

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited



12th May 2025 - 21st July 2025

A REPORT BY

Reetik Raj

Master of Business Administration

Pharmaceutical Management

Roll no: 0689

2024-2026

Under the Mentorship of

Dr. Saurabh Kumar Banerjee

Dean & Associate Professor



IIHMR UNIVERSITY, JAIPUR



Certificate of Recognition



This is to certify that

Mr. REETIK RAJ

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

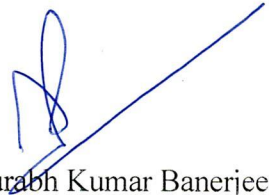
IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Reetik Raj** 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:

29/7/25


Dr. Saurabh Kumar Banerjee
Dean & Associate Professor

Brand Plan of “*Thrombixaban*”(Apixaban)

Name: Reetik Raj

Roll no: 0689

Stream: MBA PM 16

Faculty mentor: Dr. Saurabh Banerjee

Industry mentor: Mr. Tavinder Jit Singh

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 HIT monitoring
- Twice daily dosing for convenience.
- Lower risk of bleeding vs. warfarin.
- Effective stroke & DVT prevention.

“/ High adherence due to consistent dosing”
“No dietary restrictions like warfarin”

Scan to know dosing guide or safety data.

Indications:

- Prevention of stroke in aortic dissection
- Deep Vein Thrombosis (DVT)
- Pulmonary Embolism (PE)

Make Thrombixaban your first choice in Stroke & DVT Prevention

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.

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

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.

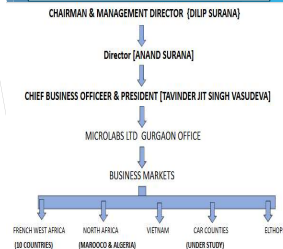
Challenges faced during internship

- 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 unpredictable challenges and adapting strategies accordingly.

1st Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

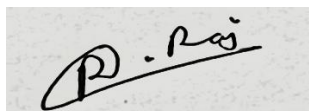
Stream: Pharmaceutical Management

Week no: 1

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

Activity Done	• SWOT analysis of ourselves • How to build ourselves as a brand • Corporate etiquette • Corporate netiquettes • Body language
Linking theory (Classroom learning) with practice at your organisation	• Implemented Netiquette principles during virtual meetings and email communication at the organisation. • Implemented etiquette, such as following formal or business casual dress codes per company norms. • Applied respectful and professional communication skills, learned in the classroom, while interacting with seniors and colleagues using proper language and email formats. • As I have already gone through the SWOT analysis of myself during classroom learning so this time it helps me a lot to understand the SWOT analysis of myself more by correlating it with my current scenario. • As we know the body language defines our gestures and postures, so we need to follow that body language for a good impact in our organisation.
Gaps identified on the working area.	• Need to consistently follow proper corporate etiquette and netiquette. • Need to improve body language awareness in informal settings. • Require further development in articulating personal branding within the organisation

Suggestions for improvement	• Practice professional communication more frequently in informal workplace settings. • Observe and learn from peers and seniors regarding brand positioning and presence. • Take feedback on body language and communication from mentors or supervisors regularly.
Plan for the next week	• I will be conducting a pharmacy survey for the molecule allocated to me as part of the ongoing market research and brand planning project. The objective is to gather real-time data on the molecule's availability, brand presence, pricing, and competition in the market.



Signature of the Student

Approved by the IIHMR University's Mentor

2nd Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

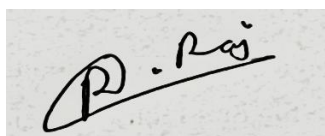
Stream: Pharmaceutical Management

Week no: 2

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

Activity Done	• I visited a pharmacy shop to collect data for Rasagiline molecule (MAO type B inhibitor), like the number of brands available in the market, competitor brand molecules in the market, price of the brand, number of prescriptions of the molecule and the indications of the molecule. • I collected data from many pharmacy shops regarding the rasagiline molecule, like whether it is available in the market or not, if available, then which brand is selling in the market.
Linking theory (Classroom learning) with practice at your organisation	• The things I learned in class, like Marketing Management, Pharmaceutical Brand Management, and Market Research, really helped me during my field visit. I used what I learned to collect data directly from pharmacies, understand which brands are competing in the market, and see how they are positioned. • It also gave me a chance to observe how customers and pharmacists respond to different brands, which made the classroom concepts feel much more real and practical. • It also helped enhance my communication skills, analytical thinking, and data interpretation capabilities.
Gaps identified on the working area.	• Lack of awareness among pharmacy staff regarding the therapeutic benefits of Rasagiline compared to other anti-Parkinsonian drugs. • Availability of Rasagiline brands across retail outlets. • Limited visibility and promotion of Rasagiline brands, making it less known among consumers and chemists.

	• Lack of data regarding the No. of Rx of the molecule.
Suggestions for improvement	• Organise awareness sessions or short learning programs for doctors and pharmacists to help them understand the benefits of the brand better. • Make sure the product is available in more pharmacy stores by improving how it's distributed. • Create more eye-catching and easy-to-understand marketing materials to help doctors and chemists remember the brand more easily. • Target the area where there are more patients with anti- Parkinson's disease.
Plan for the next week	We have yet to know, but it will be decided at this Monday's meeting.



Signature of the Student

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3rd Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

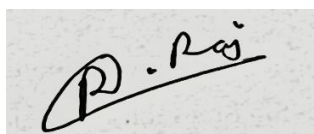
Stream: Pharmaceutical Management

Week no: 3

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

Activity Done	• Interactive session on the importance of specificity and planning, to focus on the content and update the resume properly, including PG marks, Importance of Etiquettes and Netiquettes in daily life, to keep upgrading yourself to stay ahead of your competition, Importance of upgrading your skill set, relationship and rapport building in corporate and daily life. • Analysed business development strategies before product launch, including market research, regulatory clearance, distribution, and KOL engagement. • Observed branding and marketing differences in pharmaceutical products. • Understood the concept of therapy and molecule switchover in Parkinson's disease. • Prepared a presentation on 21 Evergreen skills that will always make us valuable.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts from Pharma Marketing to evaluate market campaigns. • Used Brand Management theories to distinguish between Rasagiline brands' branding and marketing strategies. • Understood the business development lifecycle taught in Product Lifecycle Management courses. • The skill set that I have learned & utilised during the college helped me to know about the 21 evergreen skills related to my experience.
Gaps identified on the working area.	• Some pharmacists were not fully aware of the benefits of Rasagiline. • A few pharmacists were not very familiar with newer or less popular brands and molecules.

	Companies like Sun Pharma and Intas may be running stronger marketing campaigns to promote their brands of Rasagiline.
Suggestions for improvement	- More training and information sessions can help pharmacists understand the benefits of different molecules and brands. - Pharmaceutical companies should strengthen brand visibility through marketing so that both pharmacists and patients are more aware of their products. - Companies should work on improving the supply chain to ensure all major brands are available across different pharmacy locations.
Plan for the next week	We are going to have a meeting regarding the pharmacy survey that we have done past week & this week, and we must give a presentation on it. And further, they will let us know what to do at the next meeting.



Signature of the Student

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4th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

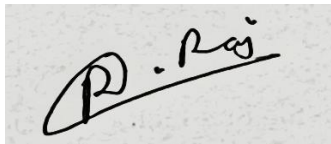
Stream: Pharmaceutical Management

Week no: 4

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

Activity Done	• We had an insightful session on managing revenue, Flawless Execution, engagement, and being confident while presenting the content. • I worked on developing a brand plan for Apixaban that covered multiple aspects, including brand name proposal, market overview, competitor analysis, SWOT analysis, PESTEL analysis, and 4Ps. • I also created a visual aid for my brand plan & designed the Packaging & SKU strategy. • I made a presentation on body language & Table manners.
Linking theory (Classroom learning) with practice at your organisation	• Concepts such as STP, 4Ps of marketing, PESTEL analysis, and SWOT analysis taught in the classroom were directly applied in this week's task. • The skill set that I have learned & utilised during college helped me to know about the proper body language & Table Manners that we need to follow in the corporate sector. • Theoretical knowledge of making a visual aid helped me to make a visual aid for the organisation.
Gaps identified on the working area.	• Limited tools for making a professional visual design work. • Observed that small details like body language & table manners can influence our perceptions but are often overlooked in workplace orientation. • Limited access to real-time market sales data & prescriber behaviour data.

Suggestions for improvement	• Access to advanced tools to design & develop better promotional material like visual aids, LBL, etc. • Organise soft skill enhancement sessions or etiquette workshops for interns. • Incorporate AI tools or internal databases for competitor tracking.
Plan for the next week	• We have yet to know, as no meetings have been scheduled yet, but maybe we are going to present our presentation this upcoming week regarding the activity that we have done and some sessions regarding the topic.



Signature of the Student

Approved by the IIHMR University's Mentor.

5th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

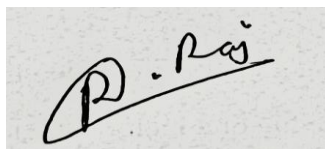
Stream: Pharmaceutical Management

Week no: 5

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

Activity Done	• We discussed on Importance of content delivery, to connect the assignment topics with reference articles/case studies, Importance of PESTEL analysis concerning a brand. molecule, organisation, etc, Importance of using the right words instead of saying weakness, you should always say scope of improvement, to end the presentation in a soft tone with a summary. • Made a presentation on Essentials of a Business Presentation, Importance of colours in LBL, Visual aids & Packs design, Business Development, and Code of Ethics.
Linking theory (Classroom learning) with practice at your organisation	• Used classroom concepts of business presentations in making slides for the brand. • Applied PESTEL analysis to understand market conditions. • Practiced ethical communication in brand messaging.
Gaps identified on the working area.	• No fixed format for visual aids. • Limited discussion on ethical communication and regulatory compliance in early planning stages. • The business development strategy lacks structured tools for competitor benchmarking and risk analysis.
Suggestions for improvement	• Set a standard template for a visual aid. • Add short training on ethical communication in branding. • Use analysis tools regularly in planning meetings.

Plan for the next week	• We must submit the presentation on Essentials of a Business Presentation, Importance of colours in LBL, Visual aids, Packs design, Business Development & Code of Ethics by the close of 16/06/2025. • And further we yet to know what other things we need to do in the next week
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Signature of the Student

Approved by the IIHMR University's Mentor

6th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

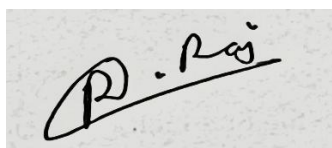
Stream: Pharmaceutical Management

Week no: 6

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

Activity Done	• Attended a masterclass on the Significance of Digital Marketing in the Pharmaceutical Industry by Shailja Dwivedi Pathak ma'am. • The session focused on the evolution and current trends of digital marketing, especially in pharma. It highlighted how companies are leveraging digital platforms to reach healthcare professionals (HCPs), caregivers, and patients more effectively. • Topics covered on the use of AI in customer engagement, omnichannel marketing, SEO for pharma content, and ethical compliance in digital communications, etc.
Linking theory (Classroom learning) with practice at your organisation	• In our MBA coursework, we studied the subject of Digital and Social Media Marketing, which covered various topics such as optimizing content for search engines, promoting through paid search ads, leveraging social media platforms, collaborating with influencers, and analyzing marketing performance data. The masterclass by Shailja Dwivedi Pathak ma'am helped bridge this theoretical knowledge with real-world pharmaceutical applications.
Gaps identified on the working area.	• I observed that traditional channels like MR detailing and print media are still prominent at many companies, but there is also an increase in the adoption of digital detailing, email campaigns, and social media outreach. • Absence of a structured digital content strategy for regular engagement with HCPs and stakeholders.

Suggestions for improvement	• Initiate pilot digital campaigns using social media, emailers, and WhatsApp to assess HCP engagement. • Create dashboards for real-time tracking of digital campaign performance using tools like Google Analytics or CRM-based dashboards.
Plan for the next week	• We have yet to know, but it will be decided at this Monday's meeting.



Signature of the Student

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7th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

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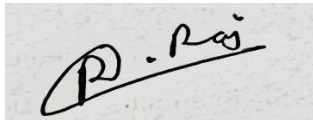
Stream: Pharmaceutical Management

Week no: 7

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

Activity Done	• We discussed several key topics, including how to analyse the IQVIA and Pharmarack report and its significance. • Essentials of brand plan including Demographics, PESTEL analysis, Disease prevalence, SWOT analysis, Retail survey insights, Switch overs - Molecule/product/therapy, Positioning of brand, Significance of Brand name / Brand logo, etc • We had an interactive session where we discussed the Importance of connecting the assignments with your brand/brand plan, to keep the brand name easy to remember, easy to write, and without a tongue twister, to practice more and more for the presentations, & Value addition to your brand. • Made a presentation on Competitive intelligence, Artificial intelligence, Visual aid and LBLs significance & Distribution strategy, including different distribution channels.
Linking theory (Classroom learning) with practice at your organisation	• The IQVIA and Pharmarack reports helped me understand how companies use real-world data for planning new product launches, targeting fast-growing regions, and investing in the right therapy segments. • I linked classroom topics such as SWOT analysis, PESTEL, demographics, and disease prevalence with market reports and applied them in my assignment. • I linked classroom learning of AI, a Visual aid in making a presentation on this topic.

Gaps identified on the working area.	• I need more practice in making professional presentations confidently. • The brand names that we choose are too long or hard to pronounce, which can reduce their impact. • We are still learning how to apply market data practically in real-life brand planning.
Suggestions for improvement	• Conduct more practice sessions for presentations and interview preparation. • Encourage everyone to connect their assignments directly with real-time data and practical examples. • Provide more opportunities to work on small live case studies using market reports (like IQVIA and Pharमारack).
Plan for the next week	• We need to submit the presentation on the topic Significance of demographics, Neuromarketing, Financial parameters & how to handle Q & A for our brand plan by the close of 02/07/2025. • We also have a meeting scheduled on 04/07/2025, during which we will receive further clarity and instructions on the next steps.



Signature of the Student

Approved by the IIHMR University's Mentor

8th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

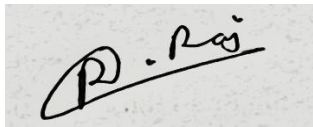
Stream: Pharmaceutical Management

Week no: 8

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

Activity Done	• We had an insightful session on Business Finance and its Applications in Organizations. • Learned how financial planning is applied in the launch of pharmaceutical products like Thrombixaban. • Understood budgeting, forecasting, and fund allocation across various stages of product development. • Applied the concept of the cash flow statement and created an Excel sheet as part of the brand planning and pricing strategy of a particular brand.
Linking theory (Classroom learning) with practice at your organisation	• During financial management class, I got to know about the Profit & Loss, Balance Sheet, and Cash Flow Statement. I practically applied the cash flow statement while preparing the financial model for the brand plan of Thrombixaban. • Used theoretical knowledge of break-even point (BEP) calculations, as learned in class, to determine the number of prescriptions needed to cover initial investments in marketing and sampling.
Gaps identified on the working area.	• Budgeting sometimes based on assumptions rather than historical financial KPIs or rolling forecasts. • Limited awareness of financial sustainability planning beyond launch phase. • Lack of real-time tracking of cash flows at product level.
Suggestions for improvement	• Use scenario analysis tools to prepare for fluctuations in market uptake or regulatory delays. • Introduce weekly cash flow dashboards for better financial decision-making at the brand level.

	• Implement rolling cash forecasts for better fund visibility in the product lifecycle.
Plan for the next week	• We need to submit the assignments on the topic: Types of contracts for employment in India, People planning / management strategies, KPI for employee appraisals, Talent/manpower management, Building positive competition in a team as a manager/team lead & Business negotiation by the end of 09/07/2025. • We also must keep all our assignments ready in a Word format for final submission.



Signature of the Student

Approved by the IIHMR University's Mentor

9th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

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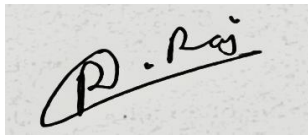
Stream: Pharmaceutical Management

Week no: 9

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

Activity Done	• We had an insightful session on "The Pivotal Role of Regulatory Compliance in the Global Pharma Markets" given by Ms. Kusuma Devi, Vice President-Regulatory Affairs at Micro Labs. • Learnt how important regulatory compliance is to global pharmaceutical operations. • Submitted assignments on the following topics: Types of contracts for employment in India, People planning and management strategies, KPIs for employee appraisals, Talent/manpower management, Building positive team competition& Business negotiation strategies.
Linking theory (Classroom learning) with practice at your organisation	• The webinar connected our academic learnings from regulatory affairs with real industry practices. • HR management and OB concepts that I studied in class (like employee appraisals, team management, KPIs) were applied while working on the assignments.
Gaps identified on the working area.	• Lack of use of technologies like AI & Blockchain to enhance regulatory compliance in pharma. • Need for better integration between regulatory and marketing teams. • Lack of clear and consistent KPI tracking for employee performance in many organizations.
Suggestions for improvement	• AI tools can help with risk identification in compliance, document preparation, and monitoring changes to international regulations. • Hold meetings and share compliance dashboards to improve interdepartmental collaboration.

	• Create a proper KPI tracking and appraisal system with specific, measurable targets
Plan for the next week	• We need to submit the assignments on the topic- 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 by taking an example of an OTC brand. • We need to submit our final report in a Word file along with a cover page and an acknowledgement page by 15.07.2025.



Signature of the Student

Approved by the IIHMR University's Mentor

10th Weekly Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

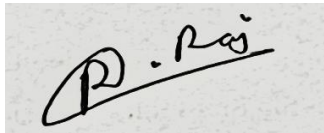
Stream: Pharmaceutical Management

Week no: 10

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

Activity Done	- Submitted assignments on the following topic- 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 for the OTC Brand (Zincovit) Branding. - Also submitted the Final Internship Report, which brings together all the key learnings, tasks, and experiences from my 10-week journey as an intern.
Linking theory (Classroom learning) with practice at your organisation	- Got to apply classroom concepts like STP (Segmentation, Targeting, Positioning), 4Ps, and ATL/BTL promotions to real tasks. - Understood how theory turns into practical decision-making, especially in product messaging and promotion planning. - The internship helped me see how textbook strategies work on-ground in a pharma company.
Gaps identified on the working area.	- Many consumers, especially in rural areas, still don't fully understand the use of multivitamins like Zincovit. - Lack of consumer-facing emotional storytelling in the current OTC communication strategy.
Suggestions for improvement	- Incorporate emotional branding themes like recovery stories and family wellness in Zincovit campaigns. - Make educational content in regional languages to increase reach and trust. - Add QR codes on packs linking to videos or usage instructions.

	Organise awareness camps with Zincovit giveaways, especially in tier-2 and rural areas.
Plan for the next week	- My internship officially ended this week. - There are no assigned tasks for the next week. - I'll now focus on preparing for my final evaluations and using what I've learned in future academic and career steps.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Reetik Raj

Roll no: 0689

Stream: Pharmaceutical Management

Activity Done	• SWOT analysis of us, how to build ourselves as a brand, corporate etiquette, corporate netiquettes, Body language, & Table Manners. • I visited a pharmacy shop to collect data for Rasagiline molecule (MAO type B inhibitor), like the number of brands available in the market, competitor brand molecules in the market, price of the brand, number of prescriptions of the molecule, and the indications of the molecule. • Interactive session on the importance of specificity and planning, to focus on the content and update the resume properly. • Analysed business development strategies before product launch, including market research, regulatory clearance, distribution, and KOL engagement. • Prepared a presentation on 21 Evergreen skills that will always make us valuable. • I worked on developing a brand plan for Apixaban that covered multiple aspects, including brand name proposal, market overview, competitor analysis, SWOT analysis, PESTEL analysis, and 4Ps. • We discussed the Importance of content delivery, to connect the assignment topics with reference articles/case studies, Importance of PESTEL analysis concerning a brand. molecule, organisation, etc. • Attended a masterclass on the Significance of Digital Marketing in the Pharmaceutical Industry by Shailja Dwivedi Pathak ma'am. The session focused on the evolution and current trends of digital marketing, especially in pharma. It highlighted how companies are leveraging digital platforms to reach healthcare professionals (HCPs), caregivers, and patients more effectively.
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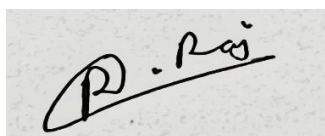
	• We discussed several key topics, including how to analyse the IQVIA and Pharmarack report and its significance. • Essentials of brand plan including Demographics, PESTEL analysis, Disease prevalence, SWOT analysis, Retail survey insights, Switch overs - Molecule/product/therapy, Positioning of brand, Significance of Brand name / Brand logo, etc • We had an interactive session where we discussed the Importance of connecting the assignments with your brand/brand plan, to keep the brand name easy to remember, easy to write, and without a tongue twister, to practice more for the presentations, & Value addition to your brand. • Made a presentation on Competitive intelligence, Artificial intelligence, Visual aid, and LBLs significance & Distribution strategy, including different distribution channels. • We had an insightful session on Business Finance and its Applications in Organizations. Learned how financial planning is applied in the launch of pharmaceutical products like Thrombixaban. • Applied the concept of the cash flow statement and created an Excel sheet as part of the brand planning and pricing strategy of a particular brand. • We had an insightful session on "The Pivotal Role of Regulatory Compliance in the Global Pharma Markets" given by Ms. Kusuma Devi, Vice President-Regulatory Affairs at Micro Labs. • Submitted assignments on the following topics: Types of contracts for employment in India, People planning and management strategies, KPIs for employee appraisals, Talent/manpower management, Building positive team competition& Business negotiation strategies. • Submitted assignments on the following topic- 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 for the OTC Brand (Zincovit) Branding.
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	Also submitted the Final Internship Report to Micro labs Limited, which brings together all the key learnings, tasks, and experiences from my 10-week journey as an intern.
Linking theory (Classroom learning) with practice at your organisation	- Implemented Etiquette & Netiquette principles during virtual meetings and email communication at the organisation. The skill set that I have learned & utilised during college helped me to know about the proper body language & Table Manners that we need to follow in the corporate sector. - Applied respectful and professional communication skills, learned in the classroom, while interacting with seniors and colleagues using proper language and email formats. - The things I learned in class, like Marketing Management, Pharmaceutical Brand Management, and Market Research, really helped me during my field visit. I applied what I learned to collect data directly from pharmacies, identify the brands competing in the market, and assess their positioning. - The skill set that I have learned & utilised during the college helped me to know about the 21 evergreen skills related to my experience. - Concepts such as STP, 4Ps of marketing, PESTEL analysis, and SWOT analysis taught in the classroom were directly applied in the making of a brand plan for molecule. Used classroom concepts of business presentations, learning of AI & a visual aid in making slides for the brand plan. - In our MBA coursework, we studied the subject of Digital and Social Media Marketing, which covered a wide range of topics such as optimizing content for search engines, promoting through paid search ads, leveraging social media platforms, collaborating with influencers, and analyzing marketing performance data that helped bridge this theoretical knowledge with real-world pharmaceutical applications. - During financial management class, I got to know about the Profit & Loss, Balance Sheet, and Cash Flow Statement. I practically applied the cash flow statement while preparing the financial model for Thrombixaban's brand plan.

	• HR management and OB concepts that I studied in class (like employee appraisals, team management, KPIs) were applied while working on People planning and management strategies, KPIs for employee appraisals, Talent/manpower management. • The internship helped me see how textbook strategies work on the ground in a pharma company.
Gaps identified on the working area.	• The main problems in our workplace are not following professional etiquette consistently, not fully understanding customer needs, and not focusing enough on personal values and ethics. These issues make communication, customer satisfaction, and workplace harmony worse. To improve, we need specific training and to emphasize. • Lack of awareness among pharmacy staff regarding the therapeutic benefits of Rasagiline compared to other anti-Parkinsonian drugs. • Lack of data regarding the No. of the Rx of the molecule. A few pharmacists were not very familiar with newer or less popular brands and molecules. • Observed that small details like body language & table manners can influence our perceptions but are often overlooked in workplace orientation. • Limited tools for making a professional visual design work. No fixed format for visual aids. • Limited discussion on ethical communication and regulatory compliance in early planning stages. • The business development strategy lacks structured tools for competitor benchmarking and risk analysis. • I observed that traditional channels like MR detailing and print media are still prominent at many companies, but there is also an increase in the adoption of digital detailing, email campaigns, and social media outreach. • The gap I identified during my internship is to integration of digital tools and marketing campaigns. • Lack of real-time tracking of cash flows at product level. • Budgeting sometimes based on assumptions rather than historical financial KPIs or rolling forecasts. • Lack of use of technologies like AI & Blockchain to enhance regulatory compliance in pharma.

	• Need for better integration between regulatory and marketing teams. • Lack of clear and consistent KPI tracking for employee performance in many organizations. • Many consumers, especially in rural areas, still don't fully understand the use of multivitamins like Zincovit. • Lack of consumer-facing emotional storytelling in the current OTC communication strategy.
Suggestions for improvement	• Practice professional communication more frequently in informal workplace settings. • Observe and learn from peers and seniors regarding brand positioning and presence. • Take feedback on body language and communication from mentors or supervisors regularly. • Organise awareness sessions or short learning programs for doctors and pharmacists to help them understand the benefits of the brand better. • Create more eye-catching and easy-to-understand marketing materials to help doctors and chemists remember the brand more easily. • Target the area where there are more patients with anti- Parkinson's disease. • Access to advanced tools to design & develop better promotional material like visual aids, LBL, etc. • Organise soft skill enhancement sessions or etiquette workshops for interns. • Initiate pilot digital campaigns using social media, emailers, and WhatsApp to assess HCP engagement. • Create dashboards for real-time tracking of digital campaign performance using tools like Google Analytics or CRM-based dashboards. • Encourage everyone to connect their assignments directly with real-time data and practical examples. • Introduce weekly cash flow dashboards for better financial decision-making at the brand level. • Incorporate emotional branding themes like recovery stories and family wellness in Zincovit campaigns. • Make educational content in regional languages to increase reach and trust.

	Organise awareness camps with Zincovit giveaways, especially in tier-2 and rural areas.
Key Learnings	- Learned how to apply classroom concepts like SWOT, PESTEL, 4Ps, and STP in real pharma brand planning. - Understood how a brand is developed – from research to naming, packaging, and promotion. - Improved my communication skills, body language, and overall presentation style. - Got hands-on experience with pharmacy surveys and market research on real molecules. - Realised the importance of etiquette, netiquette, and soft skills in a corporate setup. - Gained exposure to digital marketing trends and tools used in the pharma industry. - Understood the basics of finance like cash flow, budgeting, and break-even analysis. - Learned how regulatory compliance plays a vital role in pharma business operations. - Developed better strategic thinking while solving real-time problems at the workplace. - Experienced how theoretical knowledge turns into practical decision-making in the industry.



Signature of the Student

Approved by the IIHMR University's Mentor