

**Summer Training at
Micro Labs Limited, Bangalore
(April 3 to June 2, 2017)**

Market Research for product launch for Bimatprost (Bimaday)

**By
Lakshmi Sai Ananth**

**Under the guidance of
Dr. C. Ramesh**

**MBA Pharmaceutical Management
2016-2018**


School of Pharmaceutical Management
**The IIHMR University, Jaipur
2017**

CERTIFICATE

This is to certify that **Mr. Lakshmi Sai Ananth** has undergone summer training in **Micro Labs at Bangalore** from **5th 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. C. Ramesh
Dean, School of Pharma Management
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

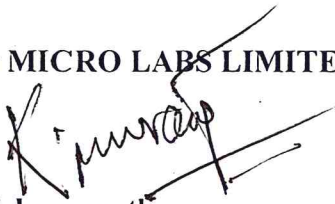
Date: November 14, 2017

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Lakshmi Anand**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed dissertation entitled “**Market Research**” at Micro Labs Ltd, Bangalore 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

ACRONYMS/ABBREVIATIONS

DTF	Diabetes Task Force
OAG	Open Angle Glaucoma
ACG	Angle Closure Glaucoma
IOP	Intra Ocular Pressure
AWACS	Advanced Working, Action and Correction Systems
AIOCD	All India Origin Chemists & Distributors Limited
DX	Dexamethasone
CMC	Carboxy Methyl Cellulose
LDPE	Low Density Poly Ethylene

Contents

Executive Summary	5
Organisation profile	6
Vision	6
Aspirations	6
Business Beliefs	6
Overview of Indian Operations	7
Micro Vision	Error! Bookmark not defined.
Introduction	8
Glaucoma Description.....	8
Treatment	9
Drug (Bimaday)	9
Objective and Scope of Study	11
Objectives of the Study	11
Scope of the Study	11
Research Methodology.....	11
Sampling Design	11
Data analysis and interpretation:	12
Understanding Market Potential of Bimaday (Bimatoprost)	12
Business of Competitor products particularly Bimatoprost.	14
Age wise distribution of Glaucoma:	15
Promotional activities involved by companies	15
Recommendations & Suggestions	16
General Recommendations	16
Product Promotion Recommendations.....	16
Limitations of the Study	17
References	18

Acknowledgement

This report would have been quite impossible without the immense help and generating euphoria and satisfaction that had accompanied without mentioning the people who helped me throughout the journey of my Research project.

First of all, I like to express my sincere sense of thankfulness. gratitude and obliged, to my Director Dr. S.D.Gupta, IIHMR University, Jaipur.

At the onset, I would like to express my sincere gratitude to Mr. S. Ashok, Executive Vice-President, Micro Vision (Micro Labs Ltd.) for giving me an opportunity to work on this project in their organization.

I would also like to express my deep sense of gratitude to my Project Mentor - Mr. Kumar B. S. K, General Manager, Sales, Micro Vision, (Micro Lab Ltd.) and Project coordinator Mr. Navaneet Kumar Pathak, Marketing Manager, Micro Vision (Micro Labs Ltd.), Bangalore. Also extend my thanks to my faculty mentors Dr. C. Ramesh and Dr. Sandeep Narula. I will be immensely thankful to them for giving me their valuable inputs, suggestions, guidance and their tireless support during the entire study, their positive, advices, insinuation, with supportive attitude and continuous helping nature without which I cannot even complete my Research Thesis.

To place on record, I owe gratitude to all my faculty and facilitators for mentoring me. Also extend my thanks for my classmates and family for the inspiration and action needed to work with motivation and interest throughout as an Intern at Micro Labs Ltd.

Sincere thanks to the respondents for giving their valuable time, support and providing the relevant information.

I hope that I can flourish the knowledge and experience which I have learned at the time of my internship and will make a valuable contribution in the Pharmaceutical industry.

Executive Summary

In today's competitive world where competition prevails more and day by day increasing, every organization wants to stand themselves their best by assessing their own strengths and weakness. Also, it is achieved by proper targeting the potential market and evaluate the marketing strategies.

The objective of the project was

- To understand the Market Potential of Bimatoprost (Prostaglandin analogue).
- To Study the Business of Competitor products particularly Bimatoprost.
- To Create a market for Bimaday in city of Bangalore.
- To develop a strategy for Bimaday Marketing.
- Suggest Methods to improve the sales and availability of Bimaday.

The project was started in Bangalore and data collection was done from Doctors and Chemists of Bangalore.

The project was started from 11th day of April onwards after getting possible information about what I am supposed to do for the next two months from Mr. B. S. K. Kumar (General Manager, Sales of (Vision) Micro Labs Ltd). The first part of the project was to know about the Distributors of Vision Division and to understand the Market with the help of Medical Representatives. For this I have worked for first 20 days in the field where I got to know about the leading distributors who supply Vision Products to the different retailers and in different eye hospitals.

The next part of the project was to develop the questionnaire on the bases of few of the parameters which include all the variables to understand the Potential of Market, Competitor products. Data collection method was questionnaire based on responses of Chemists and Doctors in different area of Bangalore.

Both Closed and open questionnaire was made and statically analysis done to find the results. Finally, Summer training closed and completed on 14th day of June.

Organisation profile

Micro Labs is one of the pioneers in Indian Pharmaceutical Industry with Best class marketing team, quality standard manufacturing facilities and Research & Development centers complied with High standards. All these helped the organization to develop strong distribution network and path breaking research which placed them as one of the fastest growing organization in Indian Healthcare. (Labs, Corporate Profile, 2017)

As per SMSRC May 2016 report Micro Labs was ranked 14th among total prescriptions it generates and 19th Sales. Micro Labs brands exist in Ophthalmology, anti-infective, Diabetology, Cardiology etc. Their Most important Brand which makes them proud is Dolo, most recognized for fever management which helps them to achieve many awards. Micro Labs CSR activities include Social Initiatives & Environmental Protection making it self to be a model corporate citizen. Contributions in Education and healthcare they made till now, is very significant. Now with the help of their Vision and Mission they set their eyes over achieving \$1billion mark by 2020. Micro Labs achieved great unparalleled status in Industry of Pharmaceuticals.

Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry.

Vision

Micro Labs believes that not being best is enough, but to be a leader in Sales, development and manufacture of most important pharmaceuticals in India. Their dedication to manufacture medicines with standard quality helps them to raise their flag in home country India as well as to expand their business operations abroad.

Aspirations

Micro Labs main aspiration is to develop Pharmaceutical products of superior quality in all therapeutic segments. It aims to be organization with standards of professionalism. It aims to build better brands across major therapeutic segments in country. All these aspirations can be achieved through proper scientific support across all segments and processes.

Business Beliefs

Micro Labs is developed and nurtured in ethics and more beliefs which helps them to stand where they are today- one of the forerunners in Pharmaceutical Industry. Their four main Business pillars are

Quality – A major force which helps in growing their organization

Ethics – never ever compromising the ethics so that they follow Indian standards.

Customer Focus – Customer Satisfaction is their prime motive as they involve business with them

Respect for People – Respecting people and believing in them is most important thing.

Overview of Indian Operations

Company was founded by Mr. G.C. Surana. His main motive is to provide better and quality healthcare products at a cost affordable to consumer. Their initiation and innovation in Indian Pharmaceutical industry begins with niche segments antiseptics, anti-bacterial compounds & Vitamins. They established themselves stronger in health care with exceptional distributional channels with innovative products

The current Chairman is Mr. Dilip Surana who serving as Managing Director and Mr. Anand Surana who is currently serving as Director of organization, Micro Labs has evolved into a diversified pharmaceuticals manufacturing company with products ranging from oral liquids, oral solids, injectables oral liquids and topicals.

According to AWACS April 2013 report Micro Labs was ranked 19th in sales in Indian Pharmaceutical sector. They have their own manufacturing facilities for penicillin only products separated with non-penicillin products which act as catalyst for their better rankings.

Over the three decades Micro Labs has around 13 plants around the nation so that they can improve their manufacturing facilities. (Labs, Products, n.d.)

Thirteen divisions professionally cater to specialty segments in healthcare:

- Main – ENT, Pediatric, Surgeons, Physicians, Orthopedic, Gynecology & other major segments
- Nova - Pediatric & Gynecology
- Vision - Ophthalmology
- Healthcare - Orthopedic, Gastro
- Synapse – Neuro-Psychiatry (Mass Division)
- Gratia – Derma Segment
- Task force for Diabetis (DTF) - Diabetology
- EROS Pharma - Orthopedic, Dental, ENT, General Surgery, Pediatric, and Gynecology
- Brown & Burk – Gynecology, Neurology, General Surgery, Pediatric, Orthopedic, ENT & Dental
- Carsyon – Diabetic and Cardio Segments.

Cardicare – Arrhythmias, Dyslipidemias, Metabolic Syndrome, Cardiology & Hypertension.

- Critical Care - Hospital-Acquired Infections
- Vet - Veterinary

Introduction

Glaucoma Description

Glaucoma is a condition in which damage to optic nerve resulting the loss of vision. Sometimes Glaucoma can also cause permanent blindness if it is untreated. The nerve of vision known as the optic nerve is affected in this condition. Vision materializes because of the proper functioning of this nerve. Increased Ocular Pressure of eye is the main reason for Glaucoma. Damage to optic nerve is mainly due to increased optic pressure. There are many cases in which people with normal optic pressure were also having Glaucoma because of poor blood flow. (Types of Glaucoma, n.d.)

The major types of glaucoma are:

1. Open angle glaucoma, OAG
2. Angle closure glaucoma, ACG

Causes & Risk Factors

Glaucoma has no known symptoms and hence it is difficult to diagnose the problem in the early stages. (Glaucoma, n.d.) The causes for this condition are mainly attributed to the risk factors. These risk factors mainly include:

1. Age
2. Family history of glaucoma
3. Diabetes
4. History of increased intraocular pressure, eye injury, use of steroids, and conditions like myopia and hyperopia.

Signs and Symptoms

The signs and symptoms include:

1. Severe eye pain
2. Red eye
3. Nausea
4. Vomiting
5. Blurred vision
6. Severe headache

Investigations

Diagnosis of glaucoma is done by the ophthalmologist by doing a number of tests. All of these tests are non-invasive and painless.

Examining Requirement	Name of Test
Eye pressure inside	Tonometry
Optic nerve color and shape	Ophthalmoscopy (dilated eye exam)
Field of vision	Perimetry (visual field test)
The angle in where the iris meets the cornea	Gonioscopy
Cornea thickness	Pachymetry

Table 1. Diagnostic Tests for Glaucoma

Treatment

Treatments include:

1. Medication which is mostly in the form of tablets, eye drops, and laser surgery.
 2. Eye drops such as timolol, pilocarpine, etc. are the most preferred medication in case of glaucoma.
- However, in severe cases surgery is recommended.

Drug (Bimaday)

Main Chemical Entity:

A prostaglandin analogue, Bimatoprost 0.01%. (Bimatoprost: Indications, Side effects, Warnings, n.d.)

Bimatoprost FDA approval was done in 2011 as hypotensive liquid for once a day dose. Due to presence of amid moiety in molecule often called this drug as prostamide class. First carbon is holding the amide moiety. Target receptors for Bimatoprost don't resemble any of the prostaglandin receptors. Due to prostamide properties researchers conclude that it is showing ocular hypotensive effect. IPO lowering effect is better than timolol, a beta blocker but similar to Travoprost and Latanoprost. But, in comparison with Latanoprost Bimatoprost is effective in reducing IOP by 1-2mm Hg more. But this difference is not significant because of the shortcomings of few studies. Irritation is more when compared with other class of drugs. This might be reason for patients for discontinuing the product. Like other class of prostaglandins Bimatoprost also has excessive grown of eyelashes, uveitis and hair.

Mode of action:

Bimatoprost is structurally a prostaglandin analogue. But, it does not act on prostaglandin F receptor. Strictly speaking Bimatoprost is prostamide, but prostamide receptor is not yet discovered till now. (Mechanism of action of Bimatoprost, 2001)

USP's of product:

- Bimaday comes with world's first KMT pack, patented acrylic dropper system which offers acrylic self-locking delivery system, tamper evident seal in LDPE bottle.
- Bimaday delivers uniform drop volume of 30µL, so that it exactly fits in conjunctival sac thereby minimizing the local acting side effects.
- Bimaday provides 6.5mm of Hg of IOP reduction from base line.
- Bimaday achieves diurnal IOP of 18mm of Hg after 12 weeks of therapy compared to Bimatoprost 0.03%, also it offers more favorable efficacy and safety profile when compared with Bimatoprost 0.03%.

Objective and Scope of Study

Objectives of the Study

To understand the Market Potential of Bimatoprost (Prostaglandin analogue).

To Study the Business of Competitor products particularly Bimatoprost.

Scope of the Study

Anti-Glaucoma class of drugs are main therapeutic class of drugs involved in project. The project scope involves the study of the. Understand the Prostaglandins category, their mechanism of action and clinical use of prostaglandins & their place in therapy. The project scope also involves the finding of clinician preferences in current prostaglandins available with the marketing research and developing a medical positioning for Bimaday (Bimatoprost) from the data collected.

Research Methodology

Research Design

Exploratory Study.

Sampling Design

Sample Size

The sample size has been 20 doctors along with 50 pharmacists and 6 distributors. Based on the results obtained from filled questionnaire reporting is made.

Sampling Method

Non-probability purposive sampling is used for this marketing project.

Sampling Area

Selected areas in Bangalore (Koramangala, HSR Layout, Electronic City, Chamrajpet, Jaya Nagar & Rajaji Nagar)

Data analysis and interpretation:

Understanding Market Potential of Bimaday (Bimatoprost)

Type of Glaucoma	Male	Female	Patients
Open Angle Glaucoma	4	7	14
Angle Closure Glaucoma	1	2	3
Secondary Glaucoma	2	1	3
Total	7	10	17

Table 2. Distribution of types of Glaucoma

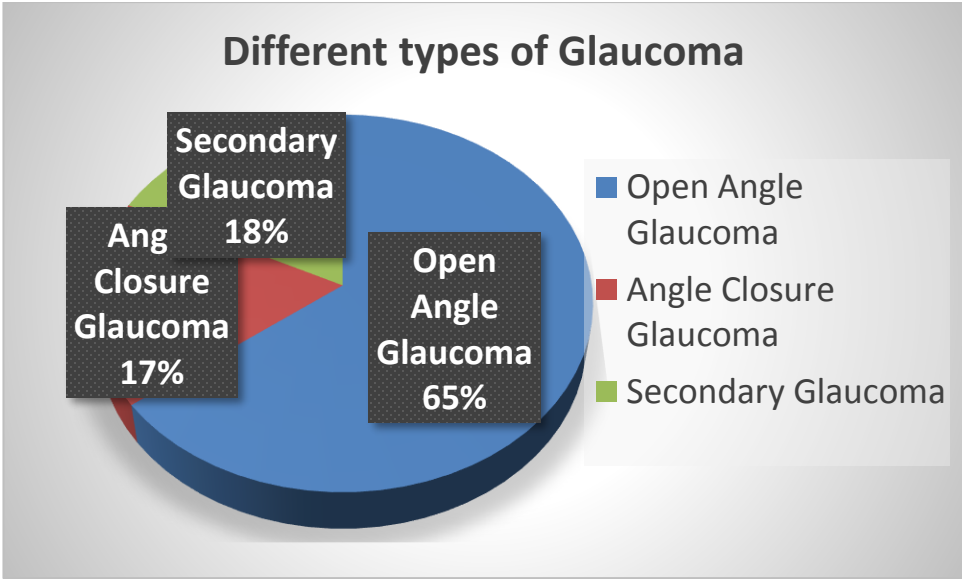


Figure 1. Distribution of types of Glaucoma

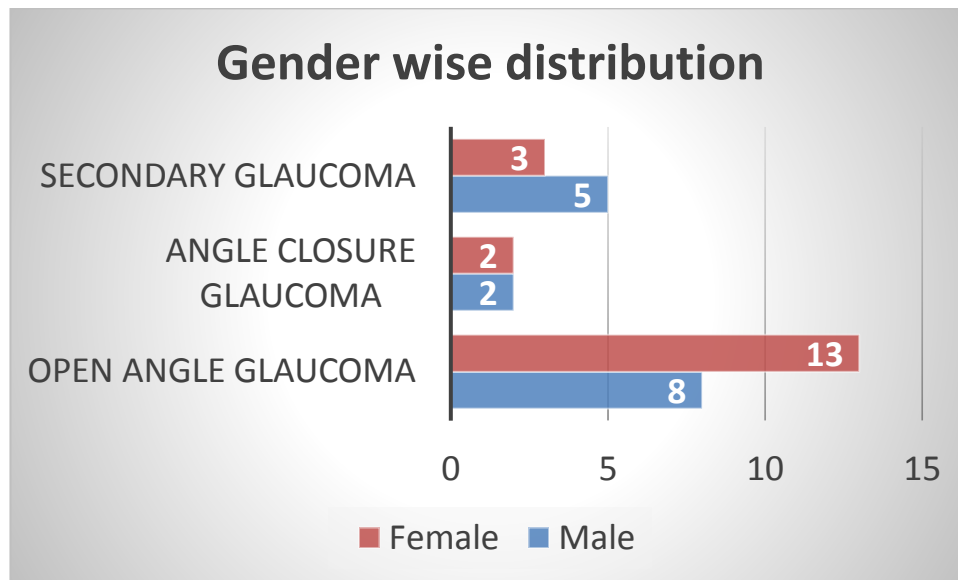


Figure 2. Gender wise distribution of type of Glaucoma

From the above two illustrations,

Open angle glaucoma is more prevalent and Females are more prone to Glaucoma.

Out of different of Glaucoma 65% of people are suffering with Open angle glaucoma, out of which 41% are Female and 24% are Male. People suffering with Angle Closure Glaucoma are 18%, out of which 12 % are Female and around 6% are Male. People suffering from Secondary Glaucoma are 18%, out of which 12% are male and 6% Female.

Business of Competitor products particularly Bimatoprost.

This data was collected from 6 distributors present in Bangalore.

BRAND	COMPANY	Value in Lakh	Units in Thousand
LUMIGAN - AGI	ALLERGAN INDIA LTD	3,071	721
CAREPROST - AML	SUN PHARMA LABORATORIES LTD.	2,109	679
BIMAT LS - AJA	AJANTA PHARMA LTD	228	202
BIMAT - AJA	AJANTA PHARMA LTD	198	115
LASHISMA - IPL	INTAS PHARMA LTD	131	13
LOWPROST - CIP	CIPLA LTD.	105	63
GLORIA - AJA	AJANTA PHARMA LTD	51	14
INTAPROST - IPL	INTAS PHARMA LTD	20	8
NUPROST - MLL	MICRO LABS LTD	8	3
BIMADAY - MLL	MICRO LABS LTD	1	0
BITOD - ENT	ENTOD PHARMA LTD	1	0
Total		5923	1,818

Table 3. Bimaday vs Competitor product sales (April 2017)

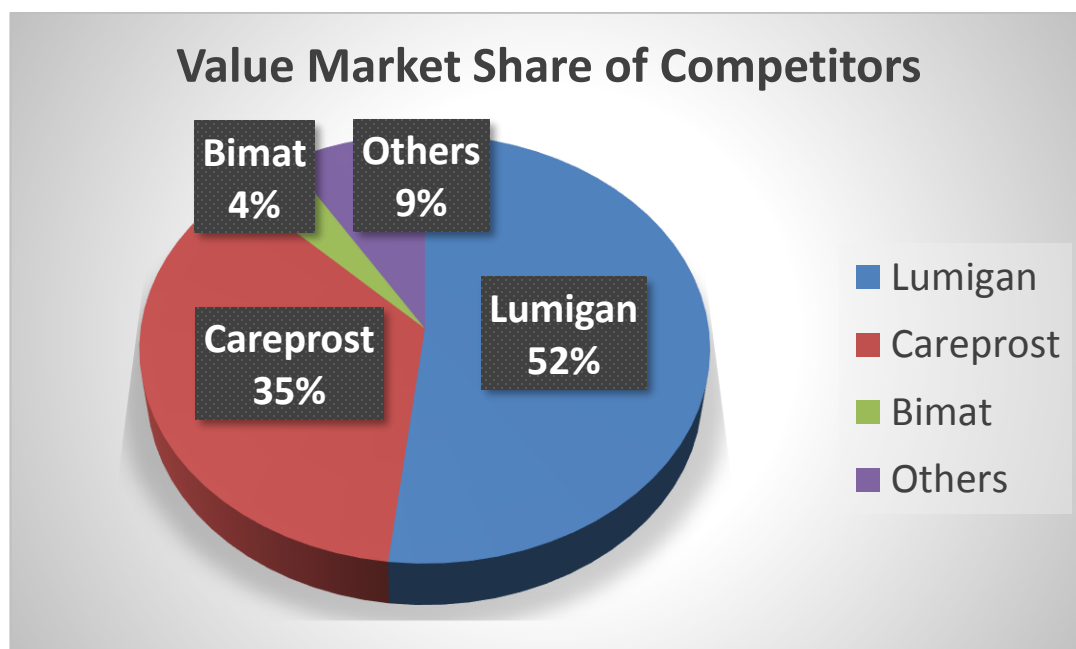


Figure 3. Value Market Share of Competitors

From the above table and illustration,

We can observe that total value of Bimatoprost was found to be 59.23Cr.

Lumigan(Allergan) is leading with market share of 52% followed by Careprost (Sun Pharma) and Bimat (Ajanta) with 35% and 4%. While all other brands combined, market share is found to be 9%.

Age wise distribution of Glaucoma:

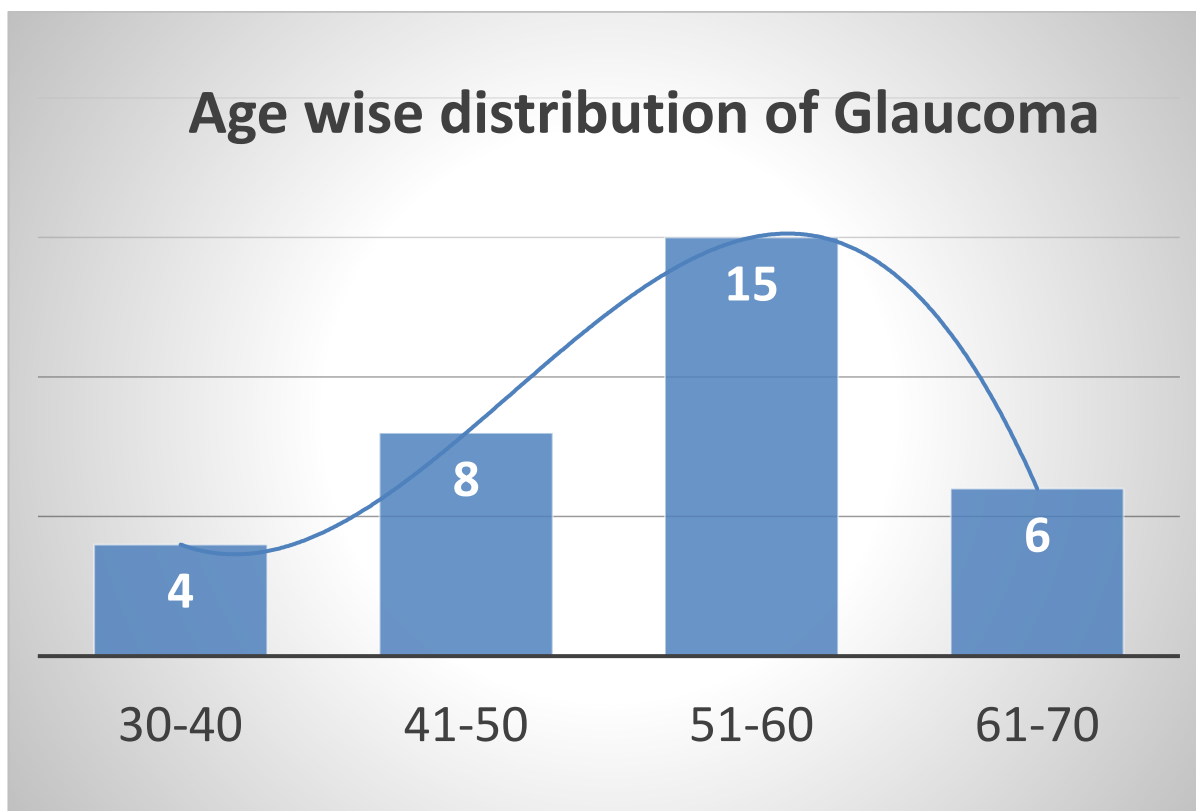


Figure 4. Age wise distribution of Glaucoma

From the above illustration,

It is observed that patients with age group 51-60 are more prone to Glaucoma.

Promotional activities involved by companies

Alcon
Allergan
Micro
SUN

These four companies are actively involved in brand promotional activities

Recommendations & Suggestions

General Recommendations

1. Prevalence of Glaucoma is higher among 50-60 age group. Develop strategies to target this age group.
2. Large number of unidentified glaucoma patients exists
3. Creating awareness among common mass will increase the patient flow.
4. Most prevalent variety of glaucoma is POAG (Primary Open Angle Glaucoma), which should be target as core indication for glaucoma products.
5. Requirements of more motivation to Sales Force in promoting new products as Motivation of employee is directly proportional to Sales.
6. As technology is improving rapidly online presence of Medications should be made in websites like 1mg.
7. Marketing professionals (sales representatives) should be more aware about their companies and promotional strategy because they are the link between company and user of products. Marketing strategy made for field until the sales representative know about the marketing strategy implementation in the field is quite difficult and could not get accurate results or desired results. So, it is suggested that company initiate to improve knowledge of sales representatives by organizing meetings and training programs.

Product Promotion Recommendations

1. Targeting few important doctors rather than mass so that relationship between Doctor and Organisation will improve.
2. Pen with attached torch, writing pads with Brand name (Bimaday) as watermark can be given as Brand Reminders.
3. Chin holder can be given with product name, Bimaday printed on it.
4. Conducting seminars and conferences for doctors to know about new product launches along with our product, Bimaday

Limitations of the Study

1. The Sample area and Sample size has to be reduced due to lack of time. Sample size could have been increased to get more accurate result. Sample area could have been increased to increase the sample size. time duration was short could have been prolonged for better result
2. Doctors (respondents) are fixed with their feedbacks and opinions so that trueness of the opinion and what percentage is them telling true is not verified.
3. All the observation and recommendation will be made on the feedback obtained from survey.

References

Bimatoprost: Indications, Side effects, Warnings. (n.d.). Retrieved from Drugs.com:

<https://www.drugs.com/cdi/bimatoprost-drops.html>

Glaucoma. (n.d.). Retrieved from American Optometric Association: <https://www.aoa.org/patients-and-public/eye-and-vision-problems/glossary-of-eye-and-vision-conditions/glaucoma?sso=y>

Labs, M. (2017). *Corporate Profile*. Retrieved from Micro Labs: <http://www.microlabsltd.com/about-us/corporate-profile>

Labs, M. (n.d.). *Products*. Retrieved from Micro Labs Limited: <http://www.microlabsltd.com/products>

Mechanism of action of Bimatoprost. (2001, 5). Retrieved from NCBI:

<https://www.ncbi.nlm.nih.gov/pubmed/11434937>

Types of Glaucoma. (n.d.). Retrieved from Glaucoma.org: <http://www.glaucoma.org/glaucoma/types-of-glaucoma.php>