

SUMMER INTERNSHIP PROGRAM

At

MICRO LABS LIMITED



FROM 12TH MAY 2025 TO 21TH JULY 2025.

A REPORT BY

SANDEEP PATEL

Master of Business Administration

Pharmaceutical Management

2025-26

under the Mentorship of

Dr. Akshay Kumar Mishra

Associate Professor





Certificate of Recognition



This is to certify that

Mr. **SANDEEP PATEL**

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. **SANDEEP PATEL** of academic year **2024-26** of **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: 29/07/25


(Signature of Faculty Mentor)

Name: Dr Akshay Kumar Mishra

Designation: Associate Professor

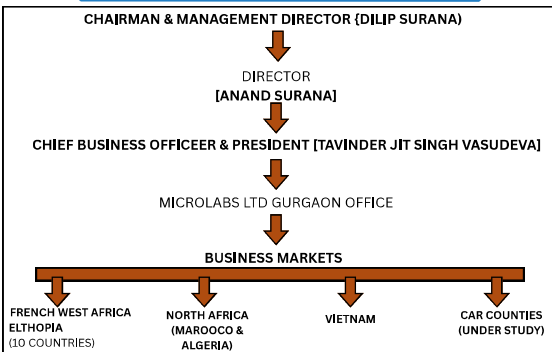
Micro labs Ltd

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

Opportunities:

- Rise in PCI and CAD cases
- Demand for affordable Brilinta alternatives

Weaknesses:

- Higher bleeding risk
- Requires strict dosing
- Limited OTC recall

Threats:

- Loyalty to innovator brand
- Price-sensitive markets may opt for cheaper options

Product Profile



Ticagrelor is a 90mg Ticagrelor-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	Ticagrelor
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 feces (~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 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

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 within 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.

1st Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 1st**From:** 12.05.2025 to 17.05.2025

Activity Done	This week, I have induction session with Tavinder sir, where I have learned about importance of self-awareness through SWOT analysis, significance of creating personal brand in corporate world, professional behavior through corporate etiquettes and netiquettes, role of body language in effective communication and first impressions and also know the importance of physical fitness as an integral part pf professional life. Create assignment in PPT format for presentation on these topics- SWOT analysis of Self, how to build yourself as a brand, corporate etiquettes, corporate netiquettes, Body Language. Do physical fitness activity-Shared 40 sec video showing home workout.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulty in these terms to understand. But I have some difficulty with the making video of self-workout.
Gaps identified on the working area.	All are good for now.
Suggestions for improvement	None as of now.
Plan for the next week.	Next week I will do pharmacy survey for given molecule.

Signature of the Student: Sandeep patel**Approved by the IIHMR University's Mentor**

2nd Week Report

Name of the Organisation: Micro Labs Limited.

Department of Summer Internship Program: Market Research

Name of the Student: Sandeep Patel

Roll no: 0697

Stream: MBA Pharmaceutical Management

Week no: 2nd

From: 19.05.2025 to 24.05.2025

Activity Done	Pharmacy Survey Report on Topiramate (CNS Drug Class) This week, I conducted a detailed pharmacy survey focusing on the molecule Topiramate, which belongs to the Central Nervous System (CNS) drug class. The survey covered 7–8 pharmacies, during which I gathered insights into the current market trends and brand preferences for this molecule. Key objectives and outcomes of the survey included: • Identification of the number of Topiramate brands available at each pharmacy. • Analysis of competitor molecules and their presence in the market. • Collection of pricing information for different Topiramate brands. • Estimation of the number of prescriptions (Rx) generated for Topiramate. • Collection of medicine pack images for brand identification and comparison. All the data collected has been systematically compiled into an Excel spreadsheet for detailed analysis. Additionally, a PowerPoint presentation has been created to present the findings in a clear and structured manner.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulty in these terms to understand. But I have faced some difficulties During Pharmacy Survey 1. Reluctance to Share Information Many pharmacists were hesitant or unwilling to share detailed data such as sales figures, number of prescriptions (Rx), or pricing due to confidentiality concerns or company policies. 2. Incomplete or Inconsistent Data Some pharmacies did not maintain proper records or had incomplete data. 3. Limited Time and Availability of Pharmacists Pharmacists were often busy attending to customers, which limited the time available for detailed discussions or data collection.

	4. Brand Substitution Confusion Some pharmacies used alternate brand names or generics, which led to confusion in identifying whether the molecule in question was Topiramate or a similar CNS drug. 5. Unavailability of Specific Brands Certain pharmacies did not stock all the brands of Topiramate, making it difficult to get a full picture of the competitive landscape.
Gaps identified on the working area.	All are good for now.
Suggestions for improvement	None as of now.
Plan for the next week.	To be decided after meeting on 26/05/2025

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 3rd**From:** 26/05/2025 to 31/05/2025

Activity Done	Studied different types of market campaigns and analysed one based on the surveyed molecule Topiramate. • Conducted a detailed analysis on the difference between Branding and Marketing using examples from pharma brands. • Researched and documented key Business Development (BD) activities necessary before product launch. • Understood the concept of molecule/product/therapy switchover through real-world cases and doctor/pharmacist interviews. Update all previous assignment- 1. Etiquettes and Netiquettes Assignment 2. Pharmacy Survey Update All the data collected has been systematically compiled into a PPT format.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulties in these terms to understand.
Gaps identified on the working area.	Lack of targeted campaign customization for different customer segments. • Confusion between branding and promotional efforts at field level. • Pre-launch activities often miss gathering local prescription patterns. • Minimal tracking of reasons behind therapy switches from prescribers.
Suggestions for improvement	None as of now.
Plan for the next week.	To be decided after meeting on 03/06/2025

Signature of the Student: Sandeep patel**Approved by the IIHMR University's Mentor**

4th Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 4th**From:** 02/06/2025 to 07/06/2025

Activity Done	Worked on multiple areas of pharma marketing and communication this week: - Created a brand plan for ticagrelor 90 mg (Ticabloc) including brand positioning, differentiation, core message, visual identity, and doctor engagement strategies. - Studied and presented a detailed ppt on body language and table manners in business and professional settings. - Conducted PESTEL Analysis to understand how political, economic, social, technological, environmental, and legal factors affect pharmaceutical marketing in India. - integrated real-time examples from medical representatives and pharmacy field observations. All the data has been compiled into a structured presentation format for review and feedback.
Linking theory (Classroom learning) with practice at your organisation	- Connected branding theory and consumer behavior with Ticabloc's real-world market potential and BD activities. - Applied lessons on non-verbal communication (body language) in professional pharmaceutical engagements (e.g., doctor meetings, team presentations). Used PESTEL framework from classroom to assess external market threats and opportunities relevant to antiplatelet drugs like Ticagrelor
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now.
Plan for the next week.	- Finalize Ticabloc brand plan and get feedback from marketing head. - Start competitive analysis of other Ticagrelor brands.

Signature of the Student: Sandeep Patel**Approved by the IIHMR University's Mentor**

5th Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 5th**From:** 09/06/2025 to 14/06/2025

Activity Done	This week, I worked across multiple domains linked to pharmaceutical marketing strategy, digital presence, and ethics: • Attended a masterclass on the Significance of Digital Marketing in the pharmaceutical industry. Understood the value of targeted communication, online reputation, and patient engagement. • Prepared and delivered a presentation on the Essentials of Business Presentation, including structure, delivery, visual design, and audience engagement. • Studied the importance of colours, visual aids, and packaging design in promoting pharmaceutical products. Used Ticabloc red and blue branding as a case study. • Conducted a secondary market research study on business development strategies used by competing pharma brands in cardiovascular therapy. All the data has been compiled into a structured presentation format for review and feedback.
Linking theory (Classroom learning) with practice at your organisation	• Applied digital marketing concepts (SEO, social media, engagement funnels) to understand how pharma brands like Ticabloc can expand their digital footprint. • Connected classroom teachings on presentation skills and body language with real-world business interactions and internal presentations.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	To be decided after meeting this week.

Signature of the Student: Sandeep Patel**Approved by the IIHMR University's Mentor**

6th Week Report

Name of the Organisation: Micro Labs Limited.

Department of Summer Internship Program: Market Research

Name of the Student: Sandeep Patel

Roll no: 0697

Stream: MBA Pharmaceutical Management

Week no: 6th

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

Activity Done	This week, I worked across multiple domains linked to pharmaceutical marketing strategy, digital presence, and ethics: • Attended a masterclass on the Significance of Digital Marketing in the pharmaceutical industry. Understood the value of targeted communication, online reputation, and patient engagement. • Prepared and delivered a presentation on the Essentials of Business Presentation, including structure, delivery, visual design, and audience engagement. • Studied the importance of colours, visual aids, and packaging design in promoting pharmaceutical products. Used Ticabloc red and blue branding as a case study. • Conducted a secondary market research study on business development strategies used by competing pharma brands in cardiovascular therapy. All the data has been compiled into a structured presentation format for review and feedback.
Linking theory (Classroom learning) with practice at your organisation.	• Applied digital marketing concepts (SEO, social media, engagement funnels) to understand how pharma brands like Ticabloc can expand their digital footprint. • Connected classroom teachings on presentation skills and body language with real-world business interactions and internal presentations.
Gaps identified on the working area.	All is good for now.
Suggestions for improvement.	None of the above
Plan for the next week.	To be decided after meeting this week.

Signature of the Student: Sandeep Patel

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Micro Labs Limited.

Department of Summer Internship Program: Market Research

Name of the Student: Sandeep Patel

Roll no: 0697

Stream: MBA Pharmaceutical Management

Week no: 7th

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

Activity Done	- During the seventh week of my summer internship, I completed my assignment significance of demographics. - Studied doctor demographics and created dual strategies for young (digital-savvy) and senior (evidence-driven) prescribers. - Prepared Q&A framework to address objections (e.g., BID dosing, price comparisons). - Reviewed profitability model (35–40% margin) and scalability via hospital tie-ups and formulary access. - Explored ROI tracking: repeat prescriptions, CME impact, conversion rates.
Linking theory (Classroom learning) with practice at your organisation	- Applied brand positioning and lifecycle concepts to real-world launch strategy. - Used communication skills to prepare for prescriber objections.
Gaps identified on the working area.	- Lack of tailored messaging for different prescriber types. - No structured Q&A guide for field teams.
Suggestions for improvement	- Create digital and clinical engagement modules. - Build Q&A training for field force.
Plan for the next week	Draft final brand plan report.

Signature of the Student: Sandeep Patel

Approved by the IIHMR University's Mentor

8th Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 8th**From:** 30/06/2025 to 05/07/2025

Activity Done	• During the Last week of my summer internship, I Prepared PPT on types of Contracts • Presented on types of employment contracts. • Studied people planning, KPIs, and team management. • Understood how positive competition boosts team performance.
Linking theory (Classroom learning) with practice at your organisation	• Linked HR concepts with pharma team management. • Importance of clear KPIs and employee motivation.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	To be decided after meeting this week.

Signature of the Student: Sandeep Patel**Approved by the IIHMR University's Mentor**

9th Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 9th**From:** 07/07/2025 to 12/07/2025

Activity Done	• Attended a masterclass on “The Pivotal Role of Regulatory Compliance in Global Pharma Markets” by Mdm. Kusuma Devi, VP – Regulatory Affairs, Micro Labs. • Studied challenges in global pharma regulations and ethical promotion practices. • Worked on OTC brand Revital – analyzed branding, advertising, and positioning strategy. • Reviewed Revital’s seasonal campaigns, influencer marketing, and core message: “Revital won’t let thakaan slow you down!”
Linking theory (Classroom learning) with practice at your organisation	• Applied digital marketing and branding concepts to OTC strategy. • Connected ethics, regulatory learning, and promotional techniques from classroom to field.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	To be decided after meeting this week.

Signature of the Student: Sandeep Patel**Approved by the IIHMR University’s Mentor**

10th Week Report**Name of the Organisation:** Micro Labs Limited.**Department of Summer Internship Program:** Market Research**Name of the Student:** Sandeep Patel**Roll no:** 0697**Stream:** MBA Pharmaceutical Management**Week no:** 9th**From:** 14/07/2025 **to** 19/07/2025

Activity Done	• Preparation of finalized internship report.
Linking theory (Classroom learning) with practice at your organisation	-
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	• Final Submission of report of SIP

Signature of the Student: Sandeep patel**Approved by the IIHMR University's Mentor**

Compiled Report

Name of the Organisation: Micro Labs Limited.

Department of Summer Internship Program: Market Research

Name of the Student: Sandeep Patel

Roll no: 0697

Stream: MBA Pharmaceutical Management

Activity Done	• Attended an orientation where they were taught about body language, fitness, corporate etiquette and netiquette, personal branding, and SWOT analysis. • Surveyed seven to eight pharmacies on the CNS medication topiramate. • Gathered pricing, photos, Rx information, and brand availability. • Examined BD initiatives, branding versus marketing, and pharmaceutical advertising. • Examined treatment transitions with input from physicians and pharmacists. • Developed a Ticabloc (Ticagrelor) brand strategy. • Presented on PESTEL analysis and body language. • Attended digital marketing masterclass. • Delivered a session on business presentation skills. • Applied digital techniques to Ticabloc, such as social media and SEO. • Found weaknesses in digital strategy and sales training. • examined the profitability model and ROI tracking. • Made PPT on employment contracts. • Attended masterclass on pharma regulations. • Worked on Revital's branding and marketing strategy. • Prepared final internship report.
Linking theory (Classroom learning) with practice at your organisation	• During induction, self-evaluation, personal branding, and communication principles were put into practice. • Analyzed pharmacy surveys using understanding of marketing and consumer behavior. • Integrated campaign planning with therapeutic line concepts and brand strategy. • Ticabloc brand strategy was developed using PESTEL theory, body language, and branding. • Developed an objection management framework using communication techniques and brand positioning. • Linked theories of digital marketing, branding, and ethics to the over-the-counter brand Revital.

	Consolidated all theoretical knowledge into the final report for the internship.
Gaps identified on the working area.	Lack of Proper Interaction: Insufficient interaction with chemists and doctors, affecting data collection and market understanding. Brand Plan Development: Challenges in defining budget segments and setting prices for different segments. Classroom Coverage: Limited classroom coverage of brand planning subtopics, leading to difficulties in practical application. Budget Segmentation: Difficulty in identifying budget segments and determining the appropriate allocation of funds for prescription drugs. Initial Data Collection: Initial challenges in collecting comprehensive data during fieldwork.
Suggestions for improvement	Enhance Interaction: Improve interaction with chemists and doctors through training sessions focused on communication skills. Detailed Classroom Sessions: Conduct additional classroom sessions on brand planning subtopics, including budget segmentation and pricing strategies. Practical Workshops: Organize practical workshops and real-life case studies to bridge the gap between theory and practice. Resource Access: Provide access to comprehensive resources and tools for market analysis and brand planning. Hands-on Approach: Encourage a hands-on approach and mentorship from experienced professionals within the organization. Data Collection Training: Offer training on effective data collection methods during fieldwork to improve initial data gathering.

Signature of the Student

Approved by the IIHMR University's Mentor