A Strategic Brand Plan and Market Evaluation of Apiklot – An Apixaban Molecule

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Micro Labs Ltd

- **Micro Labs Limited** is a leading Indian pharmaceutical company founded in 1973 by visionary entrepreneur **Mr. G.C. Surana**. The organization has built a reputation for delivering high-quality, affordable medicines that cater to both domestic and international healthcare markets. Over the decades, Micro Labs has transformed from a modest venture into a diversified pharmaceutical powerhouse with a strong presence in over 50 countries, including regulated markets like the **United States**, **United Kingdom**, and parts of **Europe**, **Asia**, and **Africa**.
- The company is known for its **broad therapeutic portfolio**, covering key segments such as **cardiology**, **diabetology**, **neurology**, **anti-infectives**, **ophthalmology**, and **dermatology**. One of the company's most recognizable contributions to Indian healthcare is the paracetamol brand **Dolo-650**, which became a household name, especially during the COVID-19 pandemic due to its reliability and effectiveness.

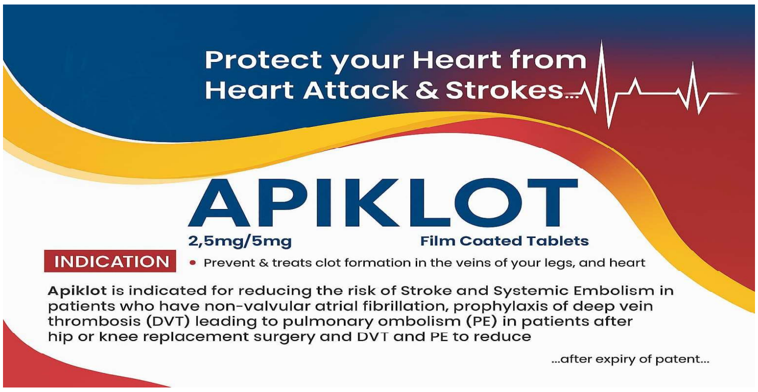
Product Profile

Parameter	Details
Brand Name	Apiklot
Molecule Name	Apixaban
Therapeutic Class	Anticoagulant (DOAC – Direct Oral Anticoagulant)
Mechanism of Action	Selective, reversible **Factor Xa inhibitor** – prevents thrombin formation
Indications	- Stroke prevention in NVAF - DVT & PE treatment and recurrence - DVT prophylaxis in hip/knee surgery
Available Strengths	2.5 mg, 5 mg
Pack Sizes	- 10's (Blister strip) - 30's (Monthly compliance pack)

Vision & Values

The key elements which laid the foundation of Micro Labs are:

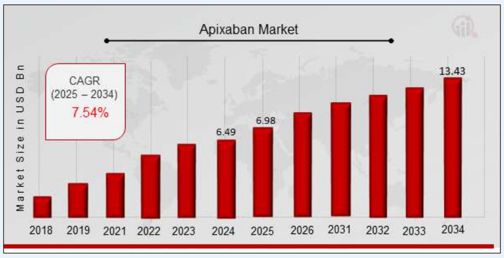
- **Quality**: Quality is the driving force behind all its endeavours.
- **Ethics**: Micro Labs operate with utmost integrity, adhering to the best practices of governance and principles of ethics in majority business segments including, Manufacturing, R&D, HCP Engagement, Patient Education and Logistics.
- **Respect for People**: Micro Labs consistently recognize unique perspectives that each individual brings to the table and aim to foster a culture of inclusivity and collaboration.



Organization Structure

CHAIRMAN & MANAGEMENT DIRECTOR (DILIP SURANA)
⇩
DIRECTOR (ANAND SURANA)
⇩
HEAD OF CORPORATE AFFAIRS (DIYA SURANA)
⇩
CHIEF BUSINESS OFFICER & PRESIDENT (TAVINDER JIT SINGH VASUDEVA)
⇩
MICRO LABS GURGAON OFFICE
⇩
BUSINESS MARKET
⇩
FRENCH WEST AFRICA (10 Countries) | NORTH AFRICA | VIETNAM | CAR COUNTRIES | ETHIOPIA

Market Analysis - Apixaban



Source: https://www.marketresearchfuture.com/reports/apixaban-market-35175

As per MRFR analysis, the Apixaban Market Size was estimated at 6.49 (USD Billion) in 2024.

7.54%

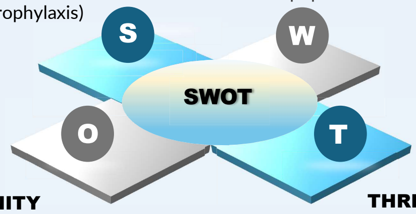
is the expected CAGR during the forecast period (2025 - 2034)

Theoretical Understanding vs Practical Exposure

IIHMR University (Theory)	Micro Labs Ltd. Internship (Practice)
Classroom lectures, case studies	Field surveys, brand plan projects (Solifenacin, Apixaban).
Gained conceptual understanding of pharma marketing & strategies.	Applied strategies in real projects with timelines and targets.
Understanding of strategic analysis tools like SWOT, PESTLE and SMART analysis	Practical implication while formulating brand plan
Strong theoretical base in pharma business models.	Practical skills in research, brand development, and execution.

STRENGTH
- Clinically proven superior safety vs. warfarin
- No routine monitoring required
- Predictable pharmacokinetics and fixed dosing
- Approved for multiple indications (AF, DVT, PE, VTE prophylaxis)

WEAKNESS
- Twice-daily dosing may impact adherence
- Renal dose adjustment needed in certain populations
- Limited data in some special populations



OPPORTUNITY
- Expanding use in new patient populations
- Patent expiry in some regions opens room for generic versions

THREATS
- Competition from other NOSCs
- Patent expiry leading to market share erosion
- Pricing pressure and reimbursement issues in low-income markets
- Concerns about bleeding risk in elderly or comorbid patients

Learnings

- Built an understanding of brand plan formulation, corporate etiquettes, and financial parameters
- **Less is more**: During weekly sessions, my industry mentor always emphasized clarity of concepts over quantity

Challenges

- While preparing the brand plan, data availability and reliability were major challenges
- Managing multiple projects under tight deadlines

Suggestions

- More practical and less monotonous tasks may be assigned for continuous learning & development
- Should focus on facilitating on-ground exposure or field team interactions.