

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

Brand Plan and Study of Proton Pump Inhibitor (Ezomeprazole)

**By
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**Under the guidance of
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**MBA Pharmaceutical Management
2016-2018**

The logo of IIHMR University, featuring the letters 'IIHMR' in a large, bold, serif font, with 'UNIVERSITY' in a smaller, sans-serif font to its right. The letters are white and set against a dark purple rectangular background.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

This is to certify that **Bhavna Verma** has undergone his summer training at **Microlabs Pvt Ltd** from 12th june to 12 july 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 his future endeavors.



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



Dr. S. K. PURI
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9-06-2017

To Whom It May Concern

This is to certify that **Ms. Bhavna Verma** D/o Dr. Rishi K Verma, a student of **IIHMR**, Jaipur has successfully completed four weeks internship at **Micro Lab Ltd.**, Gurgaon from 15 May'17 to 9th June'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.

CONTENTS

I.	Background.....	4
II.	Objectives.....	4
III.	Introduction.....	6
IV.	Key learnings.....	8
V.	Promotional tools.....	8
VI.	Brand Management.....	9
VII.	Branding.....	10
VIII.	GIT project.....	15
IX.	Visual aid (Sample)	
	1. Ezomic.....	16
	2. Ezomic D.....	19
	3. Ezomic Trio.....	22
X.	Organisational Behaviour.....	44
XI.	Proof reading and Vetting.....	46
XII.	Brand plan.....	48
XIII.	Field work.....	49
XIV.	Conclusion.....	50
XV.	References.....	51

BACKGROUND

Micro Labs Private Limited founded in 1973 at Chennai. Micro Labs too has a modest beginning with the manufacturing of ethical pharmaceutical preparations.

Over the years, Micro Labs has reinforced its position as an industry leader.

The company today is a multi-faceted organization with an annual turnover of Rs.1500 crore, including exports that contribute Rs.450 crore.

OBJECTIVES

- To study the various aspects of Brand Management for effective Pharmaceutical Marketing.
- To design various communication strategies for Promotion of Proton Pump Inhibitors

INTRODUCTION

My internship at Micro labs began on 12 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 Proton pump inhibitors of GIT. Pathophysiology along with complete pharmacology of these segments were studied. In GIT I studied major causes of GIT disorders like GERD, Gastric Ulcer, Duodenal Ulcer, Inflammatory Bowel Disease, Zollinger Ellison Syndrome, Helicobacter Pylori Infection etc. along with drug classification.

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

Visual aids for these drugs were then prepared. Visual aids are short, crisp and memorable detailing of products.

Next, I studied was all about brand and promotion. Covering topics like brand awareness, brand recall, brand association, brand history, brand plan and brand personality.

- 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.
- How companies make purchase requisition and purchase order to vendors for promotional gifting.

One-week field work was also done regarding Proton Pump Inhibitors.

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 are the means by which firms attempt to inform, persuade, and remind consumers - directly, or indirectly - about the products and brands that they sell." (Kotler and Kellter).



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 market mix, which includes the four P's: price, product, promotion, and place.

The purpose of a promotion and thus its promotional plan can have a wide range, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

All about branding –

Brand Management the process of creating relationship between a company's products and building customer loyalty towards that product and maintaining, improving, and upholding a brand name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition.

General introduction of Pharma market with respect to Brand Management

What is branding?

Branding is your reputation, your interaction with every customer, how people think and feel about your product and the culmination of experiences that your logo and identity invoke.

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.

POSITIONING

It is the act of communicating company's offer so that it occupies a distinct position in the mind of the customer.

There are certain ways to position the brand:

- a. **Use situations** – analyse customer's perception of existing competitor brand in different use situation
- b. **Emphasizing tangible benefits** – provide tangible benefits to the customer (specific features or price)
- c. **Linking to use** – All possible uses of a brand (Gabalept is not just an epileptic drug but also helps in treating alcohol dependency.)
- d. **Head-on Competitive Positioning** – Place a firm's brand next to the leader in the market and try to uproot it on a specific tangible variable.
- e. **Lifestyle positioning** – Position the brand as a lifestyle concept.
- f. **Benefits offered** – Highlight the benefits of your product.

Communicating the Brand's Positioning Strategy -

It isn't just important to arrive at a positioning strategy. Communicating it in a meaningful and convincing manner to the customer is equally important.

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.

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.

Supply chain management –

“Supply chain management (SCM) is the management of the flow of goods and service. It is the oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer. It involves coordinating and integrating these flows both within and among companies. The ultimate goal of SCM is to reduce inventory”.

Flows in Supply Chain



Distribution of Medicines in Pharma Market



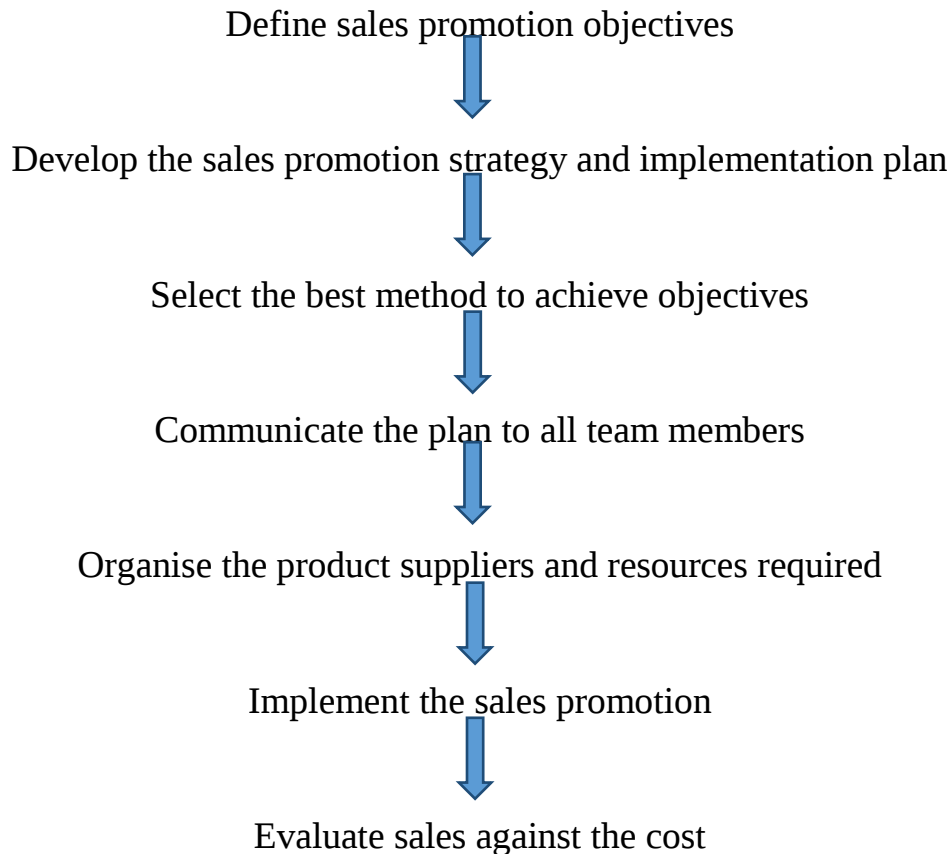
Types of sales in Pharma Market- Primary sales – primary sales are when the carrying and forwarding agents directly sells the goods to the distributor or wholesaler.

- The invoice is raised against the wholesaler in case of primary selling.

Secondary sales – secondary sales are when the goods are sold to the pharmacy or to the retail shops by the wholesaler or the distributor.

- The bill in this case is raised against the retailer or the pharmacy.

Steps in developing sales promotion –



Promotional input:

Gifting –

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:

Purchase requisition (via SAP/Manually)



Quotation for Vendor



Vendor selection



Purchase order



Vendor



Depot



Carrying and Forwarding agents (C&F)



Medical representatives



Doctor

RESULTS AND FINDINGS

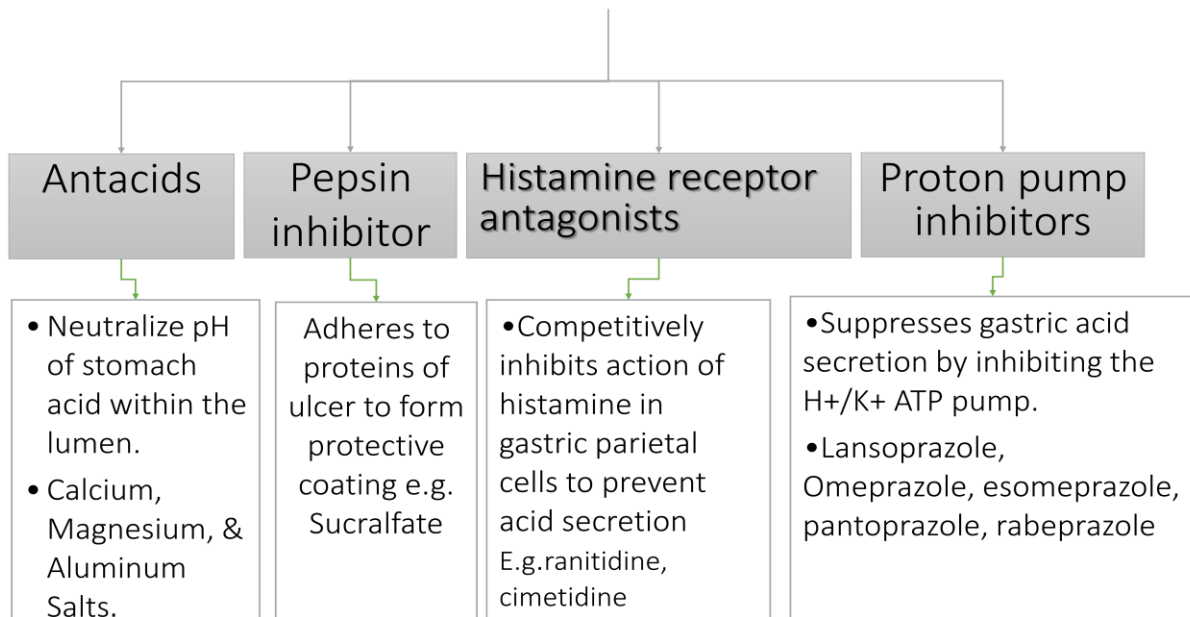
The study was performed on the Proton pump inhibitors:

Proton pump inhibitors

Pathophysiology along with classification of drugs acting upon GIT and GIT disorders were studied in detail in order to prepare medical information guide booklet for selected therapies and molecules.

Following classification along with drugs were studied:

Drugs acting on Upper GI tract



VISUAL AIDS FOR EZOMEPRAZOLE AND COMBINATIONS

Various aspects of Brand Management related to the ESOMEPRAZOLE were analysed and given below are the findings.

ESOFAG

“Esofag 40 MG Tablet is a proton pump inhibitor used in the treatment of stomach ulcers, Gastroesophageal reflux disease (GERD) and other acidity related disorders. It decreases the acid produced in the stomach and helps in the healing of ulcers.”

Indication –

- Peptic ulcers
- Gastroesophageal reflux disorder
- Gastric ulcers
- Helicobacter pylori infection
- Zollinger-ellison syndrome

Side effects –

- Headache
- Nausea
- Flatulence
- Stomach pain
- Skin rash SEVERE RARE

- Swelling and redness at the injection site
- Difficulty in breathing SEVERE RARE
- Swelling of face, lips, eyelids, tongue, hands and feet SEVERE RARE
- Irregular heartbeat SEVERE
- Severe diarrhea SEVERE
- Unusual tiredness and weakness
- Fever RARE

Warnings and Precautions –

Warnings for special population

- **Pregnancy warning:**

This medicine can be used by pregnant women only when necessary and the potential benefits outweigh the risks involved. Consult your doctor before taking this medicine.

- **Breast-feeding warnings**

This medicine is not recommended for use by breastfeeding women as it may cause some harm to the infant. However, if it is absolutely necessary to use this medicine, then breastfeeding should be discontinued. Consult your doctor before taking this medicine.

General warnings

- **Diarrhea**

This medicine has been associated with an increased incidence of *Clostridium difficile* associated diarrhea in some patients. Consult your doctor if you experience diarrhea that does not improve over time.

- **Liver disease**

Report any incidence of liver disease to the doctor. This medicine is not recommended for use if the impairment is severe. For mild to moderate impairment, this medicine can be given with suitable dose adjustment and safety monitoring.

- **Immune system disorder**

Use of this medicine for durations longer than medically recommended can cause skin disorders by affecting the immune system. Report any incidence of skin lesion formation to the doctor while using this medicine.

- **Risk of infections**

Use of this medicine increases the susceptibility to infections from bacteria.

- **Bone fracture**

Use of high dose of Esofag 40 MG Tablet for prolonged duration may increase the risk of bone fractures especially in older patients and women. Supplements like Calcium citrate and Vitamin D should be taken after consulting the doctor.

- **Vitamin B12 deficiency**

Long-term treatment with Esofag 40 MG Tablet may decrease the absorption of Vitamin B-12 in the body. Supplements can be taken after consulting the doctor

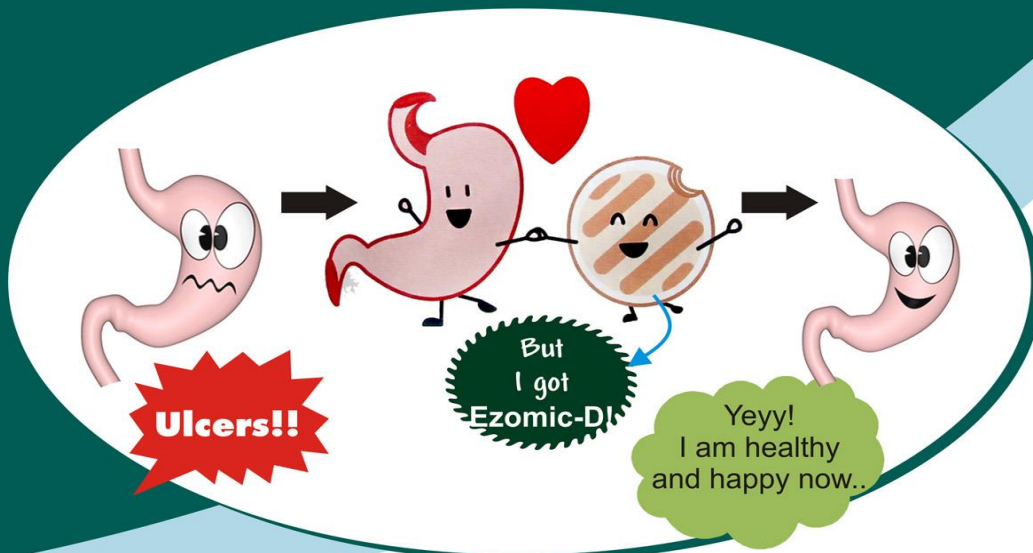
Other drugs in the same market –

- Nexpro - ₹13 to ₹114
- Nexium - ₹63 to ₹99
- Esoz - ₹70 to ₹116
- Reciper - ₹41 to ₹102
- Esomac - ₹11 to ₹109
- Izra - ₹40 to ₹65
- Esofag - ₹70
- Esofence - ₹36 to ₹61
- Esogress - ₹69

Brand plan & visual aids for ESOFAG, ESOFAG-D, EESOFAG- KIT:

Brand name given by me were- EZOMIC, EZOMIC-D, EZOMIC- TRIO.

Get a happy stomach, easy and quick.
Choose ...



EZOMIC-D

Esomeprazole 40 mg + Domperidone 30 mg Tablets

Because healing is happiness!!

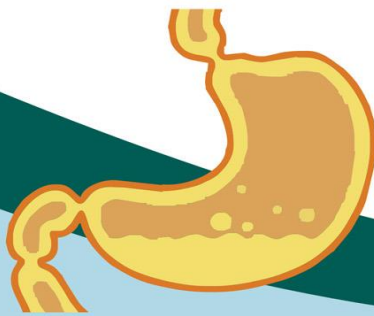
EZOMIC-D

Esomeprazole 40 mg + Domperidone 30 mg Tablets

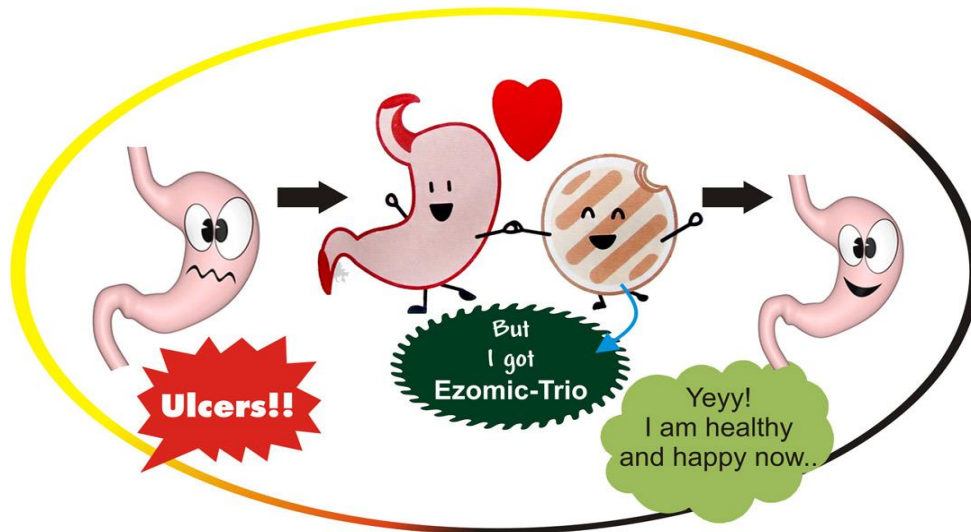
Because healing is happiness!!

Actions of Domperidone

- Domperidone acts by blocking peripheral dopamine receptors in Upper GI tract (ntidopaminergic)
 - Stimulates motility of upper GI tract
 - Increases LOS pressure
- Domperidone improves gastric emptying
- It also acts on Chemo receptor Trigger zone (CTZ) in the brain and controls nausea and vomiting
- Has minimal penetration through the blood-brain barrier. It thus provides an excellent safety profile or long-term administration orally.



Get a happy stomach, easy and quick.
Choose ...



Ezomic-Trio

Esomeprazole + Clarithromycin + Amoxicillin
Triple therapy

H. Pylori Kit
Kit d' H.Pylori

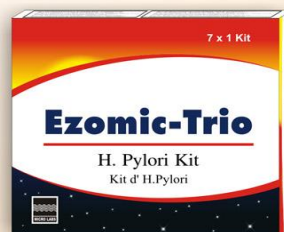
Ezomic-Trio

Esomeprazole + Clarithromycin + Amoxicillin
Triple therapy

H. Pylori Kit Kit d' H.Pylori

Treatment of H.pylori

- Goal of treatment is to eradicate infection.
- Triple therapy regimens consist of one anti-secretory agent and two antimicrobial agents for 7 to 14 days.
- Combination of two or more antimicrobial agents increases rates of cure and reduces the risk of selecting for resistant H. Pylori.
- Triple therapy regimens have cure rate of approximately 80% without major side effects.
- Minimal induction of resistance



Vetting and Proof reading

Calendar for products to be marketed in 17 different African countries.

- Prepared a grid for the calendar. It includes the product that will be present on particular month's page.
- Every country has one or more teams working over there and each team promotes different products, hence there is no repetition of products in the calendar when it comes to teams working in the same country.
- However, a product can have repetitions in in one particular calendar or teams working in different countries can promote the same product.
- **Cost Optimization** –Now to reduce the cost of the calendar, what we do is we try to align the same products that are being promoted in different countries in the same month.
- For example: Avas in promoted in Madagascar and Senegal, so we keep it for the month of January in both the countries in the Grid.
- There is one more thing we take care about, in a calendar first month from starting is followed by last month from the end on its back page. So, we try to match the products of that month as well.
- For example: Allercet is promoted in both Cameroun and Senegal, so we keep them for December in both the country.
- There is another thing that needs to be kept in Notice – Products of French language countries will be matched with the same while products of English language countries will be matched together.
- Proof reading for all the calendars was done for any corrections.

Brand Planning

Page 2

What is a brand plan?

The Brand Plan is a useful and a versatile tool. It is a guide that can also be described as the businessman's best friend. In today's global and highly competitive business environment, enterprises, whether large or small, cannot hope to compete and grow without proper planning.

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

When do we need a brand plan?

- When we are about to start a new project or venture.
- When we look for a business partner.
- When we require finance, government or EU grants and incentives.
- To manage our business better.
- To measure actual performance compared to what was planned.

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.

What are the specific risks involved and the contingency plan for each?

- What if we miss the market window? (Launch timing)
- What if we can't source the material at the cost we originally thought? (Alternative source, Price Increase)
- What if the cost of procurement falls drastically? (Stock build-up at higher transfer price)
- What if a competitor hits the market first or with a lower MRP?

- What if our prices are too high? (Price revision/ costs/strategy revamp)
- What if we over-projected/ under-projected our sales? How do we address stock build-up or shortage arising out of it?
- What if the Market growth rate is slower than estimate? (Sales Allocation phasing/Regional Targets)

Field work

Two-day field work was done in the areas of civil lines and GTB Nagar with an objective to know which ppi brand is being prescribed the most by the doctors.

- This study was carried in about seven pharmacies.
- The survey was conducted using Questionnaire which had both open-ended and closed ended questions in it.

1. Which molecules of PPI's are available at your store?

Pharmacies	Omeprazole	Pantoprazole	Rabeprazole	Esomeprazole	Lansoprazole
Apollo pharmacy, sh.no- 23.	✓.	✓.	✓.	✓.	✓.
A To Z Pharmacy, Sh.no- 94	✓.	✓.	✓.	✓.	✓.
98.4°, sh.no- 95	✓.	✓.	✓.	✓.	✓.
Alka The Medicine. Sh.no 110	✓.	✓.	✓.	✓.	✓.
Apollo pharmacy, sh.no- 92.	✓.	✓.	✓.	✓.	✓.
Fortis Health world sh.no- 109	✓.	✓.	✓.	✓.	✓.
GRD Pharmacy sh.no- 22	✓.	✓.	✓.	✓.	✓.

Conclusion: As we can see all the pharmacies had all the listed molecules at their store.

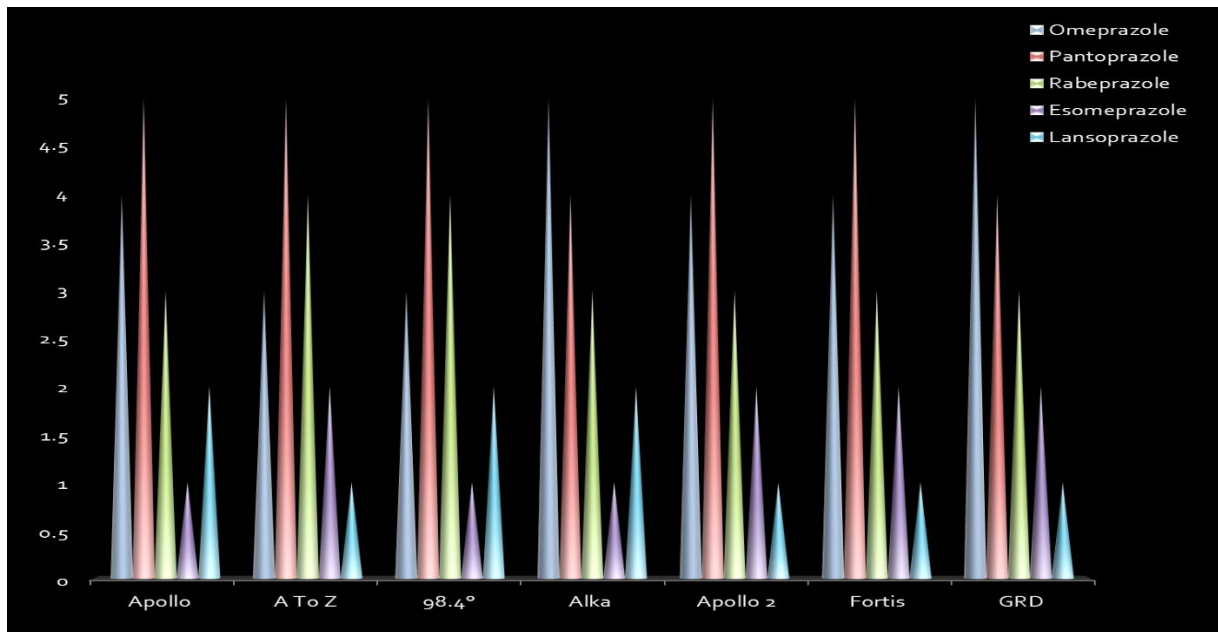
2. How will you rank these molecules in terms of sales?

- Esomeprazole
- Lanzoprazole
- Omeprazole

- Pantoprazole
- Rabeprazole

Results:

Pharmacists	Omeprazole	Pantoprazole	Rabeprazole	Esomeprazole	Lansoprazole
Apollo pharmacy, sh.no- 23.	4	5	3	1	2
A To Z Pharmacy, Sh.no- 94	3	5	4	2	1
98.4°, sh.no- 95	3	5	4	1	2
Alka The Medicine. Sh.no 110	5	4	3	1	2
Apollo pharmacy, sh.no- 92.	4	5	3	2	1
Fortis Health world sh.no- 109	4	5	3	2	1
GRD Pharmacy sh.no- 22	5	4	3	2	1



- Highest selling ppi drug is pantoprazole and is mostly prescribed by doctors.
- Other ppis which get good number of prescriptions were: omeprazole, and rabeprazole.
- 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.

- Mostly ENT specialist prescribes anti-allergic. Other specialists prescribing these drugs are General physician, Gynaecologists and dermatologists.

3. Major competitors of Esomeprazole and their prices?

DRUGS & COMBINATIONS	PACK SIZES AVAILABLE	COMPANY	PRICES (OF PLAIN)
SOMPRAZ/ D/ IT	10	SUN PHARMA	20mg-19.00 Rs 40mg-49.40 Rs
ESOZ/ D/ L	15	GLENMARK	20mg-53.90 Rs 40mg-85.40 Rs
NEXPRO/ RD	15	TORRENT	20mg-41.65 40mg-72.55
NEKSIMUM	10	ASTRAZENECA	40mg-92.00
ESOFAG/ D/ KIT	10	MICRO LABS LIMITED	40mg-46.50 (D)40mg-70.00

Result: major competitors were sompraz, esoz and nexpro.

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.

Fundamentally, there are three basic objectives of promotion are:

1. To present information to consumers and to the customer.
2. To increase demand.
3. To differentiate a product.

Ways to Position a particular Brand in Pharmaceutical Marketing:

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

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

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