

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

**Micro Labs Pvt. Ltd. (International Division) Significance of Effective
Communication Strategies for Pharmaceutical Marketing**

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**Under the guidance of
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2016-2018**


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2017

CERTIFICATE

This is to certify that **Meghna Shrivastava** has undergone her summer training at **Micro labs Pvt Ltd** from 10TH April to 12 May 2017.

The candidate herself completed the project assigned to her during summer training. Her 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 Pharma Management.

I wish her success in all her future endeavors.



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



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9-06-2017

To Whom It May Concern

This is to certify that **Ms. Meghna Srivastava** D/o Mr. Vimal Shrivastava, a student of **IIHMR**, Jaipur has successfully completed five weeks internship at **Micro Lab Ltd.**, Gurgaon from 10 April'17 to 12th May'17.

During the period of her internship she was found punctual, hard working and was involved with the assignments.

We wish her every success in life.

MICRO LABS LTD.
GURGAON

Neeraj
09/06/17

Authorised Signatory

Micro Labs Ltd.

ACKNOWLEDGEMENT

At the very outset, “I would like to extend” my deepest gratitude to Mr.Tavinder Jit Singh for the encouragement and the guidelines for this Internship and giving me this opportunity to work under his guidance. I take this opportunity to extend my gratitude to the people who have been instrumental in the successful completion of my internship at Micro Labs Pvt Ltd (International Division) Gurgaon.

I am very thankful to Mr.Nitender Yadav who gave me the opportunity to work on such an important topics.

Thankful to Dr.Nirmal Gurbani for his aspiring guidance and support during my entire project.

Lastly I am also thankful to all those who have directly or indirectly rendered help in completion of my work.

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Background

“Micro Labs Private Limited was founded in 1973 at Madras (now known as Chennai). Micro Labs has a modest beginning with the manufacturing of ethical pharmaceutical preparations”. “The company today, is a multi-faceted organization with an annual turnover of Rs.1500 cr, including exports that contribute Rs.450 cr”.

“The glittering stars of the company are 13 oral formulation plants including an injectable unit, a bulk drug facility offices located overseas and a strong distribution network”. “Their marketing efforts span into 14 divisions, with each division specialized to cater to various therapeutic segments such as Cardiology, Diabetology Pain management, Dermatology, Veterinary, Neurology etc”.

Micro Labs is on the threshold of achieving the prestigious status of a “Big Generic Company in the global pharmaceutical space”. The group has presence in over 30 countries with ground level operations in 15 countries.

Vision-

Our vision is to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe”.

OBJECTIVES

- To prepare LBL and visual aid of Gliclazide, Glibenclamide, Voglibose and Rosuvastatin.
- To identify benefits, USP, Property, Attribute of molecule of same and different class of drug.

INTRODUCTION

My internship at Micro labs began on 10th of April 2017 to 12th of May 2017 from where I started learning about basics of organisational behaviour – Work place Etiquettes, Dos and don'ts of workplace and net etiquettes.

During my entire six weeks of learning at micro labs I got an opportunity to work on major therapies of the Pharma Industry like Diabetes and CVS. Pathophysiology along with complete pharmacology of these segments were studied.

Topics like branding, positioning and different communication tools were studied and understood in respect to Pharma market.

I Studied about the Gliclazide, Glibenclamide, Voglibose in detail and prepared the Visual aid and also about the Rosuvastatin in detail and prepared the Visual aid for the same.

Visual aids are short, crisp and memorable detailing of products.

Next I got an opportunity to get an exposure of “Supply Chain Management” and how material, information, funds flow in this.

Other segment which I got to work upon was marketing mix. In this section I studied how pharma companies develop strategies to increase their sales.

How four Ps of management are brought into action and how promotion the major tool for marketing is used.

2 days field work was also done regarding diabetes and Cardio.

Over all my entire experience at micro labs had been quite fruitful as I gained a lot of knowledge on major market segments and how marketing mix is brought into action.

KEY LEARNINGS

PROMOTIONAL INPUTS

Marketing communications is a fundamental and complex part of a company's marketing efforts. It is an essential part of the marketing mix.



PROMOTION –

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the marketing mix, which includes the four P's:

Price

Product

Promotion

Place

General introduction of Pharma market with respect to Brand Management

What is branding?

Branding is all about how people feel and think about the product.

How a brand is distinguished from competitors?

Through:

- a. Name
- b. Logo
- c. Trade mark
- d. Patent number
- e. Package design

It represents, to the customer, the source of the product which leads him/her to associate with the brand.

This is where the role of **Product Manager** becomes important.

His/her main role is to increase the brand value and profit.

He/she prepares the promotional/communication tools for the sales and promotion department. These tools include:

- a. Visual-Aid
- b. Leave Behind Leaflet (LDL)
- c. Remainders
- d. Pamphlets
- e. Samples
- f. Banners etc.

Any new product or innovation which is introduced in the market take time to diffuse and get adopted in the market-place. Customers can be grouped as:

- a. Innovators** – more open to change (2.5% of total market) .Also known as “Brand Switchers”
- b. Early Adopters** – immediately next in buying to innovators (13.5% of total market)

- c. **Early Majority and late Majority** – Wait for a positive recommendation from innovators and early adopters (68% of total market)
- d. **Laggards** – Loyal to existing brands and products (16% of total market)

The Product Manager needs to understand the characteristics of the target market and accordingly plan communicating strategies.

One of the most important promotional tool in Pharma market is visual-aid.

“Supply Chain Management”-

Supply Chain Managment is divided into 3 main flows:

- “The product flow” – “The product flow includes the movement of goods from a, supplier to a customer as well as any customer, returns or service needs”.
- “The Information Flow” – “The information flow, involves transmitting orders, and updating the status, of delivery.
- “The Finance Flow”- The financial flow consists, of credit terms payment schedules and ,consignment and” title ownership arrangements”.

Flows in Supply Chain



Distribution of Medicines in Pharma Market

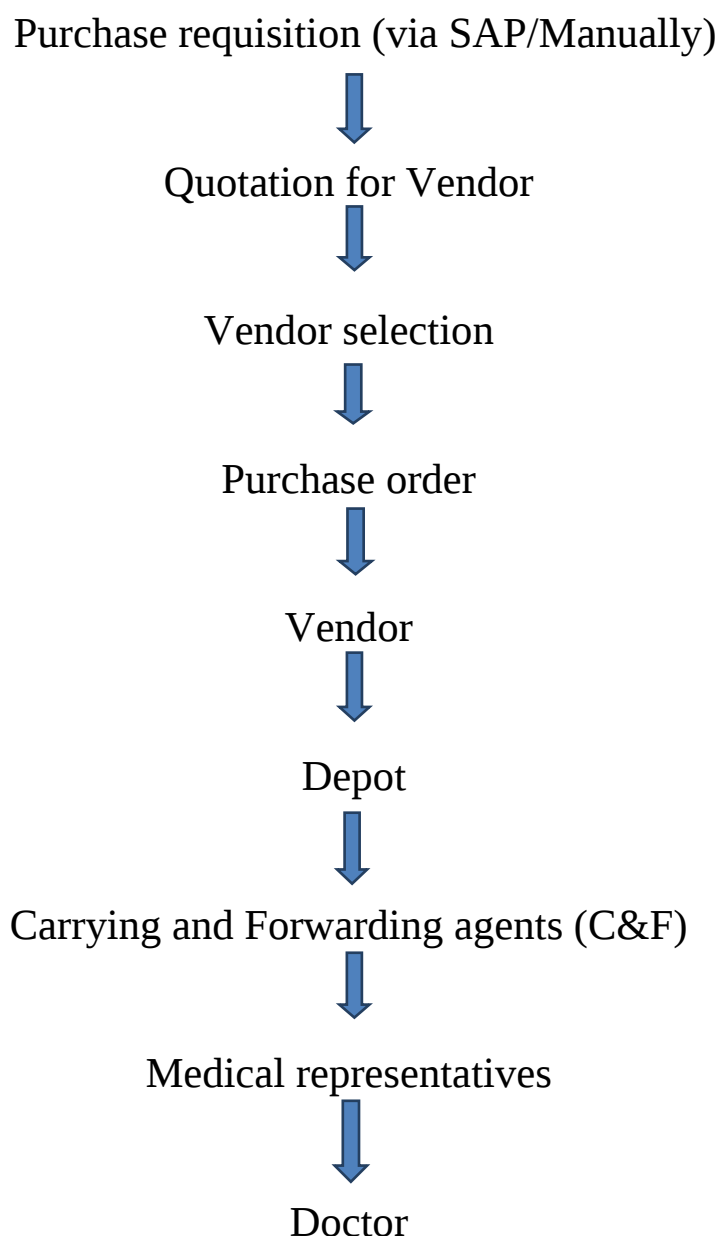


Promotional Unit

Procedure to be followed to Procure Promo Inputs

Many pharmaceutical companies offer gifts to the doctors to increase prescription and thus increase their sales. This influential treatment of doctors by pharma companies is mainly done to create brand association and ultimately resulting in brand recall to make it easier for the doctors to write their brand name.

Steps of placing an order to a vendor for promotional gifting:



Visual-Aid

It is the primary tool for the promotion of a product.

It contains all the necessary information about the product, which includes:

- a. Key features of the major ingredients/components.
- b. Studies that have been conducted on the product.
- c. How our product is different or in comparison to other competitors.
- d. Indications

A good visual-aid is one which:

- a. Contains strong and hard core message of the product.
- b. Is short, crisp and memorable.
- c. Is easy for the medical representative (MR) to detail.
- d. Associate brand with the practical world.

How to prepare a visual-aid?

- Go through all the studies and relevant literature related to the product and its major ingredients/components.
- Prepare a summary of your studies.
- Take out the attributes and USPs of the product.
- Copyrighting – It is basically preparing a story for the product, which makes detailing effective.
- Finally, designing is done and then it is printed.

“Diabetes”-

Diabetes mellitus is a group of disease that result in too much sugar in the blood (high blood glucose)

Following classification along with drugs were studied-

1.Sulphonylurea-

- ❖ Gliclazide
- ❖ Glibenclamide

2.Alpha-glucosidase inhibitor

- ❖ Voglibo

Visual Aid for Anti-Diabetic Drug

Various aspects of Brand Management related to the Anti-Diabetic product was analysed and given below are the findings.



Indication–

- **In Diabetic Retinopathy**
- **Patient with Impaired Renal function**

Side effects-

Dizziness, Nausea, Diarrhea, Decreased heartbeat. Abdominal pain, Constipation, skin rash.

Warning and Precaution-

- Glicaz should be used with caution in: the elderly, those with mild to moderate liver or kidney disease.
- Caution in people with risk of hypoglycaemia
- Should not be used in people who have allergy to glicaz or other ingredient in the medicine

Major Competitors-

Glizid-40(Gliclazide)-Panacea

Glycinorm-80(Gliclazide)- Ipca laboratory



Say Bye Bye to Diabetes with Modified Release

Glicaz(80mg)

(Gliclazide Oral Anti- diabetic tablet)

Indication-

In Diabetic Retinopathy

Patient with Impaired Renal function

- Glycaz is cardiosafe.
- It has potential for slowing progression of Diabetic Retinopathy.
- It reduce platelets adhesion, Aggregation & hyperactivity
- It provide good safety in elderly patient and in patient with Impaired renal function.

GLYCAZ-M

(Findings)

Indication-

- Control blood sugar level close to normal.
- Effective in aetherothrombosis

“Side Effect”-

Nausea

Stomach upset

Weight gain

Warning and Precaution-

- “During pregnancy, this medication ,should be used only”
“when clearly needed”.

Visual Aid



This Perfect Combination Provide Perfect Action

GLICAZ-M

(Gliclazide(80mg) Metformin(500mg)

Indication-

Control blood sugar level close to normal.

Effective in aetherothrombosis

- Gliclazide + metformin achieve good glycemic Control and improve lipid level
- It is well tolerated drug.
- It has lowest risk of hypoglycemia.

VOLIB

(Finding)

Indication-

- In Post-Prandial hyperglycemia.
- Patient with hepatic and renal disorder.
- In polycystic Ovary Syndrome.

Side Effect:

“Abdominal distension diarrhea , pain ,skin reactions, low blood sugar”.

Warning and Precaution

“Caution should be exercised in patients, with history of abdominal laparotomy for gallstone ileus, severe liver or kidney impairment children and elderly”.

“Monitor liver function, and sugar level regularly, while taking this medication”.

Comparison

- Acc to studies Volib has less GIT side effects compared to Acarbose.
- It is cost effective and prolong life expectancy.
- Volib improve insulin sensitivity(IS) and Acute Insulin Response(AIR).

Visual aid-



Reduce stress and Ensure healthier living

VOLIB

(Voglibose 0.3 Anti-Diabetic Tablet)

Indication-

In Post-Prandial hyperglycemia.
Patient with hepatic and renal disorder.
In polycystic Ovary Syndrome.

- **Volib is an anti-diabetic that improves Post Prandial hyperglycemia.**
- **It delays the digestion and absorption of sugar, lowering blood sugar level**
- **Avoid high level of blood glucose especially after meal**
- **Lower risk of progression to T2DM with Volib.**

Visual aid for cardiovascular drug

Cardiovascular agents are drug which are used in any way to treat conditions of the heart or vascular system.

Cardiovascular diseases include –

- Coronary artery diseases
- High blood pressure
- Cardiac arrest
- Cardiac heart failure
- Congenital heart disease
- Arrhythmia
- Stroke
- Peripheral artery disease

Causes -

- Diet, Physical inactivity
- Smoke, Tobacco
- Age, Sex
- Pollution
- Cardiovascular risk assessment
- Socioeconomic disadvantage

ROSUVASTATIN is a class of statin and is used to control cholesterol level.



ROSUTIN

(Finding)



Indication-

In Diabetes and CAD

In management of dyslipidemia & prevent progression of atherosclerosis.

In primary hypercholerolemia

In patient with elevated TG level.

In homozygous familial hypercholerolemia.

Side Effect -

Constipation, heartburn, dizziness, sleeplessness, depression, joint pain, confusion.

Warning and Precaution-

“Rosuvastatin should be prescribed, with caution in patients with predisposing ,factor for myopathy”.

Major competitor-

- **Rosuvastatin(Rosuvastatin)- Sun Pharma**
- **Rosuvastatin(Rosuvastatin)- Sun Pharma**

Comparison –

-Rosuvastatin 10mg reduced LDL-C level more than atorvastatin 20mg in a week.

-It improves lipid profile and lower LDL-C greater than atorvastatin. -
---It shows 50% greater effect in raising HDL cholesterol when compared to atorvastatin.

-There is a 52% LDL fall with starting dose and 63% LDL reduction with maximum dose.

Characteristic	Lovastatin	Pravastatin	Simvastatin	Fluvastatin	Atorvastatin	Rosuvastatin
Expected LDL fall with starting dose	24%	34%	38%	25%	39%	52%
Maximum daily dose	80mg	80mg	80mg	80mg	80mg	40mg
LDL reduction with Max Dose	40%	37%	47%	36%	60%	63%
HDL-C Increase with Max Dose	9.50%	13%	8%	5.60%	5%	14.70%
Mechanism of Hepatic Metabolism	CYP3A4	Sulfation	CYP3A4	CYP2C9	CYP3A4	CYP2C9
Hepatic Interactions	Erythromycin Ketoconazole Antiretrovirals Verapamil	No	Erythromycin Ketoconazole Antiretrovirals Verapamil	Clearance decreased by cimetidine, ranitidine & increased by rifampicin	Erythromycin Ketoconazole Antiretrovirals Verapamil	Clearance decreased by gemfibrozil & cyclosporine

- **Meteor-** Rosuvastatin slowed the progression of carotid atherosclerosis

- **Asteroid-** 78.1% of rosutin recipient showed the regression of atherosclerosis. There was a reduction from baseline in atheroma volume in the most diseased segment.
- [Visual aid](#)



Right Move to Treat Heart Complication

ROSUTIN

Rosuvastatin 5/10mg Anticholesterol Tablet

Indication-

In Diabetes and CAD

**In management of dyslipidemia & prevent
progresion of aetherosclerosis.**

In primary hypercholesterolemia.

In patient with elevated TG level.

In homozygous familial hypercholesterolemia.

- Rosutin has power to reduce LDL and NCEP ATPIII LCL-C goal was more achieved than Atorvastatin.
- It has power to increase HDL and normalize lipids.
- It prevents Transient Ischemic attacks medication.
- Rosuvastatin is well tolerated in patient with metabolic syndrome.
- .

Brand Planning

What is a brand plan?

The Brand Plan is a useful tool and businessman bestfriend.

A brand plan is allocation of your brands limited resources to drive the biggest return. A good product manager is someone who can plan and execute his/her brand well in the market.

A brand plan will provide the following:

- Need for launching the product
- Analysis of current situation
- Division's objectives/ expectations
- Strategies, or the best way to achieve those objectives
- Budgetary needs
- Competitive analysis
- Contingency plans

“A good brand plan includes” –

- Where are we – stating the situational analysis of your brand like SWOT analysis.
- Why are we here –it includes key issues like what's driving the strength, how to minimize weakness, what are the untapped opportunities and how can threats be avoided. A manager should know its competitors well and core strengths of the brand.
- Where could we be – setting a good vision, purpose and goal. A good vision should be a balance of aspiration and reality.
- How can we get there – setting strategies and means how can our goal/vision can be achieved, making your product indifferent and separate from other brands.
- What do we need to do – as a product manager once things are lined up a manager should then execute and measure the results.

Field Work

Two day field work was done in the areas of Suncity market with an objective to know which anti-diabetic and cardio brand is being prescribed the most by the doctors.

No of Pharmacies visit- 10

Information gathered from 20 people

Area covered- Sector 54 and 56

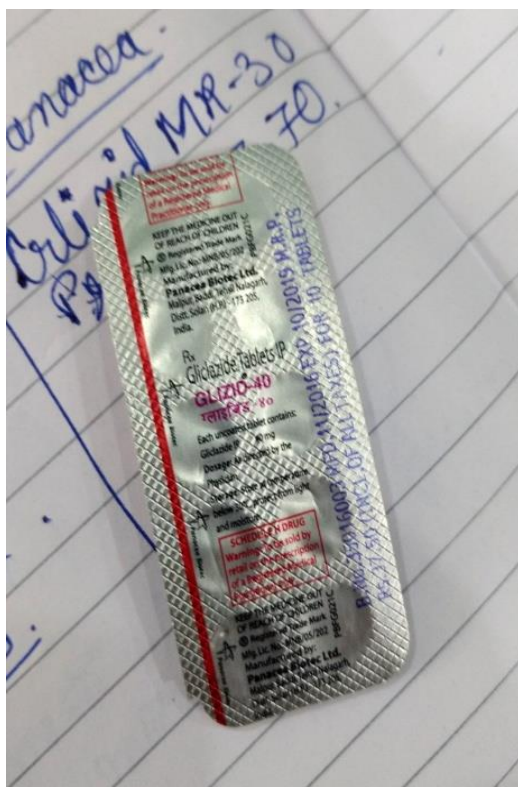
Chemist were interviewed to learn

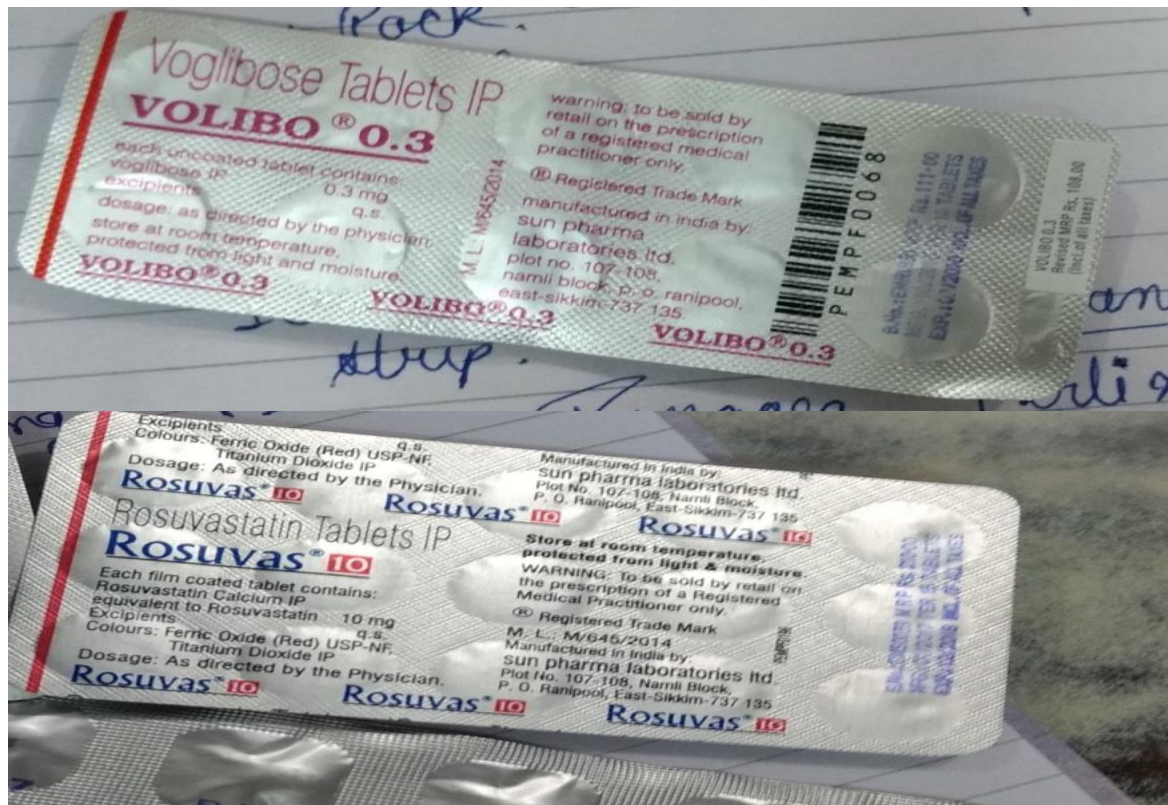
- Which brand of Gliclazide, voglibose and Rosuvastatin move faster from shop.
- The highest selling anti-diabetic at their pharmacy.
- Number of MRs visit their pharmacy in a month.

Conclusion of the survey forms:

- Glizid of Panacea is the highest selling anti-diabetic drug.
- Volix of Intas company is the is the highest selling anti-diabetic drug.
- Rosuvas of Sun Pharma company is the highest selling anti-cholesterol drug.
- Pharmacies near hospitals said that MRs visit them almost daily putting in a reminder for their products while pharmacies away from hospitals said that MRs visit them twice or thrice in a week

Retailer Survey





CONCLUSION

- Effective Brand Management is crucial for success of Pharmaceutical Marketing.
- Effective Communication strategies in the form of Visual-aids, Leaflets can play a vital role in Brand Management.

Ways to Position particular Brand in Pharmaceutical Marketing:

- Use Situations
- Emphasising tangible benefits
- Head on competitive positioning
- Lifestyle positioning.

A good relationship with the target customers can be build via right and effective communication, which is thus essential for Brand Management.

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