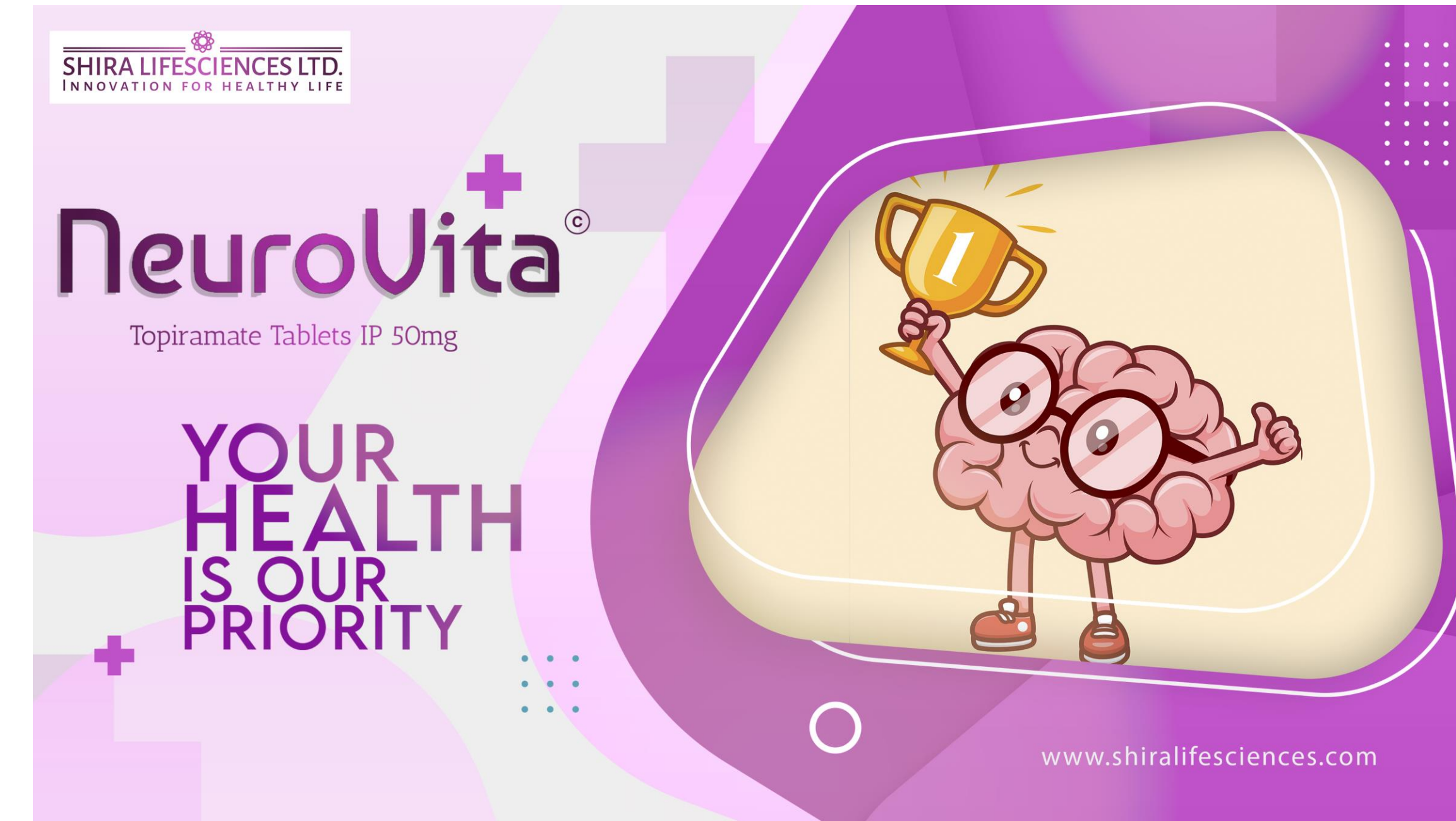
SWOT ANALYSIS

Strengths	Weakness
▪ Efficacy ▪ Oral drug ▪ GMP manufacturing ▪ Cheap price	▪ Low market share ▪ Dependence on research results
Opportunities	Threats
▪ Growing market ▪ Innovation and Research	• Generic Competition • Adverse Events and Litigation • Changing Regulations • IPR protection

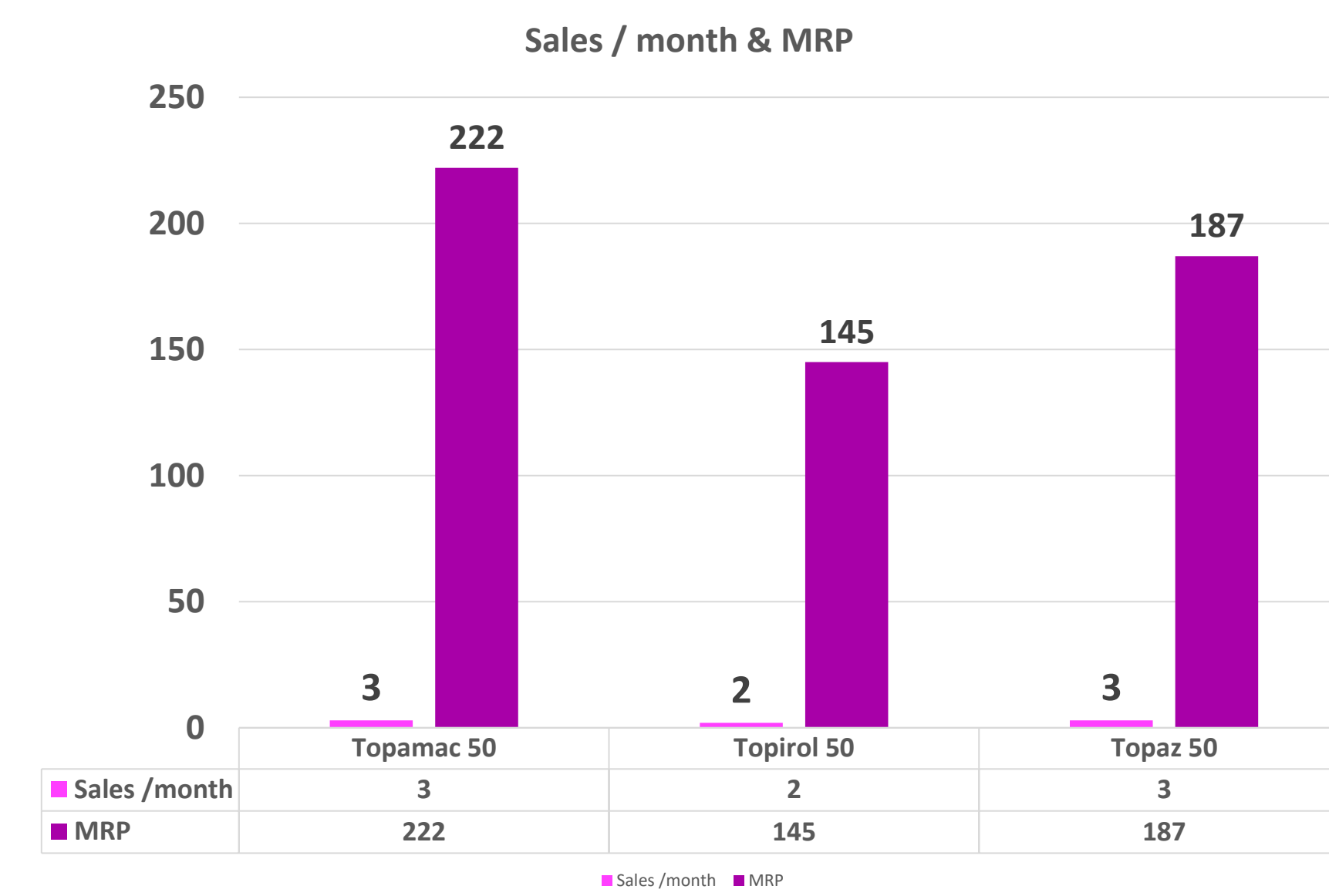
The Market Research, Analysis & Brand Plan of a new drug NeuroVita (Topiramate 50 mg) Presented by –Shirish Bende, University Mentor- Dr. Ashok Peepliwal, Industry mentor- Tavinder Singh Jit Vasudeva

NeuroVita

NeuroVita is a pharmaceutical product containing topiramate, a medication primarily used for treating epilepsy and preventing migraines. This medication belongs to the class of anticonvulsant drugs and works by stabilizing electrical activity in the brain. Each NeuroVita tablet contains 50 mg of Topiramate. Also each strip contain 10 tablets. NeuroVita is available in tablet form, making it convenient for oral administration. As an antiepileptic medication, NeuroVita helps to control seizures and reduce their frequency. Additionally, it is effective in preventing or reducing the intensity of migraine attacks.



Avg sales of Topiramate Brands



Positioning

- **Brand Name:** NeuroVita
- **Definition:** anticonvulsants
- **Customer Target:** Neurologist, psychiatrist & Pharmacists
- **Insights:** Provides relieve from Partial seizures & Migraine headache
- **Brand Essence:** NeuroVita aims to empower individuals to take control of their neurological conditions and enhance their overall well-being.
- **Competitive Advantage:** Cheap (MRP- Rs.140) & safety profile
- **Supporting Evidences:** NeuroVita's competitive advantage is supported by clinical trials and studies demonstrating the effectiveness and safety of Topiramate 50 mg in treating epilepsy, migraines, and neuropathic pain.
- **Brand Positioning Summary Statement:** NeuroVita is a trusted brand that offers individuals with neurological disorders a reliable solution to manage their symptoms. By empowering neurological wellness, NeuroVita enables patients to regain control over their lives and experience improved overall well-being.
- **Key Message :** Your health is our priority

PESTEL ANALYSIS

- **Political:** Government regulations, Healthcare policies,
- **Economic:** Capital expenditure in pharma is increasing. Healthcare spending by citizens in India is increasing
- **Social:** Disease prevalence & awareness, Patient preference & adherence
- **Technological:** Digital marketing & E pharmacies helps in increasing business.
- **Environmental:** Environmental regulations, Climate conditions in manufacturing
- **Legal:** Advertising and labelling regulations, Intellectual property

Challenges faced during internship

- My most challenging task was attending medical representatives and meeting physicians since they were not allowing me to join their conversation.
- Before beginning fieldwork, there should be an in-depth educational session on how to approach pharmacies and doctors.

Suggestions

Marketing Strategies

- CME to target physicians
- Providing literature to physicians
- Customized pens
- Customized diary
- Samples
- Visuals
- Presentations.

Usefulness of Internship

- Working as an intern brought me valuable abilities in branding, marketing, and business development that I had always wanted to acquire. I also learned how important etiquette is and how it can be used in organisations.