

**Summer Training at
Micro Vision, Agra
(April 3 to June 2, 2017)**

**Study on Competition and Promotional Strategies for Ophthalmologic
Products in Agra**

**By
Ankit Gupta**

**Under the guidance of
Mr. Abhishek Dadhich**

**MBA Pharmaceutical Management
2016-2018**

The logo of 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. Ankit Gupta** has undergone summer training in **Micro Vision, Agra** from 15th April to 15th June 2017.

The candidate herself completed the project assign to him 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 Pharmaceutical Management.

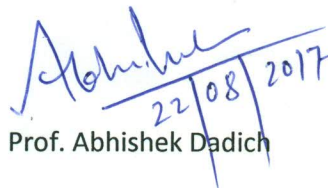
I wish her success in all his future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic & Student Affair)

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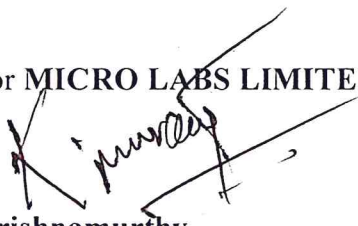
Date: November 14, 2017

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Ankit Gupta**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed dissertation entitled “**Market Research**” at Micro Labs Ltd, Agra 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. Manoj Sirohi, Zonal 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 solicitedly felicitate my Project Coordinator Mr. Mayank Singh, Sales Manager, Micro Vision (Micro Labs Ltd.), Agra 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 Prof. Abhishek Dadich, 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 my family for supporting and standing with me in successfully completing the project. 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.

ANKIT GUPTA

Declaration:

I hereby declare that this Summer Intern Project entitled **“A Study on Understanding Competition and their Promotional Strategies for Ophthalmology Products in Agra”** submitted to IIHMR University, Jaipur in the partial fulfillment 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. Sandeep Narula**, Associate Professor, IIHMR University, Jaipur. The extent of information gathered in the study is discussed in this Project report. This work is original and confidential.

ANKIT GUPTA

Contents

Declaration	Error! Bookmark not defined.
Executive Summary	Error! Bookmark not defined.
Company Profile	7
Micro Vision – Ophthalmology:	10
Introduction	11
Indian Pharmaceutical Market	Error! Bookmark not defined.
Pharmaceutical Marketing Approaches	14
Core Model	Error! Bookmark not defined.
Push System Working In Acute Therapy Segment.....	15
Study Rationale	Error! Bookmark not defined.
Objectives.....	16
Methodology	16
Findings:.....	17
Base line survey:	17
INTERVENTION TO OPHTHALMOLOGIST	18
Final Survey (RCPA)	19
Conclusion:	21
Suggestions	21
References	22

Executive Summery

The Project assigned was “A Study on Effect of Implementing Promotional Strategies for Ophthalmic Products in Agra” with primary objectives being.

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

The project was carried out in 3 stages:

- First stage was to do baseline survey for market assessment of ophthalmology products like **Moistane Eye drops and Misopt Eye Drops**. Simultaneously, to find out competitor brands with their market presence.
- Second stage was to visit out the **Ophthalmic Doctors** to intervene the promotional strategies of ophthalmology products.
- Third stage was to carry out **RCPA of Moistane** and its competitor products.

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

- **RCPA Audit:**
 - The **top 4 brands competitor of Moistane eye drops** in terms of number of **prescriptions and sales** per month in Agra are,
 - **Systein Ultra -- Alcon**
 - **PEG Tears – Alembic**
 - **Foug Eye Drop – PharmtakOphthalmic India Pvt Ltd**
 - **Ocumoist – Ajanta Pharma**
 - The **top 2 brands competitor of Misopt eye drops** in terms of number of **prescriptions and sales** per month in Agra are,
 - **Dortas - T --Intas Pharmaceutical**

- **Dorzox-T -- Cipla**

- ☐ ☐ **Ophthalmic Doctors Interventions:**

- 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. Dilip Surana (Chairman & Managing Director) and Mr. Anand Surana (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, Orthopaedic, ENT, Gynaecology, Paediatric & others
- Nova – Paediatric & Gynaecology
- Vision - Ophthalmology
- Healthcare - Orthopaedic, Gastro
- Synapse - Neuro-Psychiatry (Mass Division)
- Gratia - Dermatology
- Diabetes Task Force (DTF) - Diabetology
- EROS Pharma - Orthopaedic, General Surgery, Paediatric, ENT, Dental and Gynaecology
- 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 2000

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 USFDA & MHRA (UK). 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 Agra

- Lubrex
- Lubrex-DS
- Moxigram

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”.

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).

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

Indian Pharmaceutical Market

India remains an important market for the vast majority of Indian companies. The indigenous industry supplies around 70% of the country 's pharmaceuticals. The proportion of revenue derived from India depends largely on the strategy of the individual company and its penetration into overseas markets. For example, while

Zydus Cadila aims to grow rapidly overseas, India remains its most important market, accounting for 55.8% of revenue in fiscal 2008/09. India is also Cipla 's key market, generating almost half of the company's revenue in 2008/09, although this percentage has been declining in recent years as the company has increasingly targeted overseas markets. Other companies, such as Dr.Reddy's, are less reliant on the Indian market; in 2008/09, India contributed just 17% of the company's global revenue.

Pharmaceutical Marketing Approaches

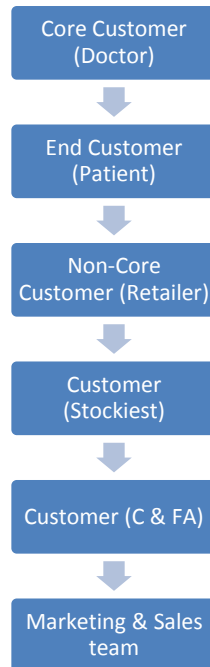
There are two models used for pharmaceutical marketing:

1. Core Model- The core model business strategy involves marketing large numbers of drugs from the acute therapy area to large, diversified markets. The success of this strategy is that it is not dependent on selling a small number of drugs. An acute condition appears suddenly and worsens fast, like a heart attack.
2. Super Core Model- The super core model is when a pharmaceutical company will search out and distribute a small number of drugs in the chronic therapy area for prolonged and substantial sales. A chronic condition is one that will develop and worsen over an extended period of time, like many cancers.

Core model

In present situation companies are focusing more and more on the availability of products. For marketing of these products companies require more field force to remind their products on daily basis to their direct customers. The field force should have good knowledge about product schemes and offers. Also, field force is required to have a good relation with retailers. Field force also required to ensure good availability of their products to convince doctors and PUSH their products. It has been observed that sometimes there are more than twenty representatives in a day those are meeting with their customers and requesting for same type of products.

Push System Working In Acute Therapy Segment



To sell these products companies require more skilled field force to develop good marketing with their direct customer. Moreover, Sales representative should have good product knowledge about their products over other products and convince direct customers and pull the demand for their products.

Study Rationale

The competition assessment for particular pharmaceutical products is a key motivator for future innovation and growth. It determines whether and how vigorously, a profit-based enterprise will further investigate 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 implement the promotional strategies for ophthalmology products.
- To assess the changes in sales after intervention.

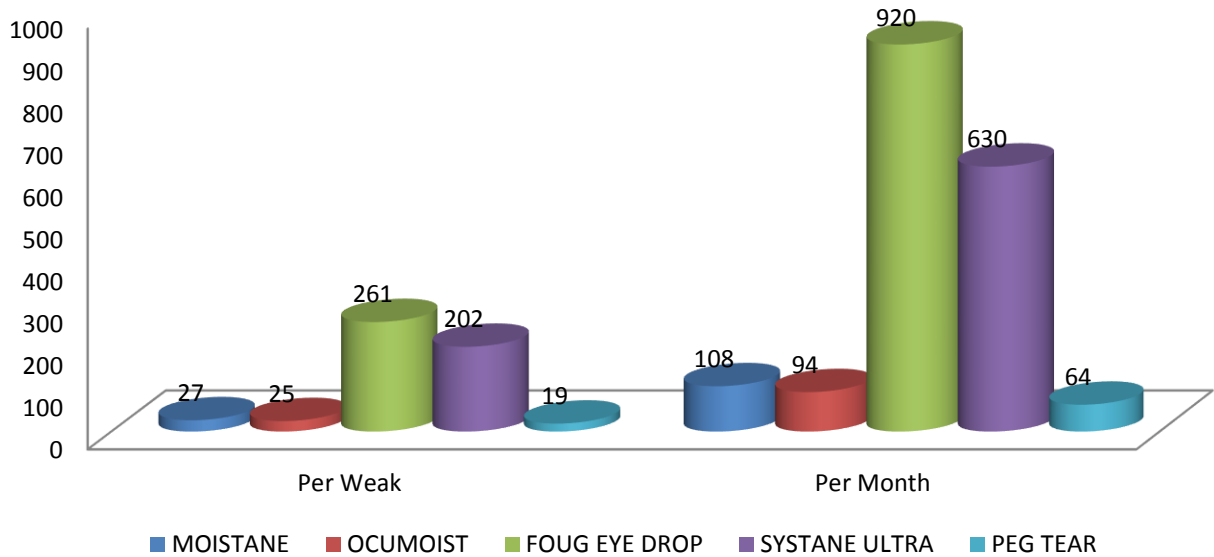
Methodology

- **Study design:** Analytical Pretest-Posttest design
- **Sampling:** Non probability purposive sampling
- **Sample population:** Pharmacist and Ophthalmic Doctors
- **Sample area:** Agra
- **Sample size:**
 - ✓ Pharmacist: 30
 - ✓ Ophthalmic Doctors :50
- **Collection of Data:**
 - ✓ **Baseline survey** – Personal Interview with pharmacist
 - ✓ **Intervention-** Detailing about ophthalmic products (Misopt & Moistane)
 - ✓ **Final Survey** – Personal Interview with pharmacist
- **Time Period:**
 - ✓ **Baseline survey** – 2 weeks
 - ✓ **Interventions** -4 weeks
 - ✓ **Final Survey** – 2 weeks
- **Data Analysis:** The data from pharmacist interviews has been drawn and has analyzed using MS-EXCEL and interpreted.

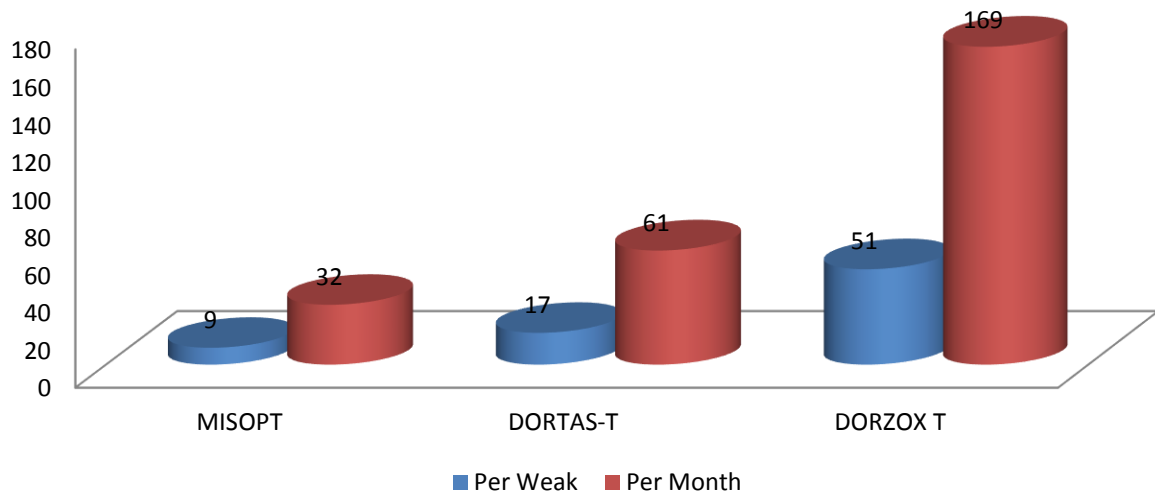
Findings:

Base line survey:

SALE OF MOISTANE & COMPETITOR PRODUCTS IN APRIL 2017



SALE OF MISOPT & COMPETITOR PRODUCTS IN APRIL 2017



From base line survey I observed that sale of moistane was 27 per week and 108 per month, whereas most competitor brand of moistane was foug eye drop by Pharmtakand Systane ultra by Alcon and their sales were 261/week and 920/month, 202/week and 630/month respectively.

And from base line survey I observed that sale of misopt was 9per week and 32 per month, whereas most competitor brand of misopt was Dortas-T by Intas and Dorzox- T by Cipla and there sales were 17/week and 61/month, 51/week and 169/month respectively.

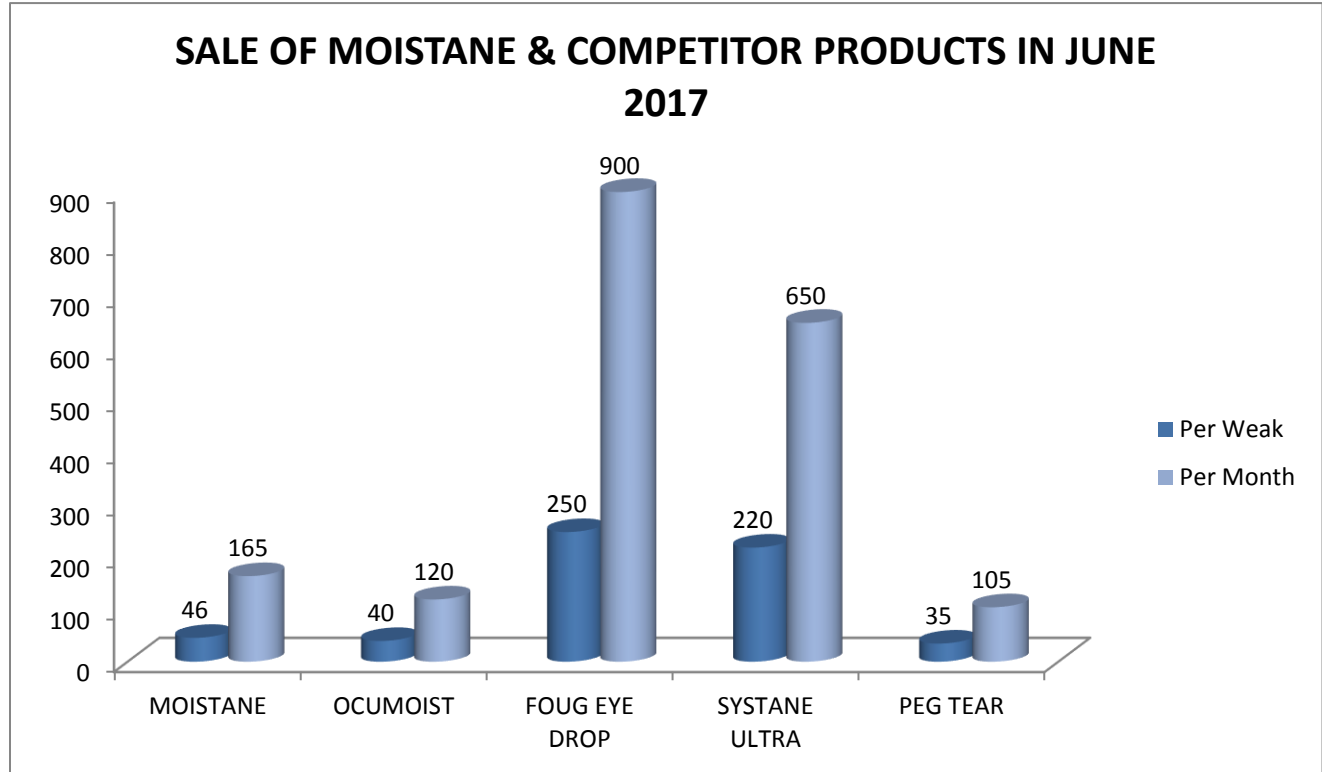
INTERVENTION TO OPHTHALMOLOGIST

- I have visual ads as a promotional material.
- I implemented push model marketing approach to promote products because it is belonging to acute therapy segment.
- Our target customer was ophthalmologist in Agra
- I visited 85 ophthalmologists thrice in a month with a interval of 7 days.

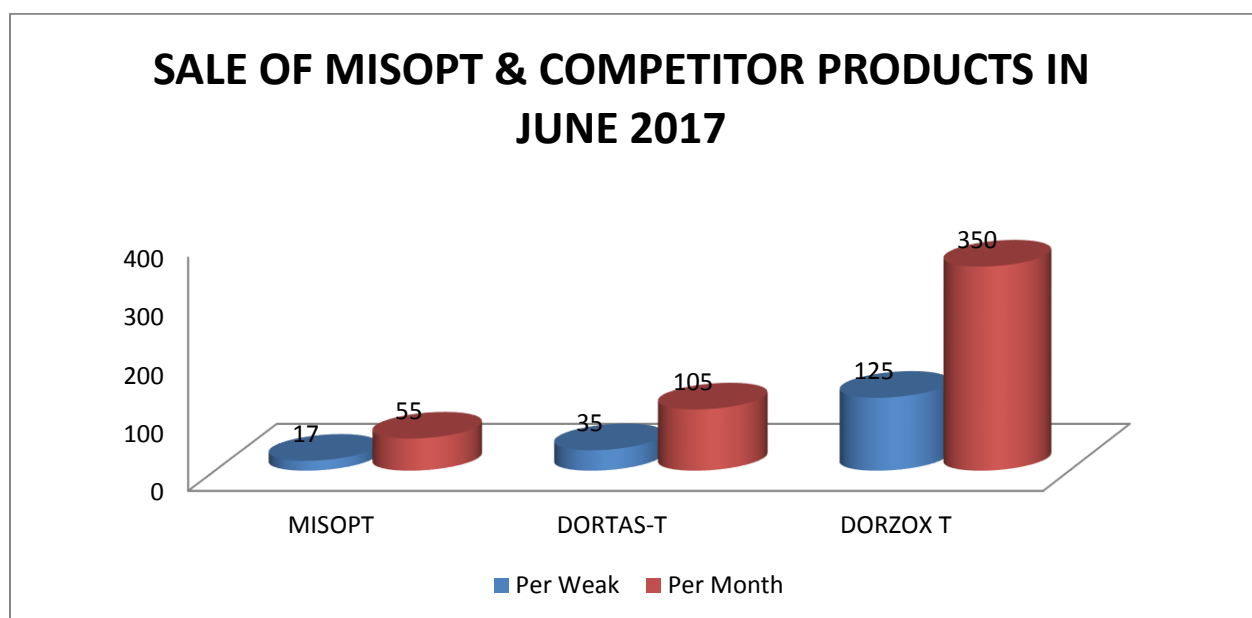
When I visit a ophthalmologist, I give information with the help of visual ads and discuss about USPs and advantages of our product over the other products. I also discuss about products pharmacokinetics and pharmacodynamics effects.

I ask ophthalmologist to prescribe our brands.

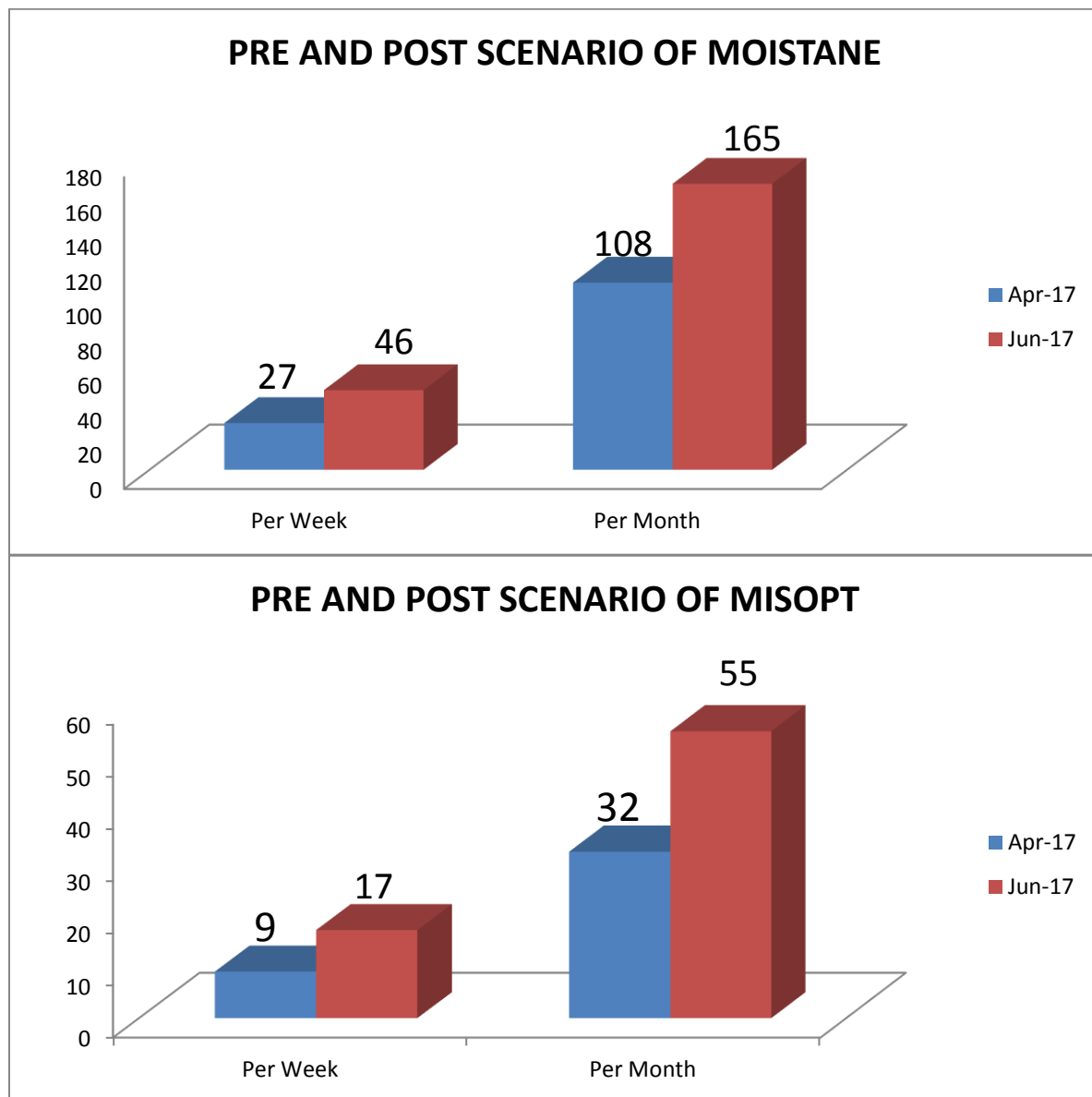
Final Survey (RCPA)



From final survey I observed that sale of moistane was 46 per week and 165 per month, whereas most competitor brand of moistane was foug eye drop by Pharmtakand Systane ultra by Alcon and there sales were 250/week and 900/month, 220/week and 650/month respectively.



From final survey I observed that sale of misopt was 17 per week and 55 per month, whereas most competitor brand of misopt was Dortas-T by Intas and Dorzox- T by Cipla and there sales were 35/week and 105/month, 125/week and 350/month respectively.



- After detailing of assigned products to ophthalmologist, sale of moistane was increase by 19/week & 57/month pieces, sale of misopt was increase by 8/week & 23/month.

Conclusion:

Through this project it is concluded that after intervention i.e. detailing of products to the ophthalmologist with the help of visual ads with the regular interval and frequent visits. It will significantly increase sales of product in the area. However, most competitor brand to moistane is Foug eye drop by pharmtak was the most selling brand in Agra & most competitor brand to misopt is Dorzox-T by Cipla was the most selling brand in Agra.

Suggestions

- ✓ 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 organising meetings and training programs.
- ✓ During detailing it was noted that doctor's responses for in depth information and good communication skills was high. So, it is suggested that to improve the detailing part of sales representatives arrange some small competition during cycle meetings and let them prepare for detailing and for in depth knowledge notes which are provided to them ensure that they are utilizing it for improving their knowledge about product.
- ✓ Doctors are always seeking for articles on new realise and related papers like micro vision 2 started certificate course for doctors. I got positive feedback about this activity from doctors. It is innovative way to involve doctors with the company.

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THANK YOU