

Micro labs limited

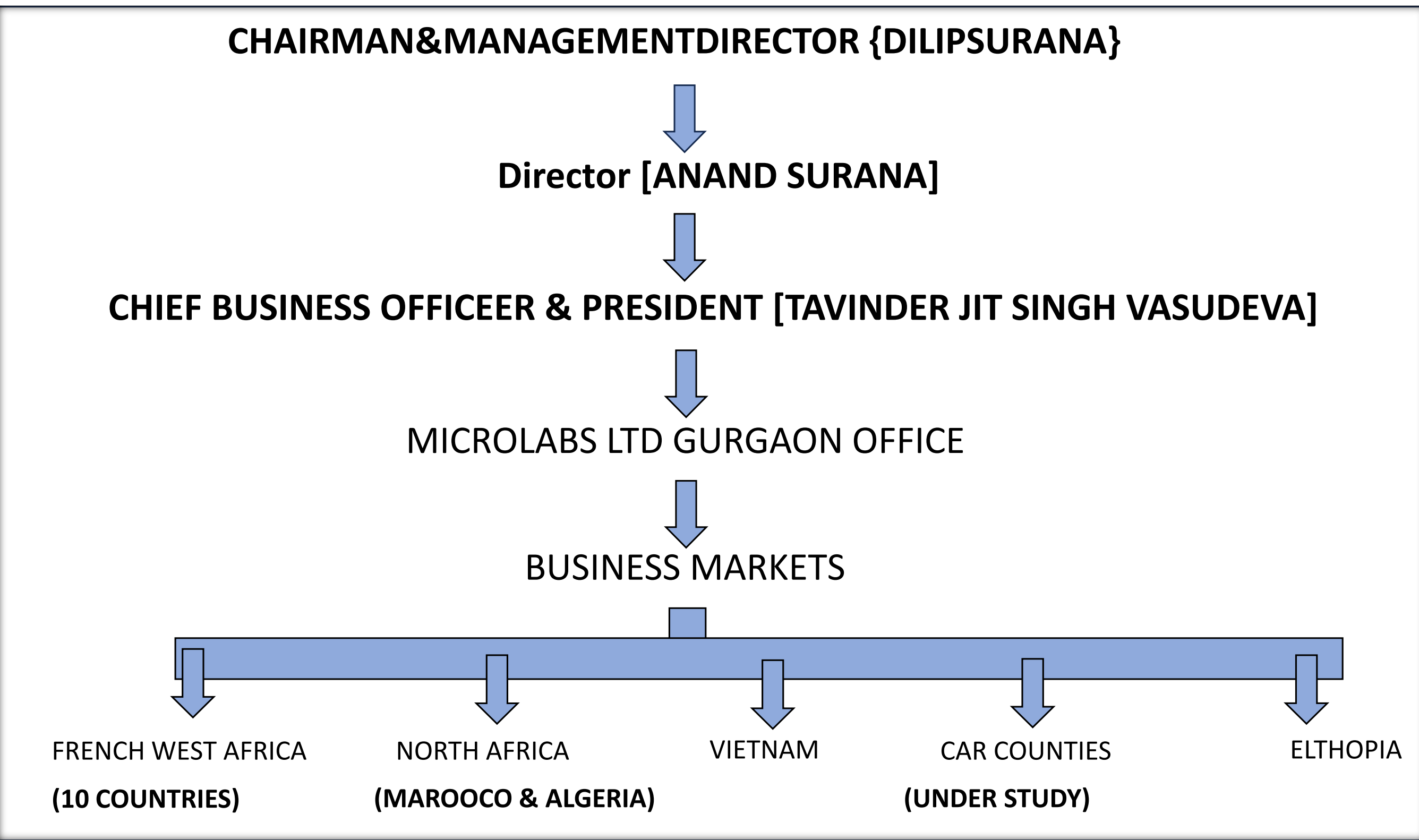
Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products. The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India. Micro Labs operates in various therapeutic 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.

Mission & Vision

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

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.

Organogram



SWOT ANALYSIS

Strengths

- Proven efficacy in T2DM & heart failure.
- Dual benefit: Glycemic control + cardio-renal protection.
- Strong global brand Presence e.g. Jardiance

Weakness

- High Cost compared to generics.
- Risk of genital infections & ketoacidosis.
- Limited awareness in rural/underpenetrated markets.

Opportunities

- Expanding indications (e.g.HFpEF)
- Growing diabetes and cardiac patient population.
- Collaborations with healthcare providers for awareness.
- Inclusion in government health schemes.

Threats

- Intense Competition (Dapagliflozin).
- Regulatory Changes Pricing Control
- Adverse safety report can affect uptake.
- Entry of generics post patent expiry.

Empagliflozin

Empagliflozin is an oral anti-diabetic medication from the SGLT2 inhibitor class, primarily used to manage **Type 2 Diabetes Mellitus**. It lowers blood sugar by promoting glucose excretion through urine and also offers **cardiovascular and kidney protection**. Commonly prescribed in doses of 10–25 mg once daily, it is especially beneficial for patients with heart failure or chronic kidney disease.



TOWS ANALYSIS

SO (Strength-Opportunity)

- Leverage proven efficacy and brand presence to expand use and awareness.
- Partner with government health schemes to increase accessibility.

WO (Weakness- Opportunity)

- Offset high cost via inclusion in government programs.
- Improve rural awareness through healthcare partnerships.

ST (Strength-Threat)

- Differentiate from rivals using strong clinical results and brand trust.
- Adapt marketing to address regulatory changes and remain compliant.

WT (Weakness-Threat)

- Address infection risks with clear communication and monitoring guidelines.¹
- Offer patient support programs to ease price burden.

Challenges faced during internship

- Staying engaged in virtual meetings and discussions; it is more challenging compared to in-person interactions. Time management was another
- challenge because working from home come with many distractions that affect focus and productivity

Usefulness of Internship

- Hands-on experience in a professional setting, allowing me to apply theoretical knowledge to practical tasks. Receiving guidance and
- mentorship from experienced professionals, which help me to navigate my career paths.

Brand Positioning

EMPAGLIFLOZIN SGLT-2 INHIBITOR

"Empagliflozin - Empowering Heart & Sugar Control"

Target Patients

- Adults with Type 2 Diabetes not controlled on metformin
- Patients at high CV risk or with established CVD
- Diabetic patients with early-stage kidney disease

INDICATION

Type 2 Diabetes Mellitus

Dosage: 10 mg / 25 mg once daily

KEY MESSAGES

- Improve glycemic control
- Reduce cardiovascular risk

Brand	Market Definition	Customer Target	Insight	Metabolism	Duration of Action	Excretion
SGLT 2 Inhibitor	Type 2 Diabetes with cardiac or renal risks	Adults with T2DM and heart/kidney complications	Control blood sugar + protects heart and kidneys	Via UGT enzymes (UGT2B7, UGT1A3), minimal CYP involvement	Over 24 hours	54% unchanged in urine, rest via feces

Theory Vs Practical

Theoretical Understanding	Practical Exposure
Theoretical understanding emphasizes conceptual learning	Practical exposure emphasizes applying knowledge in real-world scenarios.
It develops analytical and critical thinking skills	It hones practical, interpersonal, and adaptive skills
It is assessed through exam and assignments	These are evaluated based on performance and outcomes in real tasks

Learnings during internship

- Emphasized the importance of core values in professional life
- Created a comprehensive brand plan. Applying theoretical
- knowledge to solve real-world problems

Suggestions to organization

- To develop a detailed onboarding process to familiarize interns with company culture, policies, and procedures. To offer a
- variety of projects that allow interns to gain exposure to different aspects of the business.