

**Summer Training at
Micro Labs Pvt. Ltd.,
Delhi**

**To Understand Competition and Promotional Strategies for
Ophthalmology Products**

**By
Rajat Sehgal**

**Under the guidance of
Dr. Saurabh Kumar**

**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Rajat Sehgal**, student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone Summer Training Project at **Micro Labs Pvt. Ltd. Delhi** 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 his future endeavors.



Col (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs
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MICRO LABS LIMITED

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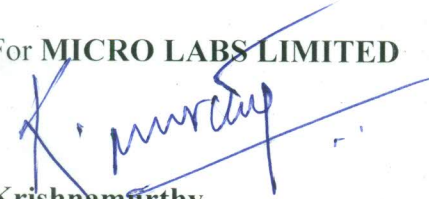
Date: June 14, 2016

TO WHOM IT MAY CONCERN

This is to certify that Mr. Rajat Sehgal, 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 Delhi" at Micro Labs Ltd, New Delhi for two 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

I humbly owe the completion of this summer Intern work to the almighty and my family whose love and blessings 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 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 solidly felicitate my Project coordinator Mr.PuneetGautam, Regional Manager, Micro Vision (Micro Labs Ltd.), 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 spraing 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 Dr.Saurabh Kumar Banerjee, Assistant Professor for my Intern coordinator and Dr.SandeepNarula, Associate Professor, IIHMR University, Jaipur, Rajasthan.. I am greatly indebted to both of them for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would not have been possible to complete this project.

Lastly I would like to thank all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern at Micro Labs Ltd.

I hope that I can build upon the experience and knowledge that I have gained at Micro Vision and make a valuable contribution towards the industry in coming future.

Table of Contents

COMPANY PROFILE:	4
MICRO VISION.....	5
INTRODUCTION.....	6
OBJECTIVES	7
METHODOLOGY	7
RESULTS	8
Questionnaire 1 – (Chemist audit form	8
Questionnaire 2 – (Doctors survey form)	11
CONCLUSION:.....	22
SUGGESTIONS	23
ANNEXURES:	24

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.

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, Misopt, 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

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”. Ophthalmology is the branch of medicine that deals with the anatomy, physiology and diseases of the eye.

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 are:

- 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.

The entire study was done to learn and understand the current scenario of ophthalmic products and what promotional strategies pharma companies can take to further enhance their market in this segment.

OBJECTIVES

- To carry out the Competitor Analysis of the Ophthalmology Products.
- To carry out the indepth analysis of the various promotional strategies for ophthalmology products

METHODOLOGY

Research design:

- Exploratory study

Sampling design:

- Sampling - Non probability purposive sampling

Sample population:

- Chemists
- Consultants (ophthalmologists)

Sample area:

- Delhi

Sample size:

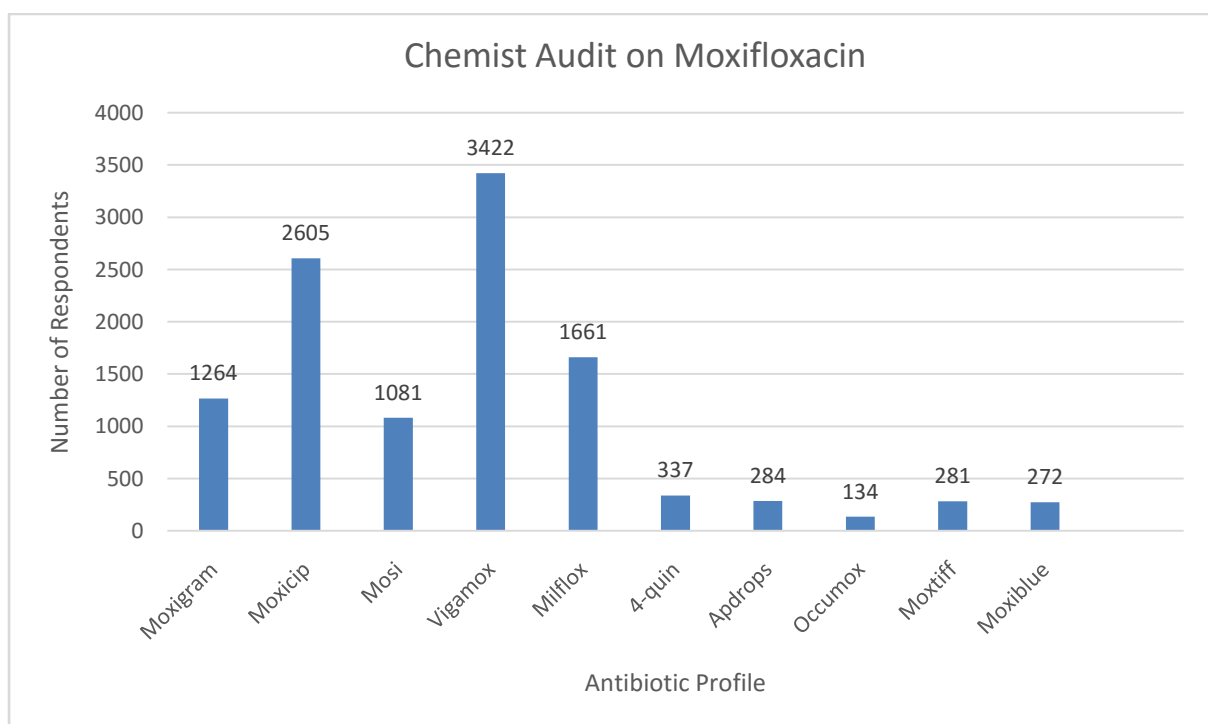
- Chemists - 100
- Consultants (ophthalmologists) - 50

RESULTS

Questionnaire 1 – (Chemist audit form)

Question no. 1

Results for Chemist Audit on Moxifloxacin in Delhi and NCR:



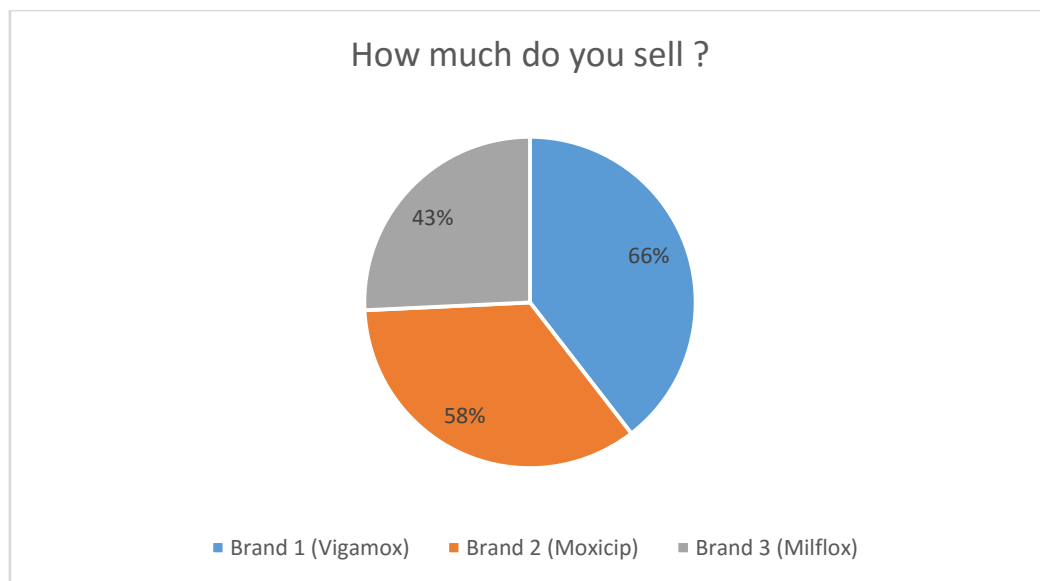
In this graph it is observed that the top three selling brands of Moxifloxacin eye drops per month for treating eye disorders are:

- Vigamox by Alcon
- Moxicip by Cipla
- MilfloX by Sun Pharma
- Moxigram by Micro Vision

Question no. 2

The next question asked was to know the top three brands of Moxifloxacin for which the prescription mostly comes for per month.

The results for the top selling brands of Moxifloxacin were:

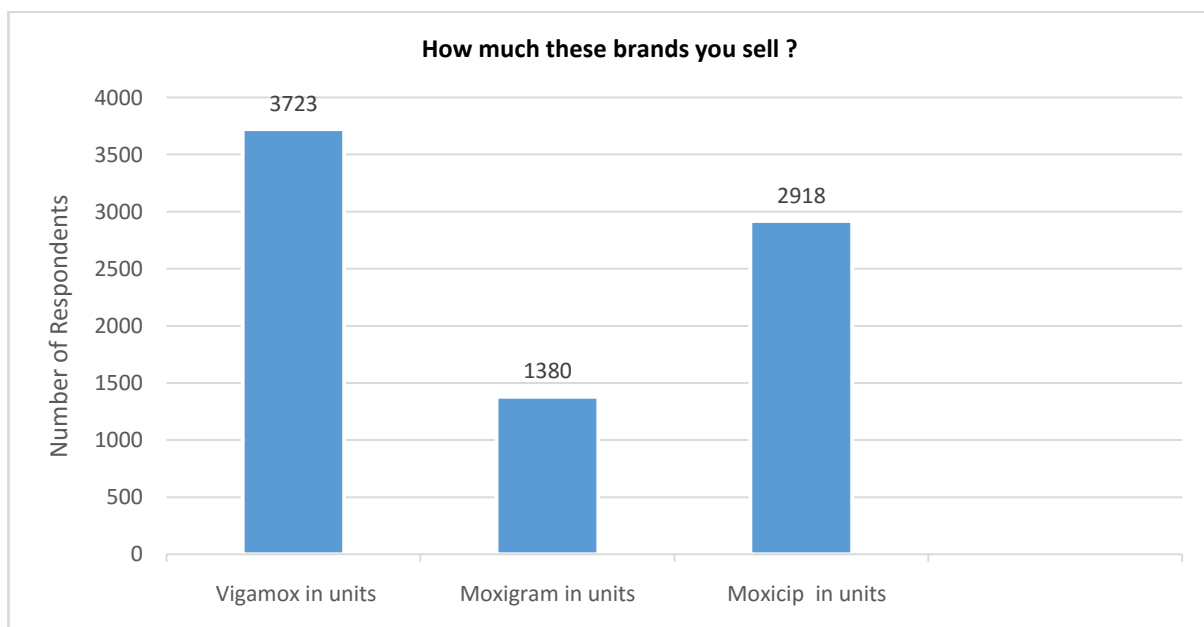


Vigamox is the most selling drug for treatment of eye disorders followed by Moxicip and Milflox.

- Brand 1 – Vigamox (66%)
- Brand 2 – Moxicip (58%)
- Brand 3 - Milflox (43%)

Question no. 3

Next the respondents were asked about the top three selling brands of Moxifloxacin on their counters, to which maximum number of respondents said that Vigamox is mostly dispensed from their counters and hence mostly sold to the patients followed by Moxiclip and Moxigramin units by Micro vision.



Questionnaire 2 – (Doctors survey form)

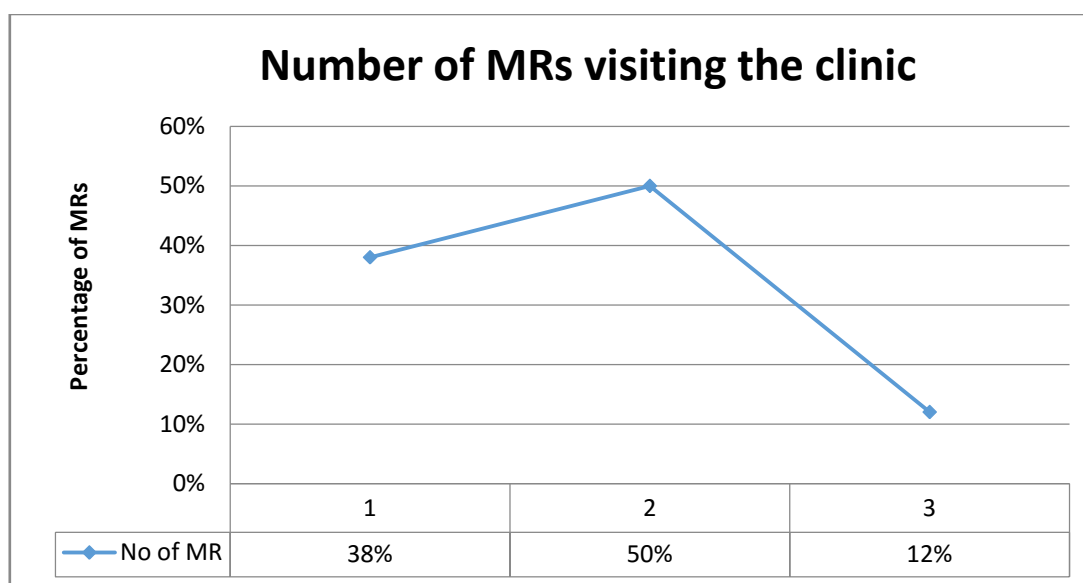
The project named “Promotional strategies of pharmaceutical companies” was a survey conducted to know the current strategies adapted by the companies and the response of the doctors towards those activities.

Question no. 1

First thing asked to doctors was about the number of sales representatives visiting their clinic per day. To this maximum number, almost half of doctors (50%) said 5-10 medical representatives visit their clinic per day.

The results observed are as following:

	1	2	3
Number of MRs	1-5	5-10	Above 10
Results of MRs visiting in percentage	38%	50%	12%

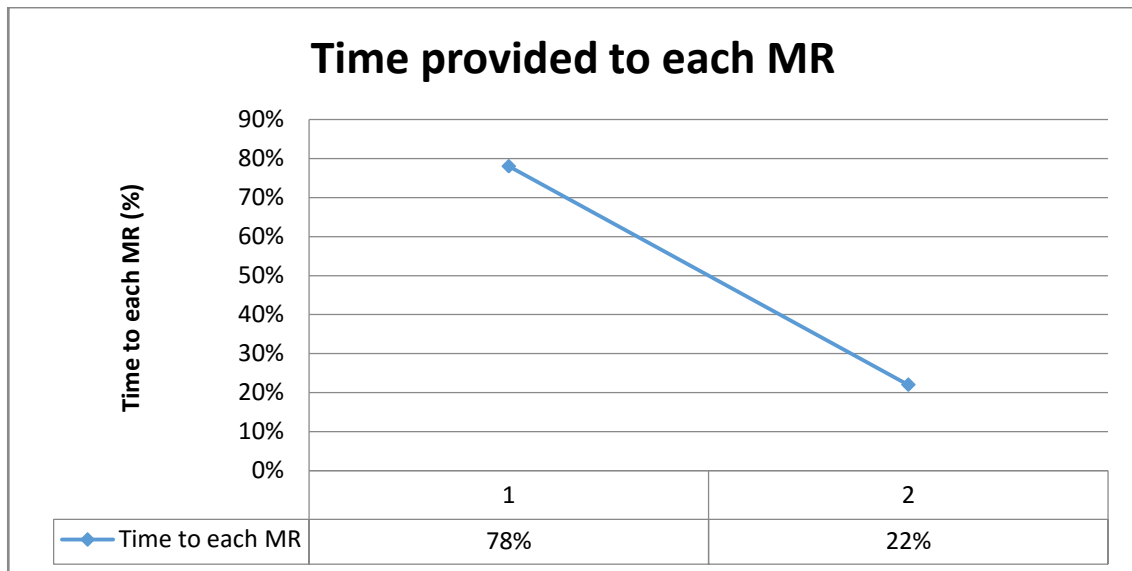


Question no.2

The doctors were next asked about the time they provide to each sales representative for their product promotion, to this no doctor said that they provide four or more minutes to any sales representatives. Doctors value time and hence give 1-2 minutes to each MR for the promotion of their particular product, any MR taking more than this is usually not entertained and paid attention to by the doctor.

Result table:

	1	2
Time to each MR in min	1-2	2-4
Doctors response in %	78%	22%



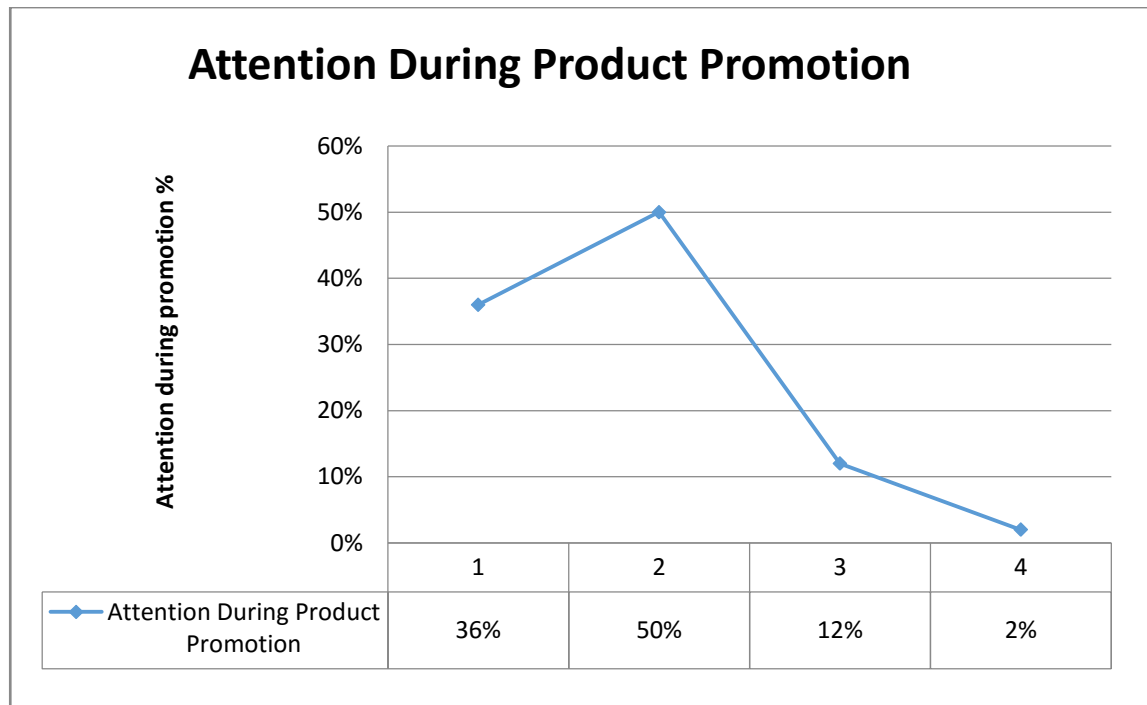
Question no. 3

To seek the attention of the doctor towards your product the pharma companies look out for various promotional strategies, but what is that one thing that grabs the attention of the doctor was learned by this question, here the doctors were asked to mark that one thing which catches your attention during product promotion.

50% of the doctors said it's the product or the brand name which catches their attention while just 2% said that there relations with the sales representatives affect the product promotion.

Result table:

- 1- Name and fame of the company – 36%
- 2- Product or brand name – 50%
- 3- Information shared by the sales representatives – 12%
- 4- Relation with the sales representatives – 2%



Question no. 4

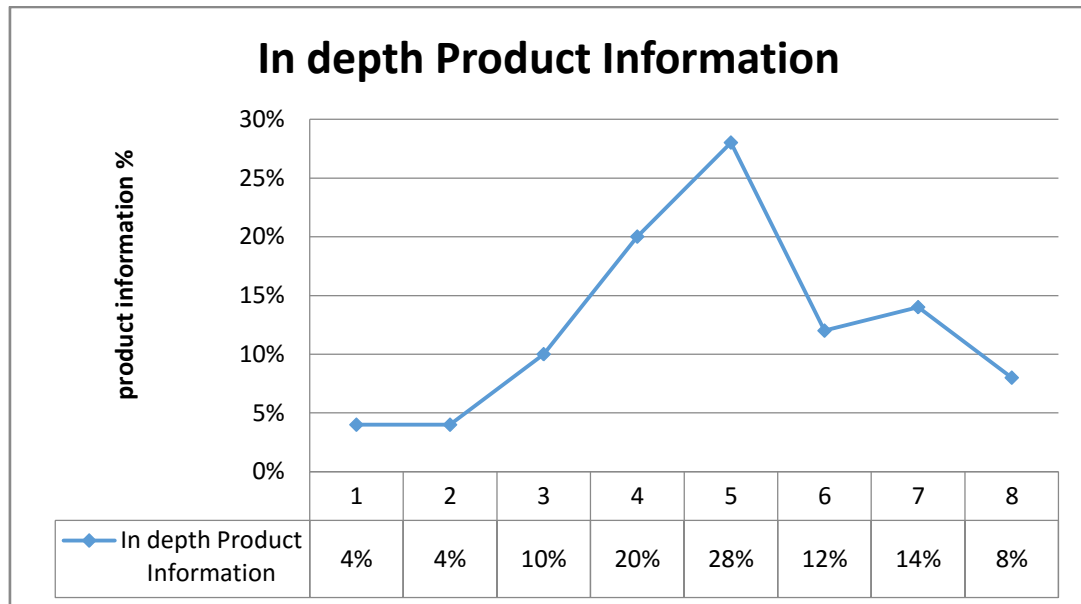
Next the respondents were asked to rate the given options from 1 to 10 as to which according to them is the best way to promote a brand.

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

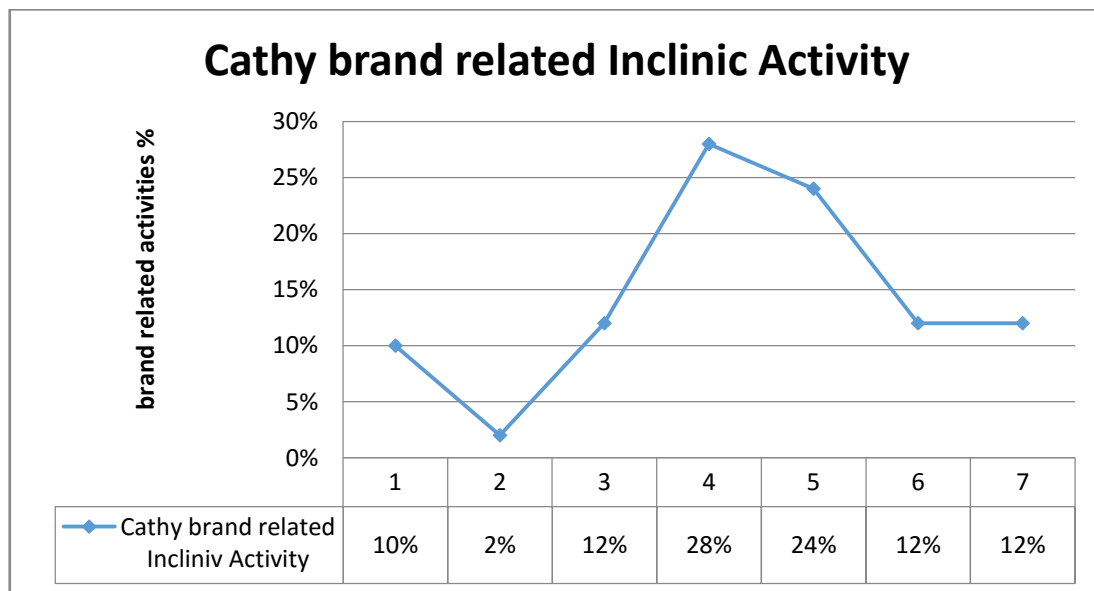
For most of the doctors in depth knowledge of the product mattered the most. 84% of the doctors said the best way to promote a brand to have complete knowledge of the brand, while for few doctors catchy brand related inclinic activity and patient friendly activity in the clinic was also a good way to promote a brand.

Result table:

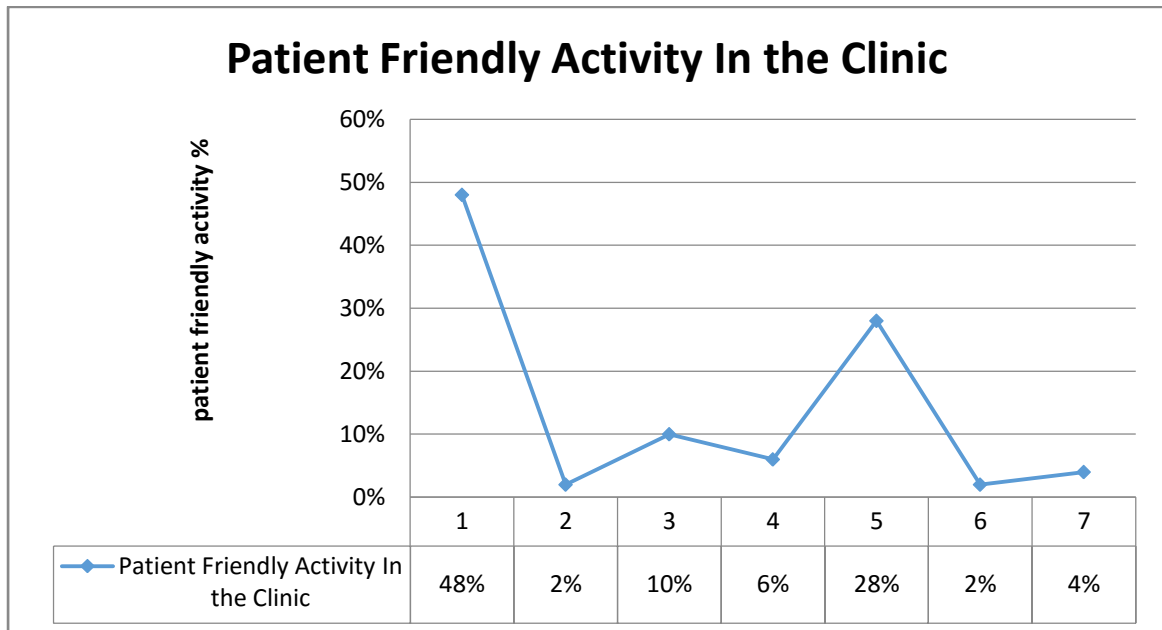
1. For In depth product information:



2. For Catchy brand related inclinic activity:



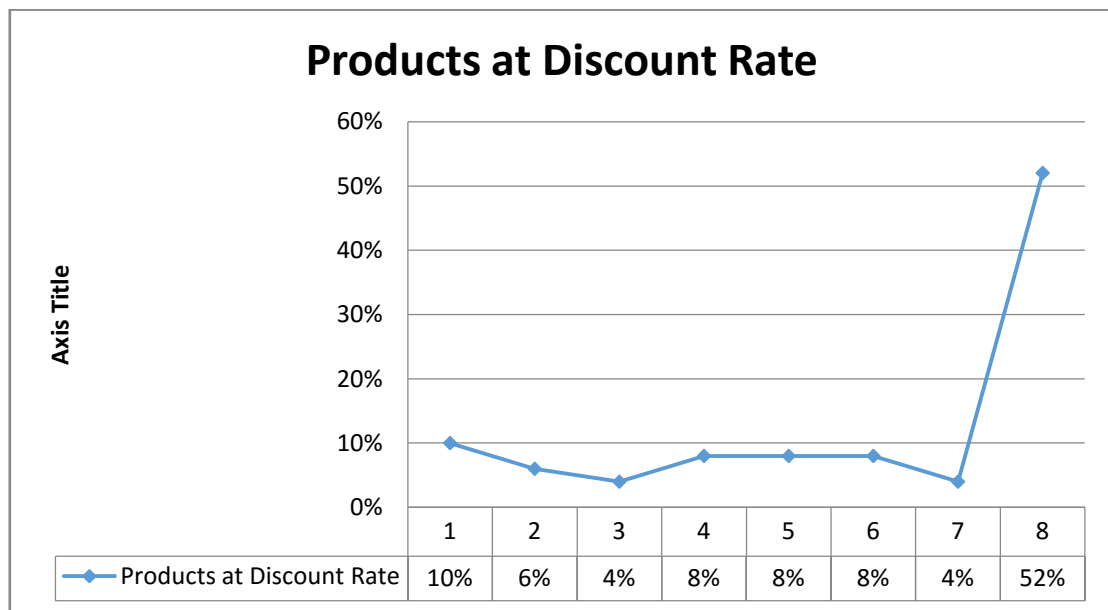
3. For Patient friendly activity in the clinic



4. For brand reminder items



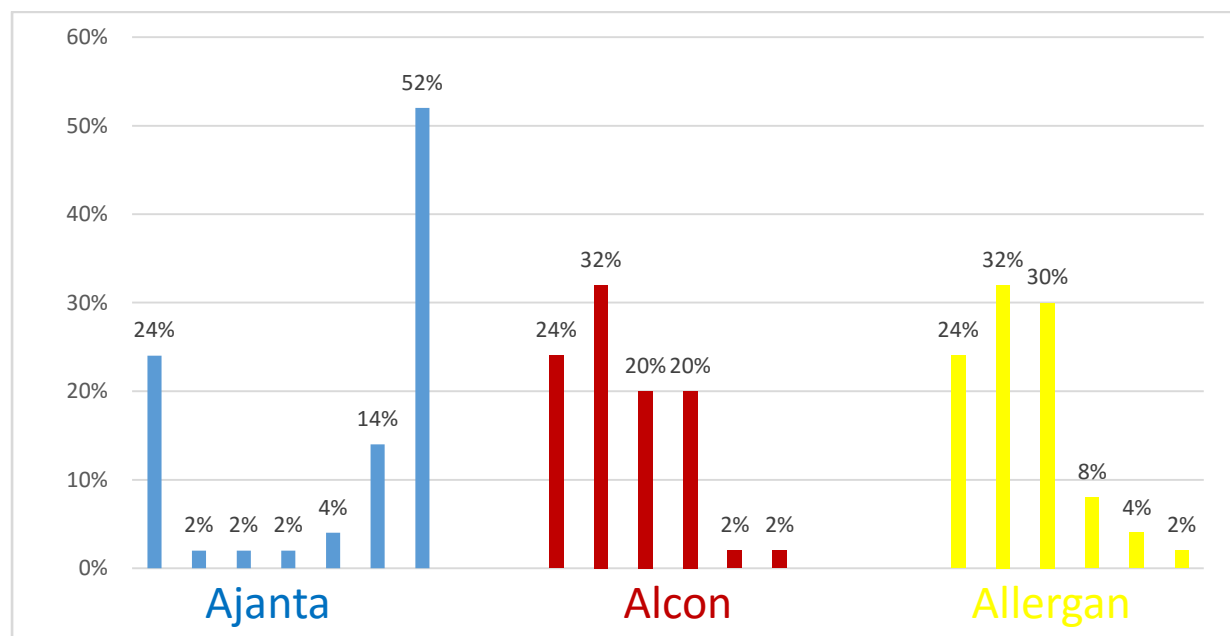
5. For products at discounted rate



Question no. 5

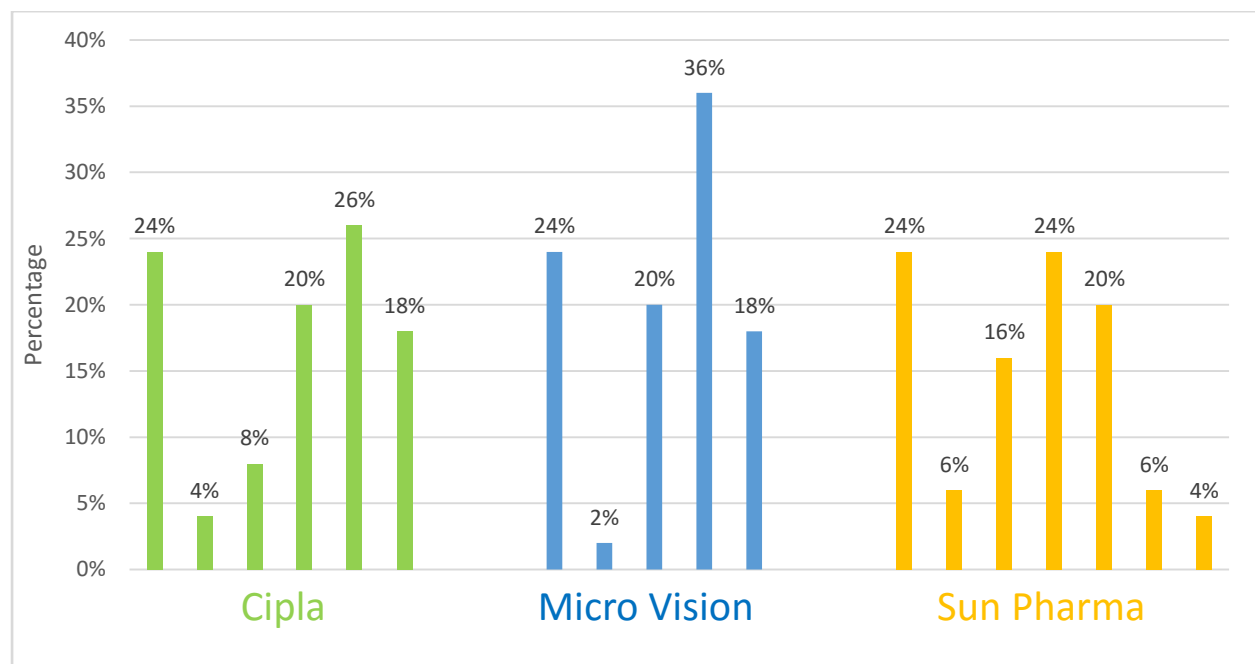
Next the doctors were told to rank the under given pharmaceutical companies from 1to 6 on the basis of the above mentioned selected parameters.

The companies were analysed and graphed to study.



1. For Ajanta Pharma the responses collected are:
 - 2% of the doctor has given Rank 1,2 and 3
 - 4% of the doctors has given Rank 4
 - 14% of the doctors has given Rank 5
 - 52% of the doctors has given Rank 6
2. For Alcon responses recorded are:
 - 32% of the doctors has given Rank 1
 - 20% of the doctors has given Rank 2
 - 20% of the doctors has given Rank 3
 - 2% of the doctors has given Rank 4 and 5
3. For Allergan:
 - 32% of the doctors has given Rank 1
 - 30% of the doctors has given Rank 2
 - 8% of the doctors has given Rank 3
 - 4% of the doctors has given Rank 4
 - 2% of the doctors has given Rank 5

Note: 24% of the Doctors didnt attempted this Question



4. For Cipla status depicts:
 - 4% of the doctors has given Rank 1
 - 8% of the doctors has given Rank 2
 - 20% of the doctors has given Rank 3
 - 26% of the doctors has given Rank 4
 - 18% of the doctors has given Rank 5

5. For Micro Vision

- 2% of the doctors has given Rank 3
- 20% of the doctors has given Rank 4
- 36% of the doctors has given Rank 5
- 18% of the doctors has given Rank 6

6. Sun Pharma

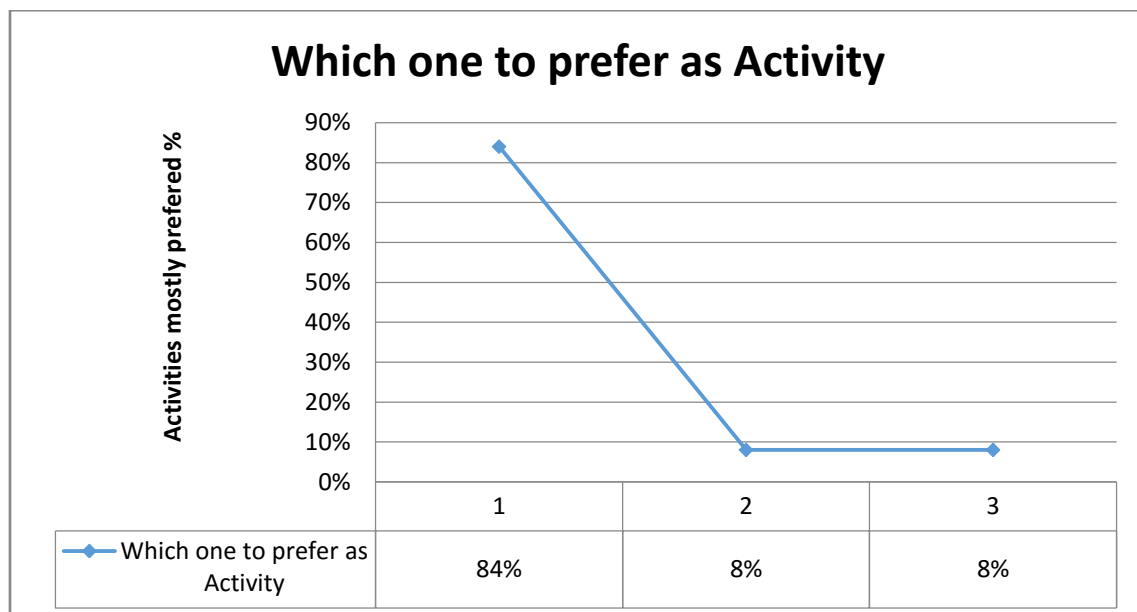
- 6% of the doctors has given Rank 1
- 16% of the doctors has given Rank 2
- 24% of the doctors has given Rank 3
- 20% of the doctor has given Rank 4
- 6% of the doctors has given Rank 5
- 4% of the doctors has given Rank 6

Note: 24% of the doctor's did not attempt this Question'

Question no. 6

Next the doctors were asked if they prefer to participate in an activity by a pharmaceutical company, to this 84 % of the doctors said they would like to participate in such activities but as a scientific doctor group meeting as it gives them an opportunity to meet other doctors from the same field and get an exposure of latest trends and technology in their field. While few others said that yes they would join in activity where they get to do an educational certificate course 8% or join in for a free eye check-up camp for patients 8%.

Result table:



1 denotes 84% of doctors prefer participating in scientific doctor meeting.

2 denotes 8% interested in educational certificate course.

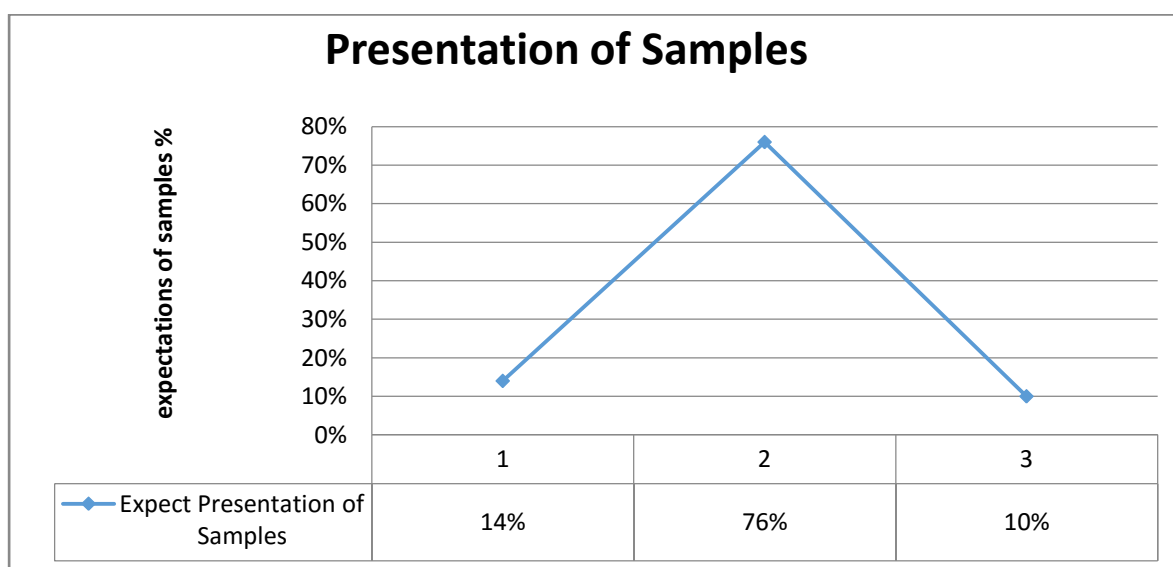
3denotes 8% interested to participate in free eye check-up camps.

Question no. 7

In this question doctors were asked whether they prefer presentation of samples of a pharmaceutical product from the sales representative on demand or on its own. To this 76% of doctors said that they prefer the sales representative to present the samples of the product on its own and not by the demanding for it or distributing it to the patients in the clinic.

Result table:

	1	2	3
Options	Samples to be presented on demand	Samples to be presented on it is own	Samples to be distributed in clinic
Results %	14%	76%	10%



Question no. 8

The next question asked to the doctors was about the sales representatives. The doctors were asked what do they expect from a pharmaceutical sales representative, being an open ended question their were multiple answers from varying from doctor to doctor but majority of the doctors said that they expect the sales representative must have good communication skills, as lack of clear communication makes it difficult for the doctor to gain complete product knowledge and hence it act as a barrier between the doctor and the company, thus presentation skills, clear and precise communication really matter to the doctor.

Apart from communication, indepth knowledge of the product is also very important, if the representative himself does not have knowledge about the product and lack faith in his/her product he/she will not be able to make themselves clear to the doctor.

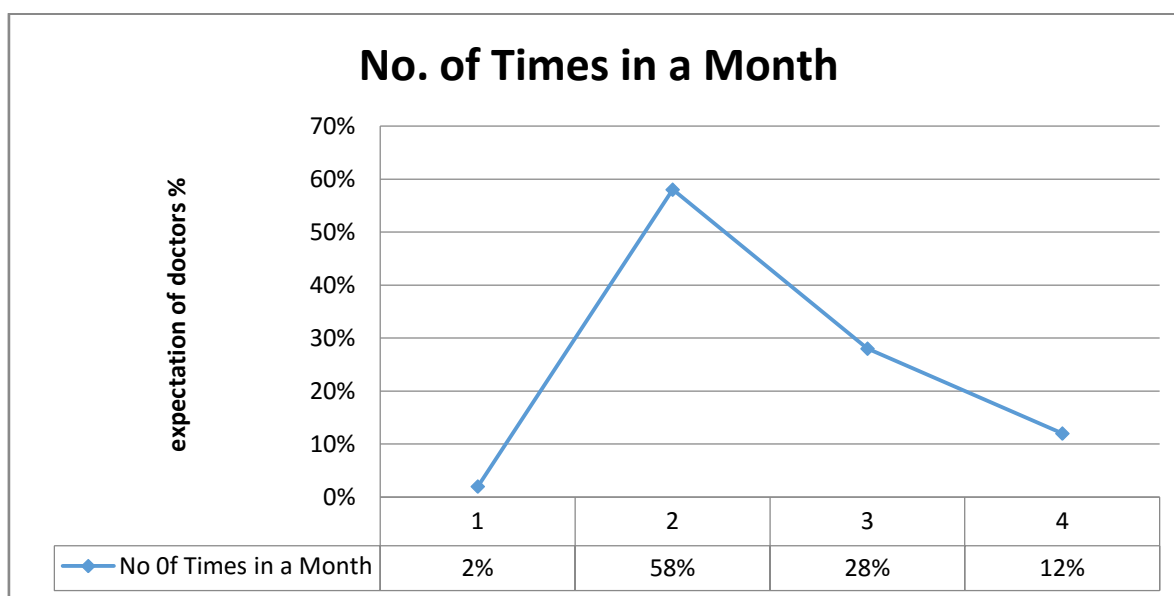
The ideal sales representative should take minimum time and in that duration deliver maximum about the product and company.

Question no. 9

Next the respondents were asked how times do they expect a pharmaceutical sales representative should come to meet them and share product knowledge with the doctor, to this maximum doctors 58% replied that the sales representative should come twice in a month with his/her product in hand. 28% of the doctors said they don't mind even if the sales representative visits them thrice in a week but should not consume much of his/her time. Few doctors even said when there is a new product launched in the market they prefer medical representatives to visit them more frequently with more in-depth knowledge of the product.

Result table:

	1	2	3	4
No. of visits per month	Once	Twice	Thrice	More than the above
Results	2%	58%	28%	12%

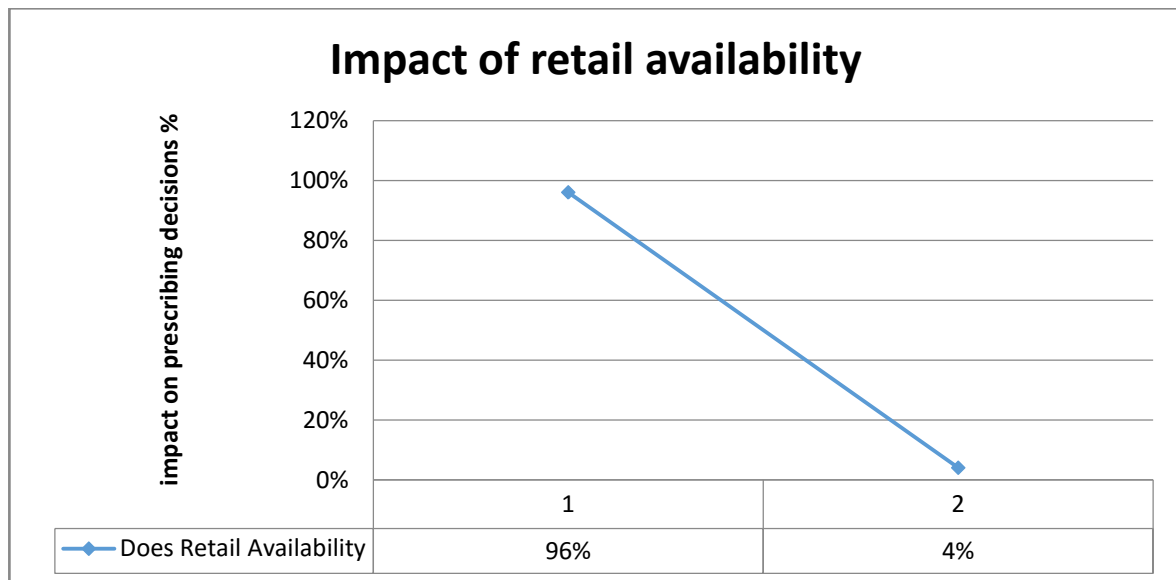


Question no. 10

Lastly the doctors were asked the impact of drugs available at retail shops. They were asked whether product availability at retail impacts their prescribing decision. This was mainly asked to understand the prescribing behaviour of the doctors to know are they specifically prescribing or not what is available easily at the chemist shop. To this question 96% of the doctors said that yes availability of the drugs at the retail shops highly effect their prescribing pattern, as the drug prescribed if not available easily at the drug store may disturb the patient and his/her treatment. Thus it is important for the doctors to prescribe easily available drugs for patient compliance.

Result table:

	1	2
Impact of drug availability	Yes	No
Result %	96%	4%



CONCLUSION:

My entire learning at Micro Vision have been very fruitful and have given me larger scope to develop as an individual. The platform not only had given me an exposure of sales department but also how marketing and other teams put in efforts to make a particular brand a block buster brand.

My Eight weeks with Micro Vision was a journey from chemist to doctors where I got an opportunity to learn which brand of Moxifloxacin is dominating the market and what other doors a pharma company can open to improve its marketing and sales department and make the best product available to the doctors.

My first filed exposure was an audit on Moxifloxacin, where 100 chemist were included in the survey and were asked brand related questions.

- During the Chemist Audit on Moxifloxacin, it is observed that the Largest Selling eye drops are
 - Vigamox
 - Moxicip
 - Milflox
 - Moxigram
- The top three selling brands for Moxifloxacin are
 - Vigamox
 - Moxicip
 - Milflox
- Vigamox is the most selling drug by Alcon and maximum prescriptions are received for the same to the pharmacies.

After my chemist audit, I got an opportunity to observe and learn a lot from doctors. My entire survey included ophthalmologists, based on my project promotional strategies by pharmaceutical companies.

Under this I tried to cover doctors from both Delhi and NCR. I had a questionnaire of ten questions entirely based upon promotional strategies.

From my entire learning and observation I would like to conclude by saying:

- ❖ Doctors want their Medical Representatives to have
 - Good Communication Skills
 - Good Product Knowledge
 - Should take less time to explain their Product

- Regular Visit
- Short Crisp Reminder
- To be Precise and Clear about their Product
- Information about Latest Medicine
- Concise Information of Product
- Well Behaved and Presentable
- Should know about the Product briefly
- Well Dressed and Be Polite.

SUGGESTIONS

- 1) I have found that Medical Representatives of other Pharmaceutical Companies are using Tablet during Product Promotion and it will help them to attract the doctors towards their Product and the doctors are also giving more time to them.
- 2) I have also found that most of the Medical Representatives of other Pharmaceutical Companies are giving Gifts to doctors (Gifts like Pens, Notebooks, Surgical gloves etc) to Promote their Products.
- 3) I have also observed that the Good Relationship between Doctors and Medical Representatives matters in product promotion.

ANNEXURES:**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 _____

Thank you for Participation

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

Informations 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