

SUMMER INTERNSHIP PROGRAM

at

MICRO LABS LIMITED



From 12th May 2025 to 21st July 2025

A Report By

Singh Sweta Sanjaykumar

Master of Business Administration

Pharmaceutical Management - 16

(0715)

Under the Mentorship

Of

Dr. Rahul Sharma

Assistant Professor





Certificate of Recognition



This is to certify that
Ms. SINGH SWETA SANJAYKUMAR
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.

A handwritten signature in blue ink, appearing to read "Tavinder Jit Singh Vasudeva".

Tavinder Jit Singh Vasudeva
President & CBO

Date : 21-7-2025

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Singh Sweta Sanjaykumar** of the academic year 2024-26 **School of Pharmaceutical Management** 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 read 'Rahul Sharma'.

Dr. Rahul Sharma

Assistant Professor

IIHMR University, Jaipur

Building the Blueprint for Brand Brilliance: Bilast-M

Presented By: Singh Sweta Sanjaykumar (0715)
Course: MBA PM-16

University Mentor: Dr. Rahul Sharma
Organization Mentor: Tavinder Jit Singh Vasudeva

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.

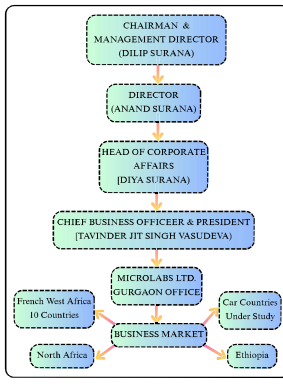
MISSION & VISION

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

We envision a future where we can bring 'Good Health in Every Home' across India.

ORGANIZATION STRUCTURE



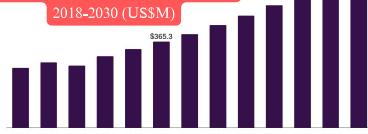
PRODUCT PROFILE

- 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 5.5 hours.
- Common side effects included drowsiness, headache, and dry mouth.
- Dose-01tab/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



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	Alchemic Pharma	₹106-₹110	~8.5
2	Bilazap-M	Glenmark Ltd.	₹160-₹165	~7.8
3	Bilazeast-M	Albott	₹185-₹200	~6.7
4	Olostin-M	San Pharma	₹184-₹207	~6.0-7.0
5	Bilacheek-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.	S O T W	- 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

- Build 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.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 1

From: 12th May 2025 To 17th May 2025.

Activity Done	Pre-interactive Session: During this session, we covered all the aspects involved in the internship program. Interactive Session: Each student was further asked to make a presentation and present on the following topics: 1) Self SWOT Analysis, 2) Building yourself as a Brand, 3) Corporate Etiquettes & Netiquettes, 4) Body language in corporate.
Linking theory (Classroom learning) with practice at your organisation	The interactive session and the assignment helped us understand how to apply various management learnings from our course in the corporate world and adhere to those principles. By discussing the corporate etiquette, brand building, and other topics, it provided a better insight into the culture of the corporate world.
Gaps were identified in the working area.	• Every student couldn't present. • Lack of time during the meeting.
Suggestions for improvement	• Prescheduling of the meeting agenda. • Time management.
Plan for the next week	Market survey for the molecule assigned to each student. Molecule assigned: Vonoprazan

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 2

From: 19th May 2025 To 24th May 2025.

Activity Done	Each student was assigned a molecule and was supposed to perform a pharmacy survey for the same. I was given the molecule named Vonoprazan (P-CAB class), an anti-ulcer drug. I performed and analysed: 1. Pharmacy Survey. 2. Data Gathering. 3. Competitor analysis. 4. Price analysis of brands. 5. Market penetration of brands.
Linking theory (Classroom learning) with practice at your organisation	• The tools of Excel were highly applicable in the process. • The several techniques used for customer engagement were applied. • Analysis of the data gathered by the survey, done using various tools, was performed.
Gaps were identified in the working area.	• Data records not maintained by pharmacies. • Unavailability of many drugs. • Non-compliant with data sharing.
Suggestions for improvement	• Maintain digital records for easy access. • Maintain drug availability as per demand. • More helpful with data sharing.
Plan for the next week	To be decided in the next meeting.

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 3

From: 26th May 2025 To 31st May 2025.

Activity Done	As discussed during the meeting, the work assigned: • Etiquettes and Netiquettes assignment with real-time situations / as per experience. • Update the pharmacy survey by including: 1. Name and Location of pharmacies covered. 2. Competitor therapy/molecules for my brand. 3. My experience with the pharmacy survey. 4. Executive summary of the pharmacy survey. • Understanding of Market campaigns (take the example of your pharmacy survey molecule). • Difference between Branding and Marketing. • Business Development activities before product launch. • Understanding of Molecule/product/therapy switchover. • 21 Evergreen skills that will always make you valuable. Shared my experiences of the last year where I utilised/upgraded my skillset.
Linking theory (Classroom learning) with practice at your organisation	• The tools of Excel were highly applicable in the process. • The tools of PowerPoint were highly applicable in the process. • The several techniques used for customer engagement were applied. • The analysis of the data gathered by the survey, conducted using various tools, was performed.
Gaps were identified in the working area.	• Data records not maintained by pharmacies. • Unavailability of many drugs. • Non-compliant with data sharing.

Suggestions for improvement	• Maintain digital records for easy access. • Maintain drug availability as per demand. • More helpful with data sharing.
Plan for the next week	To be decided in the next meeting.

Signature of the Student: 

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 4

From: 2nd June 2025 to 7th June 2025.

Activity Done	• Body language and Table manners • PESTEL Analysis • How to develop a brand (brand plan)
Linking theory (Classroom learning) with practice at your organisation	• We learn in class that positive body language—like sitting up straight, making eye contact, and having an open posture—helps build trust and shows confidence at work. Likewise, good table manners signal respect and professionalism during meals or meetings. • We've been taught that PESTEL analysis is a powerful tool for spotting external factors—political, economic, social, technological, environmental, and legal—that influence business decisions. Doing this regularly helps companies stay ahead of challenges. • We've learned that building a brand starts with a clear identity and consistent messaging to help customers recognize and connect with the company. But at work, the focus often shifts to running quick promotions or product pushes, rather than creating a strong, ongoing brand presence.
Gaps were identified in the working area.	• Nonverbal signals sometimes go unnoticed or misunderstood, especially within culturally diverse teams. • PESTEL is sometimes treated as a once-a-year task instead of a continuous check-in as circumstances evolve. • Brand guidelines aren't always thoroughly shared or followed, leading to mixed messages.
Suggestions for improvement	• Organize friendly, brief sessions to refresh everyone on the importance of body language and dining etiquette. • Make PESTEL a routine part of team discussions so the business can quickly adjust to new trends or risks.

	Build a clear and detailed brand plan that outlines the company's values, look and feel, and voice—and make sure all teams have access to it.
Plan for the next week	To be decided in the next meeting.

Signature of the Student: 

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 5

From: 9th June 2025 to 14th June 2025.

Activity Done	Made a presentation and presented the topics: • 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	• What we learn about business presentations in class—like having clear goals, organizing the content well, and using visuals effectively—isn't always put into practice at my workplace. Often, presentations rely too much on dense text and overlook tailoring the message to the specific audience. • From class, we understand that colours aren't just decorative—they strongly influence how people see a brand and make decisions. Different colours can create different feelings and help products stand out. At work, however, colours are sometimes chosen based on personal tastes rather than a strategic plan. • Business development means more than just trying to sell—it's about seeking ways to grow the company in the long run through research, building relationships, and exploring new markets. In my workplace, the focus tends to be more on short-term sales goals rather than strategic growth plans. • The code of ethics is meant to guide how we behave professionally—being honest, transparent, and responsible. But at work, these rules aren't always clearly shared or emphasized.
Gaps were identified in the working area.	• Presentations sometimes miss a strong story or engaging visuals, making them feel dull. • There's little interaction with the audience, so the sessions become one-way communication.

	• Packages and labels sometimes look too similar to others, missing the chance to catch the customer's eye with smart colour choices. • The approach can be a bit too immediate and sales-driven, missing the bigger picture. • Teams don't always work together closely enough to share ideas or market insights. • Some colleagues don't know where to go if they want to report unethical behaviour. • Sometimes, meeting deadlines or targets feels more urgent than sticking strictly to ethical practices.
Suggestions for improvement	• Use more graphics, charts, and simple visuals to keep people's attention. • Stick to brand colours consistently to boost recognition. • Teach the team about how colour affects mood and make sure visuals are easy to read with good contrast. • Make a clear plan that includes market research as a first step. • Run regular training that covers both the rules and real-life examples so people understand how to apply ethics day to day. • Provide easy and confidential ways for employees to speak up about ethical concerns.
Plan for the next week	To be decided in the next meeting.

Signature of the Student:



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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 6

From: 16th June 2025 to 21st June 2025.

Activity Done	Attended a Master class on Digital Marketing in the Pharmaceutical industry by Industry expert Mrs. Shailja Dwivedi Pathak.
Linking theory (Classroom learning) with practice at your organisation	• I noticed many digital marketing theories from our coursework being applied, which narrowed the gap between classroom learning and real-world execution. • The digital marketing mix—covering SEO, SEM, social media, content, and email strategies—showed up in part through targeted email and WhatsApp outreach to healthcare professionals (HCPs). • In theory, audience segmentation should dive into behavioural and psychographic traits. At Micro Labs, though, the approach stayed mostly geographic, and there wasn't much in the way of personalized messaging. • While we learned about using advanced analytics tools like Google Analytics and CRM dashboards to track campaign impact, Micro Labs tended to stick with basics like open rates and click-throughs, without tying those numbers back to actual conversions. • The idea of ethical and compliant pharma promotion, which was stressed in class, could be seen in Micro Labs' thorough content approval process before anything went live. • Omnichannel approaches—another big topic for us—were evident as well, as digital campaigns were echoed by on-the-ground medical reps reinforcing messages during doctor visits.
Gaps were identified in the working area.	• There was a clear divide between theory and practice when it came to technology; the lack of automation and absence of real-time dashboards made it harder to follow the data-driven, responsive strategies we studied in class. • Most email and WhatsApp campaigns didn't go beyond generic messaging—personalization and behavioural targeting were missing.

	• Use of detailed analytics was limited; for example, there was no tracking of user journeys with heatmaps, funnel analysis, or ongoing A/B tests. • Marketing efforts were largely manual, as no centralized automation tool was available. • Digital content was aimed squarely at HCPs, with little attention paid to patient-focused material. • The compliance approval processes, while important, sometimes led to delays in launching new campaigns. • Digital creatives rarely got tested or tweaked after going live—optimization was lacking.
Suggestions for improvement	• Bringing in advanced CRM and automation platforms like Salesforce, Zoho, or Veeva could step up segmentation and streamline campaign execution. • Making A/B testing a routine part of email campaigns would help identify what resonates best. • Including content specifically for patients in digital efforts could boost awareness and strengthen the brand's credibility. • Rolling out more robust analytics dashboards would help measure not just engagement rates, but also the real business outcomes, such as prescription uptick or new leads. • Providing digital co-marketing training for medical reps and field staff would truly blend physical and digital interactions. • Lastly, creating a cross-functional digital marketing team—with input from compliance, marketing, IT, and sales—could help align strategy and execution across the board.
Plan for the next week	To be decided in the next meeting.

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 7

From: 23rd June 2025 to 28th June 2025.

Activity Done	Prepared presentation and presented on the topics: • Competitive intelligence • Artificial intelligence • Visual aid and LBLs significance • Distribution strategy, including different distribution channels
Linking theory (Classroom learning) with practice at your organisation	• Effective CI isn't just about collecting facts—true value comes from analysing that information and working collaboratively across different teams, much as we discussed in class. • Translating theory to practice also means keeping an eye on AI systems—models can require regular updates to stay sharp. • In day-to-day work, visuals break down detailed information for clients or colleagues, boosting understanding and attention, much like we experienced in class exercises. • On the ground, organizations that blend several channels—physical stores, websites, and partners—can reach more people and serve them better, just as the theory suggests.
Gaps were identified in the working area.	• Many workplaces misunderstand CI, often limiting it to surface-level research, missing out on its potential to drive big-picture strategy. • Many companies haven't built a real understanding of AI yet—few have clear policies, and training on responsible use is often missing. • Visual aids and LBLs often aren't used to their full potential, or they might be confusing and miss the mark. • Some companies stick too closely to old distribution methods and miss the advantages of newer, digital channels.

Suggestions for improvement	• Build a small, focused CI group with clear roles and responsibilities for data gathering, analysis, and sharing. • Develop clear AI guidelines and offer ongoing training, so everyone knows how to use these powerful tools safely and effectively. • Train staff in creating eye-catching, useful visuals and label blocks, focusing on clarity and brand consistency. • Strengthen coordination among all distribution routes to avoid overlap and improve overall performance.
Plan for the next week	Study and prepare presentations about the topics: • Significance of demographics • Neuromarketing • Financial parameters • How to handle Q&A for your brand plan.

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 8

From: 30th June 2025 to 5th July 2025.

Activity Done	Prepared presentation and presented on the 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	• In academic settings, we learn that things like age, gender, income, and educational background help businesses divide up their target audience so they can market more effectively. • Neuromarketing is introduced in studies as a way to understand consumer reactions by studying brain activity and physiological responses, which can reveal how people feel about ads or products. • In the real world, companies actively use these financial indicators to manage their budgets, choose investments, and track progress. • In class, we're encouraged to anticipate tough questions from stakeholders and back up our answers with solid evidence.
Gaps were identified in the working area.	• Sometimes, companies don't update their demographic data often enough, making it less useful for current decision-making. • Many businesses are slow to adopt neuromarketing because it can be costly and require specialized expertise. • Sometimes, financial analysis is kept separate from other departments, causing teams to work toward different goals. • Teams sometimes don't spend enough time rehearsing for Q&A, which can lead to unclear or inconsistent answers during presentations.

Suggestions for improvement	• Update and expand how demographic information is gathered, making sure it's always relevant and fresh. • Offer training for marketing teams on the basics of neuromarketing and consider collaborating with external experts for initial projects. • Create opportunities for collaboration between finance, marketing, and operations so everyone is working toward the same objectives. • Practice with mock Q&A sessions and prepare answers for frequently asked questions in advance.
Plan for the next week	Study and prepare presentations about the topics: • Types of contracts for employment in India • People planning/management strategies • KPI for employee appraisal • Talent/manpower management • Building positive competition in the team as a manager/team lead • Business negotiations

Signature of the Student:



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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 9

From: 7th June 2025 to 12th July 2025.

Activity Done	Prepared presentation and presented on the topics: • Types of contracts for employment in India • People planning /management strategies • KPI for employee appraisal • Talent/manpower management • Building positive competition in the team as a manager/team lead • Business negotiations
Linking theory (Classroom learning) with practice at your organisation	• In class, we learn about several contract types in India—such as permanent, temporary, fixed-term, and apprenticeship agreements—along with their legal protections. • Most employees here are on either permanent or fixed-term contracts, which matches what employment law recommends and what the business needs. • In theory, effective people management means planning for future hiring, creating succession plans, and making sure the team's structure supports business goals. • We do manpower planning once a year and hire as needed, but there isn't much structured planning for leadership changes or future growth. • Good KPIs should be clear, measurable, relevant, and tied to both individual responsibilities and company goals. • My organization uses broad KPIs, but they're sometimes too generic and don't capture the specifics of each job. • Talent management goes beyond hiring—it's about helping people grow, keeping them engaged, and building a positive workplace culture. • The main focus is on hiring and basic training, but ongoing development and engagement are often missed. • Healthy competition can motivate people, drive innovation, and help everyone grow, provided it's well managed.

	• Recognition happens informally, but organized competitive activities aren't common. • We're taught to prepare thoroughly, understand our 'best alternative' (BATNA), and aim to create win-win scenarios in negotiations. • Most negotiations focus mostly on price, with less emphasis on building relationships or finding ways for both sides to benefit.
Gaps were identified in the working area.	• Many employees are unsure about what their contract means or what they're signing up for. • Planning often happens only when there's an immediate need, rather than ahead of time. • There's little differentiation in KPIs between roles, making it hard to assess diverse jobs fairly. • In some departments, employee turnover is high. • There aren't many clear pathways for career growth or skill development. • Without a clear structure, competition can sometimes turn negative. • There's a lack of structured training around effective negotiation techniques.
Suggestions for improvement	• Simplify and standardize how contracts are written to ensure full transparency. • Create formal succession plans and ensure backup options for critical roles. • Roll out 360-degree feedback systems and more frequent performance discussions. • Invest more in ongoing learning, training, and professional development. • Set up friendly team competitions with clear, fair rules. • Encourage an approach centred on long-term value and partnerships, not just immediate gains.
Plan for the next week	Study and prepare presentations about the topics: • 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

Signature of the Student: 

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

**Area/ Department/ Project of Summer Internship Program: Product Management
Intern**

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Week no: 10

From: 13th June 2025 to 21st July 2025.

Activity Done	Prepared presentation and presented on the topics: • 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	• In class, we learn how important a unique and memorable brand name is for making a mark in the market. • At my workplace, there's a clear path for creating brand names that includes idea generation, feedback from potential customers, and ensuring the name is legally available. • The theory stresses the value of a consistent message and using various communication channels together for stronger impact. • At work, we run multi-platform campaigns backed by data, but sometimes the online and offline efforts feel disjointed. • Classroom lessons highlight the importance of carving out a special spot in consumers' minds. • At work, while we use segmentation, sometimes the groups are too broad. • School taught us that a mix of digital and physical channels helps reach more people effectively. • In the organization, we use a variety of channels, but they aren't always well-aligned. • The theory teaches that content should be tailored to both brand goals and customer needs, with careful planning ahead. • But in daily work, content is typically created in response to immediate needs rather than following a long-term plan. • Studies underscore the importance of ethical responsibility and following the rules in advertising.

	• While the organization checks for compliance, some grey areas or sensitive issues can be missed. • Academic theory points out obstacles like advertising overload, consumer mistrust, and ever-changing regulations. • We struggle with crowded markets and people's shortened attention spans.
Gaps were identified in the working area.	• Sometimes, our chosen names don't fit well with diverse audiences or across different cultures. • There isn't enough early input from actual customers, which can lead to missed perspectives. • The message isn't always consistent across different media, which can confuse customers. • We don't always track how our ads affect brand strength over the long haul. • We're missing out on detailed insights from customer behaviors and lifestyle data, which would make our messages more relevant. • Different teams often work in isolation, so the customer experience can be uneven. • There's a lack of synergy across digital and offline touchpoints. • There's a tendency to react to trends rather than to plan proactively. • Not everyone gets up-to-date training on topics like representation, privacy, or inclusivity. • We tend to adapt slowly to new platforms or shifts in consumer habits.
Suggestions for improvement	• Get people from various backgrounds and target groups involved right from the start. • Run language and cultural checks before deciding on a shortlist of names. • Establish clearer branding guidelines that everyone follows, regardless of the channel. • Adopt better tools to check how our brand is doing over time regularly. • Dive deeper into data to make our audience segments more precise. • Make sure we review our positioning strategies often to keep up with what customers want. • Encourage stronger teamwork between those managing various channels. • Map out the customer's journey more thoroughly to create a smoother and more consistent experience. • Set up a yearly content plan with regular review points. • Use customer data to create more personalized and relevant content. • Broaden our review process to include all types of advertising, including those created outside the core team.

	• Prepare thorough response plans for possible crises, so we're ready if issues come up.
Plan for the next week	N/A.

Signature of the Student:



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Singh Sweta Sanjaykumar

Roll no: 0715

Stream: Pharmaceutical Management

Activity Done	• Each week, I took on a variety of tasks—from product management assignments and self-improvement exercises to projects focused on personal branding and workplace communication. • I played an active part in preparing for the launch of Vonoprazan, a new pharmaceutical product, which included conducting numerous pharmacy surveys and analyzing the competitive landscape. • Participated in regular team meetings and planning sessions, which gave me insight into how new medicines are positioned, priced, and promoted within a competitive industry. • Mapped competitor activities and helped discover gaps in the current market, allowing the team to better understand evolving needs among both prescribers and patients. • Assisted with the design and rollout of marketing campaigns, coordinated creative materials, and contributed to the documentation required by regulatory bodies. • Joined in business development activities, letting me observe the product launch process from the first idea to reaching customers. • Practiced and improved my professional skills, such as digital communication, proper workplace etiquette, and working efficiently in a team environment.
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	• Benefitted from ongoing guidance and feedback from my mentors and colleagues, which made the learning process interactive and supportive.
Linking theory (Classroom learning) with practice at your organization	• Actively applied classroom teachings in product lifecycle management, brand building, and marketing strategy to live projects, especially during the Vonoprazan launch preparation. • Used techniques learned in market research and data analysis during my field surveys and competitive assessments. • Put theory into action by joining regulatory planning discussions, understanding compliance needs, and preparing essential paperwork for product registration. • Leveraged skills gained in presentations, professional communication, and teamwork to collaborate successfully and present my findings to the team. • Saw firsthand how developing a strong personal and professional brand, as stressed in my academic courses, can make a real impact in the workplace.
Gaps identified on the working area.	• Noted that much of the survey and data gathering work still relied on manual processes, which sometimes slowed down analysis and sharing. • Observed that information was not centralized, occasionally leading to repeated effort and inconsistent data across different teams. • Realized that feedback from pharmacists and prescribers was sometimes captured but not always directly fed into bigger strategic decisions. • Felt that my learning would have benefited from cross-functional exposure—such as interactions with the sales or clinical research team—which was somewhat limited.
Suggestions for improvement	• Suggest incorporating digital survey tools and analytics platforms to make data collection and review quicker and more reliable.

	• Recommend creating a central database accessible by various teams, reducing duplicated efforts and improving collaboration. • Propose establishing a more formal system for collecting, sharing, and integrating field feedback into ongoing product and marketing strategies. • Advise implementing a job-rotation or cross-departmental shadowing initiative so interns and new employees can experience a broader view of the organization. • Encourage holding regular forums or knowledge-sharing sessions where staff and interns can bring together recent academic knowledge and on-the-job insights.
Key Learnings	• This internship gave me genuine experience in translating what I learned in the classroom into real solutions for business challenges. • I became more self-aware, recognized my strengths (like adaptability and communication), and learned to address my weaknesses with honesty and proactive effort. • Learned that clear, open communication and strong collaboration are essential for team success and professional growth. • Developed a deeper appreciation for the many layers involved in launching a pharmaceutical product—brand strategy, research, regulation, business development, and ongoing learning. • Left the internship feeling confident and well-equipped, grateful for the mentorship and support, and ready to take on more responsibility in my career ahead.

Signature of the Student



Approved by the IIHMR University's Mentor.

Conclusion

Reflecting on my 2.5-month journey as a product management trainee at Micro Labs Ltd, I can genuinely say this internship has been a transformative experience, both professionally and personally. Immersing myself in the world of pharmaceutical product management, I learned firsthand how building a strong personal and professional brand is essential, not just for standing out in a competitive industry, but also for gaining the trust of colleagues and mentors. Through assignments focused on self-awareness and personal branding, I became more conscious of my strengths, such as adaptability and clear communication, while also learning to acknowledge and work on my weaknesses. This self-reflection laid the groundwork for my growth and allowed me to approach each task with purpose and confidence.

On the brand development front, I gained practical insights into what it takes to launch and position a new pharmaceutical product in a crowded market. My work on the Vonoprazan project, including pharmacy surveys and market analysis, helped me understand the importance of competitive pricing, strong distribution, and effective communication with both prescribers and pharmacists. I saw how brand reputation and clinical evidence drive prescriber trust and patient acceptance, and how marketing campaigns must be carefully crafted to highlight a product's unique value. The difference between branding and marketing became clear to me: branding is about shaping identity and trust, while marketing is about driving awareness and sales through targeted campaigns.

I also learned the critical role of regulatory planning, business development, and market research in ensuring a successful product launch. Understanding the regulatory landscape, mapping the competitor environment, and identifying unmet needs were all crucial steps in our pre-launch activities. These experiences taught me to think strategically and to appreciate the many moving parts that contribute to a product's success.

Beyond technical skills, this internship helped me develop essential workplace habits—like professional etiquette, effective digital communication, and positive non-verbal cues—that will serve me throughout my career. I learned the value of teamwork, networking, and being open to feedback. Most importantly, I realized that growth comes from stepping out of my comfort zone, embracing challenges, and staying committed to continuous learning.

Overall, these past months have given me a holistic view of product management in the pharmaceutical industry, blending brand strategy, self-development, and practical business skills. I am grateful for the mentorship, support, and opportunities I received, and I feel well-prepared to take on greater responsibilities as I move forward in my career.