

SUMMER INTERNSHIP REPORT

at

MICRO LABS LIMITED

From 12th May 2025 to 25th July 2025

A REPORT BY

Sanjana Rameshwar Patil

Master of Business Administration

Pharmaceutical Management – 16

Roll N0: IIHMR-U/02/2024-26/0698

2024-2026

Under the Mentorship of

Dr. Akshay Kumar Mishra

Associate Professor



IIHMR University, Jaipur



Certificate of Recognition



This is to certify that
Ms. SANJANA RAMESHWAR PATIL
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

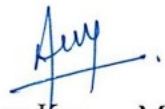

Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Sanjana Rameshwar Patil** of academic year 2024-26 of **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 : 28/07/2025

A handwritten signature in blue ink, appearing to read 'Akshay', with a horizontal line extending to the right.

Dr. Akshay Kumar Mishra
Associate Professor

Micro labs limited

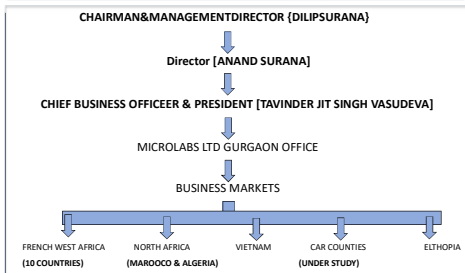
Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products. The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India. Micro Labs operates in various therapeutic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

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/ Department/ Project of Summer Internship Program: Product Management intern or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 01

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

Activity Done	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)

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 or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 02

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

Activity Done	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.
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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
or Brand Management intern.

Name of the Student: Sanjana Patil

Roll No: 0698

Stream: Pharmaceutical Management

Week no: 03

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

Activity Done	• 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: 1. Etiquettes and Netiquettes assignment with real time situations / as per experience 2. Update the pharmacy survey by including: • Name and Location of pharmacies covered • Competitor therapy / molecules for your brand • Your 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.

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
or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 04

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

Activity Done	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.
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.

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
or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 05

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

Activity Done	• 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.

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 or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 06

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

Activity Done	Participation in Masterclass on Digital Marketing in the Pharmaceutical Industry Micro Labs conducted a masterclass on Digital Marketing in Pharma , highlighting its impact on brand promotion, doctor engagement, and business strategy . The session provided valuable insights into current trends and digital tools transforming pharmaceutical marketing.
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.

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 or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 07

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

Activity Done	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 Pharमारack 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/Pharमारack 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
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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management intern or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 08

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

Activity Done	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.

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 or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 09

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

Activity Done	• 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
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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 or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

Stream: Pharmaceutical Management

Week no: 10

From: 14/07/2025 to 19/07/2025

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.
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 Reporting Format

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management intern or Brand Management intern.

Name of the Student: Sanjana Patil

Roll no: 0698

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 Pharमारack helped apply data analysis knowledge practically.
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 Pharमारack. • 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 Pharमारack for better data interpretation. • Implement regular feedback reviews for brand plans and presentations.
Key Learnings	• Improved self-awareness and professional grooming through SWOT analysis and personal branding. • Gained field experience via Brivaracetam pharmacy survey and data analysis. • Learned brand planning using Empagliflozin, applying SWOT, PESTEL, and positioning strategies. • Understood differences between branding and marketing; explored business development. • Learned digital marketing tools and doctor engagement in pharma via Micro Labs masterclass. • Created presentations on AI, competitive intelligence, LBLs, and distribution strategies.

Signature of the Student

Approved by the IIHMR University's Mentor

CONCLUSION

My internship at Micro Labs Ltd., Gurugram, was a transformative journey that significantly enhanced my academic understanding and professional skills in the field of pharmaceutical management. Throughout two and a half months, I had the opportunity to explore various aspects of business development, marketing strategy, personal branding, and industry dynamics, with a particular focus on the neurology segment and molecules such as Brivaracetam and Empagliflozin.

The hands-on exposure through pharmacy surveys, competitor analysis, market campaign studies, and brand plan development enabled me to bridge theoretical knowledge with real-world application. I also gained valuable insights into corporate etiquette, body language, and key skills essential for leadership, communication, and strategic thinking. This experience has not only built my confidence but also prepared me for future roles in the pharmaceutical sector.

I am deeply grateful to Mr. Tavinder Jit Singh and the entire team at Micro Labs Ltd. for their mentorship and continuous support throughout this internship. I believe the knowledge, exposure, and professional network gained during this internship will serve as a strong foundation in my career and contribute meaningfully to my growth as a pharmaceutical management professional.