

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited

From 02.05.2024 to 29.06.2024

A REPORT BY

Ashutosh Kumar Gupta

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of
Dr. Ratna Verma





Certificate of Recognition



This is to certify that
Mr. ASHUTOSH KUMAR GUPTA
of 2023 - 2025 (batch) of IIHMR University
has effectively learnt, performed and completed
his Summer Training Project with Micro Labs
Ltd. from May 2024 to June 2024

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

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

Date : 12-7-2024

Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Ashutosh Kumar Gupta** of academic year 2023-25 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22/07/2024

A handwritten signature in blue ink, appearing to be 'Dr. Ratna Verma', followed by the text '(Signature of Faculty Mentor)' in parentheses.

Name: Dr. Ratna Verma

Designation: Associate Professor

ORGANIZATION NAME: MICRO LABS LIMITED

ORGANIZATION DESCRIPTION

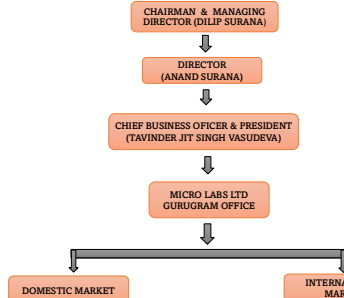
Micro Labs Limited is a leading pharmaceutical company headquartered in Bangalore, India, established in 1973 by G.C. Surana. Renowned for its high-quality and affordable medications, the company has grown significantly over the decades, expanding its reach to over 80 countries worldwide. Micro Labs 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 development. Today, 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 belongs 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 Laboratories	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+ Teneeligipta	₹222
3.	Sun Pharma	Germa Dapa	Dapagliflozin+Glimepiride + Metformin	₹110
4.	Torrent pharmaceuticals	Glucetra 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 Forxiga,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.
- Pharmaco-vigilance 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 in-depth 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

DOSEAGE 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 "glyco" 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.

Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 organisation	• 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 but sometimes I felt unprofessional.
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 : Ashutosh Kumar Gupta

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 : Ashutosh Kumar Gupta

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Reporting Format

(Weekly)

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Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 organisation	- 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.

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Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 organisation	• 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.

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Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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Roll no: 0487

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 organisation	• 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 : Ashutosh Kumar Gupta

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Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 organisation	• 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,

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Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 organisation	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.

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Reporting Format

(Weekly)

Name of the Organisation: Micro Labs Limited

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Name of the Student: Ashutosh Kumar Gupta

Roll no: 0487

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 an 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 how the distribution channel works. • Various topics were not covered properly and incompleted 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 Dapagliflozin, 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 : Ashutosh Kumar Gupta

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: Ashutosh Kumar Gupta

Roll no:0487

Stream: MBA- PM

Activity Done	• At the starting there were sessions and assignments on Strengths and values, different etiquettes and netiquette, the difference between branding and marketing, and time management strategy • Then molecule was given (Dapagliflozin) and its brand plan, campaign, PESTEL analysis, distribution channel, trade mark, neuromarketing strategy, expense planning and ROI was prepared, • 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 provided so that in future can work in field without any difficulties.

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