

Microlabs Limited

• Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products.

• The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India.

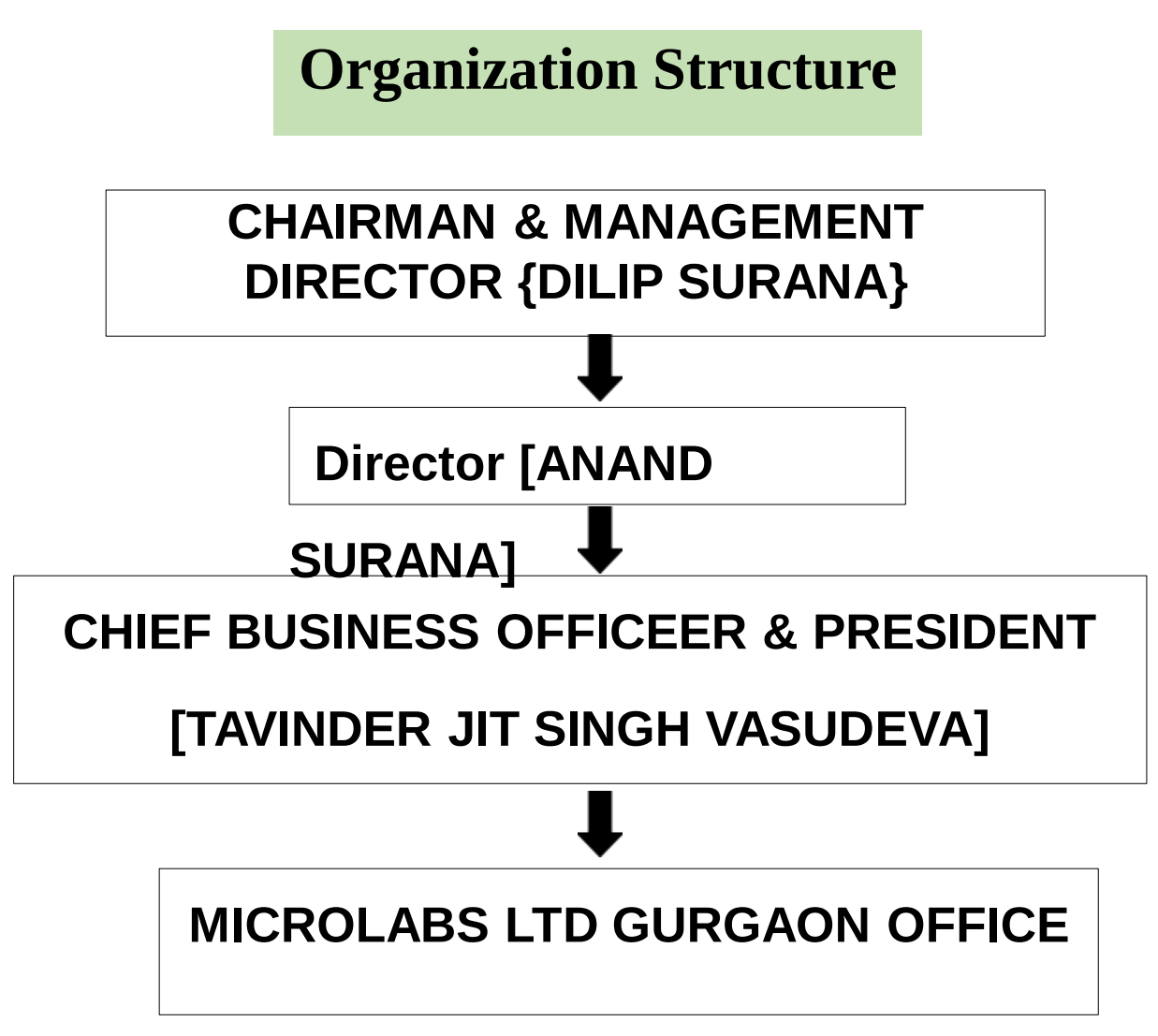
• Micro Labs operates in various therapeutic areas, including cardiology, dermatology, neurology, gastroenterology, diabetology, and ophthalmology, among others. They offer a wide range of pharmaceutical formulations, including tablets, capsules, injectables, liquids, ointments, and creams.

Vision

• Micro labs desires to not just be the best, but a leader in the development, manufacturing and sales of premium pharmaceutical products. Micro labs wish to manufacture medicine of the highest standards and market it at affordable price across the globe.

Mission

• To create strong brands and offer value through high quality pharmaceutical goods throughout the therapeutic areas.



Internship Project

- ❖ Pharmacy survey of the molecule apixaban
- ❖ Conducted self-SWOT analysis and learned personal branding,
- ❖ Prepared Brand Plan for Vibegron
- ❖ Attended Masterclass by Micro Labs
- ❖ Worked on OTC brand strategy (Paradontax)

Brand Plan (Vibegron)

Brand Overview

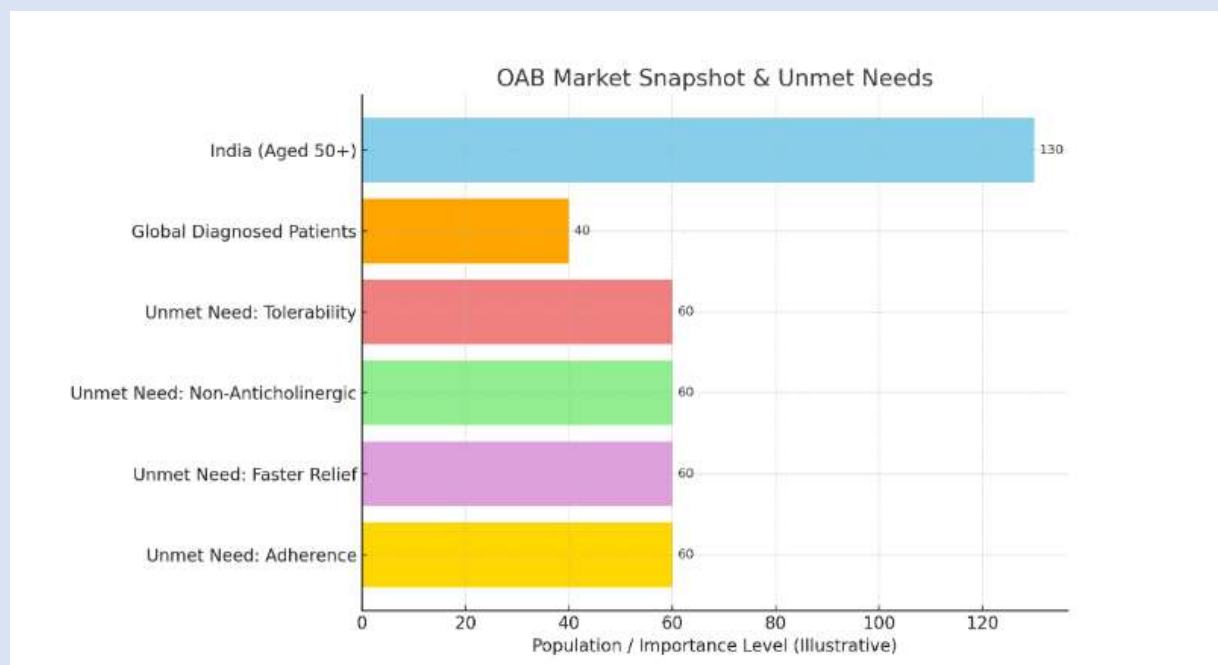
- Product: Vibegron
- Class: β 3-adrenergic receptor agonist
- Indication: Overactive bladder – urgency, frequency, and urinary incontinence
- urinary incontinence
- Formulation: Oral tablets, once daily
- Brand Promise: “Empowering control, enabling freedom.”
- Key Differentiators:
 - Fast onset of action
 - Once-daily dosing
 - Minimal anticholinergic side effects (dry mouth, constipation)
 - No significant QT prolongation (vs. mirabegron)

Market Landscape & Opportunity

OAB Market Snapshot (Short Version):
India: ₹350-450 cr, growing 9-10% annually
Global: >40M diagnosed OAB patients

- Unmet Needs:**
- Better tolerability
 - Non-anticholinergic alternatives
 - Faster relief
 - Improved adherence

Opportunity:
Position **Vibegron** as a “*New Age Bladder Care*”—tolerable, lifestyle-friendly, and fast-acting.



Current Competitors

Mirabegron (Brand: Betmiga)

Tolterodine (Brand: Detrusitol / Terol LA)

Solifenacin (Brand: Vesicare / Soliten / Solicept)

SWOT Analysis

Strengths

- Novel Mechanism – β 3-adrenergic agonist with no anticholinergic burden
- Excellent Tolerability – No dry mouth, constipation, or cognitive effects
- Once-Daily Dosing – Promotes compliance and convenience
- Faster Onset – Significant symptom improvement in as early as 2 weeks

Weakness

- Low Awareness – Newer molecule, less familiarity among prescribers
- Higher Cost – Premium pricing compared to generics
- Limited Long-term Data – Compared to mirabegron
- No Dual Benefit in BPH – Unlike some α -blockers used in male OAB

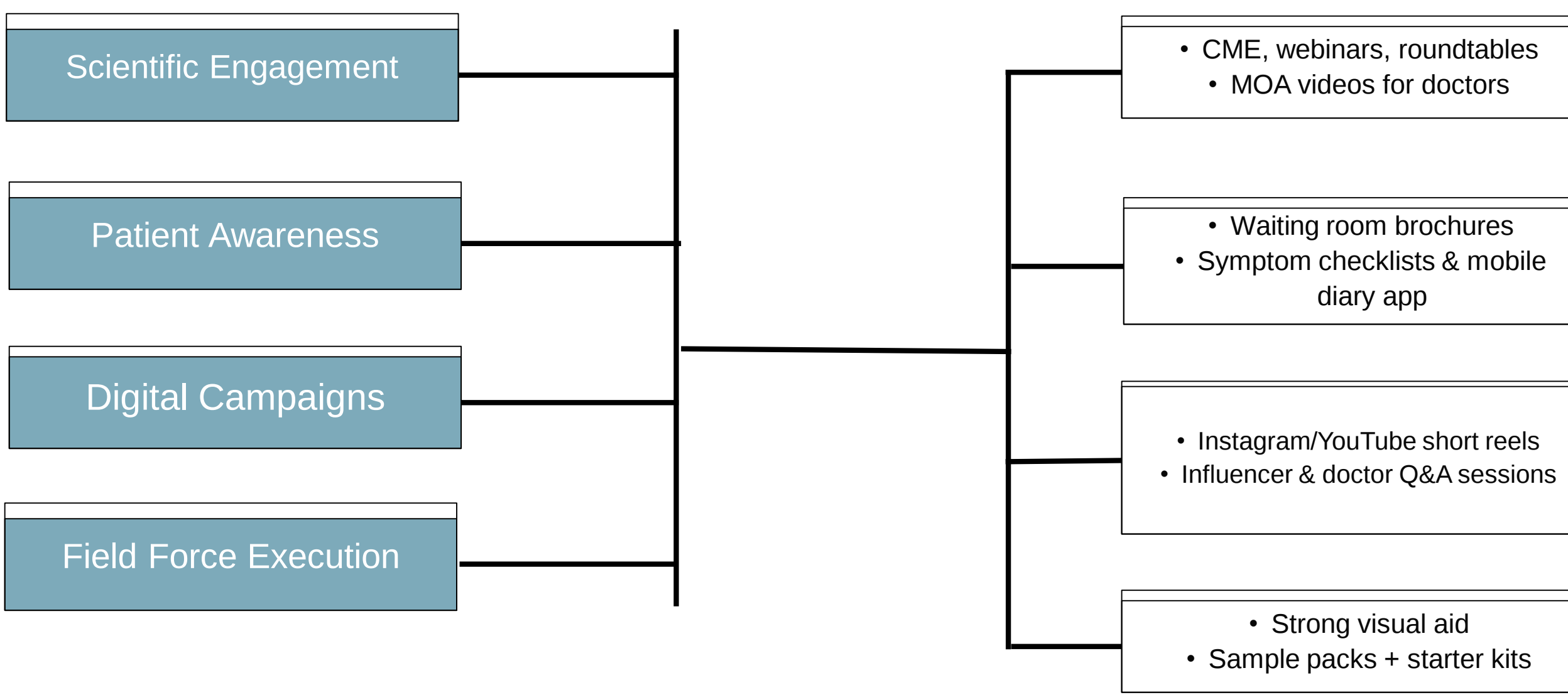
opportunities

- Switch Segment – Capture patients intolerant to anticholinergics
- Women’s Health Focus – Rising attention on quality-of-life therapies
- Digital Patient Education – Leverage awareness via social media/telehealth
- First-line Positioning – Use as first choice in newly diagnosed OAB.

Threats

- Established Brands – Mirabegron has strong market presence
- Generic Anticholinergics – Low-cost competitors affect uptake
- Prescriber Inertia – Resistance to shifting from known drugs
- Regulatory Pricing Controls – Possible inclusion in DPCO (India)

Market Strategy



Pestle analysis

- **Political**
Govt health schemes (AB-PMJAY) can support OAB awareness; price regulation (DPCO) may affect margin
- **Economic**
Rising disposable income among urban middle-aged increases potential market; however, affordability vs. branded mirabegron is key
- **Social**
Increasing openness toward female health issues & quality-of-life concerns like OAB improves acceptability
- **Technological**
Rise of health-tech (apps, e-pharmacies) can aid patient follow-up, medication reminders, and digital Rx tracking
- **Legal**
Need to ensure IP compliance and adverse effect reporting; India-specific regulatory approvals
- **Environmental**
Sustainable packaging + e-detailing reduces carbon footprint and aligns with global eco-goals

Practical Exposure vs Theoretical Learning

Theoretical Understanding	Practical Exposure
Focuses on conceptual and foundational knowledge	Focuses on application of knowledge in real-life scenarios
Encourages analytical and critical thinking	Develops hands-on, adaptive, and interpersonal skills
Involves reading textbooks, lectures, models, and principles	Involves real tasks, fieldwork, projects, internships, or simulations
Assessed through exams, written assignments, and presentations	Assessed through performance, outcomes, observations, and feedback
Helps in understanding why something works	Helps in understanding how something works
Often learned in classroom or academic setting	Learned in labs, field visits, workplace, or real-time environments
Builds strong theoretical base for innovation and research	Prepares for problem-solving in dynamic, unpredictable situations
Can be generalized across situations	Often context-specific and experience-based
Examples: Learning drug mechanisms, understanding laws of physics	Examples: Conducting a lab experiment, interacting with patients during internships

Key Learnings

- ✓ Improved communication and presentation skills through team discussions and reviews
- ✓ Learned the importance of time management and meeting deadlines
- ✓ Gained hands-on experience in market research and analysis
- ✓ Understood the significance of teamwork and collaboration in achieving project goals
- ✓ Became more confident in decision-making and problem-solving
- ✓ Developed a better understanding of how theoretical concepts apply to real business challenges
- ✓ Learned how to adapt quickly to new tools, tasks, and professional environments
- ✓ Enhanced ability to take constructive feedback and make improvements accordingly

Challenges during internship

- ✓ Limited practical exposure and real-time interactions
- ✓ Communication gaps and delayed feedback in virtual settings
- ✓ Technical issues and home distractions affecting focus
- ✓ Difficulty in time management and maintaining motivation
- ✓ Less understanding of company culture and team dynamics

Recommendation

- ✓ Develop a detailed onboarding process to familiarize interns with the company’s culture, policies, and procedures
- ✓ Offer a variety of projects that allow interns to gain exposure to different aspects of the business