

**Summer Training at
Micro Labs Ltd.,
Ahmedabad**

**To Understand Competition and their Promotional Strategies for
Ophthalmology Drugs**

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**Under the guidance of
Mr. Rahul Sharma**

**MBA Pharmaceutical Management
2015-2017**



**The IHHMR University, Jaipur
2016**

TO WHOMSOEVER IT MAY CONCERN

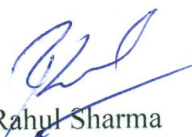
This is to certify that **Sadhish Kumar Jain**, student of MBA-Pharmaceutical Management from The IIHMR University, Jaipur has undergone Summer Training Project Micro Labs Pvt. Ltd, from **1st April to 31st may, 2016**.

The candidate has successfully carried out the study designated to his during summer training and his approach to the study has been sincere, scientific and analytical. This training is in fulfillment of the course requirements.

I wish his success in all the future endeavors.



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TO WHOM IT MAY CONCERN

This is to certify that Mr. Sadhish Jain, student of Master of Business Administration (MBA) in Pharmaceutical Management program of Institute of Health Management Research University, Jaipur has successfully completed dissertation entitled "A Study on Understanding Competition and their Promotional Strategies for Ophthalmology Products in Ahmedabad" at the Corporate Office of Micro Labs Ltd, Ahmedabad for 2 months starting from April 1, 2016 to May 31, 2016.

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

Acknowledgment

“It would have not been possible without the assistance and encouragement of mention people. This one is certainly no exception.”

On the very outset of this report, I would like to extend my sincere and heartfelt obligation towards the entire person who has helped me in this project. Without their guidance and encouragement, I would not have made headway in the project.

First of all, I am ineffably indebted to our Director, Dr. S.D.Gupta, IIHMR University, Jaipur.

I am extremely thankful and pay my gratitude to Mr.S.Ashok Kumar, Executive Vice President, Micro Vision (Micro Labs Ltd.) for giving me this opportunity to learn and develop professionally.

I am extremely thankful to my Project mentor Mr. Navneet Kumar Pathak, Marketing Manager, Micro Vision (Micro Labs Ltd.) for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I would like to express my deep sense of gratitude for my Project Coordinator Mr. Sunil Rai, my faculty mentor Mr. Rahul Sharma and Dr. Sandeep Narula. I am greatly indebted to both of them for providing their valuable time, support and continuous encouragement, without which it would not have been possible to complete this project.

I also acknowledge with a deep sense of reverence, my gratitude towards respondents for sparing their valuable time, support and providing the relevant information.

At last but not least gratitude goes to all my teachers for grooming me and my classmates who directly and indirectly helped me to complete this project.

Sadhish Kumar Jain

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Company profile:

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centers 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-infective, 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 anti-bacterial 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:

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:

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, Misoft, the first Indian combination of Dorzolamide + Timolol for the management of glaucoma and Levobact, the first formulation of Levofloxacin eye drop 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.

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. ^[1]

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.

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.

Objective

- To identify the competition of ophthalmology products.
- To understand the promotional strategies for ophthalmology products.

Methodology

Research design:

Exploratory study

Sampling design:

Sampling

Non probability purposive sampling

Sample population:

Chemist

Consultants (ophthalmologists)

Sample area:

Ahmedabad (Gujarat)

Sample size:

Chemist - 100

Consultants (ophthalmologists) - 55

Findings and Interpretation:

1. Chemist Audit

Sales of Moxifloxacin Brands in Ahmedabad

It is found out that different brands of Moxifloxacin have different sales. The biggest sale in Moxifloxacin is of **Mosi**, total sale of Mosi is 1022 vials followed by 100 Chemist. Mosi has low cost which is preferred by respondents and the patients.

Other brand also has good sale but **4 quin** manufactured by Entod Pharmaceuticals Ltd. has very low sale as comparison with other brand.

Figure: 1 gives a comparison of sales of Moxifloxacin drugs followed by 100 Chemist.

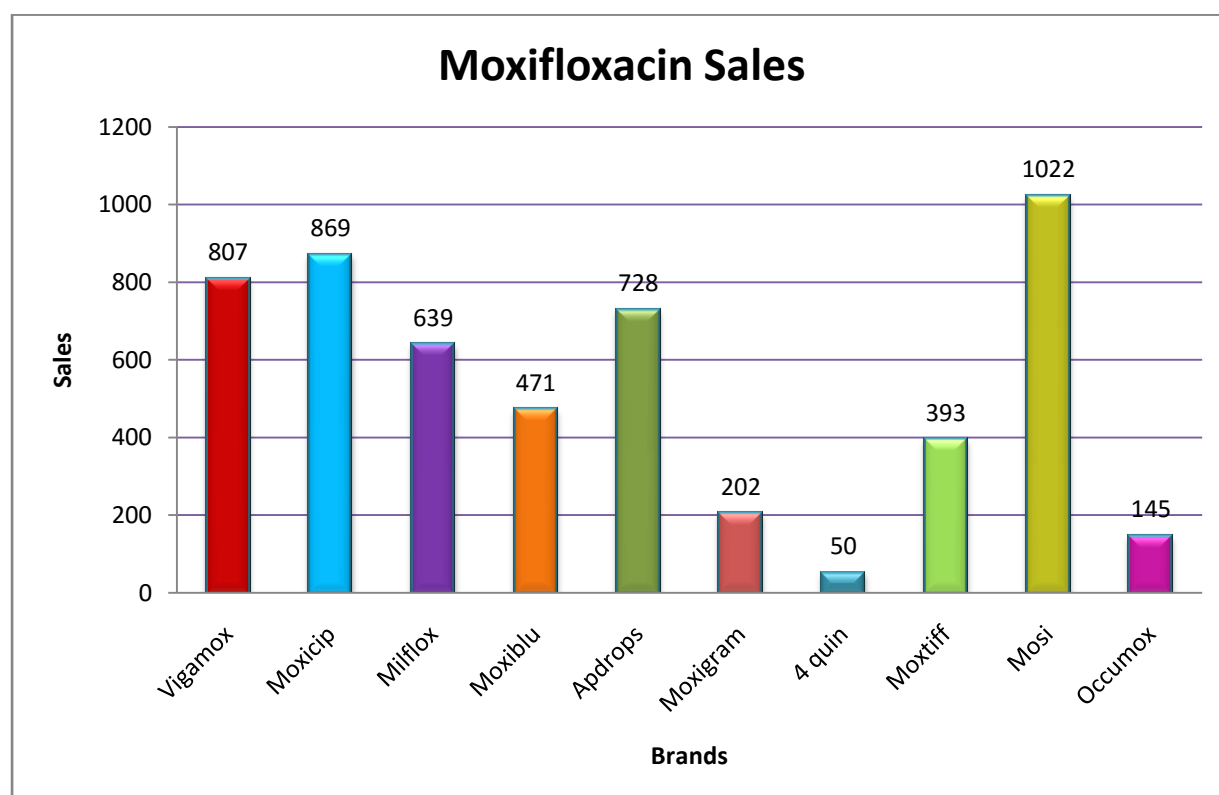


Figure 1: Total sale of Moxifloxacin vials in a month

Sales of Top three major brands:

Respondents gave a brief detail about three major brands which are selling most. These three brands have a huge intra brand competition in market.

Moxicip have sales of 687 vials per month whereas Mosi and Apdrops have sales of 538 and 518.

Figure 2 gives the information about three major brands.

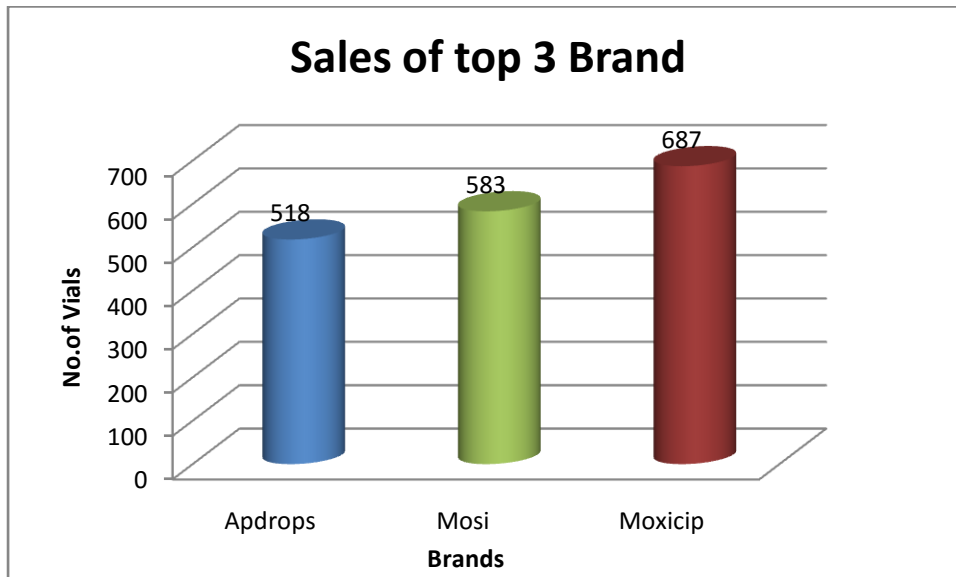


Figure 2: Sales of three major brand (per month)

Top three major brands:

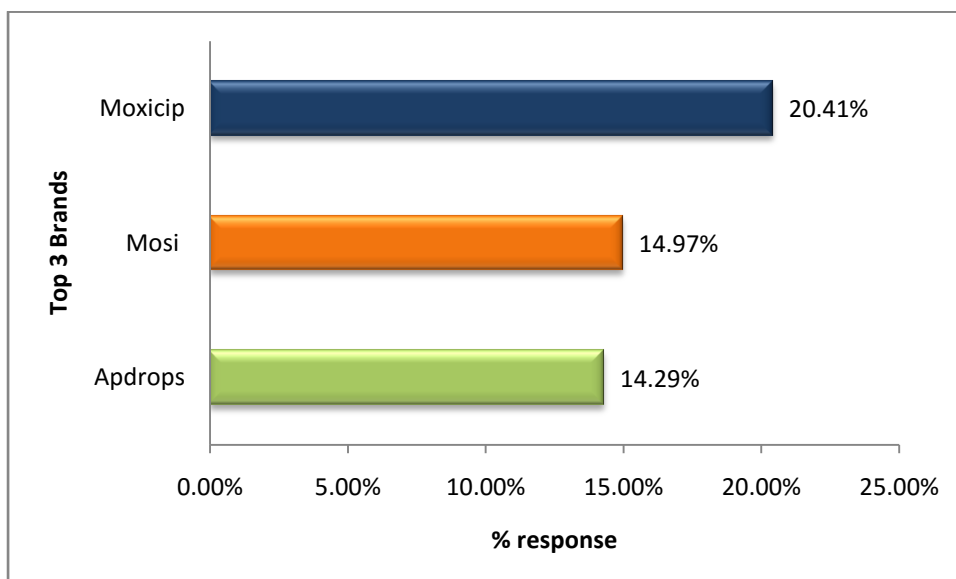


Figure 3: Numbers of respondents for three major brands

This figure shows that how many respondents are giving response for these three brands.

Mosi manufactured by Fairdeal Corporation Ltd., **Moxicip** manufactured by Cipla pvt.ltd. **Vigamox** manufactured by Alcon Laboratories are the top three major brands selling in Ahmedabad. Other respondents are giving responses for rest of brands i.e. Milflox, Moxtiff, Moxiblu, Apdrops etc.

It is found that top 3 brands of Moxifloxacin eye drops in terms of numbers of prescription per month are Mosi - 1022 vials

Moxicip-869 vials

Apdrops-518 vials

2. Findings of Doctor`s Survey

Number of sales representative

Sales representative visited doctors continually in a month. It is found that most of ophthalmologic doctors have been visited by 1 to 5 sales representatives of different pharmaceuticals.

Figure 4 shows the numbers of sales representatives are visiting doctors in a day.

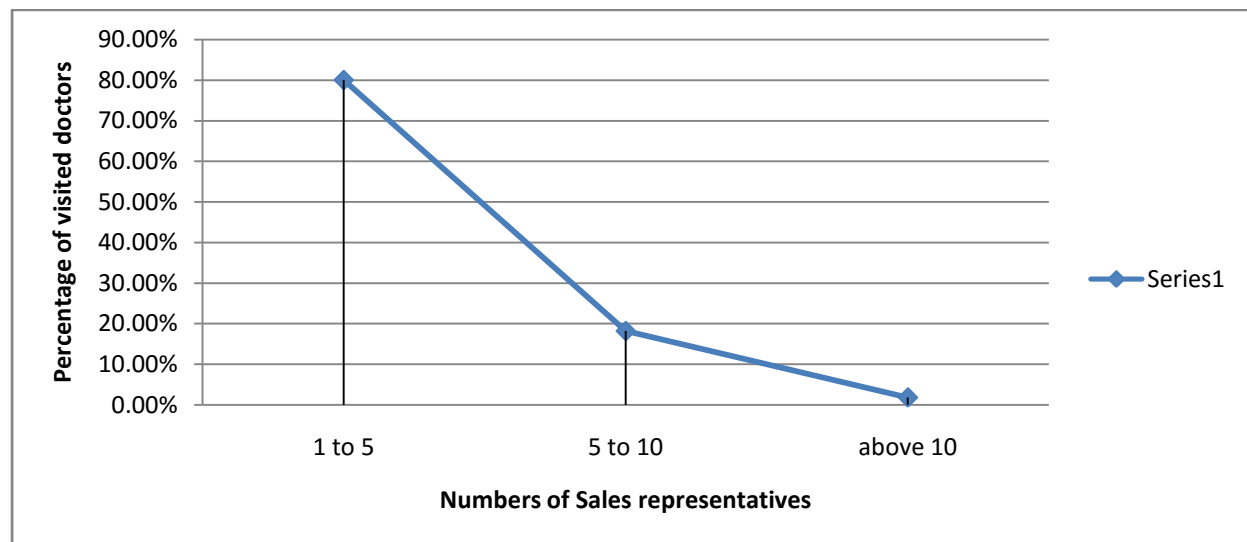


Figure 4: Numbers of sales representative Vs percentage of visited doctors (per day)

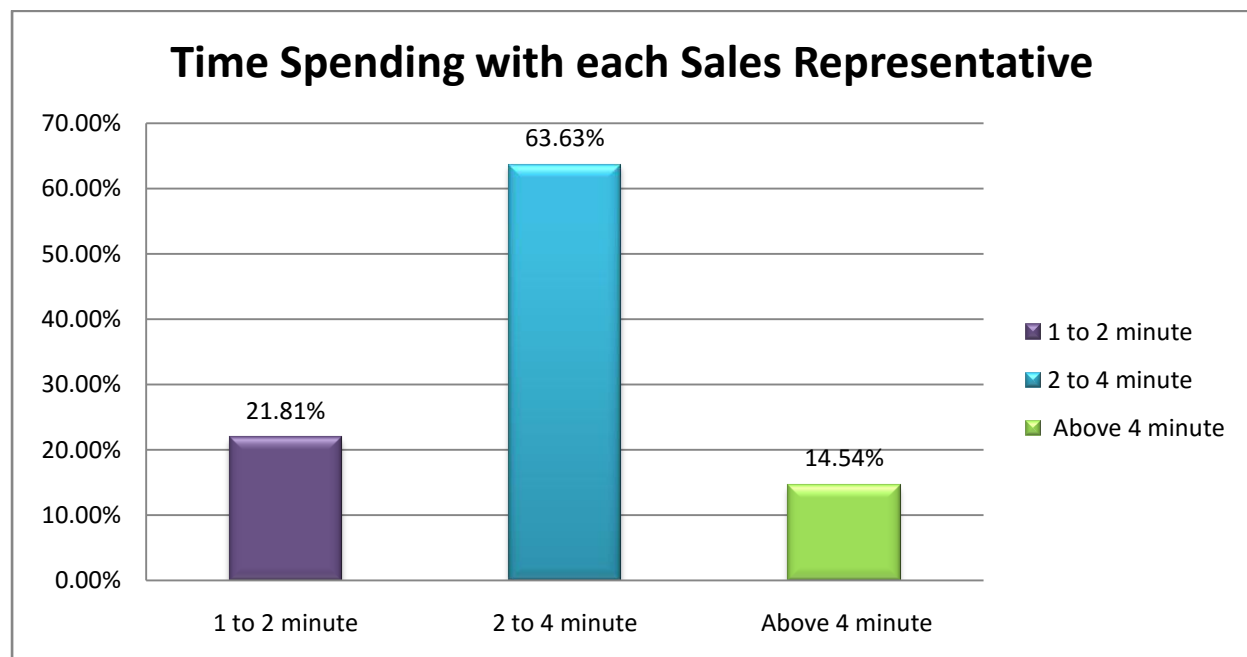


Figure 5: time spending by doctors with each medical representative

Figure 6 shows that what kind of Factors catches attention during product promotion in front of respondent followed by 55 respondents.

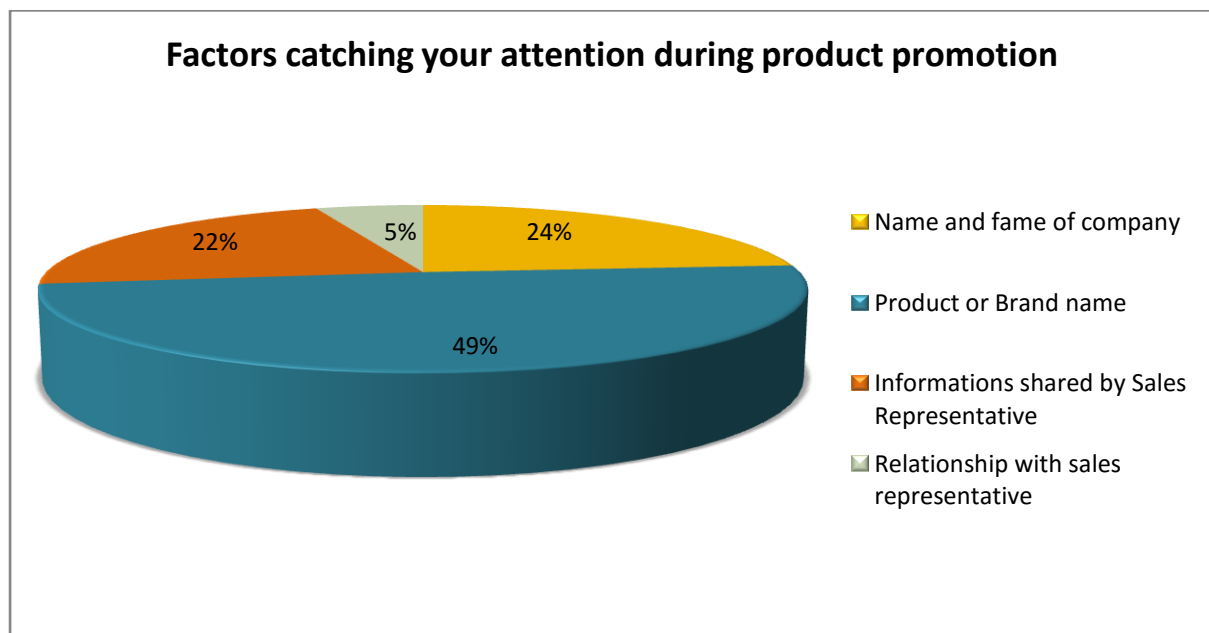


Figure 6: Factors for product promotion Vs Percentage of doctors

Figure 7 is showing that how many respondents prefer different type of activities organised by a pharmaceutical company.

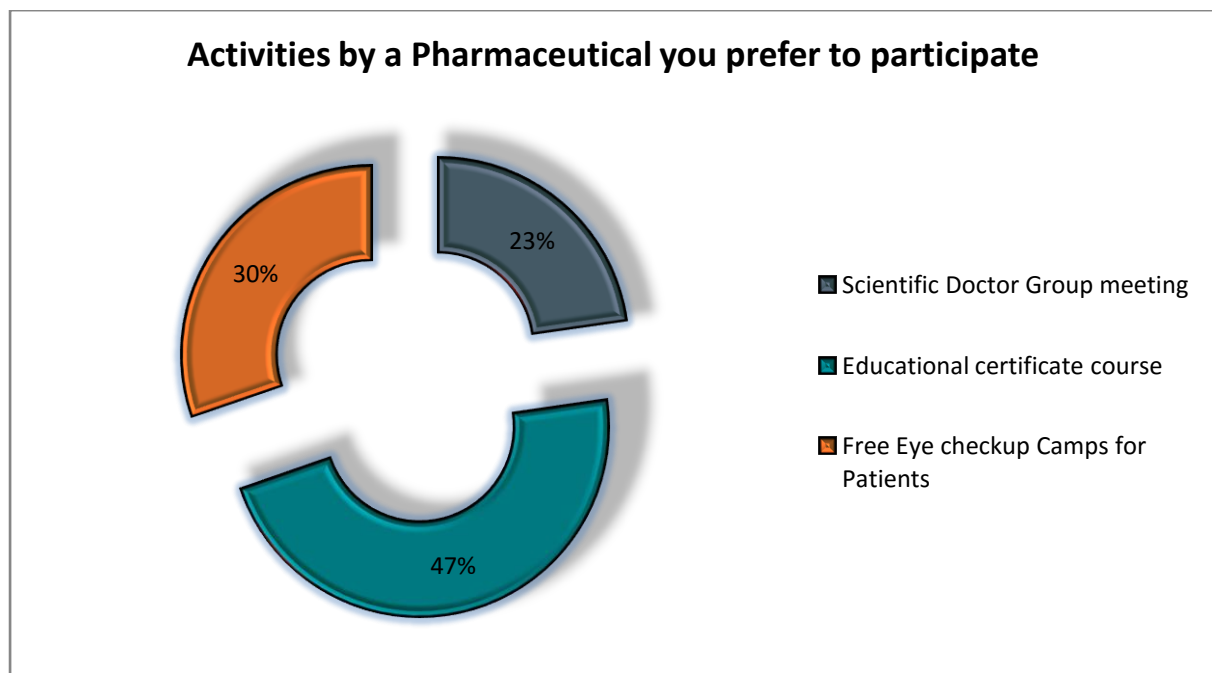


Figure 7: Activities by pharmaceutical company Vs percentage of doctors

Figure 8 shows that the expectation of a respondent to a sales representative about the presentation of sample in different way.

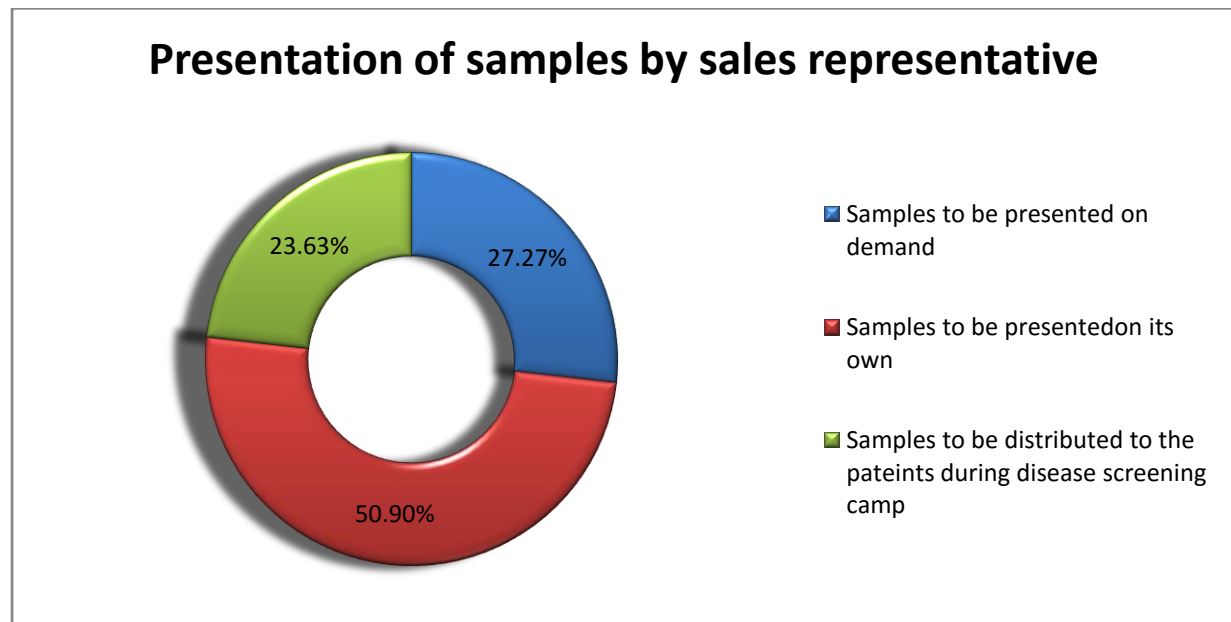


Figure 8: sample presentation Vs percentage of doctors preferring presentation

Figure 9 shows that how many times a sales representative meets to doctors.

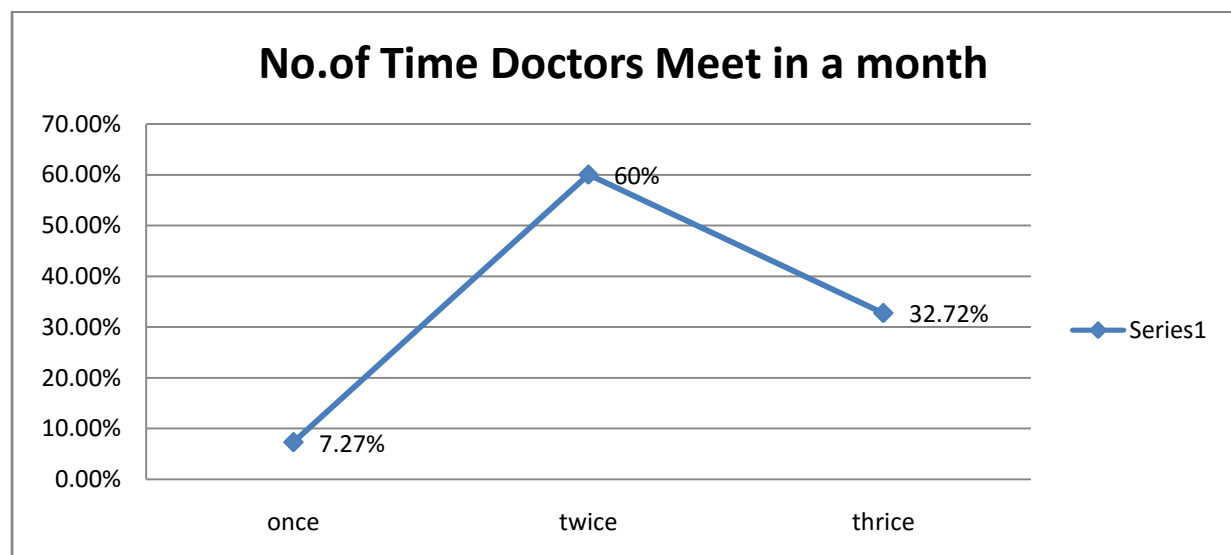


Figure 9: time of meet Vs doctors' percentage (per month)

Figure 10 shows that availability of product at the retail impacts prescribing decision



Figure 10: product availability Vs percentage of doctors

Way of Brand promotion

Table 1 gives the information about the attributes using by pharmaceuticals for brand promotion.

Rate 0-10	Catchy related brand in clinic Activity	In depth product information	Patient friendly activity in the clinic	Brand reminder items	Products at discounted rate
0	1.81%	0.00%	1.81%	1.81%	1.81%
1	20.00%	36.36%	18.18%	5.45%	14.54%
2	16.36%	38.18%	16.36%	12.72%	10.90%
3	36.36%	7.27%	9.09%	18.18%	18.18%
4	9.09%	3.63%	29.09%	20.00%	27.27%
5	10.09%	9.09%	12.72%	36.36%	20.00%
6	3.63%	3.36%	10.90%	1.81%	1.81%
7	1.81%	0.00%	0.00%	1.81%	3.63%
8	0.00%	0.00%	0.00%	0.00%	0.00%
9	0.00%	0.00%	0.00%	1.81%	0.00%
10	0.00%	1.81%	1.81%	0.00%	1.81%

Table1: Rating for the way of product promotion by respondent doctors

Figure 11 to 15 shows the ratings given by respondents to the way of promotion using by sales representatives.

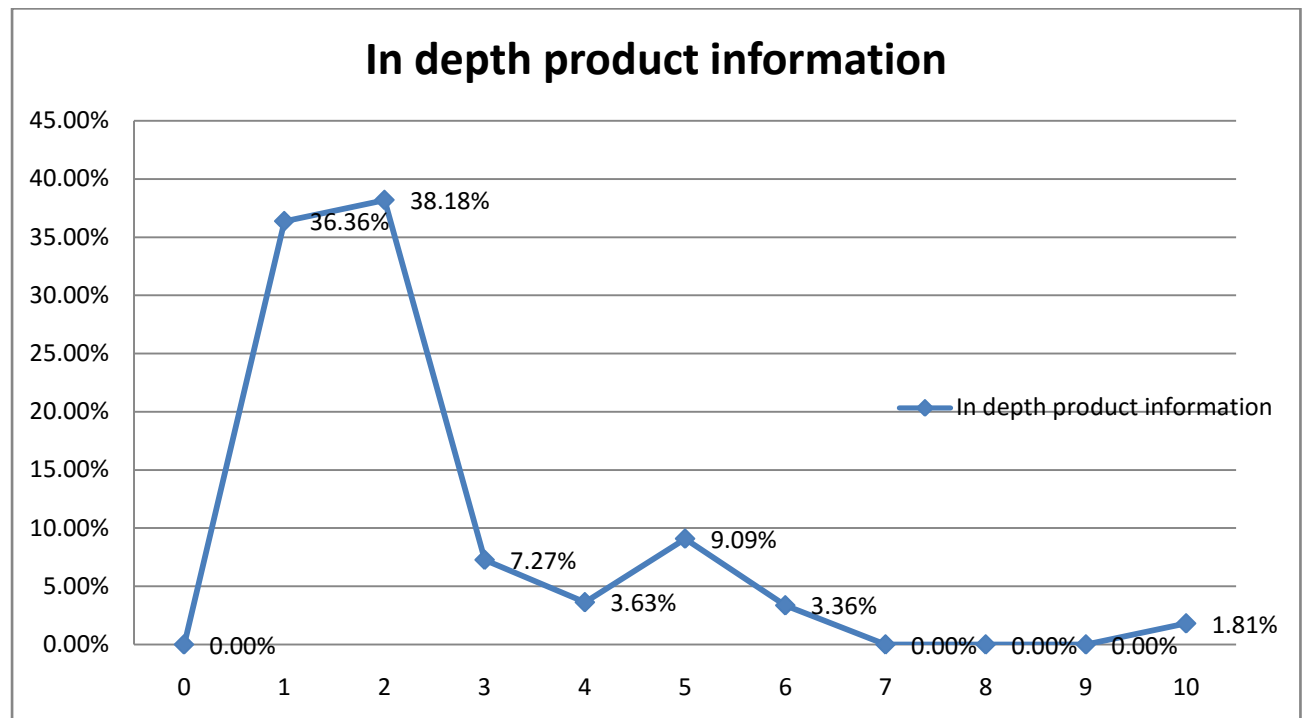


Figure 11: Rating of attribute Vs percentage of doctors

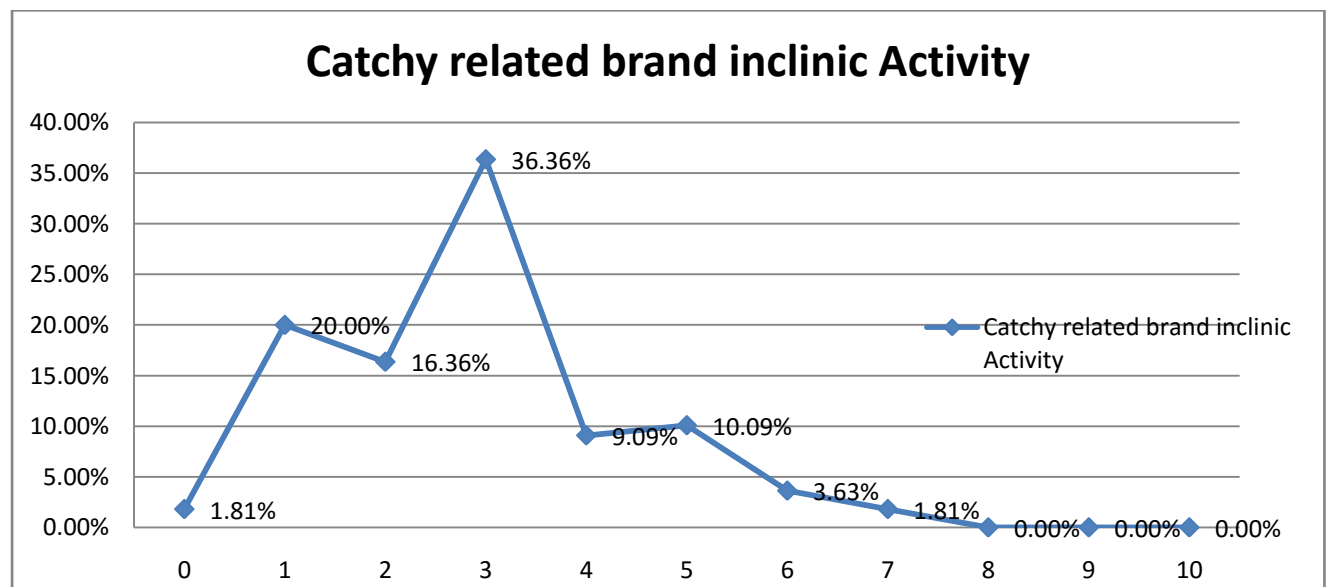


Figure 12: ratings of catchy activity Vs percentage of doctors

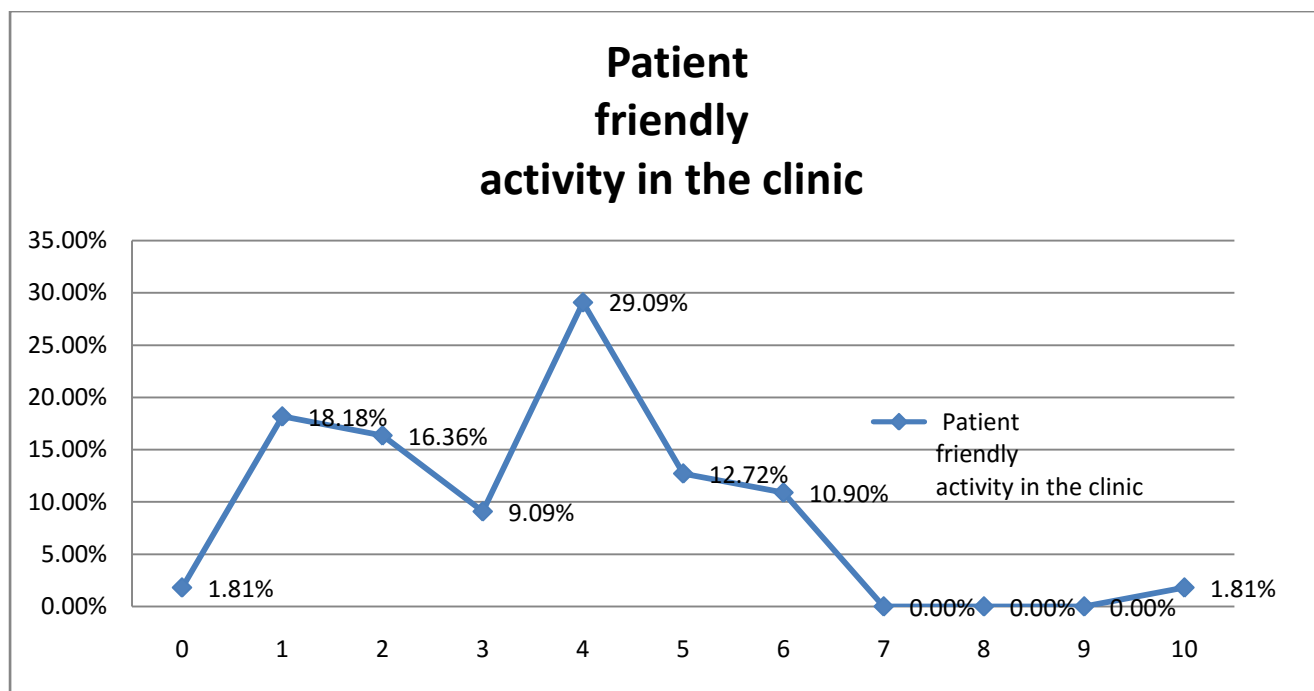


Figure 13: Ratings of patient friendly activity Vs Percentage of doctors



Figure 14: Ratings for brand reminder items Vs percentage of doctors

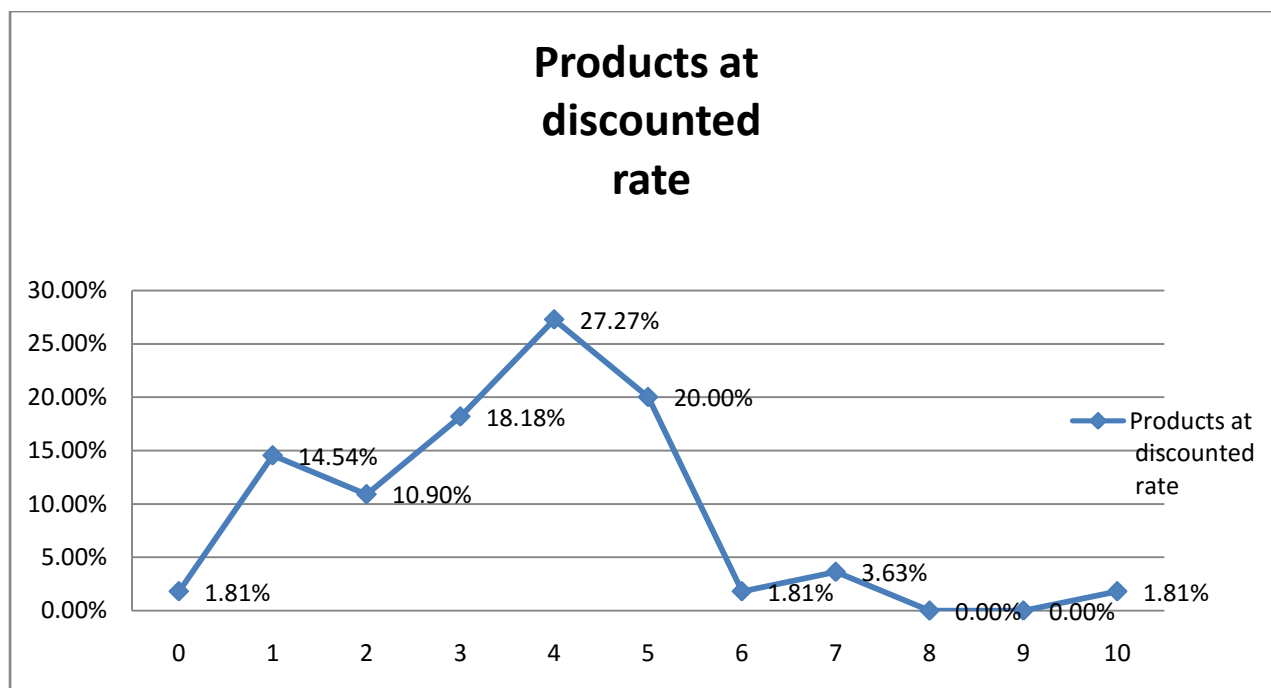


Figure 15: Ratings for product discounted rate Vs percentage of doctors

Ratings to the Pharmaceutical companies:

Table 2 gives the ranking information about different pharmaceutical companies based on way of brand promotion followed by 55 respondents.

Rate 1-7	Ajanta Pharma	Alcon	Allergan	Cipla	Micro Vision	Sun Pharma
1	5.45%	29.09%	5.45%	29.09%	25.45%	5.45%
2	9.09%	21.81%	5.45%	25.45%	23.63%	12.72%
3	10.90%	16.36%	12.72%	12.72%	30.90%	14.54%
4	16.36%	20.00%	10.90%	9.09%	10.90%	25.45%
5	21.81%	7.27%	25.45%	18.18%	3.63%	23.63%
6	29.09%	3.63%	40.00%	3.63%	5.45%	18.18%
7	7.27%	0.00%	0.00%	1.81%	0.00%	0.00%

Table2:rating for pharmaceutical by respondents doctors (percentage)

Figure 16 to 21 shows the ratings 1 to 7 for different companies based on the way of brand promotion.

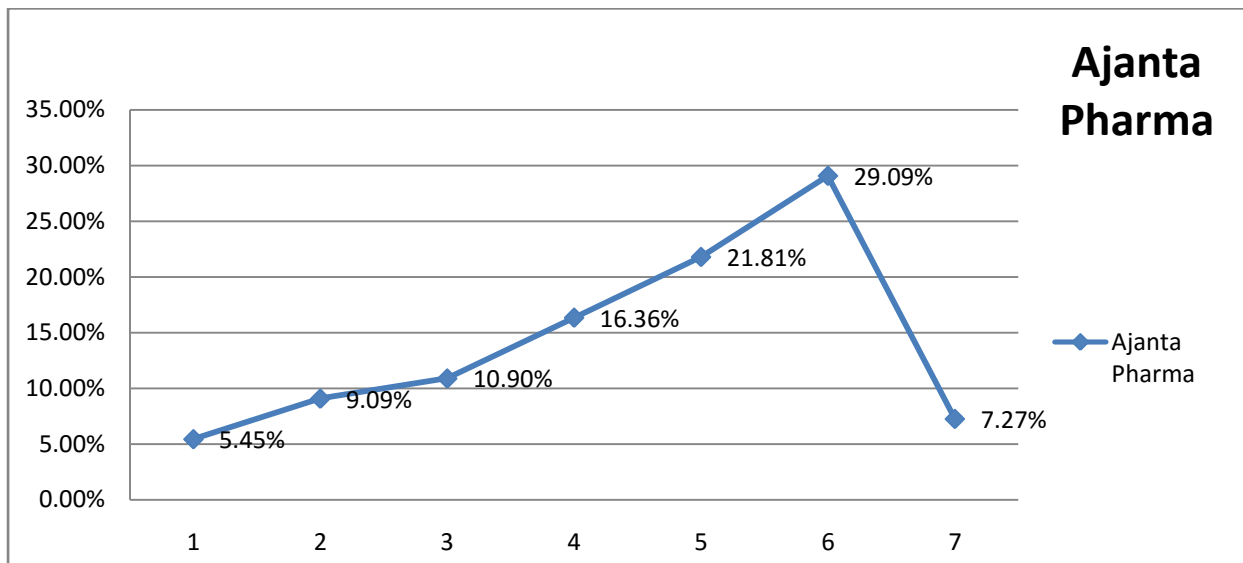


Figure 16: Ratings for Ajanta pharmaceuticals Vs percentage of doctors

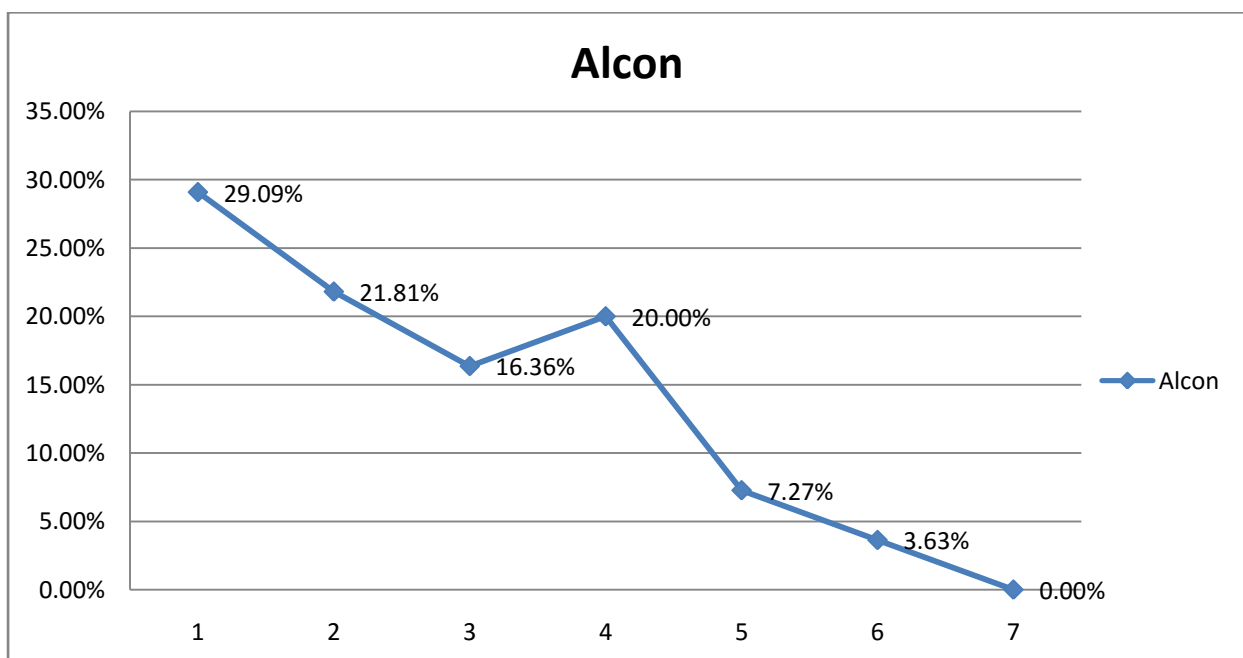


Figure 17: Ratings for the Alcon laboratories Vs Percentage of doctors

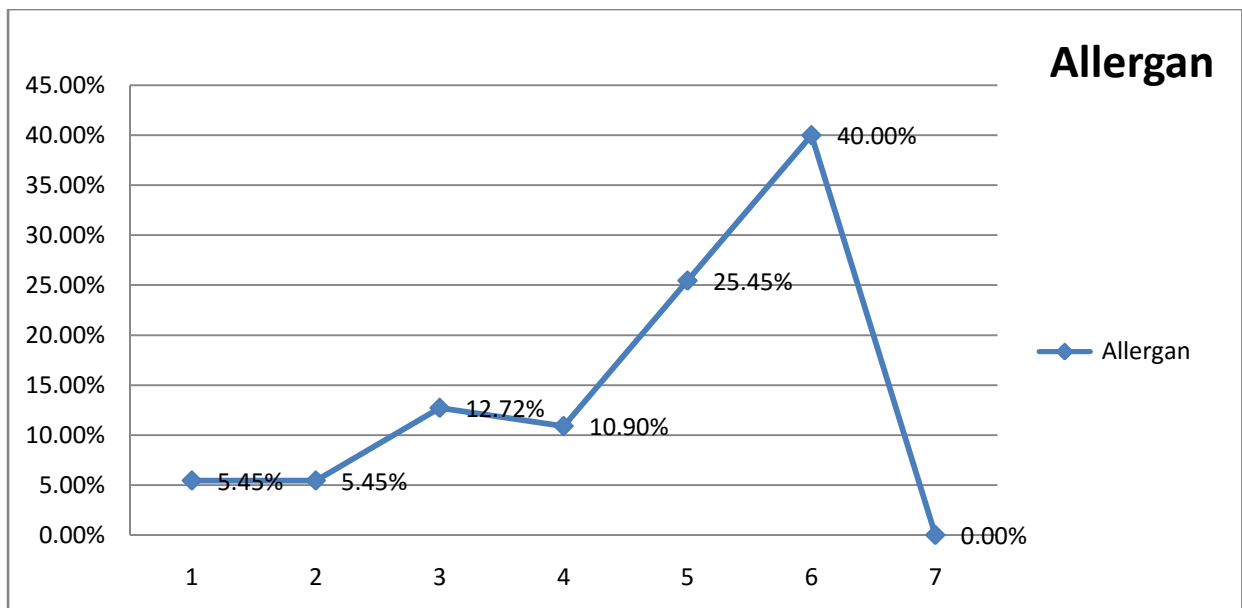


Figure 18: Ratings for Allergan pvt. Ltd. Vs percentage of doctors

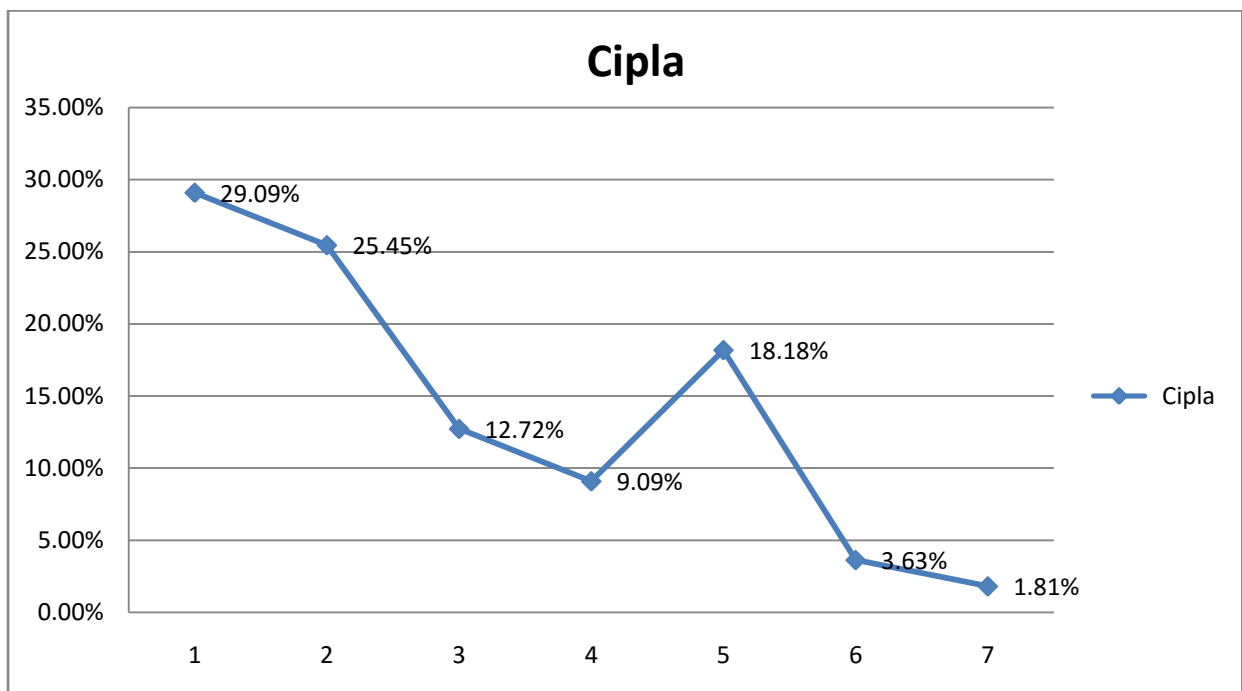


Figure 20: Ratings for Cipla Pharmaceuticals vs percentage of doctors

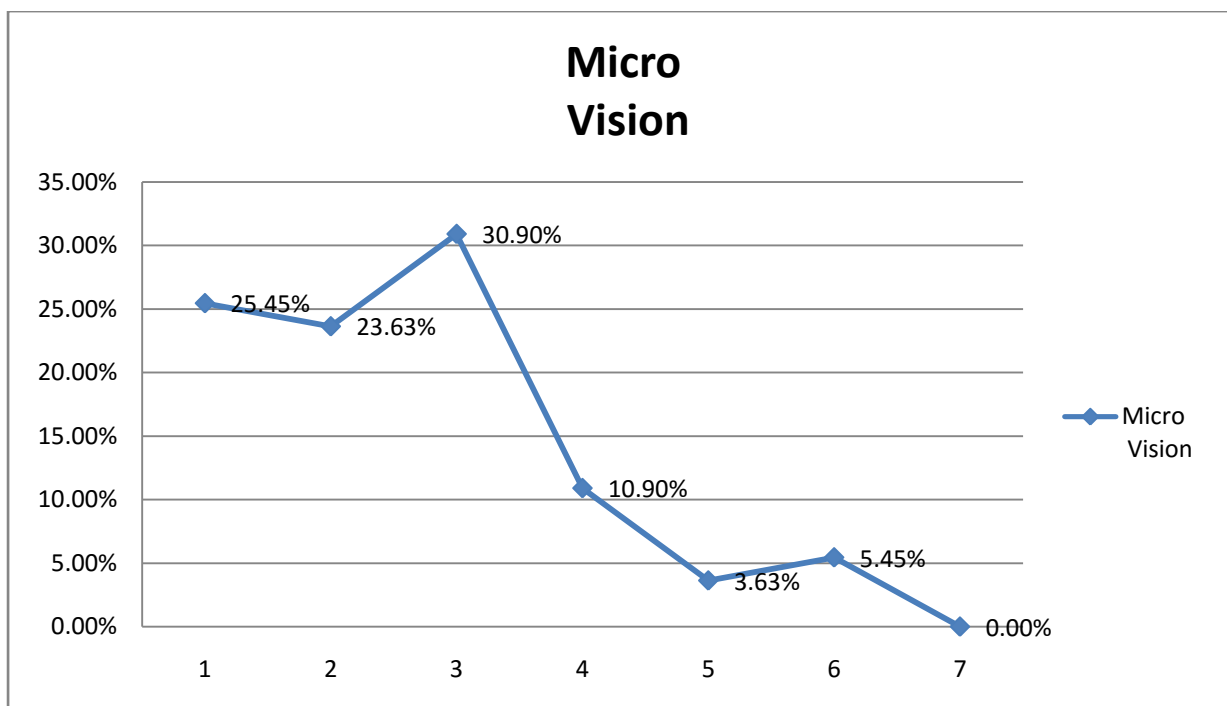


Figure20: Ratings for Micro labs pvt. Ltd. Vs percentage of doctors

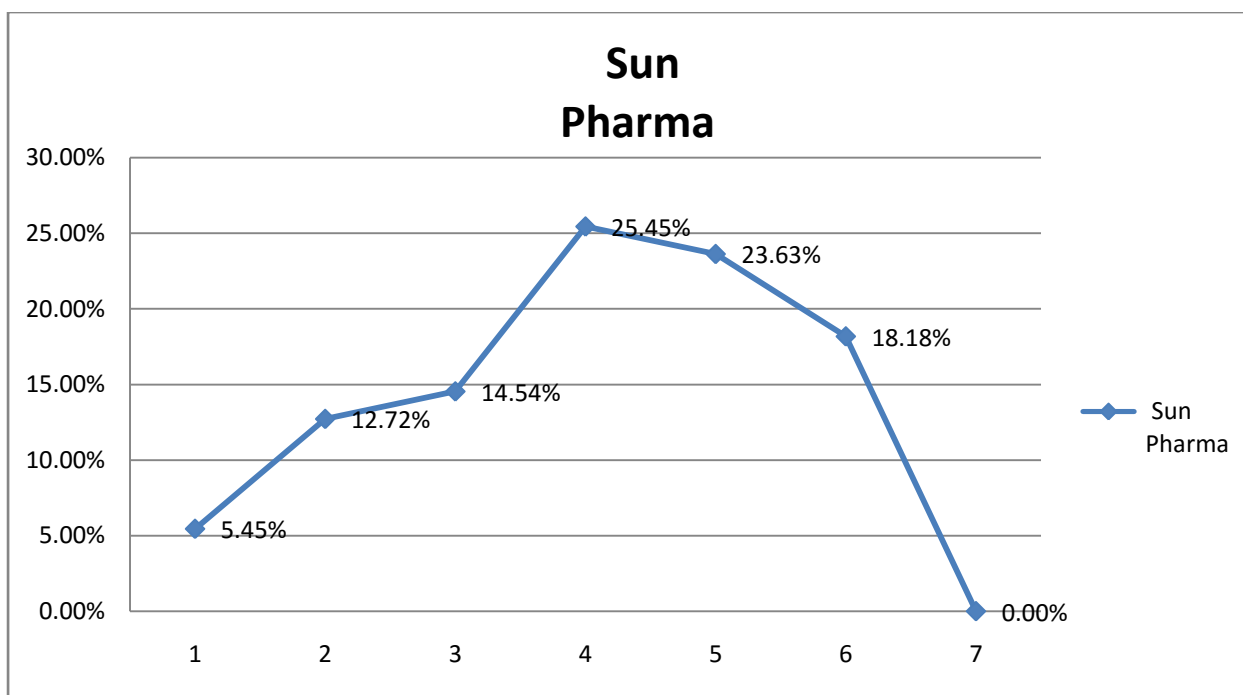


Figure 21: Ratings for Sun pharmaceuticals vs percentage of doctors

These rating of companies are based on way of brand promotion. As a result Ajanta pharmaceuticals and Allergan Pvt. Ltd. are focusing on to give depth information to doctors whereas Micro vision and Alcon laboratories are trying to do friendly clinic activity and Cipla Pvt. Ltd. most focusing on discounted price rate of products and brand reminder items are focused by Sun Pharmaceuticals.

Conclusion:

From all the findings it is concluded that,

➤ Chemist audit

- ✓ All the Moxifloxacin brands have different point of sale. Top three major brands are Mosi, Moxicip and Apdropsand are having huge market. There is a competition between these brands and companies.

➤ Doctor's survey

- ✓ It is found that all pharmaceutical companies have a different type of promotional strategies.
- ✓ Full of information about the product shared by sales representative, also all sales representatives have product knowledge in depth.

Suggestion

- Sampling of product should be done in large volume.
- Activities like seminars, symposia, educational certificate courses to be done and free eye check-up camp have to be done
- Sales representative should go for market research themselves in every one or two week, so they can get to know that what is going in market.

Annexure:

Questionnaire 1 – (Chemist audit form)

CHEMIST AUDIT ON MOXIFLOXACIN

Dr. Name:

Chemist Name:

Place:

Brand	No. of Prescriptions/month	Sales per month (Number of Vials)
Vigamox		
Moxicip		
Milflox		
Moxiblu		
Apdrops		
Moxigram		
4 quin		
Moxtif		
Mosi		
Occumox		

➤ **What are the top 3 selling brands of Moxifloxacin on your counter?**

1)

2)

3)

➤ **How much do you sell these top 3 brands per month?**

Brand - 1 _____

Brand - 2 _____

Brand - 3 _____

Questionnaire 2 – (Doctors survey form)

QUESTIONNAIRE

Dear Doctor,

As part of my curriculum, I am working on a project “Promotional strategies of pharmaceutical companies”. Please spare a few minutes of your valuable time to help me in my learning’s. This data will be kept confidential.

Name :

Specialization :

Qualification :

Age :

Address :

Contact :

Email Id :

1. What is the average number of pharmaceutical sales representative visit to your clinic per day?

1-5

5-10

Above 10

2. How much time do you provide to each sales representative for their product promotion?

1 – 2 minutes

2 – 4 minutes

4 minutes and above

3. What catches you attention during the product promotion?

- | | |
|---|--------------------------|
| Name and fame of the company | ☐ |
| Product or brand name | ☐ |
| Information shared by the sales representatives | ☐ |
| Relation with the sales representatives | ☐ |

4. Kindly rate 1 to 10 where 1 as the best. Way of brand promotion?

- | | |
|---|--------------------------|
| In depth product information | ☐ |
| Catchy brand related inclinic activity | ☐ |
| Patient friendly activity in the clinic | ☐ |
| Brand reminder items | ☐ |
| Products at discounted rate | ☐ |

5. Kindly rank from 1 to 7 for Pharmaceutical companies based on the above mentioned selected parameter

- | | | |
|-------|---------------|--------------------------|
| | Ajanta Pharma | ☐ |
| | Alcon | ☐ |
| | Allergan | ☐ |
| Cipla | | ☐ |
| | Micro Vision | ☐ |
| | Sun Pharma | ☐ |

6. Which one you will prefer to participate as an activity by a pharmaceutical company?

- | | |
|---------------------------------------|--------------------------|
| Scientific doctor group meetings | ☐ |
| Educational certificate course | ☐ |
| Free eye check-up camp for patients | ☐ |
| If anything else, kindly mention..... | |

7. How you will expect the presentation of samples of a pharmaceutical product from the sales representatives?

Samples to be presented on demand

Samples to be presented on its own

Samples are distributed to the patients in the clinic during disease screening camps
by the sales representative

If anything else, kindly mention.....

8. What do you expect from a pharmaceutical sales representative?

.....

.....

.....

9. How many times do you expect to meet a pharmaceutical sales representative in a month?

Once

Twice

Thrice

More than the above

10. Does product availability at the retail impacts your prescribing decision?

Yes

No

Thank you for participation