

**Summer Training at
Micro Labs Ltd., Hyderabad
(April 3 to June 2, 2017)**

**Study on Promotional Strategies for Ophthalmology Products in
Hyderabad**

**By
Surendra Konatham**

**Under the guidance of
Dr. Ashok Peepliwal**

**MBA Pharmaceutical Management
2016-2018**

The logo for IIHMR University, featuring the letters 'i' and 'H' in a stylized purple font, followed by 'IIHMR' in a bold, black, serif font, and 'UNIVERSITY' in a smaller, black, sans-serif font.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

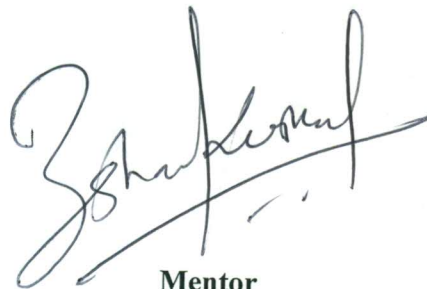
This is to certify that **Mr. SURENDRA KONATHAM** has undergone summer training in **Micro Labs at Hyderabad** from **10th April to 15th June, 2017**.

The candidate himself completed the project assign to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management

I wish him success in all his future endeavors.



Col. (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur



Mentor
Dr. Ashok peepliwal
(Assistant professor)
The IIHMR University, Jaipur



MICRO LABS LIMITED

REGD. & CORPORATE OFFICE: # 27, RACE COURSE ROAD, BANGALORE 560 001, KARNATAKA, INDIA
Tel. : +91- 80-2237 0451- 57 Fax : +91-80-2237 0463 CIN: U24232KA1973PLC002401 Website: www.microlabsltd.com Email : info@microlabs.in

Date: November 14, 2017

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Kontham Surendra**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed dissertation entitled “**Market Research**” at Micro Labs Ltd, Hyderabad starting from April 10, 2017 to June 15, 2017.

We found him sincere, hardworking, technically sound and result oriented. He worked well as a part of team during his tenure. We wish him all the best for his future.

For **MICRO LABS LIMITED**

Krishnamurthy
GM - Human Resources

Acknowledgement

I humbly owe the completion of this Summer Intern work to the almighty and my family whose love and blessing will be with me in every movement of my life.

I would like to extend my sincere gratitude to Mr. S. Ashok Kumar, Executive Vice-President, Micro Vision (Micro Labs Ltd.) for providing me an opportunity to learn and develop professionally.

I am extremely thankful to my Project Mentor Mr. B.S.K.Kumar, Micro Vision (Micro Labs Ltd.) for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I solicly felicitate my Project Coordinator Mr.L.Sreekanth, Area Manager, Micro Vision (Micro Labs Ltd.), Hyderabad for his valuable suggestions, support and keen interest throughout the study that helped me in completing this work. I thank him for the freedom of thought, expression and trust which was greatly bestowed upon me.

I would also like to pay my gratitude to his entire team of Micro Vision, Hyderabad who has helped me by sparing their valuable time, extend support and guidance to achieve my task successfully.

I would like to express my deep sense of gratitude for my Academic mentor Dr. Ashok peepliwal, Assistant Professor and for my Intern coordinator and faculty Dr. Sandeep Narula, Associate Professor, IIHMR University, Jaipur, Rajasthan. I am greatly indebted to them for providing their guidance at all stages of the study, their constructive suggestions and continuous encouragement helped me to complete this project.

I am very much indebted and thankful to all the Doctors, Chemists and Stockists for their participation and cooperation.

I would like to thank all those who helped me directly and indirectly to complete this work.

I would like to thank my family for supporting and standing with me in successfully completing the project.

SURENDRA KONATHAM

Declaration

“I hereby declare that this Summer Intern Project entitled “**A Study on Promotional Strategies for Ophthalmology Products in Hyderabad**” submitted to IIHMR University, Jaipur in the partial fulfilment of the requirements for the award of degree of MBA Pharmaceutical Management is a bonafide and genuine study carried out by me under the esteemed guidance of **Dr. Ashok peepliwal**, Assistant Professor, IIHMR University, Jaipur. The extent of information gathered in the study is discussed in this Project report. This work is original and confidential.”

Surendra konatham

Contents

Executive Summary	5
Company Profile	6
Introduction.....	7
Study Rationale.....	8
Objective	8
Methodology	8
Findings and Interpretation	9
Conclusion	14
Ethical Consideration.....	14
Suggestions	14
References.....	15
ANNEXURE.....	16

Executive Summary

The Project assigned was “A Study on Understanding Promotional Strategies for Ophthalmology Products in Hyderabad” with primary objective being:

- To analyse the promotional strategies for ophthalmology products.

Ophthalmic Doctors Survey:

- The Pharmaceutical sales representatives (Medical representatives) are the **Back-Bone** for the company in the Promotion of Products.
- Overall, **85-95% of the Doctors** are in the opinion that the **Clear, Appropriate and In-depth information** shared by the sales representative about the product is the best way of remembering the product and also it is the best way of promotion.
- Ultimately, Focusing on the Competitors will help in designing the Strategies for Product Promotion.

Company Profile



“Micro Labs Pvt. was founded in 1973 at Madras. Micro Labs beginning with the manufacturing of ethical pharmaceutical preparations.”

“Mr. Surana’s perseverance and leadership was to take Micro Labs from its modest start to its eventual success as a leading name and a shining star in the pharmaceutical industry.”

“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.””

“Ranking 10th among prescriptions and 20th in sales, Micro’s brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infectives, Ophthalmology, Pain, etc. Amidst our proud achievers is Dolo, an award-winning brand highly prescribed for fever management.”

Vision:

“Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products.”

Aspirations:

“Micro Labs aspires to deliver value through high quality pharmaceutical products and build strong brands across therapy segments.”

Business Beliefs:

“Micro Labs is built around certain beliefs and ethics that propelled us to the place where we are today – a frontrunner in the pharmaceutical industry”. Our four pillars of Business Beliefs are:

Quality

Ethics

Customer Focus

Respect for People

Micro Vision – Ophthalmology:

- “Vision is an Ophthalmic division of Micro Labs Ltd. Inception of Vision was in the year 1999 with the mission to manufacture and market high quality eye care products at an affordable price in India and all over the world.”
- “Vision made its mark in the very first year of its launch with the introduction of the breakthrough steroid with anti-infective combination, Microflox DX (Ciprofloxacin + Dexamethasone) which revolutionized post-operative care bringing steroid with Fluoroquinolone for the first time ever in the Ophthalmic market.”
- “Since then Vision has pioneered the introduction of a plethora of Ophthalmic products across therapy areas of Ophthalmology like, Lubrex, the first Indian formulation of Carboxymethylcellulose for the management of Dry Eyes, Misopt, the first Indian combination of Dorzolamide + Timolol for the management of glaucoma and Levobact, the first formulation of Levofloxacin eye drop for the treatment of ocular infections in pediatric patients maintaining a high level of safety alongside.”
- “Vision today markets over 30 Ophthalmic products across therapy areas in Ophthalmology with a turn-over of over Rs.50 Crores.”

Top Brands of Micro Vision: In Hyderabad

- ☐ Lubrex
- ☐ Misopt
- ☐ Lubrex-DS
- ☐ Lutivit
- ☐ Moxigram
- ☐ Moistane
- ☐ Ofacin.

Introduction

“Ophthalmology is the branch of medicine that deals with the anatomy, physiology and diseases of the eye. The word ophthalmology comes from the Greek roots: ophthalmos i.e., “eye” and logia i.e., “study of” or “discourse”. Ophthalmology literally means “the science of eyes.”

“The global ophthalmic therapeutic drug market was valued at \$16.2 billion in 2015. This market is expected to reach \$21 billion by 2019, with a compound annual growth rate (CAGR) of 9.1% from 2015 to 2019.”

“Given this scenario to continue in ophthalmology market there is a huge competition among the pharmaceutical firms. Analysis of the competitors plays a major role in understanding the promotional strategies employed by them and also helps in framing one’s strategies. Various firms have different strategies as their marketing approach but the common to all those is promotion to the core customer (Doctor) i.e. targeting physician. It is the major aspect of promotional strategy adopted by the firms. In order to gain attention of the Doctors, the Medical Representatives (Sales team) becomes the back-bone of the promotional strategies. It is known as “Physicians-Targeted Promotion”. And the firms are conducting the awareness

programs/camps to the patients in the hospitals for various ophthalmic diseases as a part of promotional strategies.”

Study Rationale

“By understanding the competition and promotional strategies in the industry, the drug companies can determine and frame the promotional strategies for them.

Competition can be tracked by the collection of specific database in case of pharmaceutical industries in India from Doctors and Pharmacists as respondents. Every promotional strategy is based on understanding the competition. The success of the firm is based on understanding of competition and promotional strategies in the industry”.

Objective

- ☐ To analyse the promotional strategies for ophthalmology products.

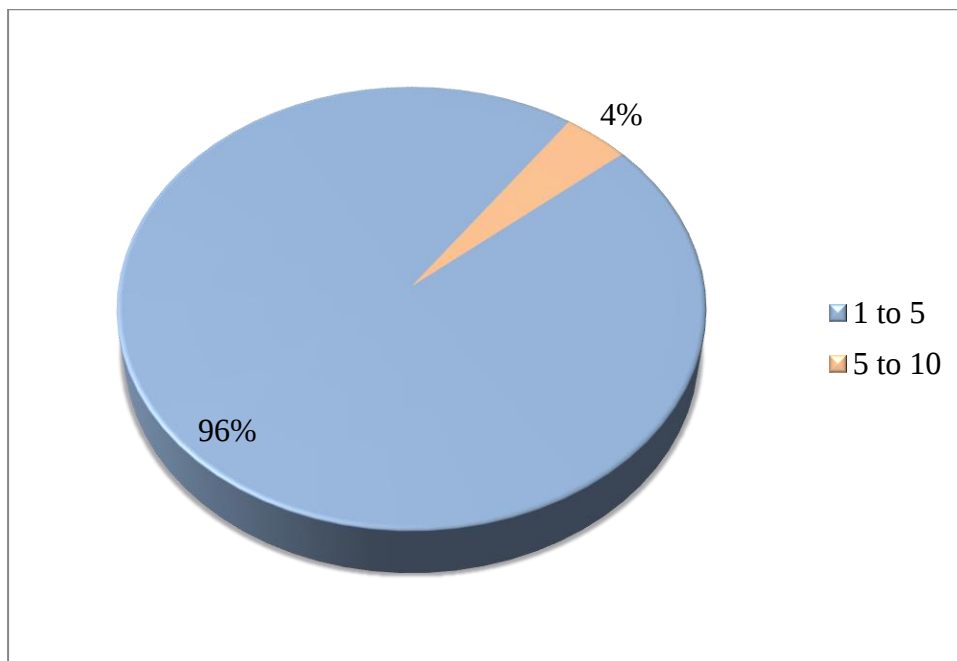
Methodology

- ☐ **Study design:** Exploratory study
- ☐ **Sampling:** Non probability purposive sampling
- ☐ **Sample population:** Ophthalmic Doctors
- ☐ **Sample area:** Hyderabad
- ☐ **Sample size:**
- ☐ Ophthalmic Doctors : 100
- ☐ **Collection of Data:** The study was conducted by the means of personal interview with doctors and pharmacists and the information given by them was directly recorded in questionnaire.
- ☐ **Time Period:** 45 weeks.
- ☐ **Data Analysis:** The data from Questionnaire tool of Doctors survey has been drawn and has analysed using MS-EXCEL and interpreted.

Findings and Interpretation

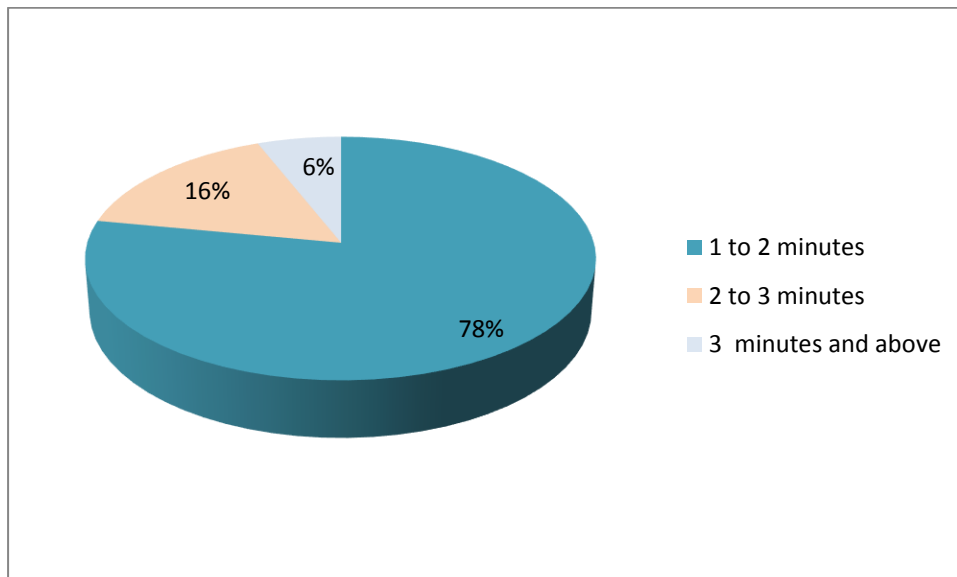
Ophthalmic Doctors Survey:

1) Average Number of Pharmaceutical Sales Representatives visit to Clinic per Day



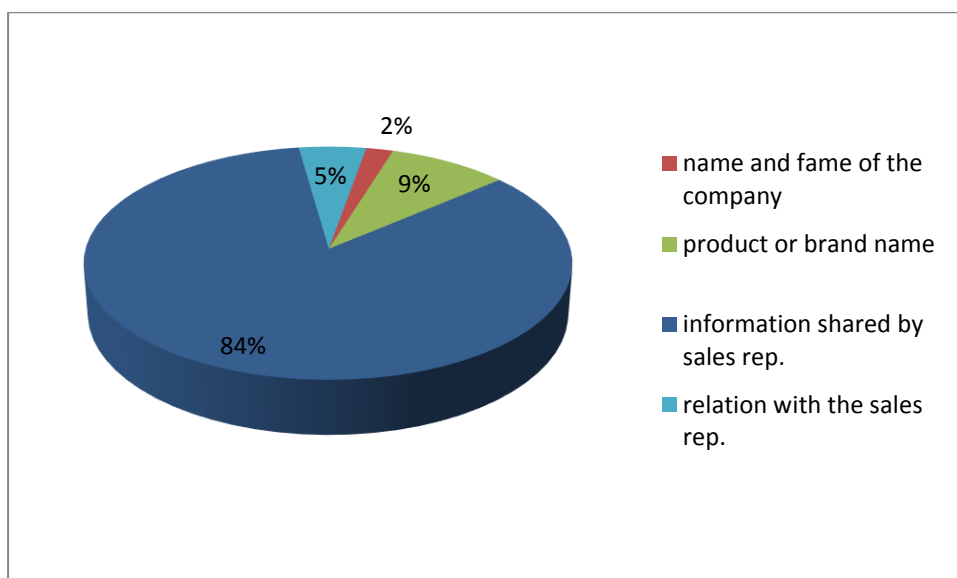
It is found that **96% of Doctors** responded that on an average **1-5** medical representatives do visit their clinic per day.

2. Time provided to each Sales Representative for their Product Promotion



It is found that **78% of Doctors** responded that they do provide **1-2 minutes**, **16% of Doctors** do provide **2-3 minutes** and **6% of Doctors** do provide **3 minutes and above** to each sales representatives for their product promotion.

3. Factors catching the Attention during the Product Promotion



➤ **84% of Doctors** responded – **Information shared by the sales representatives** as a

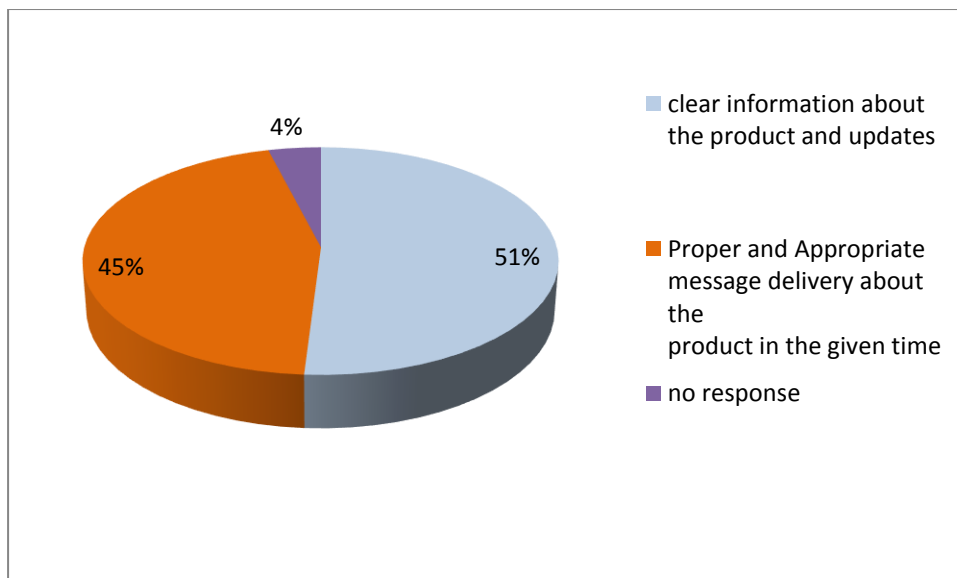
factor catching the attention during product promotion.

□ **5% of Doctors** responded – **Relation with sales representatives** as a factor catching the attention during product promotion.

□ **2% of Doctors** responded – **Name and fame of the company** as a factor catching the attention during product promotion.

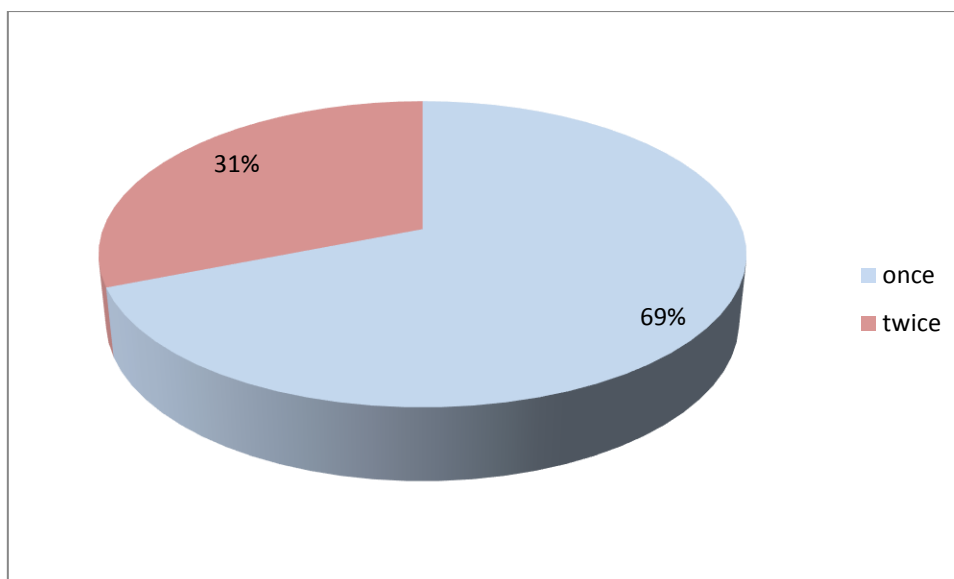
➤ **9% of Doctors** responded – **Product or Brand name** as a factor catching the attention

4.Expectation from the Medical Representative



- **51% of Doctors** responded that they are expecting **Clear information about the product and updates (about product, scientific conference and certificate courses)** from the Medical representative.
- **45% of Doctors** responded that they are expecting **Proper and Appropriate message delivery about the product in the given time** from the Medical representative.
- **4% of Doctors** did not respond.

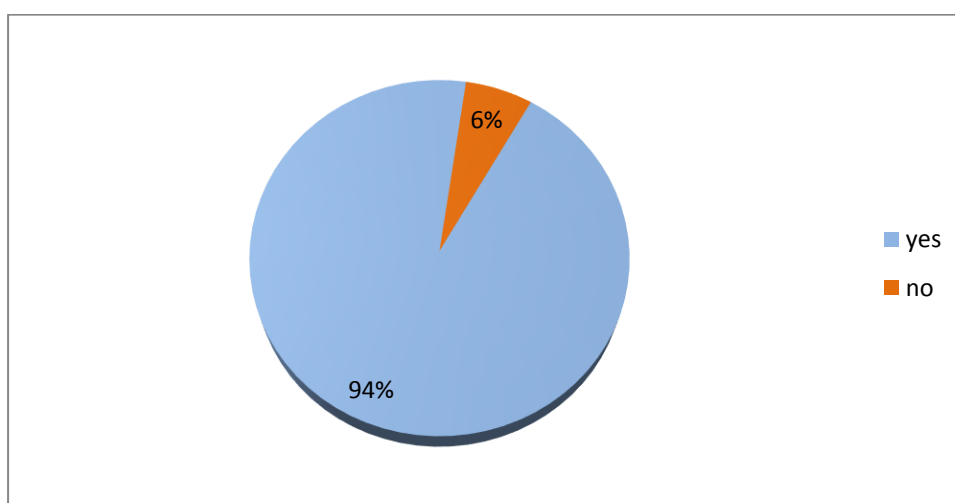
5)Number of times expecting the Pharmaceutical sales representative to meet in a month.



69% of Doctors responded that they expect to meet the sales representative, **once** in a month.

31% of Doctors responded that they expect to meet the sales representative, **twice** in a month.

6) Availability of the Product at the Retail impacts the Prescribing decision

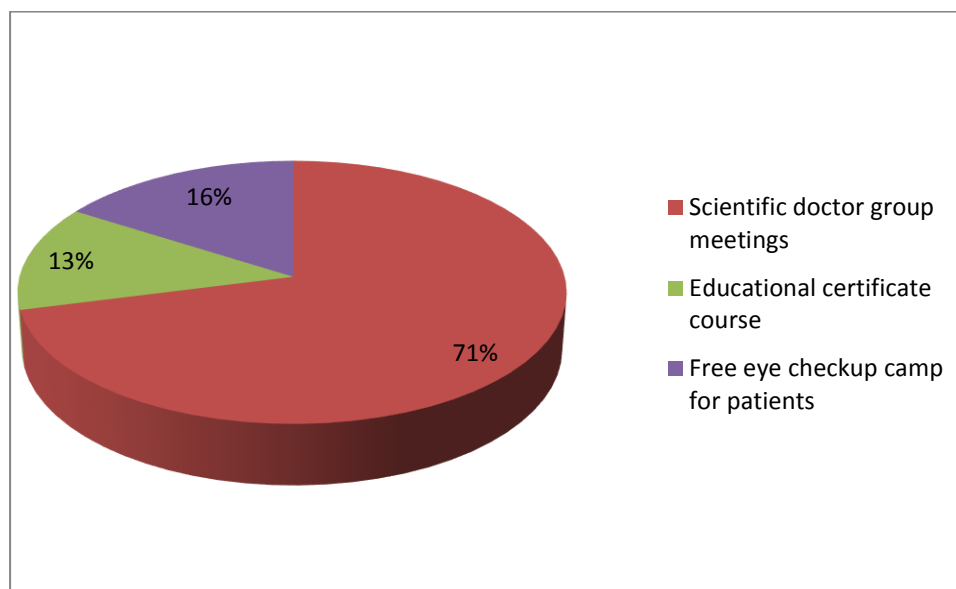


It is found that

- **95% of Doctors** responded that availability of the product at the retail **impacts** the prescribing decision of them.

- **5% of Doctors** responded that availability of the product at the retail **does not impact** the prescribing decision of them.

7) Activity by a Pharmaceutical Company preferred to be participated



- **71% of Doctors** responded – **Scientific Doctor Group meetings** as an activity by a Pharmaceutical company preferred to be participated.
- **13% of Doctors** responded – **Educational Certificate course** as an activity by a Pharmaceutical company preferred to be participated.
- **16% of Doctors** responded – **Free Eye check-up camp for patients** as an activity by a Pharmaceutical company preferred to be participated.

Conclusion

- “The Pharmaceutical sales representatives (Medical representatives) are the Back-Bone for the company in the Promotion of Products.”
- “Overall, 85-95% of the Doctors are in the opinion that the Clear, Appropriate and Indepth information shared by the sales representative about the product is the best way of remembering the product and also it is the best way of promotion.”
- “Majority of the Doctors would prefer to participate in the Scientific Doctors Group meetings organized by the company and are of the opinion that it is one of the ways of promotion of products by the company.”

By all this, it is concluded that the

- Detailed Information about the Product and its updates shared by the sales representative.
- Organization of Scientific Doctors Group meetings by the company, the updates about any Conferences and the information about any Educational course certifications by the sales representative. plays a crucial role in the Product Promotion.
- “Along with all these, the organizations of free Eye check-up camps by the company and also distribution of samples to Doctors on its own plays a role to an extent in the Product Promotion.”
- “Finally, all these are to be employed as the Strategies by the company in promoting their Products.”

Ethical Consideration

- ☐ The respondents were given the brief description of the study and then their consent was taken.
- ☐ The identity of the respondents was kept confidential and was aware of this.

Suggestions

“The study shows a way ahead to proceed by employing the Sales representative (Medical representative) oriented Promotional Strategies for Product Promotion i.e., “designing a strategy in such a way that the sales representatives are stuffed with a great amount of knowledge about the product and its updates and also, they should be provided with the details of any scientific conferences to convey the same to Doctors and making them to arrange free Eye check-up camps etc. and also making them to distribute samples on its own frequently to Doctors” will play a vital role in the Product Promotion.” Along with this, focusing on the Competitors also helps a lot in designing the Promotional Strategies for Ophthalmology Products.

References

- Ophthalmology. Oxford Dictionary..
- <http://www.transparencymarketresearch.com/pressrelease/ophthalmic-drugs-market.html>.
- [.http://www.bccresearch.com/market-research/pharmaceuticals/ophthalmic-therapeuticdrugs-technologies-global-markets-report-phm031d.html](http://www.bccresearch.com/market-research/pharmaceuticals/ophthalmic-therapeuticdrugs-technologies-global-markets-report-phm031d.html)..
- <http://www.beckershospitalreview.com/hospital-key-specialties/4-dos-and-donts-ofmarketing-ophthalmology-services.html>.

ANNEXURE

Ophthalmic Doctors Survey (Questionnaire Tool)

DOCTORS' QUESTIONNAIRE

Dear Doctor,

As part of my curriculum, I am working on a project "Promotional strategies of Pharmaceutical companies". Please spare a few minutes of your valuable time to help me in my learning's. This data is kept Confidential.

Name :

Specialization :

Qualification :

Age :

Address :

Tel. No. :

Email Id :

- 1.What is the average number of pharmaceutical sales representative visit to your clinic per day?
a)1-5 b) 5-10 c)Above 10
- 2. How much time do you provide to each sales representative for their product promotion?
a)1 – 2 minutes
b)2– 3 minutes
c)3minutes and above
- 3. What catches your attention during the product promotion?
a)Name and fame of the company
b)Product or brand name
c)Information shared by the sales representatives
d)Relation with the sales representatives
- 4.Which one you will prefer to participate as an activity by a pharmaceutical company?
a) Scientific doctor group meetings
b) Educational certificate course
c) Free eye check-up camp for patients
d)If anything else, kindly mention.....
- 5.What do you expect from a pharmaceutical sales representative?

.....
.....

- 6. How you will expect the presentation of samples of a pharmaceutical product from the sales representatives?
 - a) Samples to be presented on demand
 - b) Samples to be presented on its own
 - c) Samples are distributed to the patients in the clinic during disease screening camps by the sales representative
 - d) If anything else, kindly mention.....

- 7. What do you expect from a pharmaceutical sales representative?

.....

.....

- 8. How many times do you expect to meet a pharmaceutical sales representative in a month?
 - a) Once
 - b) Twice
 - c) Thrice
 - d) More than the above

- 9. Does product availability at the retail impacts your prescribing decision?
 - a) Yes b) no

Thank you for the Participation