

SUMMER INTERNSHIP PROGRAM

at

MICRO LABS LIMITED



From 3rd May to 14th July 2025

A Report By

SHRI HARI R K

MASTER OF BUSINESS ADMINISTRATION

PHARMACEUTICAL MANAGEMENT

0711

2024-26

Under the Mentorship of

RAHUL SHARMA





Certificate of Recognition



This is to certify that

Mr. SHRI HARI R K

of 2024 - 2026 (batch) of IIHMR University

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

*We appreciate his 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.

Tavinder Jit Singh Vasudeva
President & CBO

Date : 21-7-2025

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Shri Hari R K** of academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'Rahul Sharma', is written over the printed name.

Dr. Rahul Sharma
Assistant Professor

Brand Plan for Ebasin (Ebastine IP)



Presented by: Shri Hari R K (0711)

Course: MBA PM - 16 (2024-26)

Academic Mentor: Rahul Sharma

Industry Mentor: Tavinder Jit Singh Vasudeva



About Organization

Micro Labs Limited is a global pharmaceutical company focused on research, manufacturing, and marketing of high-quality medicines. Operating in 50+ countries, it offers a diverse portfolio across key therapies like cardiology, diabetology, and ophthalmology. With advanced R&D and WHO-GMP-certified facilities

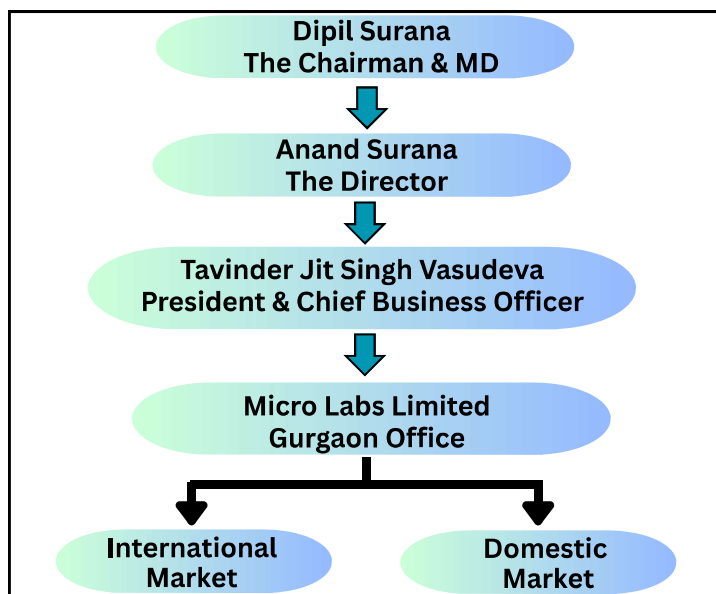
Mission

To enhance global health by providing affordable, accessible, and high-quality pharmaceutical products through innovation, integrity, and a commitment to excellence in patient care.

Vision

To be a trusted global leader in healthcare by delivering innovative and affordable medicines that improve the quality of life for people everywhere.

Organizational Structure



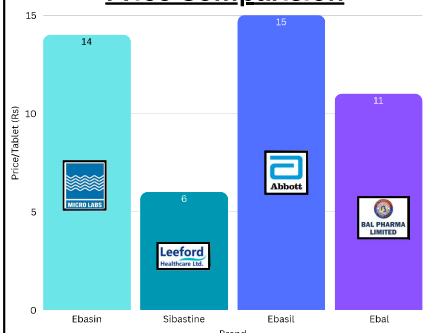
Visual Aid

Visual Aid illustrating the benefits of Ebasin (Ebastine IP) for allergic conditions. It shows 5 Problems (Sneezing, Watery Eyes, Runny Nose, Urticaria, Itchy Throat) and 1 Solution (Ebasin). The product is shown in its packaging (2 X 7 X 10). Variants listed: Ebasin 10mg, Ebasin 20mg, Ebasin ODT 10 mg, and Ebasin 60ml Suspension. Icons indicate Non-Drowsy, Globally Accepted, and Reduced Side Effects.

SWOT Analysis

S	- Non-sedative second-generation antihistamine with a good safety profile - Recognized efficacy
W	- Limited awareness among general practitioners - Availability of multiple generics options
O	- Growing incidence of allergic diseases due to pollution and lifestyle changes. - Increased demand for non-drowsy antihistamines in the working population.
T	- Intense competition - Price sensitivity - Regulatory restrictions

Price Comparison



Key Learnings
Corporate Etiquette
Personal Branding
Brand Planning
Neuromarketing
LBL's Significance
Market Survey
Therapy Switchover

Suggestion

Ebastine can be effectively promoted through physician engagement, retail-level promotions, patient testimonials.

Challenges Faced

Co-operation of the pharmacists during the market survey

Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 1

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

Activity Done	• Performed personal SWOT analysis and explored strategies for effective self-branding • Learned about the importance of corporate etiquette, corporate netiquette and body language.
Linking theory (Classroom learning) with practice at your organisation	• The SWOT analysis performed during the Universal human values and ethics and Organizational behaviour coursework helped me understand myself better.
Gaps identified on the working area.	N/A
Suggestions for improvement	N/A
Plan for the next week	To conduct a market survey for the molecule Valsartan and Sacubitril

Signature of the Student:



Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 2

From: 19/05/2025 to 24/05/2025

Activity Done	Conducted market survey on the molecule Valsartan-Sacubitril regarding the total number of brands available in the pharmacy, the competitor molecules, their prices and the total no. of prescriptions received monthly.
Linking theory (Classroom learning) with practice at your organisation	Communication: Skills developed during the Principles of Management module were pivotal in building rapport with pharmacists and obtaining the required information.
Gaps identified on the working area.	N/A
Suggestions for improvement	N/A
Plan for the next week	Briefing to be done during the next meeting on 26/05/2025

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 3

From: 26/05/2025 to 31/05/2025

Activity Done	• Refined the contents of the presentations prepared earlier based on the suggestions received • Gained knowledge regarding marketing, branding, types of marketing campaigns and therapy or molecule switchover concerning the Valsartan-sacubitril combination drug.
Linking theory (Classroom learning) with practice at your organisation	• Learnt about the difference between traditional marketing & branding techniques, learnt in classes, and how it is done practically in an ever-evolving market dynamic.
Gaps identified on the working area.	N/A
Suggestions for improvement	We should be allowed to work with the marketing teams to gain practical knowledge on how the decisions are made while developing the marketing plans and gaining hands-on skills.
Plan for the next week	Briefing to be done during the next meeting on 03/06/2025

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 4

From: 02/06/2025 to 07/06/2025

Activity Done	• Learnt about the body language and essential table etiquette • Gained knowledge about PESTEL analysis • Created a brand plan for Ebastine molecule
Linking theory (Classroom learning) with practice at your organisation	• The PESTEL framework made it easier for me to look at how external factors affect the pharma industry in real life. I also found the branding and marketing lessons from class useful while building a practical brand plan for the Ebastine molecule.
Gaps identified on the working area.	Should work on the presentation preparation and presenting skills
Suggestions for improvement	To understand how the budgeting is done while proposing a brand plan of a molecule or product
Plan for the next week	Briefing to be done during the next meeting on 11/06/2025

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 5

From: 09/06/2025 to 14/06/2025

Activity Done	• Gained knowledge about Digital Marketing in the Pharmaceutical Industry • Learnt about the essentials of business presentation, business development, importance of colours in LBL, Visual aids and Packaging design
Linking theory (Classroom learning) with practice at your organisation	• Gained information about the traditional digital marketing techniques and the new techniques being used in the ever-evolving market. • Gained valuable insights on how colour affects the prescription trend.
Gaps identified on the working area.	Need to improve presentation preparation skills and become more confident while presenting.
Suggestions for improvement	N/A
Plan for the next week	Briefing to be done at next meeting

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 6

From: 16/06/2025 to 21/06/2025

Activity Done	• Gained knowledge about Digital Marketing in the Pharmaceutical Industry during an interactive session with Mdm. Shailaja Dwivedi Pathak • Refined the contents of previously submitted presentations as per the suggestions provided
Linking theory (Classroom learning) with practice at your organisation	• Acquired knowledge of both conventional digital marketing methods and the latest strategies being adopted in the constantly evolving market landscape
Gaps identified on the working area.	N/A
Suggestions for improvement	N/A
Plan for the next week	Briefing to be done during the next meeting on 23/06/2025

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 7

From: 23/06/2025 to 28/06/2025

Activity Done	• Gained knowledge regarding the analysis of IQVIA and Pharmarack reports and their significance in the pharmaceutical market. • Acquired information about the key aspects such as Demographics, PESTEL analysis, Disease Prevalence, Switchover Molecules/Therapy, and significance of brand name of product during the Brand Plan for Ebastine molecule
Linking theory (Classroom learning) with practice at your organisation	• Could easily correlate the theoretical learning with the practical planning done regarding the market analysis before launching a product in the market
Gaps identified on the working area.	None as of now
Suggestions for improvement	I have been suggested to connect the given brand with daily life.
Plan for the next week	To make a presentation on the significance of demographics, neuromarketing, financial parameters and methods to handle Q & A for my brand plan

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 8

From: 30/06/2025 to 05/07/2025

Activity Done	• Understood the significance of demographics, various neuromarketing parameters, and financial parameters required for making the brand plan of the given molecule Ebastine and presented the same during the meeting. • Gained insights on how to face the questions asked while giving a presentation
Linking theory (Classroom learning) with practice at your organisation	• Could relate the various parameters to be analysed before entering the market with a product for a successful launch, and the methods to review the effect of marketing activities post-launch.
Gaps identified on the working area.	N/A
Suggestions for improvement	N/A
Plan for the next week	Have been directed to read about • Different types of employment contracts in India • KPI for employee appraisal • Business Negotiations

Signature of the Student:



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Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 9

From: 07/07/2025 to 12/07/2025

Activity Done	- Created a presentation on the following 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 - Business negotiations - Attended an interactive session with Mdm. Kusuma Devi, the Vice President – Regulatory Affairs in Micro Labs, exploring the importance of regulatory adherence
Linking theory (Classroom learning) with practice at your organisation	The theoretical aspects learnt during the Human Resource Management course acted as a foundation for the actual practices being followed in the organization
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	Briefing to be done during the next meeting on 14/07/2025

Signature of the Student:

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Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Week no: 10

From: 14/07/2025 to 16/07/2025

Activity Done	Analysed Prega News brand as a case study focusing on its brand name, brand promotion, target positioning and its communication channels.
Linking theory (Classroom learning) with practice at your organisation	This case study helped in understanding all the essential product marketing and sales activities during brand planning
Gaps identified on the working area.	N/A
Suggestions for improvement	The interns should be provided with more practical exposure instead of completely being online mode
Plan for the next week	Looking to implement the key learnings during the internship for my future endeavours.

Signature of the Student:



Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Shri Hari R K

Roll no: 0711

Stream: MBA Pharmaceutical Management

Activity Done	• Conducted a self SWOT analysis to better understand my strengths (like punctuality and adaptability) and areas to improve (such as introversion). • Explored how to build a personal brand through leadership, communication, accountability, and networking. • Learned corporate etiquette and netiquette including email professionalism, video call behaviour, punctuality, and respectful communication. • Understood the impact of body language and table manners in shaping professional impressions. • Internalized 21 evergreen soft skills like time management, active listening, negotiation, and emotional intelligence that are timeless ac • Conducted a retail survey on Valsartan–Sacubitril (ARNI) in Kodagu and Mysore, gathering insights on market leaders like Vymada and low-cost competitors like OnArni. • Gained first-hand experience in pharmacy interactions and field data collection, enhancing interpersonal and market research skills. • Understood the difference between branding and marketing, recognizing branding as the emotional identity and marketing as the outreach engine. • Studied and analyzed Porter’s auto-rickshaw marketing campaign to explore grassroots-level advertising with high emotional recall. • Created a detailed brand plan for the Ebastine molecule, applying SWOT, PESTLE, SKU analysis, demographic targeting, and positioning insights.
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	• Learned the concept of therapy switchover, especially in heart failure treatment, and how it requires clinical reasoning and regulatory understanding. • Understood business development activities prior to product launch including KOL engagement, regulatory planning, pricing models, market access, and licensing. • Analyzed the distribution strategy in pharma, including real-time inventory tracking, digital integration, and supply chain integrity. • Conducted a PESTLE analysis for the Valsartan-Sacubitril molecule, examining the macro-level factors affecting its market performance. • Understood competitive intelligence and how companies monitor competitors' pipelines, regulations, and market trends to make better decisions. • Learned how financial parameters like ROI, margins, and sales volumes influence brand decisions and marketing investments. • Discovered the importance of neuromarketing—how colours, visuals, and subconscious cues influence doctor recall and patient behaviour. • Learned the importance of colour in LBLs, packaging, and visual aids, especially in pharma where trust and readability are key. • Studied how to build positive competition in teams, drive performance, and manage talent effectively. • Explored people planning and KPI-based performance appraisal, critical for long-term workforce development and alignment. • Internalized the Code of Ethics in pharma, emphasizing integrity, transparency, and fair marketing practices. • Gained exposure to artificial intelligence in pharma, learning how AI accelerates drug development, clinical trials, and precision marketing. • Explored legal aspects such as types of employment contracts and their implications in the Indian job market.
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Linking theory (Classroom learning) with practice at your organisation	During my internship at Micro Labs, I was able to connect real-world practices with my classroom learning, which laid a strong foundation for my professional growth. From conducting a personal SWOT analysis to understanding the value of communication, personal branding, corporate etiquette, and netiquette, the experience greatly contributed to my personality development. On the business front, I gained hands-on exposure to the pharmaceutical market by conducting a retail survey, preparing a brand plan for Ebastine, and exploring the role of LBLs, visual aids, neuromarketing, budgeting, and key financial parameters in effective brand management.
Gaps identified on the working area.	N/A
Suggestions for improvement	Since Ebastine is a prescription-only (non-OTC) drug, it can be effectively promoted by engaging doctors, using digital platforms, supporting pharmacists, educating patients, organizing health camps, and sharing real experiences through influencers or testimonials.
Plan for the next week	Looking to implement the key learnings during the internship for my future endeavours.

Signature of the Student:



Approved by the IIHMR University's Mentor