

SUMMER INTERNSHIP PROGRAM

at
Micro Labs Limited

From 02nd of May 2024 – 29th of June 2024

A REPORT BY

Anshuman Singh

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Dr. Ashok Peepliwal

Professor





Certificate of Recognition



This is to certify that

Mr. ANSHUMAN SINGH

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.

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

Tavinder Jit Singh Vasudeva
President & CBO

Date : 12-7-2024

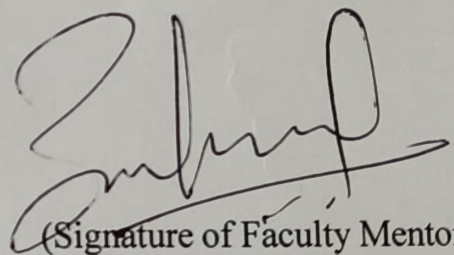
IIHMR University Faculty Mentor Approval

This is to certify that Mr. **Anshuman Singh** of academic year 2023-25 of School of Pharmaceutical Management has prepared 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

19.7.2024

A handwritten signature in black ink, appearing to read 'Ashok', with a long horizontal stroke extending to the right.

(Signature of Faculty Mentor)

Dr. Ashok Peepliwal

Professor

IIHMR UNIVERSITY JAIPUR

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, Tripride, Bactoclav, Tenepride - M & Arbel . 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	Ascer 90mg Tablet	415
Cipla Ltd	Ticacip 90mg Tablet	352
Zuventus Healthcare Ltd	Ticabest Tablet	301.95
Alkem Laboratories Ltd	Ticaviv 90 tablet	220
Alembic Pharmaceuticals Ltd	Tackel tablet	298
Macleods Pharmaceuticals Pvt Ltd	Tigemac 90 Tablet	300
Inven Healthcare Pvt Ltd	Ticaboom 90 Tablet	364
Micro Labs Ltd	Brigrel tablet	198
Emcare pharmaceutical Ltd	Ticaplat 90mg Tablet	361

INDIRECT COMPETITOR

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

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL 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.

Reporting Format (Weekly)

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market research intern

Name of the Student: Anshuman Singh

Roll no: 0483

Stream: Pharmaceutical management (PM-15)

Week no: 1

From: 2nd May 2024 To 4th May 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 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.

Anshuman Singh

Signature of the Student

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Stream: Pharmaceutical management (PM-15)

Week no: 2

From: 6 May 2024 To 11th May 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 organization	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.

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Stream: Pharmaceutical management (PM-15)

Week no: 3

From: 13/05/24 to 18/05/24

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.

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Stream: Pharmaceutical management (PM-15)

Week no: 4

From: 20/05/24 to 25/05/24

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, M easurable, A chievable, R elevant & R ealistic and T ime bound.
Gaps identified on the working area.	Proper information was not provided by some pharmacy store.
Suggestions for improvement	Proper information was not provided by some pharmacy store.
Plan for the next week	Detail learning on brand building and corporate building and market analysis

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Stream: Pharmaceutical management (PM-15)

Week no: 5

From; 27th May 2024 To 1st June 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.

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Roll no: 0483

Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 03 June 2024 – 08 June 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,

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Roll no: 0483

Stream: Pharmaceutical management (PM-15)

Week no: 7

From: From: 10th June 2024 To 15th June 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.

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Stream: Pharmaceutical management (PM-15)

Week no: 8

From: 17 June 2024 – 30 June 2024

Activity Done	17/06 - Assignment Where we prepared the presentation on the below points in continuation to our brand plan ppt. 1. Importance of content writing in terms of Font size and Font style. 2. Trademarks - Intellectual Property Rights (IPR) 3. Code of Ethics of Business 4. PESTEL analysis of your Brand 5. Campaign designing 6. Distribution and Distribution channels Also, to understand the Distribution and Distribution channels of pharmaceuticals, we are advised to go in the market with our ID cards and request to pharmacy shop people to explain the process of distribution. 18/06 – Assignment In this assignment we prepared the word document on the topics mentioned below: 1. Therapeutic relationship in branding 2. Customer Value Proposition (CVP) 3. Health and Business Wealth (Summer training) 4. Passion and Professional life balance 19/06 - Interactive session Where we presented our presentation that we recently prepared in continuation to brand plan ppt & also we talk about our learnings to the above topics.
Linking theory (Classroom learning) with practice at your organization	The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels. Preparing and presenting on these topics, followed by real-world market visits, enhanced our understanding of the practical aspects of pharmaceutical distribution and strategic branding.
Gaps identified on the working area.	Identified gaps include inconsistent application of proper content writing standards, limited understanding of intellectual property rights and business ethics, and a need for deeper knowledge of distribution channels and PESTEL analysis. Additionally, practical experience in campaign designing and implementation remains underdeveloped.
Suggestions for improvement	To address these gaps, provide detailed workshops on content writing best practices, intellectual property rights, and business ethics. Encourage hands-on projects and market visits to deepen understanding

	of distribution channels. Facilitate practical exercises and real-world projects for campaign designing and PESTEL analysis. Continuous feedback and peer reviews can further ensure consistent application and integration of these concepts in daily operations.
Plan for the next week	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

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Compiled Reporting Format

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Roll no: 0483

Stream: Pharmaceutical management (PM-15)

Activity Done	• Analyzed Strengths and Values: Evaluated Micro Labs' core strengths and values, aligning marketing strategies with organizational goals. • Drafted Communication Guidelines: Created a guide on do's and don'ts for effective business communication, enhancing internal and external interactions. • Researched and Applied Etiquette: Studied corporate etiquette and netiquette, attended workshops on dining manners, and improved professional networking skills. • Distinguished Branding vs. Marketing: Explored the differences between branding and marketing to develop a comprehensive brand plan for Adiplate. • Developed Time Management and Leadership Skills: Implemented time management techniques to boost productivity, focusing on personal branding and leadership development. • Formulated Brand Plan for Adiplate: Created a detailed brand plan, including market positioning and promotional strategies for ticagrelor. • Applied Marketing Principles: Integrated the 7C's of marketing into campaigns, enhancing customer engagement and satisfaction. • Focused on Content Writing: Emphasized the importance of font size and style in content writing to improve readability and impact. • Studied Trademark, IPR, and Ethics: Learned about trademarks, intellectual property rights, and business ethics to ensure compliance. • Conducted PESTEL Analysis and Campaign Design: Performed a PESTEL analysis to understand the external environment and developed effective marketing campaigns
Linking theory (Classroom learning) with practice at your organization	• Application of Marketing Theories: Implemented classroomlearned marketing theories like the 7C's into campaigns at Micro Labs, enhancing customer engagement. • Integration of Strategic Management: Used strategic management concepts to analyze market trends and optimize operational efficiency at Micro Labs. • Utilization of Communication Skills: Practiced effective communication skills to draft guidelines and apply corporate etiquette principles within the organization. • Application of Branding Principles: Linked theoretical branding knowledge to practical strategies, developing a brand plan for Adiplate (Ticagrelor). • Incorporation of Ethical Principles: Integrated classroom discussions on ethics and intellectual property rights into daily operations at Micro Labs. • Execution of Market Analysis: Applied PESTEL analysis to guide strategic decision-making and market entry strategies. • Adoption of Leadership and Time Management Strategies: Implemented leadership theories and time management techniques to enhance productivity and team collaboration.

Gaps identified in the working area.	• Discovered that some market research methods might not fully capture what customers really want, suggesting ways to gather more accurate data about their preferences • Found inefficiencies in how products are delivered to customers, proposing ways to make this process smoother and faster. • Noticed that customers might not be as engaged with current marketing efforts as they could be, suggesting new ways to connect with them online and build stronger relationships. • Saw that some regulatory procedures might need updating to keep up with changes in healthcare laws, recommending improvements to stay compliant and protect the company. • Recognized a personal weakness in time management during hectic project phases, aiming to improve prioritization and task management skills for better efficiency
Suggestions for improvement	• Implement advanced analytics and machine learning tools in market research to gain deeper insights into customer behaviors and preferences, enabling more targeted marketing strategies and product development. • Introduce lean management principles in supply chain operations to reduce waste and optimize logistics, thereby improving delivery efficiency and customer satisfaction.

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