

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

**Market Research and Promotional Strategies on Ophthalmic Product
(Extralube) In New Delhi**

**By
Chetan Chopra**

**Under the guidance of
Dr. Sandeep Narula**

**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 **Chetan Chopra** has undergone his summer training at **Microlabs Pvt Ltd** from 10th April to 15TH June 2017

The candidate himself completed the project assigned 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 Pharma Management.

I wish his success in all his future endeavors.



Col (Dr.) Ashok Kaushik
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MICRO LABS LIMITED

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TO WHOM IT MAY CONCERN

This is to certify that **Mr. Chetan Chopra**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed dissertation entitled “**Market Research**” at Micro Labs Ltd, Delhi 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 thank 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.PunitGautam, Reginal Sales Manager, Micro Vision (Micro Labs Ltd.) for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I solicit felicitate my Project Coordinator Mr.Sumit Kumar, Sales Manager, Micro Vision (Micro Labs Ltd.), Delhi 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, Delhi 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 and Intern coordinator “Dr.SandeepNarula Associate Professor, IIHMR University, Jaipur, Rajasthan. I am greatly indebted to him for providing their guidance at all stages of the study, his 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.

At last but not least most importantly I am thankful to the God who is the creator and director of all that initial and final modes to reach the destiny.

CHETAN CHOPRA

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Executive Summary

The Project assigned was “MARKET RESEARCH AND PROMOTIONAL STRATEGIES ON OPHTHALMIC PRODUCT (MOISTANE) IN DELHI” “MARKET RESEARCH AND PROMOTIONAL STRATEGIES ON OPHTHALMIC PRODUCT (MOISTANE) IN NEW DELHI” with primary objectives being:

- To identify and assess the competition of ophthalmology products.
- To analyze the promotional strategies for ophthalmology products.

The project was carried out in 3 stages:

- First stage was to study the competition of ophthalmology products like **EXTRALUBE Eye drops**.
- Second stage was to visit out the **Ophthalmic Doctors** to understand the promotional strategies of ophthalmology products.
- Third stage was to carry out **RCPA of EXTRALUBE** and its competitor products.

The following results were obtained after the completion of the entire project:

- **RCPA Audit:**
- The **top 4 brands competitor of EXTRALUBE eye drops** in terms of number of **prescriptions and sales** per month in Delhi are,
 - **CMC – Java pharmaceuticals**
 - **Optive – Allergan**
 - **CCS Ultra – Optho Remedies**
 - **Extralube – Micro Labs (Micro Vision)**
 - **Aqualube – Ajanta Pharma**

- The **top 5 brands of Eye Lubricants** in terms of number of **prescriptions** per month in Delhi are:

- **Refresh Tears - Allergan**
- **Lubrex - Micro Labs (Micro Vision)**
- **Tear Drops - Abbott**
- **Add Tears – Cipla**

➤ **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 LIMITED

“...Because health is in small details”

“Micro Labs Private Limited was founded in 1973 at Madras (now known as Chennai). Micro Labs too had a modest 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. 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.

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.

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, we now have our eyes set on attaining the \$1 billion mark by 2015.”

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. We wish 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.”

Aspirations:

“To become an organization answering to the highest standards of professionalism, Micro Labs aspires to deliver value through high quality pharmaceutical products and build strong brands across therapy segments. This can be achieved through our scientifically supported segments and processes, and strong implementation capabilities.”

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 - A driving force for the organization across the value chain.

Ethics - Manage businesses by imbibing best practices of governance and Ethics.

Customer Focus - Seek to understand customer needs and focus on Customer Satisfaction.

Respect for People - Our most important belief: Respect people and their contribution.”

Overview of Indian Operations:

“Micro Labs Limited was founded by the late Mr. G.C. Surana with the sole objective of providing quality healthcare products at an affordable cost. Our initiation into the pharmaceutical business began with a number of quality products in niche healthcare

segments such as antibacterial compounds, antiseptics, and vitamins. The company has established a strong presence in the healthcare market due to stringent quality control and distribution standards combined with innovative products.

Under the current leadership of Mr.DilipSurana (Chairman & Managing Director) and Mr.AnandSurana (Director), Micro Labs has evolved into a diversified pharmaceuticals manufacturing company with products ranging from oral solids, oral liquids, topicals to injectables. We are ranked 19th on sales (April 2013 AWACS) among the organized sector in the Pharmaceutical Industry. An energetic marketing team and dedicated plants for penicillin and non-penicillin categories have been the catalyst for our impressive rankings.

Micro Labs has 13 plants that have been contributing significantly to the healthcare needs of domestic market for over three decades.

Thirteen divisions professionally cater to specialty segments in healthcare:

- Main - Physicians, Surgeons, Orthopedic, ENT, Gynecology, Pediatric& others
- Nova - Pediatric&Gynecology
- Vision - Ophthalmology
- Healthcare - Orthopedic, Gastro
- Synapse - Neuro-Psychiatry (Mass Division)
- Gratia - Dermatology
- Diabetes Task Force (DTF) - Diabetology
- EROS Pharma - Orthopedic, General Surgery, Pediatric, ENT, Dental and Gynecology
- Brown & Burk – Neurology, Gynecology, Pediatric, General Surgery, Orthopedic, Dental
& ENT
- Carsyon - Cardio Diabetic

- Cardicare - Cardiology, Dyslipidemias, Hypertension, Metabolic Syndrome & Arrhythmias
- Micro Critical Care - Hospital-Acquired Infections □□Vet - Veterinary.”

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.”

“The R&D of Micro Labs indigenously developed the first Indian formulation of Fluorometholone, Flurisone and this pioneering effort opened gates for molecules & formulations available in the global market to be developed in India.”

“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 drops for the treatment of ocular infections in pediatric patients maintaining a high level of safety alongside. These pioneering introductions provided the Ophthalmologist of the country to provide better eye care to Indian patients.”

“The meteoric rise of Vision in the Ophthalmic arena caught the attention of global Ophthalmic players to partner and market their research products in India. A historical and strategic, partnership emerged in 2005 when LG Life Sciences, South Korea

expressed their, interest to market their Visco-elastic, LG-Hyal 200, Injections in India using the highly dedicated and disciplined marketing team of Vision.”

The setting up of State-of-Art, dedicated Ophthalmic manufacturing facility in the year 2006 by Micro Labs was a landmark achievement. The facility meets highest quality and regulatory standards of U.S.F.D.A & MHRA (U.K). Equipped, with world class high speed machines, the facility stands for dose accuracy and product quality. The untiring efforts of the organization to excel in providing quality eye care products from the facility has led to the facility winning Indian Drug Manufactures Award (IDMA) consecutively from 2007 to 2011.

Vision today markets over 30 Ophthalmic products across therapy areas in Ophthalmology with a turn-over of over Rs.50 Crores.

“In the recent years Vision has taken steps in bringing technological advancement in its products with the introduction of preservative free eye ointments for the first time in India in world class packaging. The R & D of Micro Labs has further enhanced the image of the organization by providing the first self preserved anti-glaucoma medication, Travo-Z (Travoprost) to the Indian Ophthalmic market.”

Top Brands of Micro Vision: In Delhi

- Lubrex
- EXTRALUBE
- Lubrex-DS
- Lutivit
- Moxigram
- Moistane

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” [1].

.An Ophthalmologist is a specialist in medical and surgical eye problems. Since ophthalmologists perform operations on eyes, they are both surgical and medical specialists. A multitude of diseases and conditions can be diagnosed from the eye.

-The common eye problems,

- Refractive Errors.
- Glaucoma.
- Cataract.
- Age-Related Macular Degeneration.
- Amblyopia.
- Diabetic Retinopathy.
- Retinal Detachment or Tear.
- Dry Eye Syndrome.

“Ophthalmic products are a niche segment in the healthcare industry; they include prescription medicine for treatments, products used during and post eye surgery, diagnostic devices, surgical systems, intraocular lens (IOL) implants and disposables, in-office products for eye care professionals and over-the-counter (OTC) products. There are an increasing number of eye disorders and visual impairments, especially in developing countries, due to aging population. In addition, diseases such as diabetes too are cause of visual disorders. Various international organizations are channelizing their efforts to increase the awareness on eye care, and hence, there is a huge surge in the demand of ophthalmic products and devices.”

The global ophthalmic drugs market is segmented into:

By Types

- Prescription Drugs
- OTC Drugs

By Treatment Drugs

- Dry Eye Drugs
- Retinal Drugs
- Anti-inflammatory/allergy/infective Drugs
- Anti-glaucoma Drugs

By Regions

- North America
- Europe
- Asia Pacific
- Rest of the World (ROW).

“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. All these strategies are employed by the firms in order to overcome the competition and to gain the market.”

As a part of promotional strategies, Mr.Fesenmaier discussed some of the current marketing ophthalmology programs to patients and physicians by the firms. They are:

- ✓ Work with a physician recruiter.
- ✓ Market with physicians and efficient audit.

Study Rationale

The competition assessment for particular pharmaceutical products is its position in the market. 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.

Objectives

- To identify and assess the competition of ophthalmology products.
- To analyze the promotional strategies for ophthalmology products.

Methodology

- **Study design:** Exploratory study
- **Sampling:** Non probability purposive sampling
- **Sample population:** Chemists and Ophthalmic Doctors
- **Sample area:** Delhi (north delhi)
- **Sample size:**
 - ✓ Chemist: 11 (according to given area- guru nanak eye care, 2. Shroff old delhi)
 - ✓ Ophthalmic Doctors: 200

- **Collection of Data:** The study was conducted by the means of personal interview with pharmacists and the information given by them was directly recorded.
- **Time Period:** 8 weeks.
- **Data Analysis:** The data from Chemists survey has been drawn and has analyzed using MS-EXCEL and interpreted.

Findings and Interpretation

Stage-1: Chemist Audit

1) EXTRALUBE Eye Drops Prescriptions per month in April 2017 in Delhi.

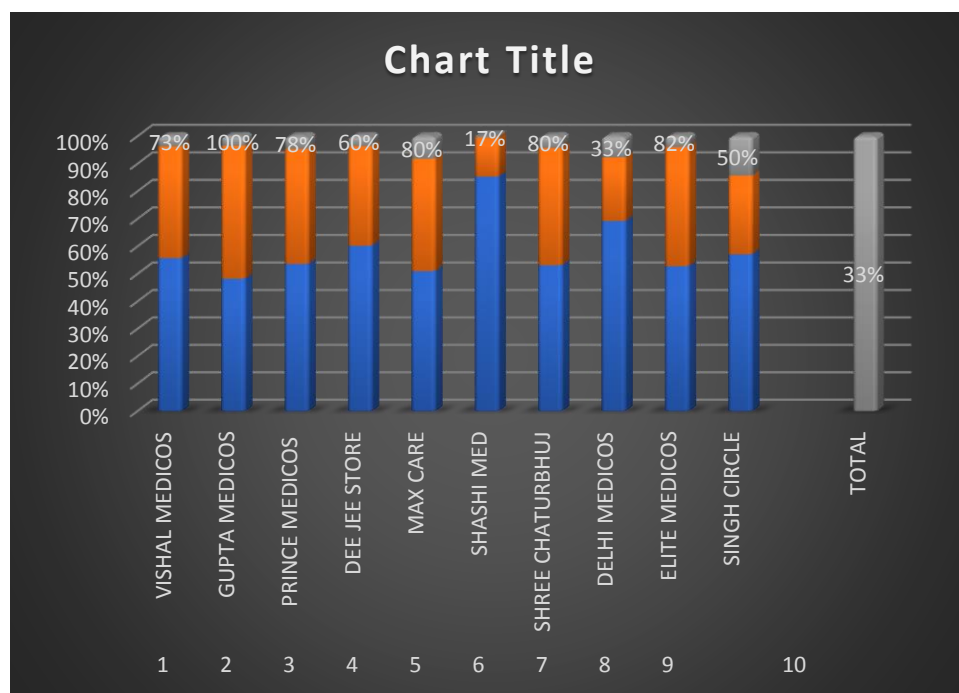


Figure 1: EXTRA LUBE Eye Drops Prescriptions per month in Delhi

It is found that total 33%EXTRA LUBE is available with the chemist as compared to other brands.

2) OPTIVE Eye Drops Prescriptions per month in April 2017 in Delhi.



Figure 2: OPTIVE prescription per month in Delhi.

It is found that total 53% OPTIVE is available with the chemist as compared to other brands.

3) AQUA LUBE Eye Drops Prescriptions per month in April 2017 in Delhi.



Figure 3: AQUA LUBE prescription per month in Delhi.

It is found that total 23% of AQUA LUBE is available with the chemist as compared to other brands.

4) CMC {JAVA PHARM.} Eye Drops Prescriptions per month in April 2017 in Delhi.

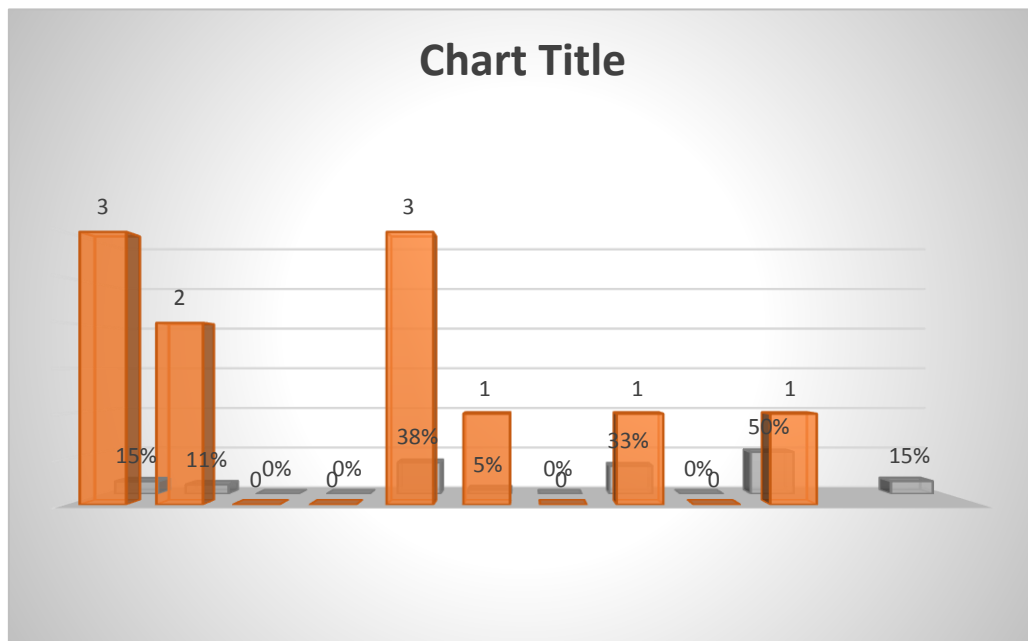


Figure 4: CMC {java prescription per month in Delhi.

It is found that total 12% of JAVA PHARM. is available with the chemist as compared to other brands.

STAGE-2 CHEMIST AUDIT

1) EXTRALUBE Eye Drops Prescriptions per month in June 2017 in Delhi.

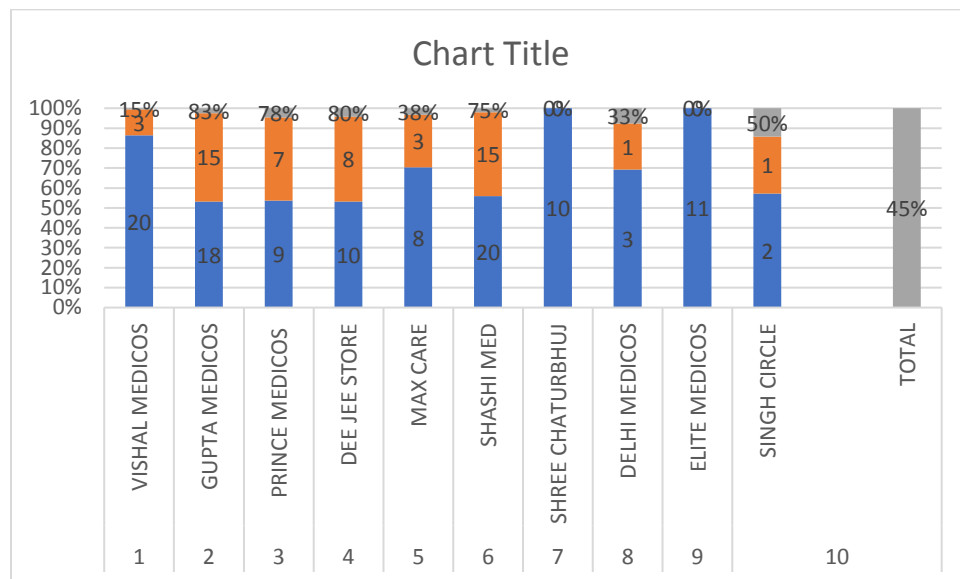


Figure 2.1: EXTRALUBE prescription per month in Delhi.

It is found that total 45% of EXTRALUBE is available with the chemist as compared to other brands.

2) OPTIVE Eye Drops Prescriptions per month in JUNE 2017 in Delhi.

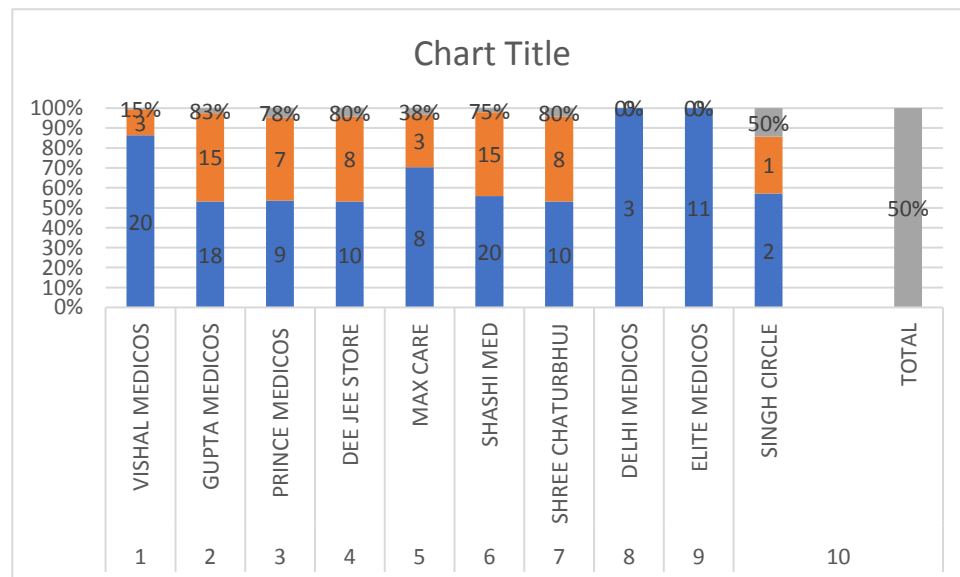


Figure 2.2: OPTIVE prescription per month in Delhi.

It is found that total 50% of OPTIVE is available with the chemist as compared to other brands.

3) AQUA LUBE Eye Drops Prescriptions per month in JUNE 2017 in Delhi.

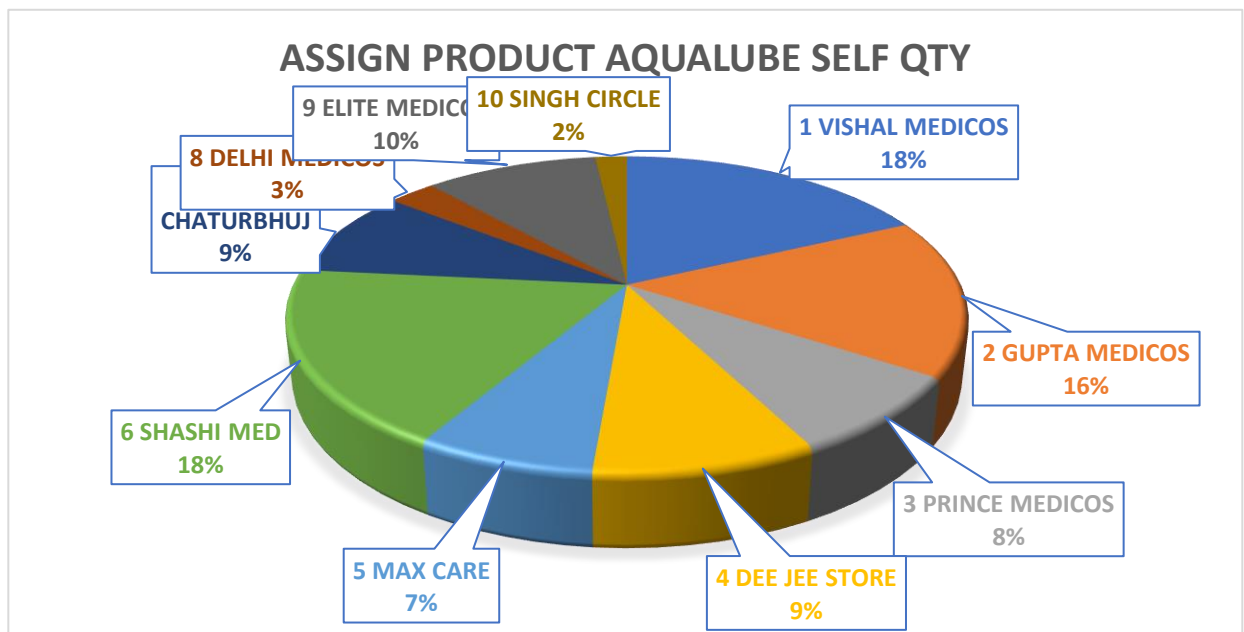


Figure 2.3: AQUA LUBE prescription per month in Delhi.

It is found that total 21% of AQUA LUBE is available with the chemist as compared to other brands.

4)CMC Eye Drops Prescriptions per month in JUNE 2017 in Delhi.

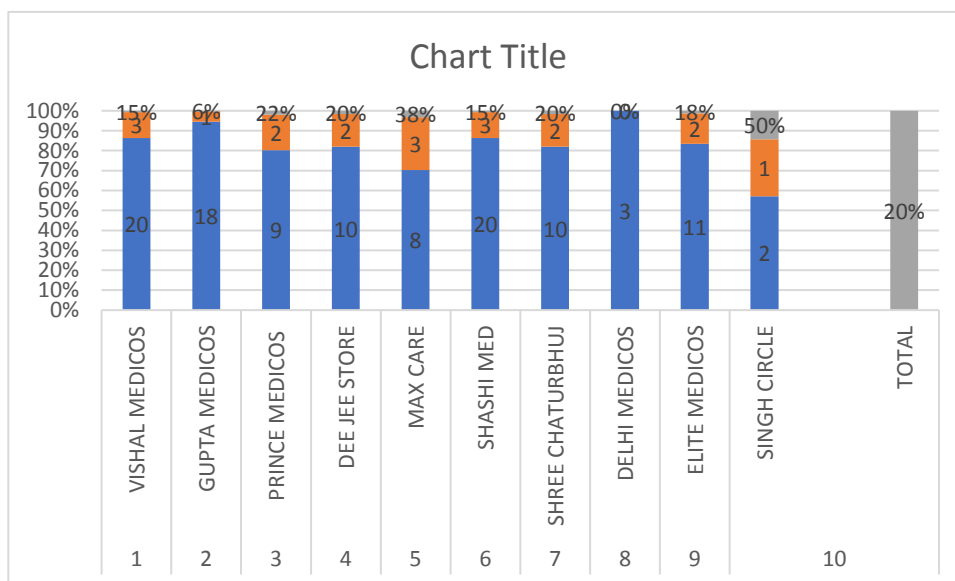


Figure 2.4: CMC prescription per month in Delhi.

It is found that total 3% of CMC is available with the chemist as compared to other brands.

Conclusion

The study reveals that,

Chemist Audit:

It is found that after the promotion of drugs to the doctor at GURU NANAK and SHROF's there is an increase in the sales of Product-EXTRALUBE.

1. Earlier it was found to be 33% availability with the chemist and after promotion it was observed that it increased 45%.
2. We found out that there is 10% increase in sales of EXTRALUBE which can be interpreted by its availability at the chemist shop.

Suggestions

1. Visiting doctors on regular basis and asking them to give their personal business card, so that they can win a chance to go for some trip or lucky winner will get a gift.

This will help is to be in touch with doctor on regular basis and personally too.

2. Also, we can provide some watches to doctors “labelled” with product name “extralube” so that if they put it on their wall as a wall clock they will be reminded of EXTRALUBE.
3. We can provide some writing pads to doctors consisting each page “labelled” with EXTRALUBE. which will help him to remember the product name whenever doctor makes a note for himself.
4. We can print eye catchy business cards of marketing representatives consisting name of “EXTRALUBE.” so that if a appointment with doctor is requested he/she can easily recall the product.
5. Various strategies for promoting a drug can be co-related with newly developing concept of “digital marketing” in which various things can be done like

a) live channels videos on social media like on - youtube, facebook , twitter

Etc (account consisting of only doctors and physicians).

b) ephemeral content i.e. consisting stories, which will disappear after 24hrs after posting.

c) adding various links to profile of micro lab on “linked in” consisting about launching of new drugs.

6. Also conducting, various seminar for doctors regarding new technologies

launched in market.,

Also, time to time survey form chemist is also equally important to study the growth of product.

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Thank You.