

Brand Plan of “*Thrombixaban*”(Apixaban)

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Micro Labs Limited

Brief History and Description

Micro Labs Limited is an Indian pharmaceutical company founded in 1973 by G.C. Surana. Headquartered in Bengaluru, it has grown from a small distribution business into a major pharma manufacturer under the leadership of Dr. Dilip Surana and Anand Surana. The company has 14 manufacturing plants approved by global regulatory bodies like the US FDA and WHO-GMP. Micro Labs offers medicines across key therapeutic areas like cardiology, diabetology, neurology, and pain management. Its most well-known brand is **Dolo-650**, a leading paracetamol product in India. The company operates in over 50 countries and has a strong presence in regulated markets like the US and Europe.

Brand Plan Proposal

- **Brand Name:** *THROMBIXABAN*
- **Brand Meaning:** "*THROMBIXABAN*" means a medication that bans or blocks blood clots by targeting Factor Xa, effectively helping in the prevention and treatment of thrombotic (clot-related) conditions.
- **Tagline:** “*Freedom from Clots. Freedom for Life.*”

Visual aid with the pack image

Apixaban Tablets
THROMBIXABAN
2.5mg/5mg
“Freedom from Clots. Freedom for Life.”

Why ThrombiXaban?

- Oral anticoagulant, no INR monitoring
- Twice daily dosing for convenience
- Lower risk of bleeding vs. warfarin
- Effective stroke & DVT prevention

“✓ High adherence due to convenient dosing”
“✓ No dietary restrictions like warfarin”

Scan to know dosing guide or safety data!

Indications:

- Prevention of stroke in atrial fibrillation
- Deep Vein Thrombosis (DVT)
- Pulmonary Embolism (PE)

Make Thrombixaban your first choice in Stroke & DVT Prevention ✓

Product Profile

Feature	Details
Generic Name	Apixaban
Therapeutic Class	Anticoagulant – Factor Xa Inhibitor
Indications	- Prevention of stroke in atrial fibrillation - deep vein thrombosis (DVT) and pulmonary embolism (PE) - Post-op thromboprophylaxis
Dosage Forms	2.5 mg, 5 mg tablets
Dosing Frequency	Usually twice daily
Onset of Action	3–4 hours
Half-Life	~12 hours
Metabolism	Hepatic (CYP3A4), renal elimination

Vision

Micro Labs Limited has a vision to be the leading pharmaceutical company known for its quality, affordability, and innovation in both domestic and international markets.

Mission

The primary business objective of Micro Labs is to harness our infinite potential in developing new medicines and expanding our therapeutic portfolio across diverse areas crucial to mankind’s well-being. Micro Labs is also committed to environmental sustainability and supporting communities through healthcare initiatives and medical education programs.

SWOT Analysis

Strength	Weakness
• Works well to prevent blood clots. • Reducing the need for frequent monitoring.	• New brand, not well-known yet. • Lower patient awareness.
Opportunities	Threats
• Can sell more in smaller cities. • Growing use of digital health.	• Strong competitors like Eliquis. • Price competition from generics.

Top 5 Apixaban 2.5mg Brands

Brand Name	Manufacturer	Pack Size	MRP (₹)	Price per Tablet (₹)
Eliquis	Pfizer Ltd	10 Tablets	435.00	43.50
Apigat	Natco Pharma Ltd	30 Tablets	720.00	24.00
Apigy	Cipla Ltd	10 Tablets	165.00	16.50
Abaxis	Intas Pharma	10 Tablets	181.50	18.15
Zuvixa	Zuventus	10 Tablets	164.85	16.49

Top 5 Apixaban 5mg Brands

Brand Name	Manufacturer	Pack Size	MRP (₹)	Price per Tablet (₹)
Eliquis	Pfizer Ltd	10 Tablets	543.00	54.30
Apigat	Natco Pharma Ltd	30 Tablets	855.00	28.50
Apigy	Cipla Ltd	10 Tablets	209.00	20.90
Abaxis	Intas Pharmaceuticals	10 Tablets	229.75	22.98
Zuvixa	Zuventus Healthcare Ltd	10 Tablets	219.80	21.98

Learnings During Internship at Micro Labs

- About Corporate Etiquette, Corporate Netiquette, Body Language, Table Manners.
- Pharmacy Survey of Rasagiline Molecule.
- Understanding of Market Campaigns, Difference between branding & marketing, Business development activities before product launch.
- How to make a brand plan.
- Essentials of Business Presentation, Importance of Colours in LBL, Visual Aids, and Pack Design, Business development & Code of ethics
- Use of Visual Aid & LBL.
- Distribution Strategy & Channels in the Pharmaceutical Industry.
- Significance of Demographics & Neuromarketing.
- People Planning and Management Strategies, Talent / Manpower Management & Business negotiations.
- OTC brand Branding.

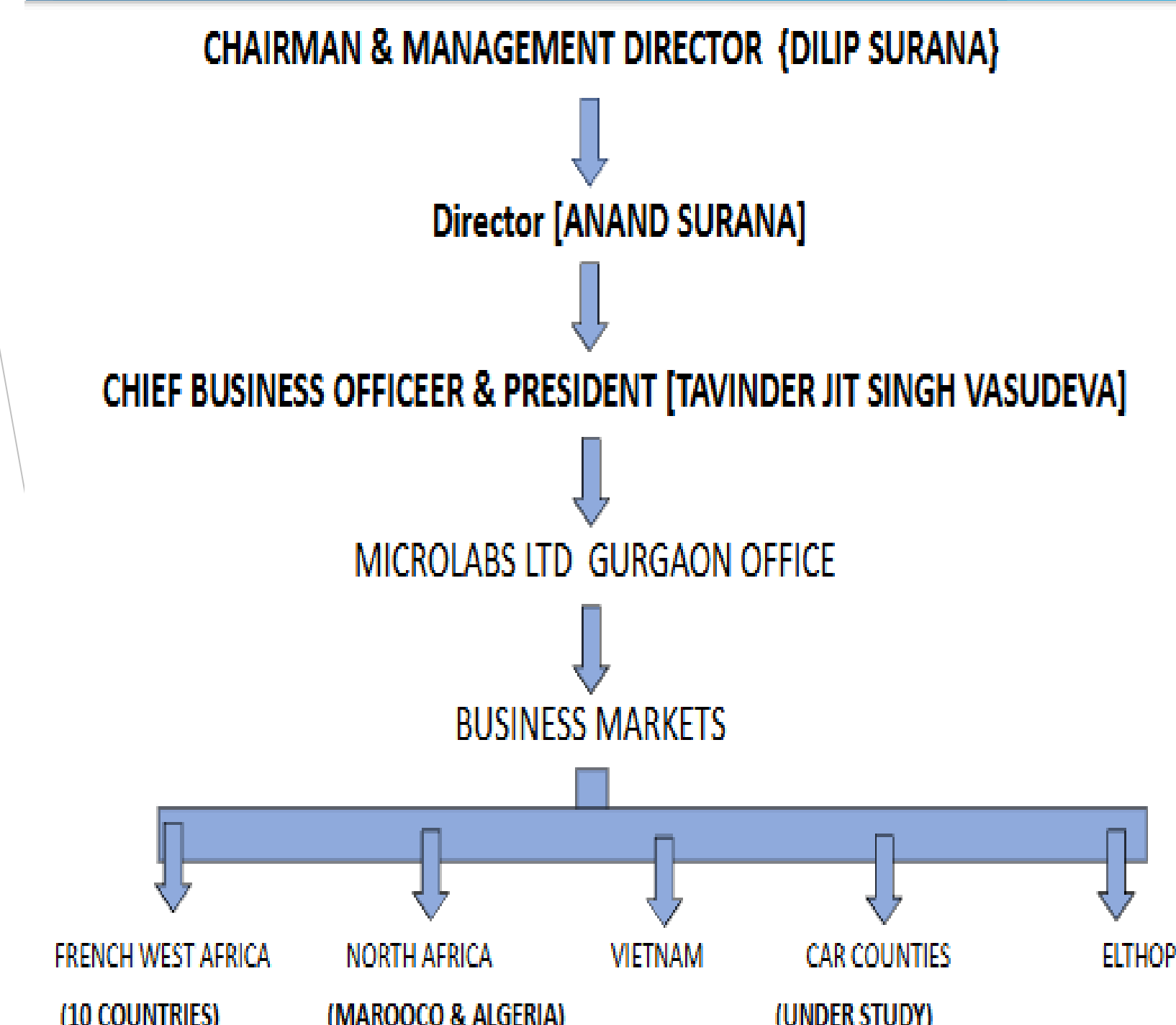
Challenges faced during internship

- The inability to engage in on-site activities and direct interactions with colleagues and supervisors.
- Forming strong professional relationships and networking can be more challenging in a virtual setting.
- Balancing multiple tasks and deadlines without the structure of a traditional office environment.

Suggestion

- 1.Enhance communication tools and training for better remote collaboration.
- 2.Provide clear guidelines and regular feedback to ensure intern progress.
- 3.Improve technical support to minimize disruptions in remote work.
- 4.Develop interactive virtual training modules to simulate hands-on experience
- 5.Foster virtual networking opportunities to build professional relationships.

Organizational Structure



Practical Exposure vs. Theoretical Understanding

Practical Exposure at Micro Labs Ltd: During the internship at Micro Labs Ltd, the focus was on the real-world application of pharmaceutical management concepts. Key activities included:

- Branding and Marketing Strategies: Implementing strategies for branding and marketing pharmaceutical products, which involved designing campaigns and understanding customer engagement.
- Corporate Etiquette and Communication: Learning professional behaviour in various settings such as meetings and field visits.
- Practical interaction with professionals, usage of professional email/communication protocols.

Theoretical Understanding from IIHMR University: The coursework at IIHMR University provided a solid foundation in:

- Pharmaceutical Marketing Theories: Understanding the principles of marketing, brand management, and consumer behaviour.
- Business Communication and Etiquette: Learning the theoretical aspects of effective communication and professional etiquette.
- Academic emphasis on communication models, report writing, and presentation skills.

Key Differences: Application vs. Theory:

The internship allowed for the application of theoretical concepts in real world scenarios, emphasizing practical problem-solving and decision-making.

- Hands-on Experience: Exposure to the actual working environment, dealing with clients, and collaborating with teams provided insights that are not fully captured in classroom learning.
- Dynamic Challenges: Unlike structured academic exercises, the internship involved Navigating unpredictable challenges and adapting strategies accordingly.