

ORGANIZATION NAME: MICRO LABS LIMITED

ORGANIZATION DESCRIPTION

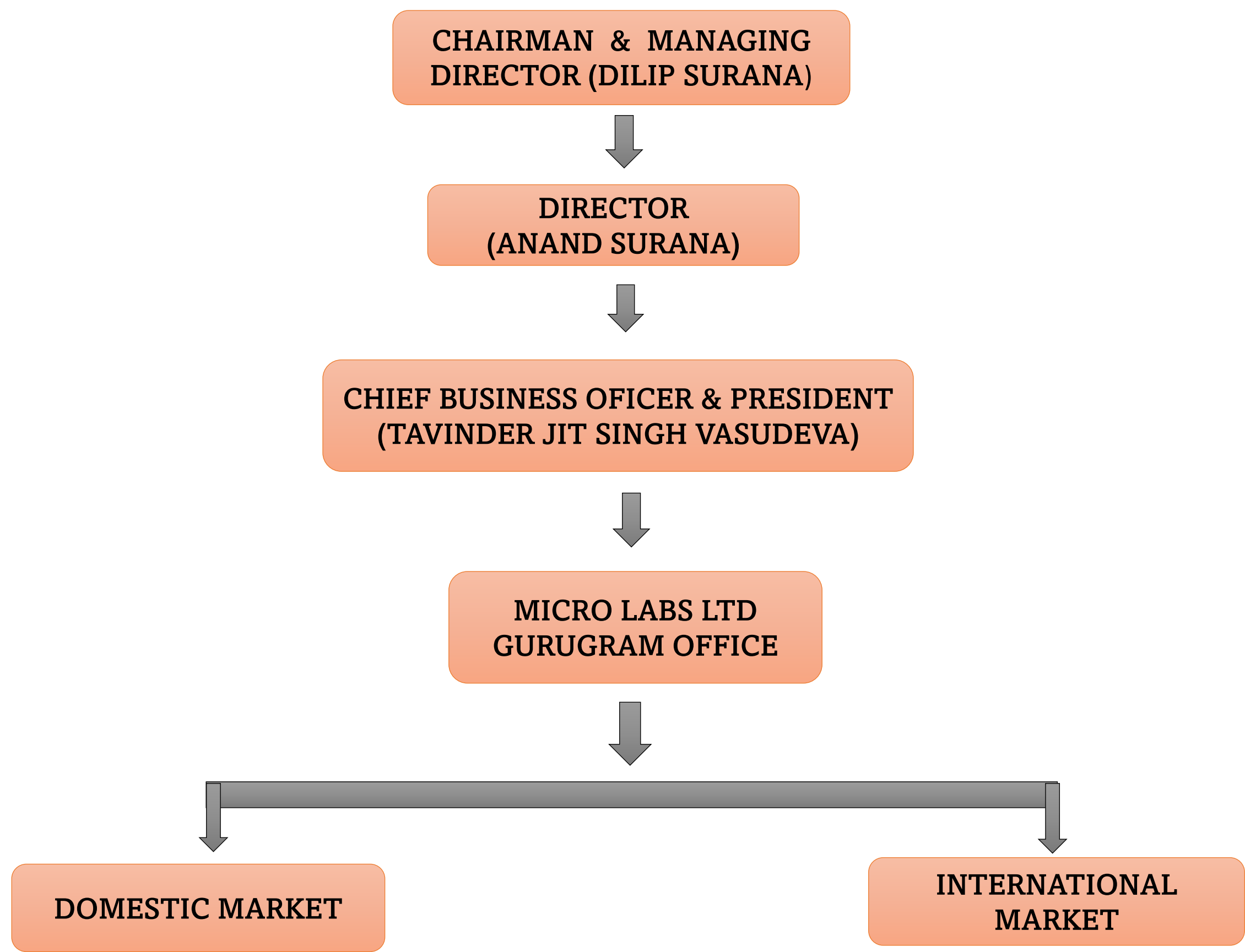
Micro Labs Limited is a leading pharmaceutical company headquartered in Bangalore, India, established in 1973 by G.C. Surana. Renowned for its high-quality and affordable medications, the company has grown significantly over the decades, expanding its reach to over 80 countries worldwide. Micro Labs operates across various therapeutic areas, including cardiology, diabetology, neurology, dermatology, and ophthalmology, with a robust portfolio of more than 2,000 products. The company is committed to innovation and excellence, with several state-of-the-art manufacturing facilities and a strong emphasis on research and developmentToday, Micro Labs Limited is a well-known brand in the Indian pharmaceutical industry, with popular products like Dolo-650.

MISSION & VISION

The mission of Micro Labs Limited is to improve the health of patients through conscientious diagnostic insights and innovation, with a commitment to becoming the undisputed leader in the healthcare industry. Additionally, the company is propelled by its overall mission to "Provide Quality Medicines Throughout the World at Affordable Prices.“

The vision of Micro Labs Limited is to expand digitally into the future as India's number one healthcare provider, with a global footprint. The company strives to unlock the power of science to provide access to affordable and innovative medicines, ultimately improving health outcomes and making a difference in people's lives.

ORGANISATION STRUCTURE



INTRODUCTION

- Dapagliflozin is used to treat type 2 diabetes mellitus.
- Dapagliflozin belong to the class of SGLT2 inhibitor (sodium glucose co-transporter 2)
- It works by blocking the reabsorption of glucose (sugar) by the kidneys, thereby helping to lower blood sugar levels in diabetic patients.
- Dapagliflozin was originally approved by FDA on Jan 08,2014,to improve glycemic control in adults with type 2 diabetes in conjunction with diet and exercise.
- Dapagliflozin was later approved to reduce the risk of kidney function decline,kidney failure,cardiovascular death, and hospitalization for heart failure in adults with chronic kidney disease in April 2021

SWOT ANALYSIS

STRENGTHS

GlycoFlux (Dapagliflozin tab.) is used to treat diabetes along with heart failure & chronic kidney disease.

It inhibit glucose reabsorption in the kidneys provides a different approach to blood sugar control compared to other diabetes medications.

The proposed MRP for GlycoFlux will be competitive with existing brands in the market, potentially attracting price-sensitive consumers.

WEAKNESS

Fluctuations in the pharmaceutical market, including pricing pressures and changes in reimbursement policies, can impact profitability .

Because of its potential side effects like nausea, UTIs, increased appetite, and genital fungal infections, some patients may decide not to use GlycoFlux.

Due to its strong interactions with rifampin, insulin, and diuretics, GlycoFlux may not be appropriate for usage in patients who are also taking these drugs.

SWOT

OPPORTUNITY

Diabetes drugs have a significant market, and there are plenty of development opportunities due to type 2 diabetes's increasing worldwide frequency.

Since the product is only available in 10 mg tablets, it may allow the company to focus on one strength only.

THREAT

Changes in diabetes treatment guidelines from govt. could potentially impact the positioning of SGLT2 inhibitors like GlycoFlux.

Since GlycoFlux is single molecule drug it may face tough competition from competitor which has combination of molecule.

Being a new product, GlycoFlux may initially struggle with brand recognition compared to established competitors like AstraZeneca's Forxiga.

COMPETITORS

Direct Competitors

SL.NO.	COMPANY	BRAND	MRP
1.	AstraZeneca	Forxiga	₹500
2.	Sun Pharma	Oxra	₹200
3.	Alkem Laberarories	Dapanorm	₹170
4.	Intas Pharmaceuticals	Daparyl	₹150

Indirect Competitors

SL.NO	COMPANY	BRAND	MOLECULE	MRP
1.	AstraZeneca	Germa Dapa	Dapagliflozin+ Metformin	₹470
2.	Glenmark Pharmaceuticals	Zita D	Dapagliflozin+ Tenueligliptin	₹222
3.	Sun Pharma	Germa Dapa	Dapagliflozin+Glimepiride + Metformin	₹110
4.	Torrent pharmaceuticals	Glucreta S	Dapagliflozin+ sitagliptin	₹224

CHALLENGES FACED

- During Market survey there was limitation while collecting data.
- Long waiting time at chemist and hospitals.
- Some chemists were non co-operative and some denied for giving the information

PACK DESIGN



PESTEL ANALYSIS

POLITICAL

- For the marketing authorization, navigating through diverse country-specific drug approval processes is significant. This affects costs and timelines.
- Pricing strategies and profitability are affected by government controls in pricing and reimbursement policy. market access can be improved by beneficial reimbursement.

ECONOMICAL

- Factors such as income levels, healthcare expenditure, and insurance coverage, factors affect patient affordability and access.
- GlycoFlux will face competition from established brand like Forixga,oxra etc.

SOCIAL

- Increasing awareness of diabetes through various public health campaigns can boost demand and addressing societal concerns can create a favorable environment.
- Aging populations and changing lifestyle lead to higher diabetes prevalence can increase the customer base.

TECHNOLOGICAL

- The integration of digital health technologies, such as telemedicine, mobile health apps, can enhance patient adherence, monitoring, and communication with healthcare providers,improving the effectiveness of brand.
- Pharmacovigilance systems and drug safety monitoring technologies can identifying and address potential adverse effects or safety concerns related to brand

ENVIRONMENTAL

- Adopting eco-friendly practices in manufacturing and supply chains can ensure compliance and meet consumer expectations.
- Efficient waste management and resource use can lead to cost savings and improved reputation.

LEGAL

- Strong IP rights and patent protection are crucial for exclusivity and competition prevention.
- Adherence to GMP, labeling laws, and marketing regulations is essential for successful commercialization.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE & THEORITICAL LEARNING

- While designing brand plan, market campaigns and strategies we have to use critical thinking and creativity.
- There might be some difficulties and language barrier while implementing campaigns.

SUGGESTIONS

- More field work should be assigned to get the indepth knowledge of the field.
- To increase patient compliance it is needed to invent new formulations which can store more amount of drugs which reduces the intake time of medication.
- More educational videos and frequent campaigns should be organized to create disease awareness and brand promotion

MARKET OVERVIEW

- The India Diabetes Care Drugs Market size is estimated at USD 1.7 billion in 2024, and is expected to reach USD 2.01 billion by 2029.
- Growing at a CAGR of 3.5% during the forecast period (2024-2029).
- According to the study conducted by the Indian Council of Medical Research, India Diabetes (ICMR INDIAB), the incidence of diabetes stands at 101 million individuals.
- In the Indian market, dapagliflozin is one of the prominent SGLT2 inhibitors, and its market size is around Rs 360 crore, growing at a rate of 29% per annum.

CAMPAIGN

"Flowing Towards a Healthier You"

Target Audience:

- Healthcare Professionals: Endocrinologists, Diabetologists, Cardiologists, Nephrologists, Primary Care Physicians
- Patients: Type 2 Diabetes, heart failure, or chronic kidney disease, aged 40-65.

Strategy:

- HCP Engagement: Scientific detailing, CME programs, KOL collaboration.
- Patient Awareness: Educational materials, disease awareness campaigns, support programs.
- Market Access: Payer engagement, strategic partnerships.
- Branding: Consistent identity, targeted advertising, sales force training.

PRODUCT PROFILE

BRAND NAME: GlycoFlux

CONTAINS: Dapagliflozin Propanediol Monohydrate 10mg

DOSAGE FORM: Tablet

ROUTE OF ADMINISTRATION: Oral

INDICATION: Treatment of type 2 Diabetes Mellitus along with reducing the risk of cardiovascular death, and hospitalization for heart failure.

The reason behind the name

“gluco” to “glycol” refers to “glycol”, indicating glucose's storage form, glycogen, “Flux” implies a positive flow of glucose management.

LEARNINGS & VALUE ADDITION

- I have assimilated corporate etiquette in me.
- Learned about designing brand plan, market strategies and campaigns.
- From the market survey I learned about competitor analysis and various other brands available in the market.
- Detail Knowledge about the molecule Dapagliflozin.
- Learned about the code of ethics, pharmaceutical trademarks, and distribution channels.
- How to work with doctors and chemists during field visits.
- Importance of Business Development, Time management Strategy.

LEARNINGS OF INTERNSHIP

- In my opinion, working with microlabs helped me to understand the significance of theoretical exposure and education and how this theoretical knowledge can be applied in practical works.
- This training also increased my awareness of the realities of the corporate and business world ,the importance of consistency, flexibility, and preparation for success and how strategies and creative thinking work.