

SUMMER INTERNSHIP REPORT

at

MICRO LABS LIMITED

From 12 May 2025 to 25 July 2025

A REPORT BY

VAIDYA DISHA TUSHAR

School of Pharmaceutical Management,

IIHMR University, Jaipur, Rajasthan

IIHMR-U/02/2024-26/0723

2024-2026

Under the Mentorship of

Dr. Saurabh Kumar

Dean (Pharmaceutical Management)



IIHMR UNIVERSITY, JAIPUR

Certificate of Recognition



This is to certify that

Ms. VAIDYA DISHA TUSHAR

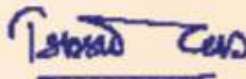
of 2024 - 2026 (batch) of IIHMR University

has effectively learnt, performed and completed
her Summer Training Project with Micro Labs
Ltd. from May 2025 to July 2025

We appreciate her active participation, conduct,
mannerism and timely deliverables.

This certificate is being issued to meet the
requirement of the University.

Date : 21-7-2025

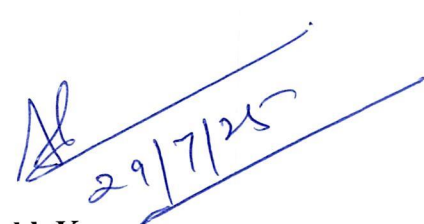

Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Vaidya Disha Tushar** of academic year 2024-26 of **School of Pharmaceutical Management, IIHMR University, Jaipur, Rajasthan** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, appearing to be 'Dr. Saurabh Kumar', with the date '29/7/25' written below it.

Dr. Saurabh Kumar

Dean, School of Pharmaceutical Management
IIHMR University, Jaipur, Rajasthan

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.

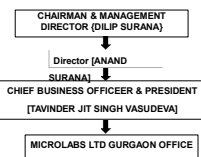
Vision

- 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.

Organization Structure



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

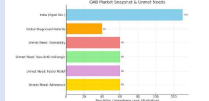
OAB Market Snapshot (Short Version):
India: ₹350-450 cr. growing 9-10% annually
Global: >40M diagnosed OAB patients

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

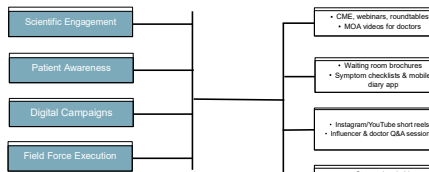
opportunities

- 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

About the organization

MICRO LABS LIMITED

Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R & D centres that are with international standards. It is ranked among 14th prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand "DOLO-650" while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

We are a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology and more. We strive towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe.

As we continue to champion the cause of Make-in-India through our steady expansion across various Indian states, we create job opportunities and drive social responsibility programs in education, healthcare, rural development and environmental protection to add value to our local communities. Our roadmap is to continue investing in discovering, developing, manufacturing, and commercializing innovative medicines. Meeting the growth and profitability goals through successful innovation in digital healthcare trends and commercial excellence will continue to be the driving factors over the next decade.

VISION

Micro Labs desire not to be the best, but the leader in developing, manufacturing, and selling premium pharmaceutical products. Micro Labs wishes to manufacture medicine of the highest standard and market it at affordable prices globally.

ASPIRATION

Micro Labs aspire to deliver value through high-quality pharmaceutical products and to build the brand across the therapeutical segments.

Weekly Reports

Name of the Organisation: Micro Labs Limited

Area of Summer Internship Program: Brand Management intern.

Name of the Student: Vaidya Disha Tushar

Roll no: 0723

Stream: Pharmaceutical Management

Week no: 01

From: 12/05/2025 to 17/05/2025

Activity Done	12/05/2025 - Assignment No. 01 Where we prepared the Power Point Presentation on the Topics mentioned below: 1. Swot analysis of self 2. How to build yourself as a brand 3. Corporate Etiquettes 4. Corporate Netiquettes 5. Body Language Physical Fitness Activity: I actively participated in a physical fitness activity this week. I recorded a 30-35second video showing my morning workout routine running and basic exercises. It will help me stay active and focused.
Linking theory (Classroom learning) with practice at your organisation	Applied self-SWOT, personal branding, and corporate etiquettes during interactions. Practiced netiquettes in emails and maintained focus through daily fitness, as taught in class.
Gaps identified on the working area.	Limited application of personal branding in team tasks Inconsistent use of professional body language during meetings Need for improvement in email structuring and clarity
Suggestions for improvement	• Practice personal branding through consistent communication and presentation • Enhance body language awareness via peer feedback and self-monitoring • Follow a standard email format to improve clarity and professionalism
Plan for the next week	RCPA (Pharmacy Survey) on Molecule- Brivaracetam (CNS)

Week no: 02

Activity Done	19/05/2025 - Assignment No. 02 RCPA (Pharmacy Survey)- Molecule (Brivaracetam) 1. No. of brands available in pharmacy for the molecule 2. Competitor brand molecules 3. Prices of brands 4. No. of Rx for the molecule 5. Indication for the molecule 6. Picture of packs etc. “I have prepared an Excel spreadsheet that compiles and organizes all the collected data. Additionally, I have created a PowerPoint presentation summarizes the key insights and visually engaging format.”
Linking theory (Classroom learning) with practice at your organisation	"Used market research and product management concepts to conduct RCPA and analyse brand and prescription trends, linking theory with practical experience."
Gaps identified on the working area.	Lack of centralized data for competitor analysis and inconsistent availability of brand-related information at pharmacies.
Suggestions for improvement	• Include doctor insights on Rx trends • Compare with other antiepileptic molecules • Verify and update MRP details • Add clearer pack images in the presentation
Plan for the next week	Yet to know, will be decide on Monday.

Week no: 03

Activity Done	26/05/2025 - Assignment No. 03 • Understanding of Market campaigns (take example of your pharmacy survey molecule) • Difference between Branding and Marketing • Business Development activities before product launch • Understanding of Molecule / product / therapy switchover Work on previous assignment: • Etiquettes and Netiquettes assignment with real time situations / as per experience • Update the pharmacy survey by including: • Name and Location of pharmacies covered • Competitor therapy / molecules for your brand • Experience of pharmacy survey • Executive summary of the pharmacy survey
Linking theory (Classroom learning) with practice at your organisation	Applied classroom concepts of marketing, branding, and therapy switchovers to real-world pharmacy interactions. Gained practical understanding of product positioning and market readiness through fieldwork and campaign analysis.
Gaps identified on the working area.	• Limited understanding of therapy switchover patterns at pharmacy level • Incomplete data from some pharmacies due to time constraints • Need for clearer differentiation between branding and marketing during field interactions
Suggestions for improvement	• Allocate more time for data collection and pharmacist interaction • Revisit branding vs. marketing concepts for better field application
Plan for the next week	Yet to know, will be decide on Tuesday.

Week no: 04

Activity Done	02/05/2025 - Assignment No. 04 Prepared a Brand Plan for Empagliflozin SGLT 2 inhibitor. • Body language and Table manners • PESTEL Analysis • How to develop a brand (brand plan)
Linking theory (Classroom learning) with practice at your organisation	During this week, I applied classroom concepts such as brand planning, PESTEL analysis, and marketing strategy development while working on the brand plan for Empagliflozin. The theoretical knowledge of positioning, target audience segmentation, and brand communication helped me understand how to structure a product launch strategy. Additionally, learnings on corporate etiquette supported my professional interaction during presentations.
Gaps identified on the working area.	Less practical exposure to real-time market analysis
Suggestions for improvement	• Provide limited access to market intelligence tools for practical learning • Introduce live project components to strengthen application of brand management concepts
Plan for the next week	Yet to know, will be decide on Monday.

Week no: 05

Activity Done	09/06/2025 - Assignment No. 05 • Essentials of a Business Presentation • Importance of colours in LBL, Visual aids, Packs design etc • Business Development • Code of Ethics
Linking theory (Classroom learning) with practice at your organisation	Applied presentation and brand communication concepts from classroom in developing LBLs, visual aids, and pack designs.
Gaps identified on the working area.	Lack of uniformity in brand messaging and insufficient use of colour psychology in visual aids.
Suggestions for improvement	Standardize visual design elements and align communication with brand strategy for better HCP engagement.
Plan for the next week	Yet to know, will be decide in next meeting.

Week no: 06

Activity Done	16/06/2025 Participation in Masterclass on Digital Marketing in the Pharmaceutical Industry • Micro Labs organized an insightful masterclass led by industry experts on the Significance of Digital Marketing in the Pharmaceutical Industry. • The session provided an excellent opportunity to gain in-depth knowledge about the evolving role of digital marketing in pharma, particularly focusing on its growing impact on brand promotion, doctor engagement, and overall business strategy. • This knowledge-sharing initiative helped enhance understanding of current trends and digital tools reshaping pharmaceutical marketing practices.
Linking theory (Classroom learning) with practice at your organisation	The session will provide a valuable opportunity to us to gain deeper insights into the significance of digital marketing within the pharmaceutical industry, helping us to understand its growing impact on Brand promotion, Doctor engagement, and overall Business strategy.
Gaps identified on the working area.	Despite the informative session, there is limited practical exposure to implementing digital tools in real-time pharma marketing. Additionally, there is a need to better understand how to tailor digital strategies for targeted doctor engagement.
Suggestions for improvement	• Develop a structured digital marketing strategy aligned with brand objectives. • Leverage data analytics to monitor campaign performance and optimize outreach.
Plan for the next week	Yet to know, will be decide on Monday.

Week no: 07

Activity Done	Assignment No – 06 Make ppt for below topics: Competitive intelligence Artificial intelligence Visual aid and LBLs significance Distribution strategy including different distribution channels Also, we learn in previous session. How to analyse the IQVIA and Pharmarack report and its significance Importance of practice for business presentation and for interviews Essential of brand plan including: 1. Demographics 2. PESTEL analysis 3. Disease prevalence 4. SWOT analysis 5. Retail survey insights 6. Switch overs - Molecule / product / therapy 7. Positioning of brand 8. Significance of Brand name / Brand logo etc.
Linking theory (Classroom learning) with practice at your organisation	Practical exposure at the organization by analysing IQVIA reports, observing brand positioning strategies, and understanding real-time distribution and retail practices.
Gaps identified on the working area.	Limited practical application of AI and competitive intelligence tools. Need more hands-on experience in analysing IQVIA/Pharmarack data for brand planning.
Suggestions for improvement	Ensure consistent brand communication across team.
Plan for the next week	• Significance of demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan

Week no: 08

Activity Done	Assignment No – 07 This week, I studied the strategic components essential for brand planning in the pharmaceutical domain. The key topics covered included: Make ppt for below topics: • Significance of demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan
Linking theory (Classroom learning) with practice at your organisation	Applied classroom concepts such as demographic analysis, neuromarketing strategies, and financial planning to real-time brand evaluation and planning at the organization. Also practiced handling brand-related Q&A with data-driven communication, enhancing presentation and decision-making skills.
Gaps identified on the working area.	Need for deeper understanding of advanced financial metrics and more practical exposure to neuromarketing application in real brand campaigns.
Suggestions for improvement	Conduct more live case studies and interactive sessions to strengthen practical application of financial parameters and neuromarketing strategies.
Plan for the next week	Yet to be decided in the next session.

Week no: 09

Activity Done	Assignment No – 08 • Types of contracts for employment in India • People planning / management strategies • KPI for employee appraisal • Talent / manpower management • Building positive competition in team as a manager / team lead • Business negotiations This week, I Attended an insightful session on "The Pivotal Role of Regulatory Compliance in Global Pharma Markets" by Mdm. Kusuma Devi, VP – Regulatory Affairs, Micro Labs, highlighting the significance of regulatory adherence across international markets.
Linking theory (Classroom learning) with practice at your organisation	This week, I observed practical applications of people management, KPIs, and employment contracts. The session on regulatory compliance bridged classroom theory with real-world pharma industry practices.
Gaps identified on the working area.	Gaps identified include limited use of structured KPI systems, need for stronger talent development strategies, and partial awareness of global regulatory requirements.
Suggestions for improvement	Implement clear KPIs, strengthen training programs, and increase awareness on global regulatory compliance.
Plan for the next week	The last assignment to be covered by taking an example of OTC brand e.g. Sensodyne, Volini etc: • Brand naming • Advertising and brand promotion • Target positioning • Communication Channels (Digital and Physical) • Content and communication planning • Ethics and regulation in advertisements • Barriers and Key issues in advertising

Week no: 10

Activity Done	The last assignment to be covered by taking an example of OTC brand e.g. Sensodyne, Volini etc: · Brand naming · Advertising and brand promotion · Target positioning · Communication Channels (Digital and Physical) · Content and communication planning · Ethics and regulation in advertisements · Barriers and Key issues in advertising
Linking theory (Classroom learning) with practice at your organisation	This week, I linked theory with practice by analyzing how OTC brands like Sensodyne and Volini apply strategic branding, ethical advertising, and multi-channel communication while addressing key regulatory and promotional challenges.
Gaps identified on the working area.	Limited integration of data-driven insights in content planning, inconsistent messaging across digital and physical channels, and a need for stricter adherence to updated advertising regulations and ethical guidelines.
Suggestions for improvement	Enhance use of consumer analytics for targeted content, ensure consistent brand messaging across all platforms, and strengthen internal review processes to align with current advertising regulations and ethical standards.
Plan for the next week	Prepare and finalize the summer internship report, compile key learnings and brand analysis, and participate in the closing review session with mentors for feedback and evaluation.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Micro Labs Limited

Area of Summer Internship Program: Brand Management intern.

Name of the Student: Vaidya Disha Tushar

Roll no: 0723

Stream: MBA Pharmaceutical Management

Activity Done	• Conducted self-SWOT analysis and learned personal branding, corporate etiquettes/netiquettes, and body language for professional grooming. • Performed Pharmacy Survey (Brivaracetam) – gathered data on brands, pricing, Rx, competitor molecules, and indications. Created Excel data sheet and PPT presentation. • Prepared Brand Plan for Empagliflozin (SGLT2 inhibitor) including SWOT, PESTEL, positioning, switchovers, demographics, and retail insights. • Studied branding vs marketing, business development, and market campaigns based on real-world pharmacy data. • Attended Masterclass by Micro Labs on Digital Marketing in Pharma, understanding digital tools, doctor engagement, and brand visibility. • Made PPTs on AI, Competitive Intelligence, LBL/Visual Aids, and Distribution Strategy. • Understood IQVIA/Pharma rack reports, neuromarketing, financials, and how to handle brand plan Q&A. • Learned about contracts, KPIs, people planning, and regulatory compliance via expert sessions. • Worked on OTC brand strategy (e.g., Sensodyne, Volini) covering branding, advertising, ethics, and communication planning.
Linking theory (Classroom learning) with practice at your organisation	Classroom learnings like SWOT analysis, brand planning, and PESTEL were applied during real-time projects like Empagliflozin brand plan and Brivaracetam pharmacy survey. Concepts of marketing vs branding, digital marketing, and neuromarketing were reinforced through sessions and masterclasses. Tools like IQVIA and Pharmarack helped apply data analysis knowledge practically. Professional skills such as corporate etiquettes, communication, and presentation handling were used during pharmacy visits and team tasks. HR and compliance topics were understood better through real-time exposure to KPI planning, contracts, and regulatory sessions.

Gaps identified on the working area.	• Limited digital marketing execution despite growing relevance in pharma. • Incomplete or inconsistent pharmacy data collection during initial RCPA visits. • Less structured training on using secondary data tools like IQVIA and Pharmarack. • Lack of feedback mechanism for presentations and brand planning drafts. • Minimal cross-functional exposure, especially with regulatory or medical affairs teams.
Suggestions for improvement	• Strengthen digital marketing initiatives with hands-on training and campaign execution. • Standardize pharmacy survey format to ensure complete and consistent data collection. • Conduct training sessions on tools like IQVIA and Pharmarack for better data interpretation. • Implement regular feedback reviews for brand plans and presentations. • Encourage cross-department interactions to gain holistic industry exposure, especially with regulatory and medical teams.

Signature of the Student



Approved by the IIHMR University's Mentor

CONCLUSION

My summer internship at **Micro Labs Limited** has been a deeply enriching and career-defining experience, where academic insights met real-world pharmaceutical marketing challenges. This journey allowed me to explore the dynamic intersections of brand strategy, market research, neuromarketing, and ethical communication within the pharmaceutical landscape. During the internship, I worked on key projects that included market analysis of the Apixaban molecule, where I studied brand-level competition, prescription trends, and pricing strategy. I also contributed to strategic brand planning for Vibegron and, where I engaged in competitor benchmarking, value proposition development, and visual communication planning. A major highlight was exploring neuromarketing strategies for Vibecta (vibegron), which helped me understand emotional triggers and colour psychology in physician and patient connect. In another assignment, I developed a detailed OTC brand analysis for Parodontax, focusing on brand naming, digital and physical communication channels, regulatory ethics, and promotion barriers. Each of these assignments helped me build not just marketing frameworks but also critical thinking, stakeholder empathy, and creative execution. Throughout this internship, I applied tools such as SWOT analysis, PESTEL evaluation, KPI frameworks, and storytelling through Leave-Behind Literatures (LBLs).

I learned to bridge data with human behaviour, structure campaigns that address both therapeutic efficacy and emotional relevance, and ensure regulatory-compliant messaging. The internship also helped sharpen my professional skills from field visits and prescription audits to presentation delivery and cross-functional communication. I learned the value of collaboration, attention to detail, and timely decision-making in the fast-paced world of pharma marketing. Moving forward, I carry the learnings, confidence, and passion cultivated at Micro Labs. This experience has not only deepened my commitment to a career in pharmaceutical brand management but also inspired me to become an ethical, strategic, and innovative professional who can drive impactful healthcare communication.