

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, Triptide, 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

CHAIRMAN & MANAGEMENT DIRECTOR [DILIP SURANA]

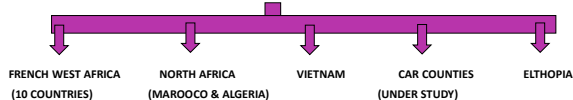
DIRECTOR

[ANAND SURANA]

CHIEF BUSINESS OFFICER & PRESIDENT [TAVINDER JIT SINGH VASUDEVA]

MICROLABS LTD GURGAON OFFICE

BUSINESS MARKETS



Market size

Market size of Antiplatelet market is 210 crore as per IQVIA report May 2022

SWOT ANALYSIS

Strengths	Weakness
- High-Quality Products - Focused Expertise - Strong Brand Identity	- Dependence on a Single Molecule - Adverse Effects - Market Penetration
Opportunities	Threats
- Growing Market - Innovation Potential - Partnerships and Collaborations	- Partnerships and Collaborations - Regulatory Changes - Economic Factors

Competitor

DIRECT COMPETITOR

COMPANY	BRAND	MRP
Sun Pharmaceutical Industries Ltd	Axcer 90mg Tablet	415
Cipla Ltd	Ticacip 90mg Tablet	352
Zuventus Healthcare Ltd	Ticabest Tablet	301.95
Alkem Laboratories Ltd.	Ticavie 90 tablet	220
Alenbic Pharmaceuticals Ltd	Tackel tablet	298
Macleods Pharmaceuticals Pvt Ltd	Tigemac 90 Tablet	300
Inuen Healthcare Pvt Ltd	Ticaboom 90 Tablet	364
Micro Labs.Ltd	Brigrel tablet	198
Emcure pharmaceutical Ltd	Ticaplat 90mg Tablet	361

INDIRECT COMPERITOR

COMPANY	BRAND	MOLECULE	MRP
Care formulation labs	Tikaglor-AS	Ticagrelor & Aspirin	465
Troika pharmaceutical Ltd	Ticatory-AS	Ticagrelor(90mg) & Aspirin(75)	399
Steris healthcare private LTD	Ticagrace ASP	Ticagrelor & Gastro-Resistant	200

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORITICAL LEARNING

- While Designing Brand Plan, market campaign and strategies we have to use critical thinking.
- There might be some difficulties and language barrier while implementing campaigns

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



Positioning

Elements	Details
Brand Name	Adiplate
Market Definition	Anti-Platelet
Customer target	Cardiologists and patients with acute coronary syndrome (ACS).
Insight	Inhibits platelet activation to prevent thrombus formation in ACS patients.
Metabolism	Metabolized mainly by liver enzyme CYP3A4.
Duration Of Action	Half-life is approximately 7 hours, effects last about 12 hours.
Excretion	Excreted primarily via feces (58%) and urine (26%).

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.