

SUMMER INTERNSHIP

MAY'21-JULY'21



MICRO LABS LIMITED

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OBJECTIVE OF SUMMER INTERNSHIP

The overall summer internship focuses upon

- How to develop brand plan.
- Important factors to be considered for developing brand plan.
- Importance/Significance of brand name & Visual aids.

FLOW OF SUMMER INTERNSHIP

1 Allotment of compound.

2 Getting detailed info of compound including the clinical trial data.

3 Branding and importance of branding

SWOT analysis & Marketing plan for the brand.

6

Designing LBL for the brand.

5

Giving a brand name to the compound.

4

PLATOR

**CARING FOR
YOUR BEATS**



SHORT DESCRIPTION ABOUT PLATOR

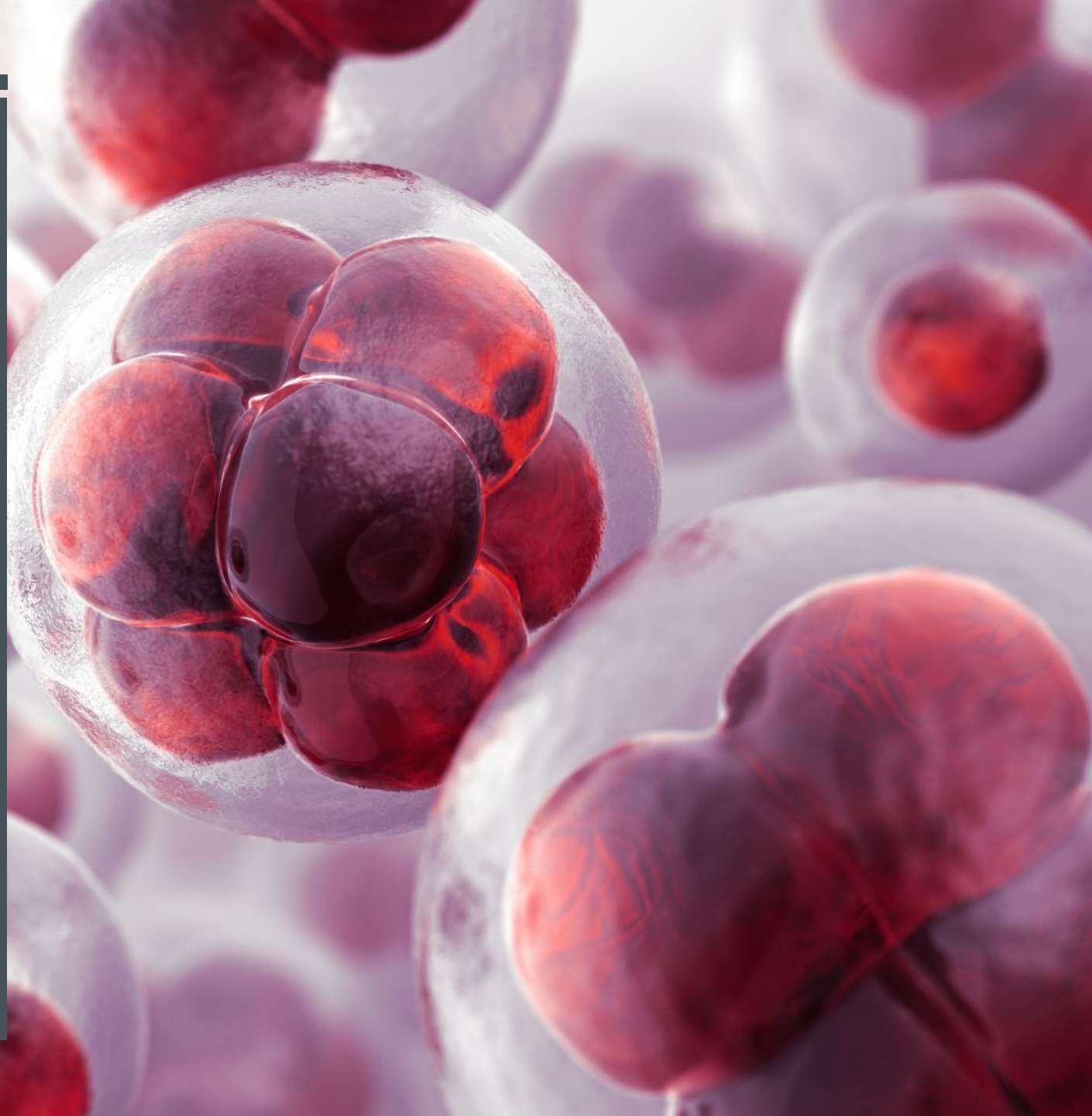
- Plator consists of an Anti-platelet Molecule named TICAGRELOR.
- It is used to treat Acute coronary syndrome, Coronary artery disease, Acute ischemic Stroke.
- One of the benefit of Plator is, It is used as a first line agent in Acute coronary syndrome.

KEY FACTS OF CVD'S

- CVDs are the number 1 cause of death globally: more people die annually from CVDs than from any other cause.
- An estimated 17.9 million people died from CVDs in 2016, representing 31% of all global deaths. Of these deaths, 85% are due to heart attack and stroke.

TICAGRELOR

- **Class of compound:** Anti-platelet/
Platelet aggregatory inhibitor.
- **Mechanism of action:**
- Ticagrelor is a directly acting reversible P2Y₁₂ receptor antagonist.
- Activated platelets releases chemical mediator one of which is ADP, which binds to P2Y₁₂ receptors leading to activation of glycoprotein IIb/IIIa receptors which is required for Fibrin mediated Platelet crosslinking.
- So, by blocking P2Y₁₂ receptors Ticagrelor effectively inhibit binding of ADP and hence as a result Platelet aggregation is inhibited.





BRANDING AND ITS IMPORTANCE

- Brand name is the identity of the Molecule and of the Company.
- A Brand name is a way to distinguish yourself in the market and from your competitors.
- A brand name puts a memorable impression on the consumers, So a brand name must be Catchy that it should be remembered by the consumer.



Marketing plan for PLATOR

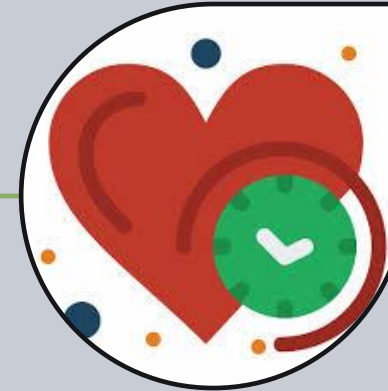


INSIGHTS OF PLATOR



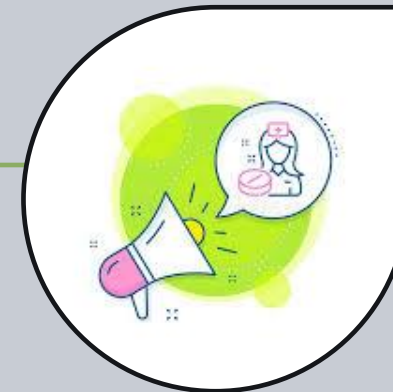
High Potency:

- It is more potent P2Y₁₂ Receptor antagonist when compared to other Antiplatelets..



Rapid onset of action:

- As Ticagrelor is not a Prodrug it exhibits more rapid onset of action than other Antiplatelets



First Line medication:

- One of the advantages of Ticagrelor is, it is used as a first line medication for the treatment in acute coronary syndrome.

Foresight of PLATOR

1

High prevalence rate of CVDs.

2

Increase Market segment of Anti-platelet in future.

3

Growth of Anti-platelet market at CAGR 7.6% over the period of 2017-2026.

4

Several advantages of PLATOR keeps PLATOR superior in market.

SWOT ANALYSIS

PLATOR

STRENGTH

- Rapid onset of action.
- Less bleeding as compared to other anti-platelets.
- Fewer side effects.



OPPORTUNITY

- There is a huge opportunity of Ticagrelor in the developing countries due to development & Commercialization.
- Increased Obesity rate is also a good point for PLATOR.

WEAKNESS

- High production cost.
- Changing market demands.

THREATS

- Too many Ticagrelor brands in the market.
- Competition from other molecules specially Clopidogrel & strong hold of AstraZeneca, Sun pharma, Emcure, Cipla in the market projected sales.

LEAVE BEHIND LEAFLET FOR PLATOR

PLATOR

Ticagrelor

Ticagrelor:

- ◆ Blood Thinner.
- ◆ Directly acting reversible P2Y12 receptor antagonist.
- ◆ Prevents Heart attack, Recent Heart Attack, Acute Coronary Syndrome



Indications:

- Acute Coronary Syndrome
- Coronary Artery Disease
- Acute Ischemic Stroke or TIA



BENEFITS:

- More potent P2Y12 Receptor antagonist.
- First line agent in Acute coronary syndrome.



CARING FOR YOUR BEATS



LAUNCHING STRATEGY FOR PLATOR



Conduct webinar with doctors (Target group)



biweekly meet with the Doctors (With prior appointment)



Blogs with whole information about the compound and Brand



Leave Behind Leaflet (LBL)



Continuous medical education

KEY LEARNINGS FROM INTERNSHIP

- After completion of my summer internship, I came to know about the role of anti-platelets in CVDs.
 - Deep understanding of the compound Ticagrelor.
 - I also get to know, the importance of branding and how to give a brand name to a product.
 - Requirements for making a marketing plan for any compound.
 - Various marketing/Promotional strategies.
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THANKYOU

