

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Ltd.

From 12th May 2025 to 14th July 2025

A REPORT BY

Madhusudan SD

Master of Business Administration

(Pharmaceutical Management)

Roll no - 0664

2024-26

under the Mentorship of

Dr. Sudhinder Singh Chowhan (Associate Professor)





Certificate of Recognition



This is to certify that

Mr. MADHUSUDAN S D

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, reading "Tavinder Jit Singh Vasudeva".

Tavinder Jit Singh Vasudeva
President & CBO

Date : 21-7-2025

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Madhusudan SD** of academic year 2024-26 **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.

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan', written over a horizontal line.

Date: 28/07/2025

Dr. Sudhinder Singh Chowhan
Associate Professor

BRAND PLAN FOR TICAGRELOR

IIHMR UNIVERSITY

PRESENTED BY: MADHUSUDAN SD (0664)
COURSE: MBA PM-16 (2024-26)
UNIVERSITY MENTOR: DR. SUDHINDER SINGH CHOWHAN
ORGANIZATION MENTOR: TAVINDER JIT SINGH VASUDEVA



About Organization

Micro Labs Limited is a global pharmaceutical company focused on research, manufacturing, and marketing of high-quality medicines. Operating in 50+ countries, it offers a diverse portfolio across key therapies like cardiology, diabetology, and ophthalmology. With advanced R&D and WHO-GMP-certified facilities

Strength

1. Strong Clinical Evidence
2. Fast and Consistent Onset of Action
3. Broad Use Cases

Weakness

1. Higher bleeding risk compared to Clopidogrel
2. Significantly more expensive than generic Clopidogrel

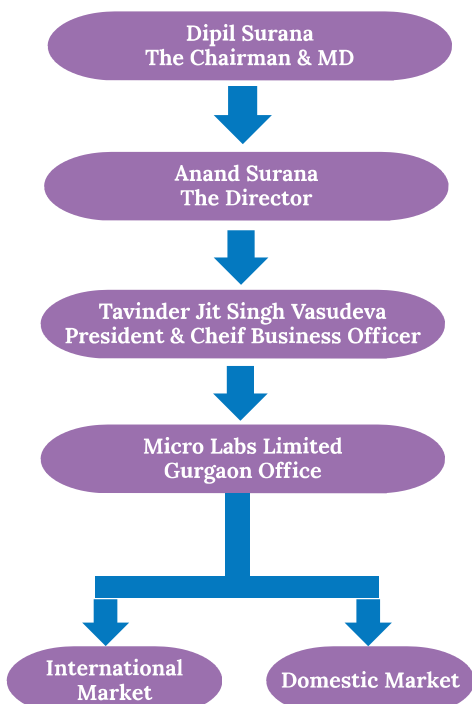
Opportunity

1. Increasing incidence of ACS and MI, especially in urban and semi-urban populations.
2. Growing awareness about poor response to Clopidogrel in certain genetic polymorphisms (CYP2C19).

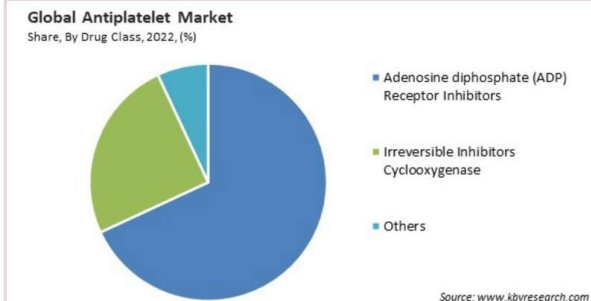
Threat

1. Changing Prescription Trends
2. Generic Competition
3. Regulatory and Reimbursement Barriers
4. Availability of the brand at local stores.

Organization Structure



Anti-Platelet Market



The global antiplatelet market was valued at \$3.8 billion in 2022, and is projected to reach \$5.8 billion by 2032, growing at a CAGR of 4.2% from 2023 to 2032.

Key Learnings

- Corporate Etiquette
- Personal Branding
- Brand Planning
- Neuromarketing
- LBL's Significance
- Market Survey
- Therapy Switchover
- Market Report Study
- Regulatory Compliance
- Digital Marketing

Mission

To enhance global health by providing affordable, accessible, and high-quality pharmaceutical products through innovation, integrity, and a commitment to excellence in-patient care.

Vision

To be a trusted global leader in healthcare by delivering innovative and affordable medicines that improve the quality of life for people everywhere.

Topic	IIHMR University (Theory)	SIP Organisation (Practice)
Corporate Etiquette	Taught through sessions on behavior, grooming, and communication.	Practiced in meetings, emails, and daily interactions.
Brand Planning	Learned using 4Ps, SWOT, and case studies.	Applied in real brand strategies and market planning.
LBL's Significance	Studied as a marketing tool with design and compliance focus.	Observed real LBL usage and development in the field.
Market Survey	Learned survey methods and data analysis techniques.	Conducted surveys and analyzed actual market responses.

Challenges

- Co-operation of the Pharmacists during the market survey
- Difficult to stay engaged without a structured office environment.
- Missed opportunities for informal learning through team interaction.
- Feedback may be delayed or not as detailed as in-person guidance.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Ltd

Area/ Department/ Project of Summer Internship Program: Brand Management

Name of the Student: Madhusudan SD

Roll no:0664

Stream: MBA(Pharmaceutical Management)

Week no: 01

From: 12-05-2025 to 18-05-2025

Activity Done	Recorded a fitness video, and also made a presentation of the corporate etiquettes, how to build yourself as a brand, corporate netiquettes, SWOT Analysis.
Linking theory (Classroom learning) with practice at your organisation	Applying SWOT Analysis into real life, learning about corporate etiquettes and corporate netiquettes and inculcating everything into building a brand
Gaps identified on the working area.	Offline work environment
Suggestions for improvement	For more offline experience
Plan for the next week	Medical survey of the molecule (drug)

Signature of the Student :



Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 2

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

Activity Done	Conducted market survey on the molecule silodosin regarding the total number of brands available in the pharmacy, the competitor molecules, their prices, and the total no. of prescriptions received monthly.
Linking theory (Classroom learning) with practice at your organisation	Communication: Skills developed during the Principles of Management module were pivotal in building rapport with pharmacists and obtaining the required information.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	Briefing to be done during the next meeting on 26/05/2025

Signature of the Student:



Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 3

From: 26/05/2025 to 03/06/2025

Activity Done	Engaged in the pep talk for the skills required. Assignments on the brand have been revised. And also, a new topic for presentation was submitted.
Linking theory (Classroom learning) with practice at your organisation	Deep dive into the pharmaceutical market and how the ground reality works.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	Briefing to be done during the next meeting on 03/06/2025

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: Brand Management Intern

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 4

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

Activity Done	Essentials of colour coding in the presentation and the importance of presentation and business development.
Linking theory (Classroom learning) with practice at your organisation	How important is presentation skill in the corporate.
Gaps identified in the working area.	NA
Suggestions for improvement	Self-improvement in the aspect of body language and mannerism.
Plan for the next week	Briefing to be done during the next meeting on 11/06/2025

Signature of the Student:



Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 5

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

Activity Done	• Masterclass on Digital Marketing in the Pharmaceutical Industry.
Linking theory (Classroom learning) with practice at your organisation	• Digital Marketing insights on the market and the importance of digital media in marketing.
Gaps identified in the working area.	Examples of digital marketing in real world and the future developments in the area.
Suggestions for improvement	Self-improvement in the aspect of body language and mannerisms.
Plan for the next week	Briefing to be done during the next meeting on 23/06/2025

Signature of the Student:



Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 6

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

Activity Done	• How to analyse the IQVIA and Pharमारack report and its significance • Importance of practice for business presentations and for interviews • Essentials of a brand plan
Linking theory (Classroom learning) with practice at your organisation	• Importance of the market report and also the findings of the report that should be included in the brand plan.
Gaps identified in the working area.	NA
Suggestions for improvement	Connect the brand into your daily life.
Plan for the next week	Briefing to be done during the next meeting on 27/06/2025

Signature of the Student:



Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 7

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

Activity Done	How to analyse the IQVIA and Pharmarack report and its significance Importance of practice for business presentations and interviews Essentials of a brand plan
Linking theory (Classroom learning) with practice at your organisation	Importance of the market report and also the findings of the report that should be included in the brand plan.
Gaps identified in the working area.	NA
Suggestions for improvement	Connect the brand into your daily life.
Plan for the next week	Briefing to be done during the next meeting on 04/07/2025

Signature of the Student:



Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 8

From: 29/06/2025 to 05/07/2025

Activity Done	• Types of contracts for employment in India • People planning/management strategies • KPI for employee appraisal • Talent/manpower management • Building positive competition in the team as a manager/team lead • Business negotiations
Linking theory (Classroom learning) with practice at your organisation	• People management and HR responsibilities.
Gaps identified in the working area.	NA
Suggestions for improvement	Indulge in the activities with your team.
Plan for the next week	Briefing to be done during the next meeting on 10/07/2025

Signature of the Student:



Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 9

From: 07/07/2025 to 10/07/2025

Activity Done	• Informative Session on "The Pivotal Role of Regulatory Compliance in the Global Pharma Markets."
Linking theory (Classroom learning) with practice at your organisation	• Regulatory compliance of the products and the company.
Gaps identified in the working area.	NA
Suggestions for improvement	• Always be up to date with the regulatory body.
Plan for the next week	Next briefing to be done on 14/07/2025

Signature of the Student:



Approved by the IIHMR University's Mentor: *On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.*

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: MBA Pharmaceutical Management

Week no: 10

From: 11/07/2025 to 15/07/2025

Activity Done	• 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	• Importance of Brand naming and its communication.
Gaps identified in the working area.	NA
Suggestions for improvement	Compare the brand name with the competitors and with the molecule.
Plan for the next week	End of the Summer Internship Programme.

Signature of the Student:



Approved by the IIHMR University's Mentor: *On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.*

Compiled Reporting Format

Name of the Organization: Micro Labs Ltd

Area/Department/Project of Summer Internship Program:

Brand Management

Name of the Student: Madhusudan SD

Roll no: 0664

Stream: Pharmaceutical Management

Activity Done	- Recorded a fitness video, and also made a presentation of corporate etiquette, how to build yourself as a brand, corporate netiquette, and SWOT Analysis. - Conducted a market survey on the molecule silodosin regarding the total number of brands available in the pharmacy, the competitor molecules, their prices, and the total no. of prescriptions received monthly. - Engaged in the pep talk for the skills required. Assignments on the brand have been revised. And also, a new topic for presentation was submitted. - Essentials of colour coding in the presentation and the importance of presentation and business development. - Masterclass on Digital Marketing in the Pharmaceutical Industry. - How to analyze the IQVIA and Pharmarack report and its significance - Importance of practice for business presentations and interviews - Essentials of a brand plan - How to analyze the IQVIA and Pharmarack report and its significance - Importance of practice for business presentations and interviews - Essentials of a brand plan. - Types of contracts for employment in India - People planning/management strategies - KPI for employee appraisal - Talent/manpower management - Building positive competition in the team as a manager/team lead - Business negotiations
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	• Informative Session on "The Pivotal Role of Regulatory Compliance in the Global Pharma Markets." • 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 organization	• Communication: Skills developed during the Principles of Management module were pivotal in building rapport with pharmacists and obtaining the required information. • Applying SWOT Analysis into real life, learning about corporate etiquette and corporate netiquette, and inculcating everything into building a brand. • Deep dive into the pharmaceutical market and how the ground reality works. • importance of presentation skills in the corporate world. • Digital Marketing insights on the market and the importance of digital media in marketing. • Importance of the market report and also the findings of the report that should be included in the brand plan. • Importance of the market report and also the findings of the report that should be included in the brand plan. • People management and HR responsibilities. • Importance of Brand naming and its communication. • Always be up to date with the regulatory body.
Gaps identified in the working area.	• Offline work environment • Examples of digital marketing in the real world and the future developments in the area.
Suggestions for improvement	• Self-improvement in the aspect of body language and mannerisms. • Self-improvement in the aspect of body language and mannerisms. • Connect the brand into your daily life.

	• Indulge in the activities with your team. • Compare the brand name with the competitors and with the molecule.
Key Learnings	• Corporate etiquette • Corporate netiquette • Importance of market survey • Building a relationship with the clients and customers • Use of AI in marketing • Brand development • Personal Branding

Signature of the Student:



Approved by the IIHMR University's Mentor

