

**Summer Training
At
MICROLABS**

**From Date
10th May 2021 to 29th June 2021**

**A Report
by
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MBA in Pharmaceutical Management 2020-22



ACKNOWLEDGMENT

I would like to express my special thanks of gratitude to my mentor **Sir Tavinder Jit Singh** , the organisation **MICROLABS**, as well as our hounorable faculty and guide **Sir Sandeep Narula**, who gave me this golden opportunity to do this wonderful internship on the Branding and Marketing, which also help me in doing a lot of research and I came to know about so many new things.

I would like to extend my heartfelt thanks to my mentor **Sir Rahul Sharma** for hleping me a lot to complete my internship. Without his guidance and support I would not able to do my internship.

I consider myself as lucky individual as I got such a good mentors and great opportunity of learning and be a part of this internship

I am really thankful to them.

Secondly I would also like to thanks my parents and friends who helped me a lot in finishing this internship within the limited time.

I am doing this internship not only for marks but to also increase my knowledge thanks again to all who helped me.

ANNCOAG-SR



Anncoag-SR

BECAUSE EVERY HEART MATTERS



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Observational Learning

ABOUT MICROLABS

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health. Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision.

MODE OF DATA COLLECTION

- Data is being collected from the internet, from various sites and research paper.
- Since Pandemic was at its worst, I couldn't go outside and take the survey for my project.
- Therefore I was unable to conduct the field work for my project.

GENERAL FINDINGS ON LEARNING

In this due course of time, during my 2 months internship program I learnt so many new things.

- The department allotted to me was Marketing.
- In which I learnt about
- About the new molecule named apixaba
- Pharmacology of apixaban
- Marketing strategies
- How to make leave behind literature
- About branding
- Trademarks
- PESTLE analysis
- Demographic Analysis

Project Report

INTRODUCTION

APIXABAN

- It comes under the brand name ELIQUIS, marketed by **Bristol-Myers Squibb and Pfizer**.





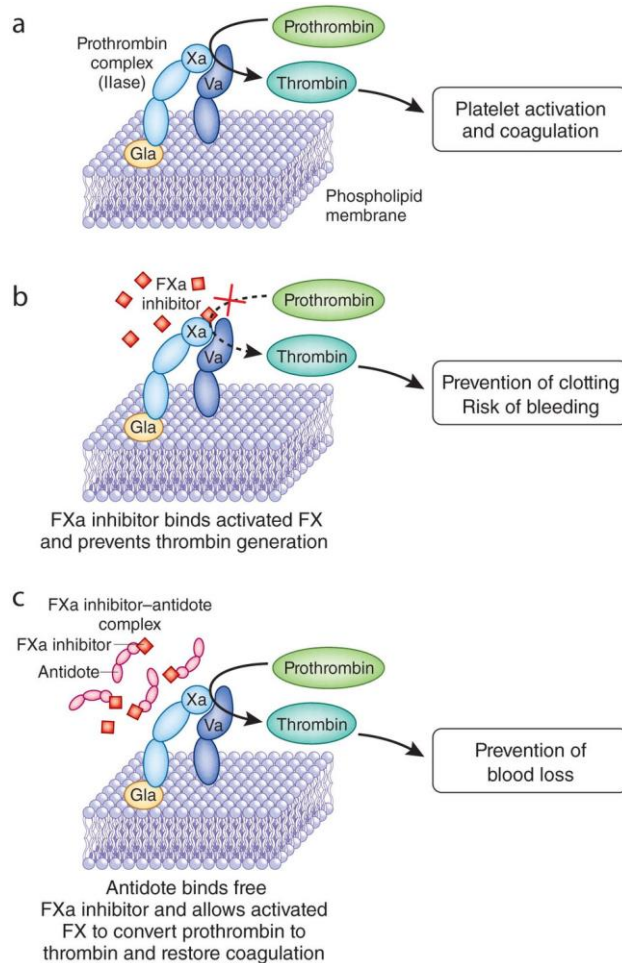
ANNCOAG SR (APIXABAN)

- It's used to treat people who have had a health problem caused by a blood clot, such as:
 - a stroke
 - a heart attack
 - a blood clot in the leg (deep vein thrombosis, or DVT)
 - a blood clot in the lungs (pulmonary embolism)
- It's also used to prevent blood clots if you're at high risk of having them in the future.
- People who are at high risk include those who:
 - have an abnormal heartbeat (atrial fibrillation)
 - have recently had surgery to replace a hip or knee joint
- Apixaban is only available on prescription. It comes as tablets.



MECHANISM OF ACTION

- **APIXABAN** inhibits free and clot-bound factor Xa, and prothrombinase activity. **APIXABAN** has no direct effects on platelet aggregation, but indirectly inhibits platelet aggregation induced by thrombin. By inhibiting factor Xa, **APIXABAN** prevents thrombin generation and thrombus development.



SIDE EFFECTS

- Like all medicines, apixaban can cause side effects, although not everyone gets them.
- The most common side effect is bleeding more easily than normal, such as having nosebleeds, heavier periods, bleeding gums and bruising.
- Very rarely, apixaban can lead to bleeding in the brain.
- This can cause a very severe headache, fits (seizures), changes to your eyesight, numbness or tingling in your arms or legs, and make you feel very tired, weak or sick.

- **Other common side effects**
- These common side effects happen in more than 1 in 100 people.
- They're usually mild and do not last long,
- tiredness and lack of energy, shortness of breath, noticeable heartbeats (heart palpitations) and pale skin – these can be signs of anaemia
 - feeling dizzy or lightheaded
 - a mild rash
 - feeling sick (nausea)

PHARMACOKINETICS

Absorption

Oral Bioavailability is 50%

Apixaban comes in tablet form and is absorbed through gastrointestinal tract.

Majority of absorption occurs in distal small intestine and ascending colon.

Absorption is not affected by food.

It is given BID (twice a day).

Maximum plasma concentration is within 3-4 hrs.

Distribution

Apixaban gets approximately 87% bound to plasma proteins.

Metabolism

Unchanged apixaban is the only active drug.

Apixaban does not have any active metabolites.

25% of orally administered undergoes metabolism.

Major enzyme involved in the metabolism of apixaban is CYP3A4.

Excretion

It is excreted in urine and faeces.

27% of total elimination involves renal clearance.

Half life

$T^{1/2}$ is ~5h on intravenous injections, but apparent $t^{1/2}$ is ~12h on oral administration.

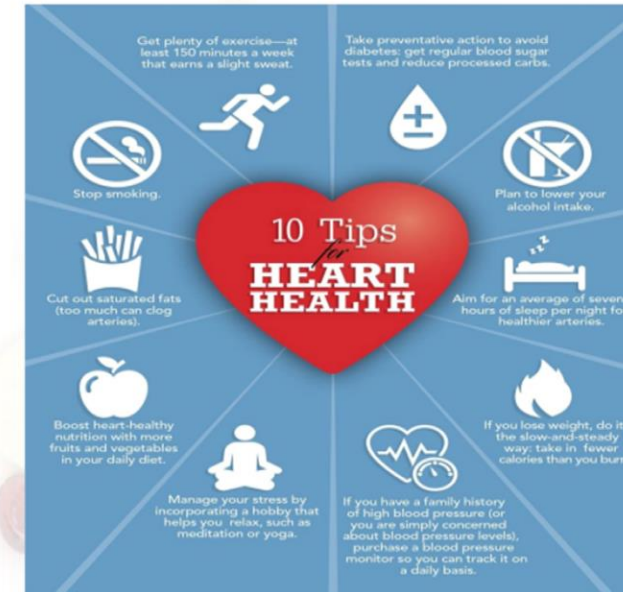
Leave Behind Literature



Anncog-SR
BECAUSE EVERY HEART MATTERS

(((LogoType™)))

- Factor Xa Inhibitor
- It works by blocking the action of certain natural substance that helps blood clots to form.
- Prevents the worsening of:
 - ☐ Strokes
 - ☐ Heart attacks



Treatment Of Deep Vein Thrombosis

Heart Attack

Treatment Of Pulmonary Embolism

Strokes

Reduction In The Risk Of Recurrence Of DVT And PE



MARKETING STRATEGIES

1. Mobile Applications



Doctors



Patients



Sales Force



Retailers

2. E-mail Marketing

Content marketing through emails to doctors. Content of emails can be-

Information about
brand and product.

Information about
indications
and symptoms.

Information about
dosage and price.

Links of
blogs or
articles
related
to product.

Feedback of
doctors
and patients

Details about the
webinars that
will be
conducted.

UNIQUE SELLING POINT

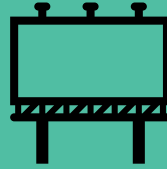
- A **unique selling point** (USP), also called a **unique selling proposition**, is the essence of what makes your product or service better than competitors.
- **USP of ANNCOAG-SR is:**
 - a) The onset of action of ANNCOAG-SR is quicker.
Due to which it reduces the risk of strokes and heart attacks.
 - b) Higher bioavailability than others
 - c) Better absorption

COMPETITORS OF ANNCOAG-SR

- ☐ Dabigatran
- ☐ Rivaroxaban
- ☐ Coumadin



BRAND NAME AND TRADEMARKS



A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept.



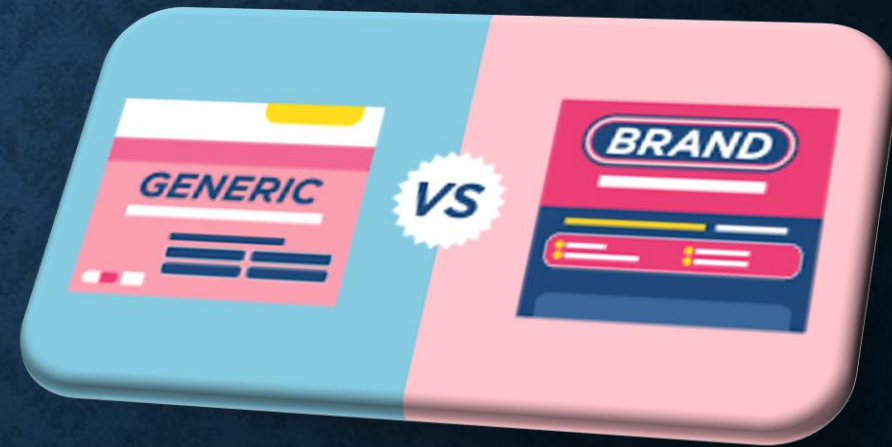
Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.



A brand helps the consumers to identify and purchase a brand because of its quality and ability to satisfy the customers in a desired way.

HOW PHARMACEUTICAL COMPANIES FIND PROPOSALS FOR DRUG NAMES

- Pharmaceutical companies follow a unique process to get name proposals for their drugs. Most of them start by playing the numbers game. They create 2,000–5,000 names.
- The company needs to ensure that its proposal does not match any existing drug name. If their suggestion matches any existing drug, the relevant bodies will reject them.
- Pharmaceutical companies eliminate most of these choices. They remain with about ten options that make it to the last selection stage. The ultimate naming picks two alternatives that the organization submits to the relevant bodies for screening and approval.
- Large pharmaceutical companies have contingency plans in case the bodies reject their proposals. Other organizations follow the criteria they believe the FDA uses to scrutinize their names, such as pronouncing the names to see if they sound similar to existing drug names.



TRADEMARKS

A **trademark** is a type of intellectual property consisting of a recognizable sign, design, or expression which identifies products or services of a particular source from those of others.

The trademark owner can be an individual, business organization, or any legal entity.

A trademark may be located on a package, a label, a voucher, or on the product itself. For the sake of corporate identity, trademarks are often displayed on company buildings. It is legally recognized as a type of intellectual property.



PESTLE ANALYSIS

PESTLE ANALYSIS is a tool, or a framework used by the marketers to analyze and monitor the Macro environmental factor (External Marketing Environment) that have an impact on organization.

PESTLE ANALYSIS each letter represents 1 factor:

POLITICAL

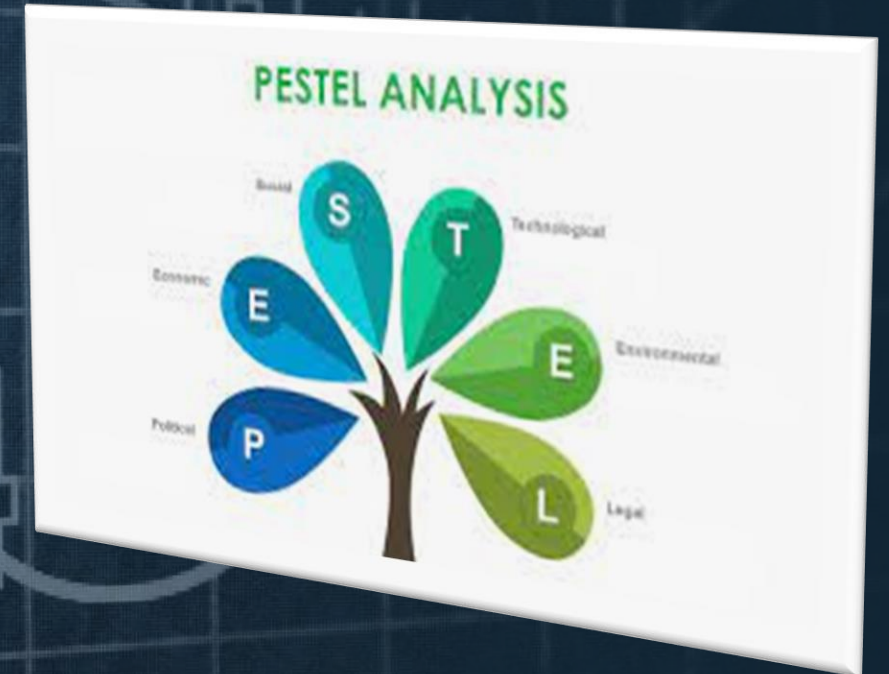
ECONOMICAL

SOCIAL

TECHNOLOGICAL

LOGICAL

ENVIRONMENTAL



POLITICAL

- All countries have various rules and regulations regarding the manufacturing, processing, and supplying of the drugs.
- Which includes **Safety Standards, Certification, and Drug Related Laws.**
 - Govt. initiative pushes health education and health insurance.
 - Govt. subsidies and tax waivers for health care companies.
 - Unforeseen political policies may hamper market growth.
 - High govt. interventions and bureaucracy affects market growth.
 - Political agendas affect budget allocation to healthcare.
- **Applicability of GST on pharmaceuticals**
 - ✓ Sales of medicines: It attracts GST at four different tax rates- Nil, 5%, 12%, and 18%.

ECONOMICAL

The well being of the pharmaceutical industry is dependent largely on the economy. The main factor that affects the industry is Unemployment, Uninsured and Underinsured people.

Economic factors also affect in a good manner such as Growth in individual income, New drugs, Cost cutting.

Unemployment:

Unemployment affects the Pharmaceutical industry in 2 ways,

- First, people who do not have jobs usually do not have the funds to buy pharmaceuticals they need.
- Second, many people rely on jobs to provide health insurance. Even when they are hired, many new employees do not receive benefits until they have been employed a set period.

Uninsured and Underinsured people:

- With no insurance or insufficient coverage, many people cannot afford prescription drugs. Those who lack adequate insurance are left with bills they cannot pay, and health care providers are not compensated.

Growth Individual Income:

- On the contradictory apart of unemployment, the income of an individual is also increasing, and general trend of household spending is also increasing, and people spend large part of it towards the pharmaceutical industry. The primary cause is that is that people can now own drugs that were previously of high price.

Cost Cutting:

- As the drug prices slashed by the government regulations, pharma companies are having to cut down on their production cost. This is the major downtrend for pharma industry.

SOCIAL

- Socio-culture factors present both opportunities and threats to the pharma sector. On the one side is the aging population which brings a wide range of opportunities for the industry. Because these are the people who directly influence your sales.

- The following 3 social factors affect the pharmaceutical industry.

1. **Generation Health**

2. **Global Obesity**

3. **Health Consciousness**

- ❖ **Generation Health:** The current population features people of older generation in a large number. This means the number of sick people is higher. This has placed a higher amount of pressure on the pharmaceutical industry leading to its growth.

- ❖ **Global Obesity:** Obesity is a large factor of concern. The last few decades witnessed rapid changes in the global diet style, and this had led to obesity in the larger population. The rapid growth in obesity rates has led to the requirement for many drugs and allowed those sectors of the pharma industry to grow.

- ❖ **Health Consciousness:** Monitoring one's health has become a trend of the current generation. While this may lead to lesser requirement of doctors. People are more into fitness and health activities therefore doesn't require much medications.

TECHNOLOGICAL

- Technology can be directly involved with company products, like manufacturing technologies.
- ✓ Technological development
- ✓ Research and development
- ✓ Associated technologies
- ✓ Patents
- ✓ Licensing
- ✓ Information technology
- ✓ Communication
- ✓ Social media and health care
- ✓ Direct to patient advertising
- ✓ Direct to patient communications
- There are 2 major technological factors that affects pharmaceutical industry:

Growth in the Biotech industry

- It has a large part to play in the creation of the drugs and the current growth in this industry is producing many new medicines and also developing new methods to make cheaper alternatives.

Market reach

- In the world of new technologies pharmaceutical companies are able to market their products directly to the consumers, this has led to consumer purchasing more drugs and creating higher demand for consumer drugs.

LEGAL

- The legal pressures are one of the biggest challenges in the pharma industries. Legal factors have to do with all the legislative and procedural components in an economy.
- Also this takes into account certain standards that your business might have to meet in order to start your production or promotion:
 - Employment law
 - Consumer protection
 - Industry specific regulations
 - Future legislation
 - Competitive legislation
 - Environmental regulations

ENVIRONMENTAL

Environmental factors have to deal with the geographical locations and other related environmental factors that may influence upon the nature of the trade you are in.

- Ecological
- Environmental issues
- Staff attitude
- Management style
- Environmental regulations
- Consumer values

DEMOGRAPHIC ANALYSIS

Segmentation of Demographic analysis

•Age

Age group	<70 Years	>70 Years
	42%	58%

•Gender

Gender	Male	Female
	45.8%	54.2%

- **Dwellers**

Dwellers	Urban	Rural
	38%	62%

- **Income**

Income	>US \$600	<US \$600
	31%	69%

- **Occupation**

Occupation	Professional worker	Non-professional worker
	67%	33%

CONCLUSION

After doing the study on apixaban, it is concluded that apixaban is highly recommended drug for the patients of heart conditions.

I also learnt about the pharmacology of apixaban , mechanism of action, uses, side effects

I came to know about brands and trademarks. How the brand names are given.

What are the criterias to give the brand name.

Also, the tool used is PESTLE Analysis, which is used by the marketers to analyze and monitor the Macro environmental factor (External Marketing Environment) that have an impact on organization.

And at last Demographic Analysis, in which the analysis is done and saw that APIXABAN is used in different regions, people, categories.

Thank you