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MICROLABS LTD

Micro labs was incorporated on 7 th 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 14 the among prescriptions by SMSRC and 19 the 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 specialties 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 11 the in the Cardiovascular product division.

VISION : Micro Labs aspires to not only be the finest, but also a pioneer in the creation, production, and distribution of high-end pharmaceutical goods. Micro labs want to produce medicine of the greatest caliber and sell it for a reasonable price everywhere

MISSION : Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

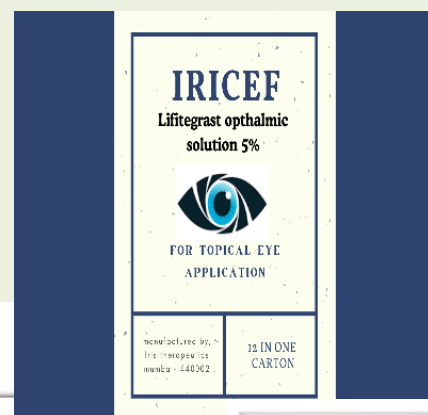
Organization structure



LEARNINGS AND VALUE ADDITION

Product Profile

- IRILIF (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).
- Lifitegrast works by reducing inflammation in the eyes.
- It blocks a specific protein called LFA-1 that is involved in causing inflammation. It is used in,
 - Dryness
 - Redness
 - Stinging, Burning, or Scratchy Sensation
 - Watery Eyes
 - Blurred Vision
 - Eye Fatigue



Pack Size and Pack colour

Single-Dose Containers:

0.2 mL per single-use container, available in cartons containing 60 single-use containers.

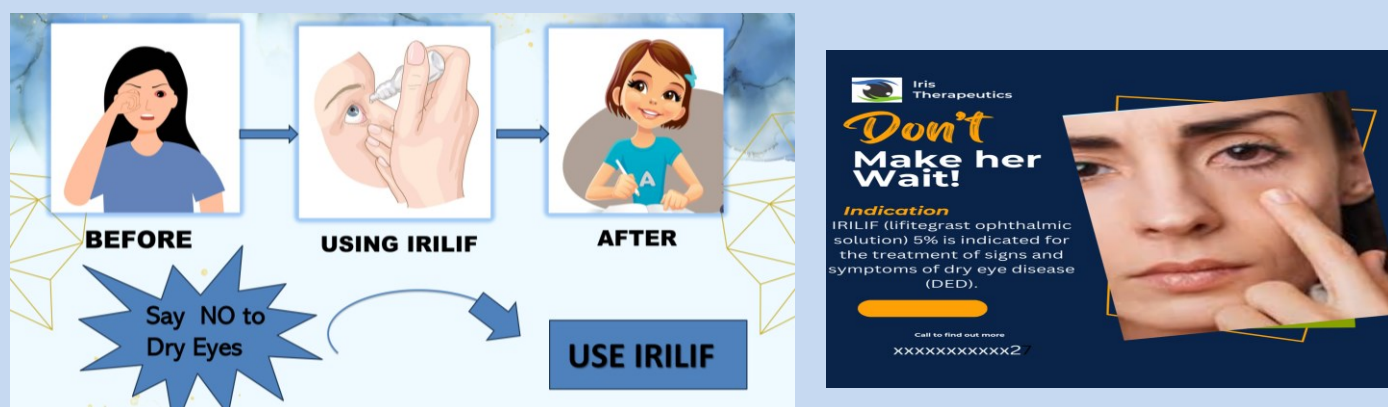
Multi-Dose Bottles:

5 mL multi-dose bottle

Pack color chosen: BLUE

evokes feelings of calm and trust, reassuring patients about the safety and efficacy of the product.

Marketing campaign



Direct Competitors

Product	Company Name
Restasis	Allergan
Cequa	Sun Pharma
Tyrvaya	Avet Lifesciences

In Direct Competitors

Product	Company Name
Refresh	Allergan
Thera Tears	Prestige consumer healthcare
Systane	Alcon

Pestel analysis

Political factor

- Lifitegrast (Xiidra) FDA-approved in the US, but Novartis withdraws EU application due to EMA decision.

Economical factor

- Economic growth, inflation rates, interest rates, and currency exchange rates are significant factors.
- High initial investments required for development and installation

Sociocultural factor

- Understanding consumer preferences, lifestyle changes such as increased screen time, and buying behaviors is crucial.

Technological factor

- Rapid advancements such as the integration of AI, IoT, and blockchain are enhancing efficiency, security, and scalability in the Lifitegrast API market.

Legal factor

- Protecting IP: Crucial due to high R&D investment & tech advancements-
- Compliance: Adherence to production, safety & environmental standards

Environmental factor

- There is increasing pressure to adopt environmentally sustainable practices.
 - Reducing carbon footprint
 - Making eco-friendly products
 - Following stricter environmental rules

SWOT Analysis

Strength

- Effective treatment for dry eye disease
- Gained FDA approval, ensuring safety and efficacy for patients.

Weakness

- As a prescription medication, it is expensive for some patients.

Opportunity

- Development of new formulations or delivery methods
- Market Expansion in regions with high prevalence of dry eye disease.

Threats

Other treatments for dry eye disease, both existing and under development, pose significant competition.

Value of an Internship

Participating in micro laboratories and a training program helped me in becoming more aware about the value of conceptual knowledge and experience, Understanding the realities of the corporate world, Recognizing the importance of adaptability and planning for success

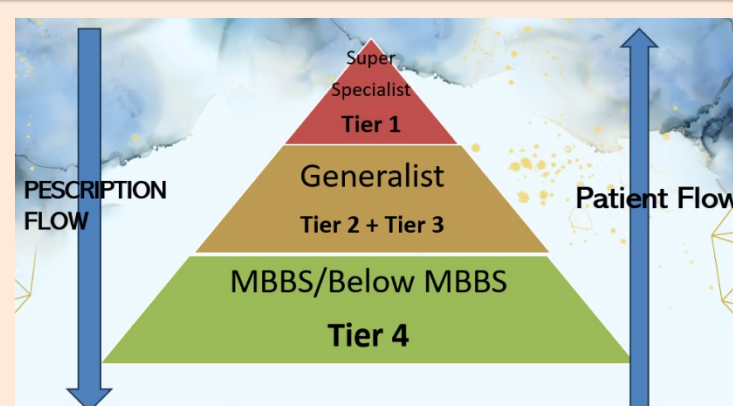
Challenges faced

- My most challenging task was time management. I had to complete all my work within limited timeframes, which was another learning.
- As we had to submit the videos of our daily learnings, It was quite challenging for me at the start, But consistency made me overcome these challenges.

Suggestions

- Did not get field exposure. Company should try to give field exposure

Distribution channels



Tier 4 to Tier 1 treatment progression:- Increased medications, Newer medicines, Therapeutic doses, Preventive treatment
Doctors in higher tiers learn from Tier 1 practices and gain exposure to updated medications.