

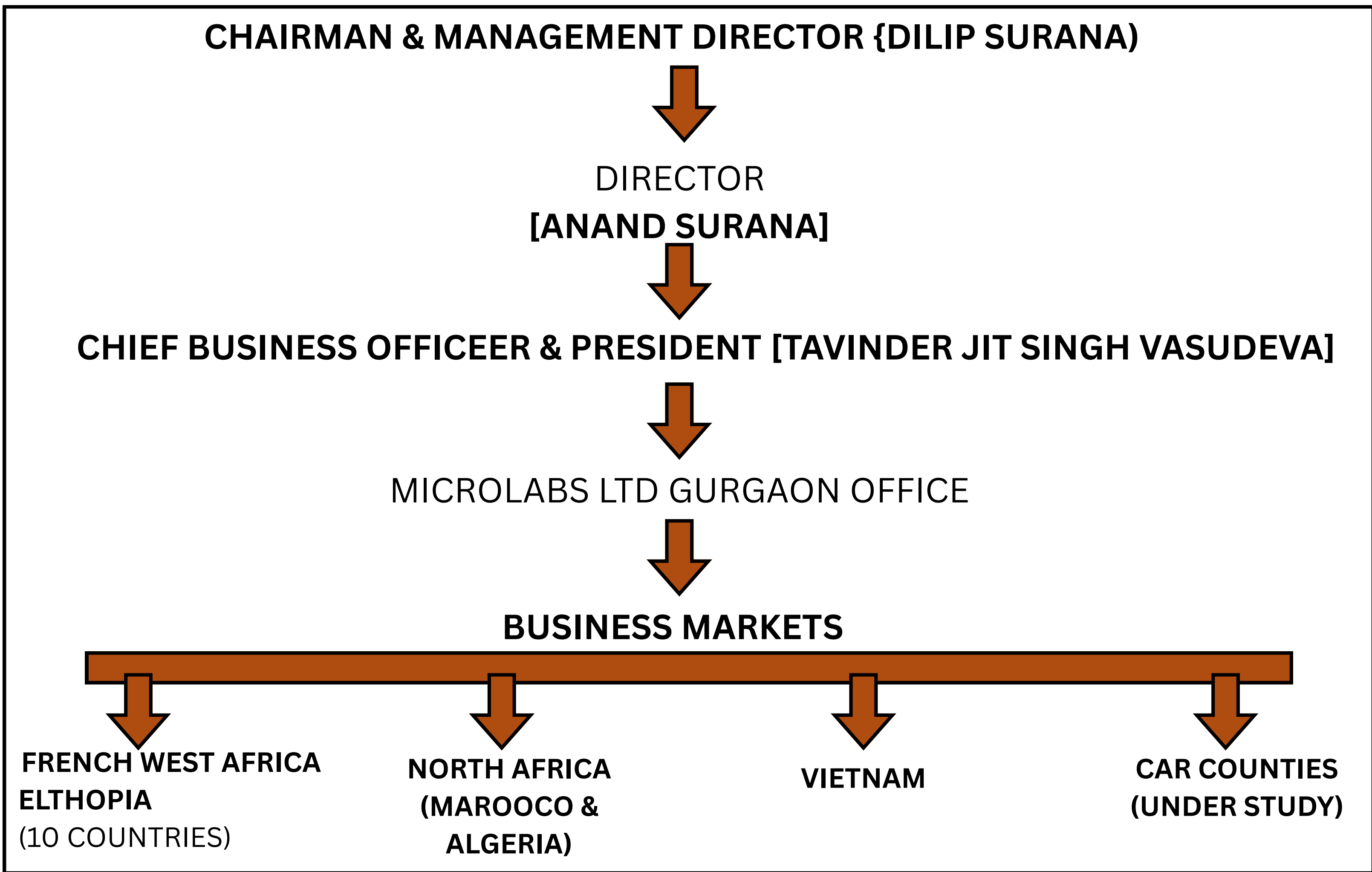
Micro labs ltd

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.development,
Vision: Micro labs desires to not just be the best, but a leader in the 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 of Micro Labs Limited



SWOT ANALYSIS

Strengths: - Supported by PLATO clinical study - Superior platelet inhibition vs. Clopidogrel	Weaknesses: - Higher bleeding risk - Requires strict dosing - Limited OTC recall
Opportunities: - Rise in PCI and CAD cases - Demand for affordable Brilinta alternatives	Threats: - Loyalty to innovator brand - Price-sensitive markets may opt for cheaper options

Product Profile



Ticabloc is a 90mgTicagrelor-based antiplatelet tablet developed by Micro Labs to prevent blood clots in patients with Acute Coronary Syndrome (ACS). It lowers the risk of heart attacks, strokes, and stent thrombosis. It works by inhibiting P2Y12 in a reversible and direct manner, providing dual protection after MI or PCI. Micro Labs' trusted quality improves its reliability in cardiac care.

Brand Positioning

Elements	Details
Brand Name	Ticabloc
Market Definition	Cardiovascular disorders (specifically ACS - Acute Coronary Syndrome)
Customer Target	Patients with Acute Coronary Syndrome, Post-MI, Unstable Angina, and CAD
Insight	Patients need a fast-acting, effective and trusted antiplatelet therapy that prevents clots and reduces risk of heart attack or stroke
Metabolism	Ticagrelor: Metabolized primarily via CYP3A4; also affects CYP3A5 and P-gp pathways
Duration of Action	~12 hours (requires BD dosing)
Excretion	Primarily through faces (~58%), and

PESTEL ANALYSIS

Political: Stable pharmaceutical regulations in India and export markets; positive government initiatives supporting cardiovascular health.
Economic: More affordable than Brilinta; growing demand in emerging nations with tight budgets.
Social: As the population ages, demand is increased due to heightened knowledge of lifestyle disorders and heart health.
Technological: Micro Labs' advanced manufacturing; clinical trials (PLATO study) to support evidence-based promotion.
Legal: Needs to abide by drug control regulations (FDA, CDSCO for exports); inventor brand IP and patent considerations.
Environmental: The pharmaceutical industry is expecting more and more sustainable manufacturing and packaging methods.

Theoretical & Practical learning

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 exams and assignments	These are evaluated based on performance and outcomes in rea 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

Challenges faced during internship

- My most challenging task was completing market research since respondents didn't want to share their data, their prices and didn't have the time to get the data out. This, was for me my most important learning; how one needs to approach.
- As I worked at Micro Labs, time management was another challenge. I had to complete all my work with in limited time frames, which was another learning experience for me.

Usefulness of Internship

- As for me, I felt after working with micro labs that it made me realize how important theoretical exposure and learning are.
- Additionally, this training made me more aware of the dynamics of the real corporate world and how flexibility, planning, and consistency are crucial to success.

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.