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Course: MBA PM-16

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ABOUT ORGANIZATION

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

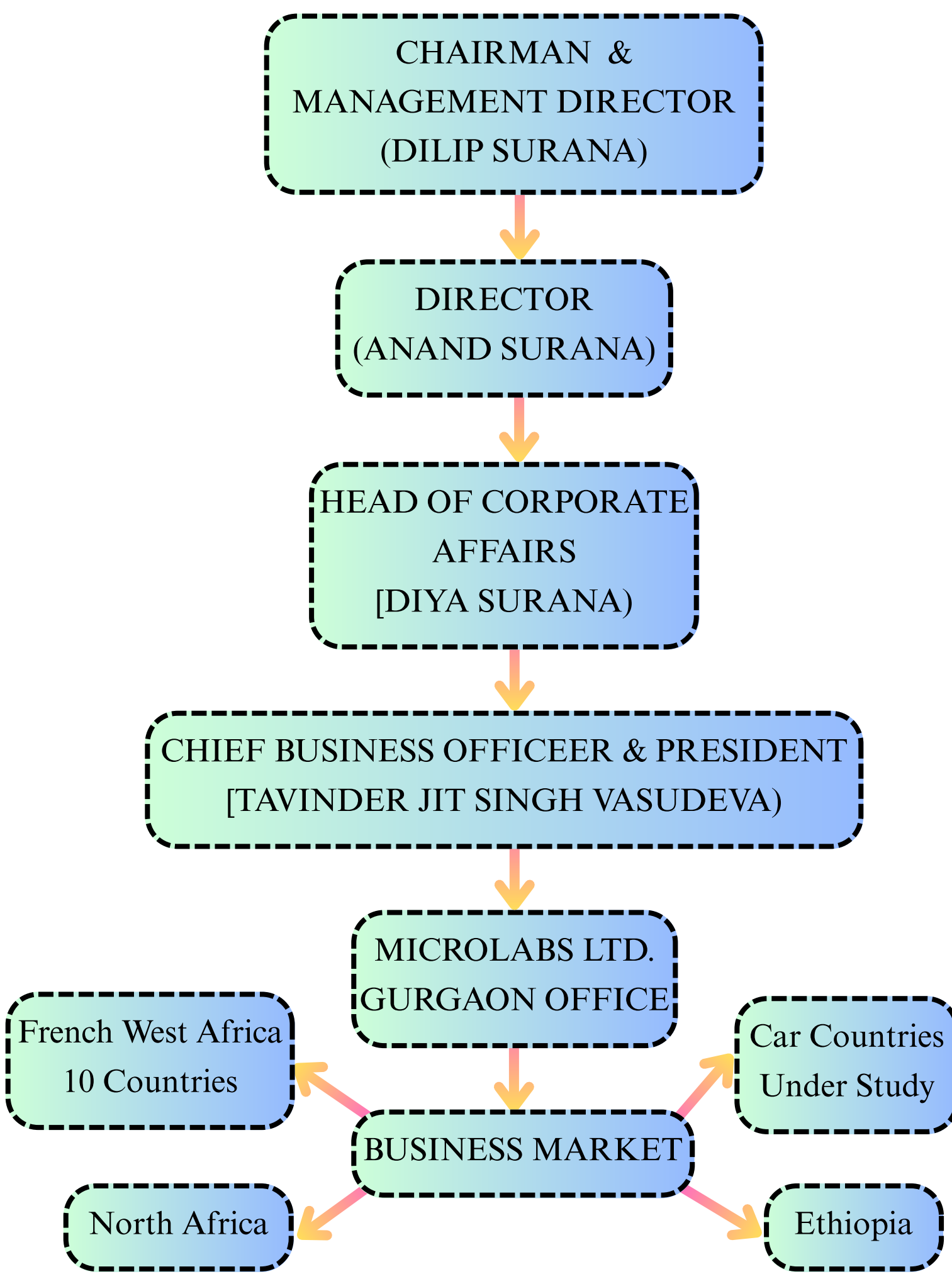
MISSION & VISION

At Micro Labs, our mission is to revolutionize healthcare by providing affordable, accessible, and reliable high-quality wellness products to improve the well-being of all. We envision a future where we can bring 'Good Health in Every Home' across India.

VISION

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ORGANIZATION STRUCTURE



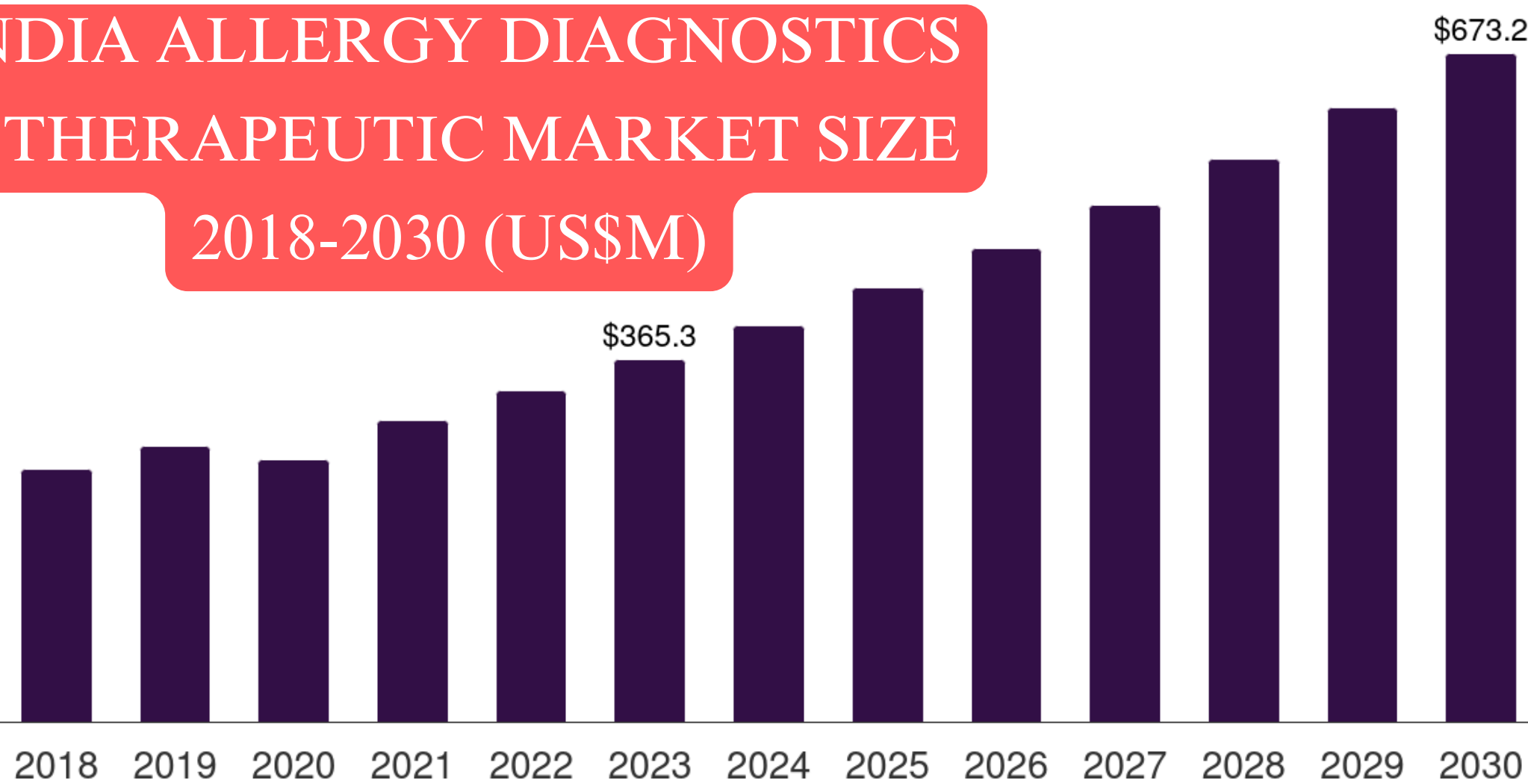
PRODUCT PROFILE

- Bilast-M: Combination of Bilastine 20 mg + Montelukast 10 mg.
- Mechanism: H1-receptor inverse agonist with anti-inflammatory effects (inhibits IL-4/TNF-α).
- It is used to treat allergic conditions like allergic rhinitis, sneezing, a runny nose, watery eyes, and asthma.
- Bilastine selectively targets the H1 histamine receptor.
- Montelukast is a selective leukotriene receptor antagonist.
- Formulation-tablets.
- Routes of administration: Oral.
- The elimination half-life of Bilastine is 12 to 14.5 hours.
- The elimination half-life of Montelukast is 2.7 to 5.5hours.
- Common side effects included drowsiness, headache, and dry mouth.
- Dose-01 tab/day.

MARKET TREND

- The Indian Pharmaceutical Market (IPM) was valued at ₹2,00,266 crore in May 2024.
- The market for Bilastine combined with Montelukast stood at ₹232.7 crore as of January 2024, showing a compound annual growth rate (CAGR) of 18%.
- An estimated 20–30% of India's population is affected by at least one allergic disease.
- The incidence of allergic rhinitis in India is also reported between 20% and 30%.

INDIA ALLERGY DIAGNOSTICS & THERAPEUTIC MARKET SIZE 2018-2030 (US\$M)



PACK DESIGN



BUSINESS IMPLICATIONS

- Market Expansion Opportunity:** With the segment already accelerating at an 18% CAGR, offering a one-pill solution can drive faster adoption and increase market share.
- Aligned with Prescriber Preferences:** Physicians are increasingly favoring targeted, evidence-based combination therapies for better compliance and outcomes—positioning our product as a preferred choice.
- Meeting Unmet Needs:** Combination therapy targets patients with overlapping allergic rhinitis and asthma—addressing the high prevalence of comorbid allergic diseases in India (20–30% of the population).
- Differentiation Amidst Competition:** Unique safety and efficacy profile provides competitive advantage over single-ingredient therapies and first-generation antihistamines.

COMPETITORS OF BILAST-M

Rank	Competitor Brand	Company	Price for 10 Tablets (INR)	Market Share (%)*
1	Bilambic-M	Alembic Pharma	₹106–₹110	~8.5
2	Bilazap M	Glenmark Ltd.	₹160–₹165	~7.8
3	Bilazest M	Abbott	₹185–₹200	~6.7
4	Odastin M	Sun Pharma	₹184–₹207	~6.0–7.0
5	Bilachek M	Mankind Pharma	₹165–₹170	~5.5–6.5

MARKET CAMPAIGN

- Enhance Brand Visibility:** Invest in targeted awareness and digital marketing campaigns to build stronger recognition among healthcare professionals and consumers.
- Strong Differentiation Messaging:** Clearly communicate Bilast-M's unique dual-action formula and superior safety profile to stand out from generics and single-ingredient competitors.
- Boost Healthcare Professional Engagement:** Increase CME activities, workshops, and patient case discussions to deepen prescriber preference and trust.
- Expand Access and Support Programs:** Provide patient discounts, wider sampling, and pharmacy training to improve uptake and advocacy at the point of sale.

BRAND POSITIONING

- Dual-Action Relief:** Unique combo of bilastine and montelukast for broad allergy and asthma control.
- Safe & Convenient:** No renal adjustments, non-drowsy, once-daily single pill for easy use.
- Clinician Trusted:** Backed by doctors and growing due to evidence-based benefits and education.
- Premium Quality:** A high-value choice for urban, working users seeking effective, fast relief.

SWOT ANALYSIS

- Next-gen molecule.
- Non-sedating.
- High H1 selectivity.
- No Dose Adjustment Needed.

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- Low retail penetration.
- Less aggressive pricing.
- Brand Awareness.
- Market Share.

- Urban allergy surge.
- Combo product expansion.
- Digital/physician outreach.

- Aggressive rivals.
- Price wars.
- Legacy brand loyalty.
- Generic competition.

THEORETICAL KNOWLEDGE & PRACTICAL EXPOSURE

- Built a strong foundation by learning core concepts and principles.
- Gained valuable hands-on experience working on real-life marketing tasks.
- Balanced classroom learning with practical application for better understanding.

LEARNING & OUTCOMES

- Adopted professional corporate behavior and etiquette.
- Learned how to create brand plans, marketing strategies, and campaigns.
- Developed an understanding of competitor analysis and the role of ethics and trademarks in pharmaceuticals.

CHALLENGES

- Encountered limited access to key data and tools needed for efficient work.
- Missed out on in-person corporate experience due to remote working conditions.
- Found it challenging to fully engage with the company culture while working from home.

SUGGESTIONS

- Ensure interns have easy access to all required data, tools, and resources.
- Provide opportunities for corporate exposure despite remote work setups.
- Support better integration of interns into the workplace culture and processes.

USEFULNESS

- Improved skills and gained hands-on industry experience.
- Received valuable insights into the pharma sector and expanded professional networking.
- Enhanced my resume and boosted future career opportunities.