

SUMMER INTERNSHIP PROGRAM

at

MICRO LABS LIMITED

May 02,2024 to June 29,2024

A REPORT BY

Jaya Sinha

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sudhinder Singh Chowhan

(Associate Professor)





Certificate of Recognition



This is to certify that

Ms. JAYA SINHA

of 2023 - 2025 (batch) of IIHMR University

has effectively learnt, performed and completed
her Summer Training Project with Micro Labs
Ltd. from May 2024 to June 2024

We appreciate her active participation, conduct,
mannerism and timely deliverables.

This certificate is being issued to meet the
requirement of the University.

Date : 12-7-2024

A handwritten signature in blue ink, appearing to read "Tavinder Jit Singh Vasudeva".

Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that Ms. Jaya Sinha of academic year 2023-25 of School of Pharmaceuticals Management has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22/07/24


(Signature of Faculty Mentor)

Name: **Dr. Sudhinder Singh Chowhan**

Designation: Associate Professor,
IIHMR University

Brand plan for Empagliflozin(EmpaGlaze)

Name: Jaya Sinha(0516)
Batch: MBA PM-15

Mentor: Dr. Sudhinder Singh Chowhan
Industry Mentor: Mr. Tavinder Jit Singh Vasudeva



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 "DOL-O-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

Chairman & Management Director Dilip Surana

Director
Anand Surana

Chief Business Officer & President
Tavinder Jit Singh Vasudeva

Micro Labs Ltd. Gurgaon Office

Business Market

International Market

Domestic Market

LEARNINGS DURING INTERNSHIP

- **Basic Skills:** Do's & don'ts in business communication, etiquettes & netiquettes, dinning table manners, time management strategy.
- Difference between branding & marketing, how to make myself as brand, Brand plan on the molecule "EMPAGLIFLOZIN".
- Importance of content writing in terms of font size & font style.
- Trademarks-IPR & Code of ethics of business.
- Campaign design & distribution channel
- Therapeutic relationship in branding
- Customer value proposition
- Health & business wealth
- Passion & professional life balance
- Neuromarketing
- People planning strategy
- Business negotiations
- Adaptability & change management
- Sales and marketing exposure

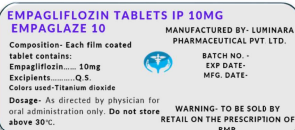
MARKET TREND

Empagliflozin market size was valued at USD 10 Billion in 2023 and is estimated to reach USD 11 Billion by 2030, growing at a CAGR of 3.7% from 2024 to 20230.

EMPAGLAZE

LUMINARA PHARMACEUTICAL Pvt.Ltd

"EMPOWERING
HEALTH,
ENHANCING
LIVES"



BRAND NAME

- ❖ Name: EmpaGlaze tab
- ❖ Contain: Empagliflozin 10 mg
- ❖ Indication: Type 2 diabetes, Heart failure & Chronic kidney disease.

Here's the reasoning behind the name:

"EMPAGLAZE" Is a brand name for the drug empagliflozin, used primarily in the treatment of type 2 diabetes. "EMPA" Likely derives from "empagliflozin". "GLAZE" Might have been chosen for its phonetic appeal, ease of pronunciation, or marketability.

MANUFACTURER INFORMATION

Luminara Pharmaceuticals Pvt.Ltd. Plot.no-204,Pitampur industrial area, Indore, Madhya Pradesh For more information, call 1800-56338-2433 or visit Luminarapharma.com

PESTEL ANALYSIS

1.Political

- **Government Policies:** Local manufacturing policies and subsidies can benefit; policies favoring imports pose challenges.
- **Political Stability:** Stability in key markets like India affects business; unrest or government changes can lead to disruptions.

2. Economic

- **Pricing Pressure:** Need for affordable drug prices pressures margins; economic conditions affect healthcare budgets and insurance reimbursement.
- **Exchange Rates:** Fluctuations impact raw material costs and profitability, especially for imports/exports.

3. Social

- **Aging Population:** Increases demand for pharmaceuticals, especially for chronic conditions like diabetes (target of EmpaGlaze).
- **Lifestyle Diseases:** Rise in lifestyle diseases supports product demand; influenced by public health campaigns and lifestyle changes.

4. Technological

- **Innovation:** Advances in biotech and pharma lead to new products and improved formulations; R&D investment is crucial.
- **Manufacturing Technology:** Innovations improve efficiency, reduce costs, and ensure consistent quality.

5. Environmental

- **Sustainability:** Focus on sustainable manufacturing and packaging practices; compliance with regulations and consumer expectations.
- **Climate Change:** Impacts raw material availability and manufacturing; strategies needed to mitigate risks.

6. Legal

- **Intellectual Property Rights:** Protection of patents and trademarks (e.g., EmpaGlaze) is crucial for competitive advantage; legal challenges and expirations impact market position.
- **Compliance:** Strict adherence to regulations on drug safety, marketing, and distribution; non-compliance leads to fines and reputational damage.

SWOT ANALYSIS

STRENGTHS

1. **Effective Mechanism:** Empagliflozin inhibits the sodium-glucose co-transporter (SGLT-2), effectively reducing renal reabsorption of glucose and increasing urinary glucose excretion, thereby lowering blood glucose levels independently of insulin.
2. **Multiple Indications:** It is indicated for type 2 diabetes mellitus, heart failure, and chronic kidney disease, expanding its therapeutic use.
3. **Additional Benefits:** The drug is associated with weight loss and reductions in blood pressure without increasing heart rate, which are beneficial for diabetic patients.

WEAKNESS

1. **Adverse Reactions:** Potential side effects include ketoacidosis, volume depletion, urosepsis, pyelonephritis, hypoglycemia when used with insulin, necrotizing fasciitis of the perineum, and genital mycotic infections.
2. **Contraindications:** Hypersensitivity to empagliflozin or its excipients can lead to severe reactions such as angioedema.
3. **Drug Interactions:** Interactions with other medications, especially diuretics, may complicate treatment regimens for patients.

OPPORTUNITY

1. **Market Expansion:** Increasing prevalence of type 2 diabetes globally presents a growing market for empagliflozin.
2. **Combination Therapies:** Potential to develop combination products with other antidiabetic agents such as linagliptin and metformin, which are already available.
3. **Technological Advances:** Advances in pharmaceutical technology can improve drug formulations, making them more effective and patient-friendly.

THREATS

1. **Competition:** There are several direct competitors in the market, including brands like Jardiance, Giblutio, and Cospiag, which can impact market share.
2. **Regulatory Challenges:** Strict regulatory requirements and potential changes in healthcare policies can affect market access and profitability.
3. **Adverse Publicity:** Reports of severe adverse reactions could lead to negative publicity, impacting sales and patient trust.

COMPETITORS

DIRECT

COMPANY	BRAND	MRP
Boehringer	Jardiance	10mg-₹512
Ingelheim		25mg-₹621
Lupin Ltd.	Giblutio	10mg-₹508
		25mg-₹616

INDIRECT

COMPANY	BRAND	MOLECULE	MRP
Boehringer	Jardiance Met	Empagliflozin+ Metformin	₹364 to ₹437
Lupin Ltd.	Ajadoo	Empagliflozin+ Linagliptin	₹788 to ₹861

CHALLENGES FACED

- Some chemist were non-corporative for providing the proper information.
- Long waiting time.

SUGGESTION

- More importance should be given to practical learning instead of theoretical learning.
- Some guidance regarding market should be provided.
- More field work should be done so that proper knowledge of market and the molecule can be gained.
- More knowledge regarding market should be provided so that the working on field can be easier.
- Support from various field teams is essential for business success. Sales, marketing, and logistics teams can provide crucial insights and ensure smooth operations. Their on-the-ground efforts can help me understand market dynamics, customer needs, and competition, enabling effective strategy execution and fostering brand growth and customer satisfaction.
- More field work is required so that proper knowledge and experience of market can be gained, which will help in future.
- More interactive sessions should be taken.

ABOUT

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.

We are a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology and more. We strive towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe.

As we continue to champion the cause of Make-in-India through our steady expansion across various Indian states, we create job opportunities and drive social responsibility programs in education, healthcare, rural development and environmental protection to add value to our local communities. Our roadmap is to continue investing in discovering, developing, manufacturing, and commercializing innovative medicines. Meeting the growth and profitability goals through successful innovation in digital healthcare trends and commercial excellence will continue to be the driving factors over the next decade.

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 therapeutical segments.

WORKING- BRIEF SUMMARY

During this 2 month of internship at Micro Labs Limited, firstly I came to learn about my strengths and values for the organization and then learn about Do's and Don'ts in business communication. Then I came to know about the different powers of Corporate Etiquettes and Netiquettes and dining table manners in corporate, how to present ourselves as a manager in the corporate office, how to talk, how to behave etc. During this activity we were told to make clusters of 4 and give the name to our cluster and make a 2–3-minute video on this activity to enhance our skills, body language etc. and we have “MICROCURE” as your cluster name.

After that we came to know about the difference between branding and marketing. The organization also organized a meeting regarding what is brand, marketing, how to create a brand plan etc. also discussed about the time management strategy and how to make myself as a brand and become a good leader.

Then I got a molecule “Empagliflozin” and asked to create a:

- Your corporate name and brand name
- Your corporate name and brand name has rationale
- Pack designs
- Direct and in-direct competitors
- Pack inserts
- Pestle analysis
- Campaign design
- Distribution channel
- Therapeutic relationship in branding
- Customer value proposition
- Neuromarketing
- Demographics and its importance

And discussed Trademarks-IPR & Code of Ethics of business, Health and Business Wealth, Passion & Professional life balance, expense planning & ROI, Employment law, people planning strategy, business negotiations and adaptability & change management.

This 2-month internship gave me a lot of exposure regarding industry trends and gained a lot of experience with industry experts and last, they have also discussed about connecting dots and 7C'S of the marketing.

This was my complete 2 month learning from the Organization.

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA-PM

Week no: 1

From: 30.04.2024 to 4.05.2024

Activity Done	I have shared my Strengths and Basic values in life which is to be followed by me with real life example of each.
Linking theory (Classroom learning) with practice at your organization	Learned about the Power of etiquette in the Office, at Meeting table, in the Field, during Travelling, and in Business society. Also came to know the importance of the working character of an individual to develop the good side of a person. And at the end Importance to know the customer and how to address someone professionally with respect.
Gaps identified on the working area.	All was good.
Suggestions for improvement	As per my opinion till now no need for improvement.
Plan for the next week	What is to be done and not to be done in business communication, deep learning on power of etiquette and other assignments.

Signature of the Student: Jaya Sinha

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA-PM

Week no:2

From: 06.05.2024 to 11.05.2024

Activity Done	What is to be Do's and Don'ts in Business Communication. Practiced the importance of the flow of Information - Translation - Action - Persuasion in the customer's mind.
Linking theory (Classroom learning) with practice at your organisation	How to use the Power of words like Please, Thank you, Ask, and Apologies / Sorry in my day to day life as well as in my upcoming professional life. Keeping my experiences ready where these words helped me in daily life.
Gaps identified on the working area.	No gap was identified this week
Suggestions for improvement	More importance should be given to practical learning instead of theoretical learning.
Plan for the next week	Submitting video learning and understanding the molecules.

Signature of the Student: Jaya Sinha

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA-PM

Week no: 3

From: 13.05.2024 to 18.05.2024

Activity Done	Understanding the difference between branding and marketing with the help of examples from a pharmaceutical company. Do's and Don'ts in Corporate Culture and the Importance of Body Language
Linking theory (Classroom learning) with practice at your organization	I have learned what are Corporate Etiquettes, Netiquettes, and dining table manners in corporate, and how to behave during these kinds of activities. Continuous practice and learning for becoming a professional executive. How to regularly update my skills, seek mentorship, and stay informed about industry trends and growth. Engaging in leadership training, networking, and practical experience sharpens my decision-making and strategic thinking, ensuring sustained professional excellence.
Gaps identified on the working area.	Sometimes theory learning becomes more difficult rather than practical learning
Suggestions for improvement	No suggestion is required for this week as in my opinion.
Plan for the next week	Understanding in depth about the Pharma Market, about marketing, and various learnings on branding.

Signature of the Student: Jaya Sinha

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Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA PM

Week no: 4

From: 20.05.2024 to 25.05.2024

Activity Done	How to build myself as a brand and reinvent myself. Working on the molecule provided to me. Visited pharmacy store for getting complete information on my molecule. Which company and their brands of my molecule are available in my local market. What is the prescribing pattern of my molecule. Creating Marketing Campaigns and implementing them in the market.
Linking theory (Classroom learning) with practice at your organization	While working in corporate we should- Brand ourselves, Brand the corporate we are working in, and Brand the product we are promoting. How to make our mind Creative and Innovative. How to set SMART targets. Specific, Measurable, Achievable, Relevant & Realistic and Time bound.
Gaps identified on the working area.	Proper information was not provided by some pharmacy store.
Suggestions for improvement	Some guidance regarding market should be provided.
Plan for the next week	Detail learning on brand building and corporate building and market analysis.

Signature of the Student: Jaya Sinha

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA-PM

Week no: 5

From: 27.05.2024 to 01.06.2024

Activity Done	Working on the molecule provided to me. Visited pharmacy store to get complete information on my molecule. Performed RCPA (Retail Chemist Prescription Audit) in nearby pharmacy stores. Session on Jobs accomplished.
Linking theory (Classroom learning) with practice at your organization	The things which are taught and explained in the classroom learning are somehow different from what I understood in practice with working and performing the task in my organization. Like how to prepare brand plan, how to create a perfect brand, create myself as a brand which takes a lot of time.
Gaps identified on the working area.	This week no gap was identified.
Suggestions for improvement	More field work should be done so that proper knowledge of market and the molecule can be gained.
Plan for the next week	Review of brand planning and its presentation.

Signature of the Student : Jaya Sinha

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA-PM

Week no: 6

From: 3.06.2024 to 8.06.2024

Activity Done	Session on the importance of Digital Marketing, about the various domains of digital marketing, need of digital marketing in pharma sector. Understanding pharma campaigns and their objectives. Steps to design pharma campaigns. How to conduct effective Doctor calls.
Linking theory (Classroom learning) with practice at your organization	Understanding how doctor calls and pharma campaigns are performed as what I have studied is somehow easy but while working on this in my organization it was time consuming process and requires proper planning and skills. Pharma campaigns require a lot of depth knowledge and proper planning so that the output of campaign is fruitful.
Gaps identified on the working area.	While interacting with people some were very interactive and helpful but some were not much that interested in talking and providing sufficient information.
Suggestions for improvement	More knowledge regarding market should be provided so that the working on field can be easier.
Plan for the next week	More interactive sessions with company sales and marketing head and understanding in depth about campaigns,

Signature of the Student: Jaya Sinha

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA - PM

Week no: 7

From: 10.06.2024 to 15.06.2024

Activity Done	Session on Perception Mapping: A Way Towards Strategic Decision-Making. Pharma Accounting, Budget Preparation. Understanding the Importance of content writing in terms of Font size and Font style, what is the Code of Ethics of Business. Creating Trademarks - Intellectual Property Rights (IPR), PESTEL analysis, Campaign designing, distribution, and Distribution channels for my brand.
Linking theory (Classroom learning) with practice at your organization	A Code of business ethics is very important for running the business, without a proper distribution channel the brand cannot succeed, and for this, a lot of fieldwork is required, trade mark is very much important for any brand, Campaign designing requires a lot of time and Comprehensive market knowledge illuminates trends, competitors, and regulations for informed decision-making.
Gaps identified on the working area.	During the Market campaign, some were co- operative but some were very casual, proper information was not provided by them and they were also not showing any kind of interest.
Suggestions for improvement	Support from various field teams is essential for business success. Sales, marketing, and logistics teams can provide crucial insights and ensure smooth operations. Their on-the-ground efforts can help me understand market dynamics, customer needs, and competition, enabling effective strategy execution and fostering brand growth and customer satisfaction
Plan for the next week	Presentation of PESTEL analysis on my brand and final submission of campaign design report and its presentation.

Signature of the Student: Jaya Sinha

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no: 0516

Stream: MBA-PM

Week no: 8

From: 17.06.2024 to 22.06.2024

Activity Done	Preparation of Neuro marketing, Expense planning and Return on investment (ROI) for my brand. Understanding and preparing PowerPoint presentations on Demographics and their importance, Employment laws, People planning strategy, Business negotiations, Adaptability, and change management.
Linking theory (Classroom learning) with practice at your organisation	For the proper launch of a new brand in the market and depth study is required for the market, various factors are to be considered, proper market research is required and when the brand is launch proper campaign is required, proper budgeting, and various strategies of marketing is also required so that our brand can survive in the market. In theoretical learning it looks quite easy but is time taking and complicated when coming to practical exposure.
Gaps identified on the working area.	More knowledge is required about the distribution channel, proper information was not provided by the retailer on how the distribution channel works. Various topics were not covered properly and incomplete information and learning was provided.
Suggestions for improvement	More field work is required so that proper knowledge and experience of market can be gained, which will help in future. More interactive sessions should be taken.
Plan for the next week	Final brand presentation of my molecule Empagliflozin , along with its market campaign, PESTEL analysis, neuromarketing strategy, and covering various other factors that are required for an effective brand launch.

Signature of the Student: Jaya Sinha

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Jaya Sinha

Roll no:0516

Stream: MBA- PM

Activity Done	At the starting there was sessions and assignments on Strength and values, different etiquettes and netiquette, difference between branding and marketing, time management strategy and then molecule was given (Empagliflozin) and its brand plan, campaign design, PESTEL analysis, distribution channel, trade mark, neuromarketing strategy, expense planning and ROI was prepared, and then assignments on various topics like therapeutic relationship in branding, customer value proposition, Health and business wealth, passion and professional life balance, demographic and its importance, employment law, people planning strategy, business negotiations connecting dots and 7C's of marketing.
Linking theory (Classroom learning) with practice at your organisation	Through final assignments and interactive sessions, insights concerning advanced marketing concepts and business strategies, and their application, were shared. We adopted these theories into workable strategies through deep-diving presentations on brand plan, campaign designing neuromarketing, demographics, ROI, employment laws, people planning, business negotiations, and others. The things which looks easy are actually difficult and time taking and require a creative The summer internship report and its discussion ensured holistic understanding and reflection upon our learning.
Gaps identified on the working area.	The gaps identified include appreciation and utilisation of advanced marketing techniques, strategic business planning, and people's adaptability to change. Practical experience in business negotiations and the strategy development of people planning. Proper field work was not done, and during field work appropriate and proper information was not provided.
Suggestions for improvement	To address these gaps, carry out innovative training sessions in neuromarketing, calculating ROI and conducting business negotiations. To improve practicality, support role-playing as well as simulations. we can create workshops about adaptability and change management which would help to prepare for dynamic business environments.

	Ensuring continuous study and practical application of the training will facilitate the integration of these advanced ideas into daily operations, thereby improving overall strategic and operational efficiencies. Appropriate knowledge of fieldwork should be provide so that in future can work in field without any difficulties
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Signature of the Student : Jaya Sinha

Approved by the IIHMR University’s Mentor

RECOMMENDATION

- More importance should be given to practical learning instead of theoretical learning.
- Some guidance regarding market should be provided.
- More field work should be done so that proper knowledge of market and the molecule can be gained.
- More knowledge regarding market should be provided so that the working on field can be easier.
- Support from various field teams is essential for business success. Sales, marketing, and logistics teams can provide crucial insights and ensure smooth operations. Their on-the-ground efforts can help me understand market dynamics, customer needs, and competition, enabling effective strategy execution and fostering brand growth and customer satisfaction.
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