

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited

From 12th May 2025 to 25th July 2025.



A REPORT BY-

Deeksha Gupta

Master of Business Administration-

Pharmaceutical Management

Roll no- 0635

2024-26

under the Mentorship of

Dr. Himadri Sinha

(Professor and Dean, School of Development Studies)

IIHMR UNIVERSITY, JAIPUR



Certificate of Recognition



This is to certify that

Ms. DEEKSHA GUPTA

of 2024 - 2026 *(batch) of* IIHMR University

*has effectively learnt, performed and completed
her Summer Training Project with Micro Labs
Ltd. from* May 2025 *to* July 2025

*We appreciate her active participation, conduct,
mannerism and timely deliverables.*

*This certificate is being issued to meet the
requirement of the University.*

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Deeksha Gupta** of the academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'H. Sinha', with a long horizontal line extending to the right.

Dr. Himadri Sinha

Professor & Dean- SDS

IIHMR University, Jaipur

The Market Research Analysis and Brand Plan of Molecule Gastrovan (Vonoprazan)

Name- Deeksha Gupta

Roll no.- 0635

Mentor- Dr. Himadri Sinha

Stream- MBA PM

Organization- Microlabs Limited

Microlabs Limited

Microlabs Limited, established on September 7, 1978, generates around INR 500 crore in revenue. The company features internationally compliant manufacturing facilities and R&D centers, ranking 14th in prescription medications and 19th in sales. Notably recognized for its DOLO brand, Microlabs has a strong portfolio in cardiology and diabetes, holding the 11th position in cardiovascular products.

Vision

Micro labs aspires to not only be the finest, but also pioneer in the creation, production and distribution of high end pharmaceutical goods. Micro labs wants to produce medicine of greatest caliber and sell it at reasonable price.

Aspiration

Micro Labs helps to provide through high quality pharmaceutical drugs and to create strong brands in all therapeutic categories.

Organization structure



Basic strength and values

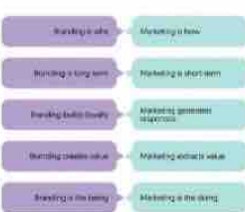
Strengths

- Empathy
- Adaptability

Values

- Generosity
- Punctuality

Branding VS Marketing



How to build yourself as a Brand?

- Self discovery
- Online presence
- Target Audience
- Networking
- Consistency
- Personal development
- Monitor
- Adapt
- Work

Role of Etiquettes in Corporate

- Netiquettes
- Dinning table manners
- Use of good gestures posture

How to be a good listener?

- Maintain Eye contact
- Ask questions
- Limit your talking
- Show non verbal signs of listening, i.e nodding
- Paraphrase to confirm understanding

A BRAND PLAN OF MOLECULE VONOPRAZAN

Brand Name: Gastrovan
Generic Name: Vonoprazan
Company Name: HelixBio Pharma Pvt. Ltd.
Tagline: "Relief That Starts Fast, Lasts Longer."
Therapeutic Area: Gastrointestinal (GI) Disorders
Dosage Forms: Tablets (10 mg and 20 mg).

Brand Objectives




GASTROVAN (Vonoprazan)
 "Relief That Starts Fast, Lasts Longer"
 Available in 10mg/20mg
 Rapid onset of action - within 30 to 60 minutes
 Therapeutic Class: Potassium-Competitive Acid Blocker (P-CAB)
 Indications: GERD (Gastroesophageal Reflux Disease), Peptic Ulcers, H. pylori Eradication.

SWOT Analysis

Strength - Fast relief (within 60 mins) - fits urban, working-class lifestyle - Emotion-driven branding (neuromarketing: color, tagline, stories) - Targets GERD-prone demographics (25-65 yrs, urban, stressed professionals) - No cold-chain needed - reduces logistics costs - Digital-friendly - suitable for online promotions & teleconsultations	Weaknesses - Premium pricing may limit access for lower-income patients - New brand - lower awareness compared to well-known PPIs - Limited penetration in rural or less tech-savvy regions - Subscription model may not suit all patients
Opportunities - Urban GERD cases rising - large target market - Visual storytelling & neuromarketing help build strong brand recall - Digital channels -> low-cost, wide-reach - Monthly pack model ensures consistent revenue - Income class targeted can afford value-based premium pricing	Threats - Strong competition from existing PPIs and OTC antacids - Price-sensitive users may shift to cheaper generics - Dependence on doctors' support and CME engagement - Regulatory restrictions in advertising prescription drugs

Mechanism Of Action

The first-in-class potassium-competitive acid blocker (P-CAB) launched in India. Unlike PPIs, it does not require activation in acidic pH and starts acting within 60 minutes. It reversibly and competitively blocks the H⁺/K⁺-ATPase enzyme in gastric parietal cells, leading to rapid suppression of gastric acid secretion.

STP Marketing

- Segmentation:**
 - Chronic GERD patients
 - NSAID/aspirin-induced ulcer patients
 - H. pylori-positive gastritis/dyspepsia patients
 - Individuals experiencing acid rebound post-PPI use
- Targeting:**
 - Adults (25-65 years), urban lifestyle
 - Prescribers: Gastroenterologists, internists, GPs
 - Premium hospitals, chain pharmacies, and digital health platforms
- Positioning:**
 - "Gastrovan: Next-gen acid suppression for modern lives."
 - Positioned as a breakthrough in acid control for patients who need fast, consistent, and long-term protection.

Market research survey- Vonoprazan

Drug Brand	Company	Type	Price	Prescriptions
Vonoprazan Brands	La Renon, Mankind, Dr. Reddy's	P-CAB	Rs.150-199	4-6
Voltapraz-20	Sun Pharma	P-CAB	Rs.199	1-3
Vaciloc-20	Cadila Pharma	P-CAB	Rs.150	5-7
Civono	Cipla	P-CAB	Rs.134	7-9
Sompraz L	Sun Pharma	PPI	Rs. 320	16-20
Rabiet-IT	Lupin	PPI	Rs.326	12-14
Pantakind	Mankind	PPI	Rs.84	12-15
Rebov-DSR	Medcover Pharma	PPI	Rs.120	15-18

- Sompraz L is the most widely prescribed and premium PPI.
- Vonoprazan-based P-CABs dominate in availability and usage.
- Mankind, Sun Pharma, and Dr. Reddy's have the strongest presence across surveyed pharmacies.
- Affordability + Brand Reputation (like Pantakind from Mankind and Becosules from Pfizer) influence high prescription volume.

Competitor Analysis

Brand Name	Molecule	Company	MRP (₹)
Sompraz	Esomeprazole	Sun Pharma	₹320.00
Vono-20	Vonoprazan	Dr. Reddy's	₹150.00
Voltapraz-20	Vonoprazan	Sun Pharma	₹199.00



Conclusion

Gastrovan (Vonoprazan) stands out due to its fast onset, food-independent dosing, and effective results in PPI failures. Positioned at an affordable MRP, it offers strong value in a competitive market. The brand's promotion through ethical marketing, scientific communication, and pharmacy outreach has built positive awareness. Survey responses show high prescription potential, indicating strong acceptance. With the right strategies, Gastrovan can capture a significant share in the acid-suppression therapy market.



Learnings during Internship

- The best thing I have learned from micro labs about self care strengths values and how much physical health is important for us.
- I have learned power of etiquettes in corporate culture.
- I have learned how to make impactful brand plan.
- I have learned about marketing and branding.
- I got exposure of international marketing

Usefulness of Internship

- As i am always eager to going to the marketing, sales, branding etc. i am sure that whatever i have learned from this 2 months will helps me in my future endeavors.
- Under the guidance of tavinder sir we learned the value of life and how we can make it more successful.
- I saw the conversion to my 1st year academics module to practice exposure! learned almost everything about brand plan and market research.

Challenges faced during Internship

As it was online internship the main challenge I have faced to lack of continuous guidance although our mentors helped us a lot sometimes it is getting difficult to study about molecules like vonoprazan as we can't get exact data

Suggestion

As the internship was online although we learned a lot but didn't get exposure of field work so i would like to suggest to please give atleast 2 week exposure to next interns

Thankyou note

At last, I would like to thanks my Mentor Himadri sir for always supporting me. A big thank to Mr Tavinder sir for guidance & at last I would also like to thanks my family members and my dear friends to always helps me.

Acknowledgement

My Sincere thanks to Mr. Tavinder Jit Singh and his team from Micro Labs Ltd, Gurugram for their valuable inputs in completing my assignments.

I am writing to express my heartfelt gratitude for the invaluable opportunity to undertake an internship at Micro Labs Ltd, under your guidance. It has been an honour and a privilege to learn and grow within the dynamic environment of your esteemed organization.

I would like to extend my sincere appreciation to you for providing me with the chance to work alongside your team and contribute to the various projects and initiatives during my internship tenure. Your guidance, mentorship, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skillset.

Throughout my internship, I have been fortunate to witness your dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a source of inspiration, and I am truly grateful for the knowledge and insights you have shared with me.

I would also like to express my gratitude to the entire team at Micro Labs Ltd for their warm welcome, support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish.

Once again, thank you, Mr, Tavinder Jit Singh for your mentorship and for providing me with the opportunity to contribute to Micro Labs. I am confident that the skills and knowledge I have gained during this internship will serve as a solid foundation for my future endeavours.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to Micro Labs in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

DEEKSHA GUPTA

Department of Pharmaceutical Management

IIHMR University, JAIPUR

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Compiled Reporting Format

Name of the Organization: Micro Labs Ltd.

Area/ Department/ Project of Summer

Internship Program: Brand Management Intern

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Activity Done	1. Created soft skill presentation and a fitness awareness video. 2. Conducted a Dapagliflozin field pharmacy survey. 3. Brand strategies like STP, 4Ps, SWOT, and PESTEL were created in case of Vonoprazan. 4. Attended trainings on digital marketing, corporate presentation, and the body language. 5. Strategies that involve AI, distribution, visual branding, and ethics were introduced. 6. Finalised brand plans of Prega News and Vonoprazan.
Linking theory (Classroom learning) with practice at your organization	1. In Week 1 assignments, soft skills (etiquette, professionalism, SWOT analysis, and branding) were utilized. 2. Applied the concepts of consumer behavior, IMC and marketing research in carrying out field surveys and branding work. 3. It used neuromarketing, color theory, ethics and pharmaceutical human resources models. 4. Connected classroom models include STP, KPI tracking and pharmaceutical compliance, which apply real branding and marketing strategies.
Gaps identified on the working area.	1. The refusal of chemists to share the information and absence of prescription-level information. – 2. Lack of real time OTC feedback data (Prega News).

Suggestions for improvement	1. Intensify the level of brainstorming which occurs in teams during brand development. 2. Have seminars about innovative taglines, pharmaceutical ethics, and container design. 3. Conduct training seminars on digital KPIs and visuals that meet the industry standards.
Key Learnings	1. Gained on-job experience in pharmaceutical marketing, branding, survey research, ethical advertising and strategic presentation. 2. Identified the influence of digital tools and the regulatory compliance on pharmaceutical branding. 3. Gained experience in stakeholder analysis, cross functional communication and product positioning that are market oriented.

Signature of the Student- Deeksha Gupta (MBA PM 16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-01)

Name of the Organization: Micro labs ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no: 01

From: 12-05-2025 to 16-05-2025

Activity Done	1. An Exercise Video: In this week, I created a video on physical fitness that focused on the simple training at home. The goal was to put an emphasis on the importance of staying active and keeping the body healthy. My task was to plan and arrange the scene, shoot the movie, sequence it and create an interesting and understandable movie. This exercise allowed me to know more about the creative process and develop my video production skills. 2. The Design of a Comprehensive Presentation: I designed an organized PowerPoint presentation that covered several very important topics that relate to both professional and personal development. These included among other things: • Personal branding • SWOT analysis • corporate etiquette • professionalism at work These lessons were supposed to enhance my understanding about professional communication, self-awareness and expectations at the workplace.
Linking theory (Classroom learning) with practice at your organization	This week, I could apply some of the principles that I was taught during the classes in practical tasks. The topics that I directly borrowed to use in my presentation include professional etiquette, personal branding, and SWOT analysis, which we discussed in the soft skills classes. The exercise video was also helpful in our health communication course where I applied visual messaging techniques to promote physical exercise. This helped me to understand better how theoretical knowledge can be used in the real-life working situation.

Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	1. According to the selected topic, I am going to carry out a pharmacy survey where I will aim at obtaining updated information on customer behavior or pharmaceutical practices. 2. This exercise will enable me to communicate with stakeholders, apply my research methods knowledge and analyze field data to make insights. 3. The survey will also offer practical experience in data gathering, analysis and report writing, which is a necessary skill in a career of consulting and pharmaceutical management.

Signature of the Student- Deeksha Gupta (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-02)

Name of the Organisation: Micro labs ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no:02

From: 19-05-2025 to 23-05-2025

Activity Done	Pharmacy Survey on Dapagliflozin: In order to obtain data on the trend of prescription, brand preference and usage of dapagliflozin, a field survey was conducted on pharmacists to obtain the required information.
Linking theory (Classroom learning) with practice at your organisation	To develop the survey, collect primary data and analyse the findings relevant to the real brand strategy, the principles of marketing research and pharmaceutical product management were used.
Gaps identified on the working area.	1. Prescription level knowledge was limited and 2. Not all chemists wanted to give sales data.
Suggestions for improvement	None

Plan for the next week	1. Report on the survey on Monday. 2. Revise analysis based on team suggestion. 3. Assess dapagliflozin against other SGLT2 inhibitors. 4. Start making strategic suggestions.
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Signature of the Student- Deeksha Gupta (MBA PM-16)

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Reporting Format (Week-03)

Name of the Organization: Micro Labs Ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635 **Stream:** MBA Pharmaceutical Management

Week no: 03 **From:** 26-05-25 to 31-05-25

Activity Done	1. Porter Auto-Rickshaw Branding PowerPoint: Designed a presentation that describes how Porter uses auto-rickshaws as a new and cost-effective form of branding. explored local marketing and reach, visual communication. 2. Looking at 21 Evergreen Competencies: managed to come up with a work that, aided by real tasks and experiences, linked my personal growth of the past 12 months to critical thinking, communication, and flexibility.
Linking theory (Classroom learning) with practice at your organization	Introduced branding and IMC concepts into workable marketing strategies. The reflection activity allowed connecting workplace performance with the soft skills acquired in the classroom in a more straightforward manner.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	1. During the Monday meeting, present a new PowerPoint on marketing techniques and branding and professional development in pharmaceutical business. 2. Provide suggestions and examples of pharmaceutical brands suggested by teams. 3. Enhance your presenting and communication skills.

Signature of the Student- Deeksha Gupta (MBA PM 16)

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Reporting Format (Week-04)

Name of the Organization: Micro Labs Ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no: 04 **From:** 02/06/2025 to 06/06/2025

Activity Done	Designed an effective brand plan of Vonoprazan: • Examined Vonoprazan, which is a PCAB applied in addressing issues associated with acid reflux. • Designed a fictional brand name known as Gastrovan and each meal, fast relief. • Came up with the 4Ps (Product, Price, Place, Promotion) and STP (Segmentation, Targeting, Positioning) strategy. • Developed a visual ad and discussed the USP of food-independent dosing that is especially effective in the case of PPI failure. • Includes PESTEL and SWOT analysis where the focus is on economics variables, digital packaging trends, and healthcare regulations. Course on Body Language and Table Etiquettes: • Created a refined presentation that incorporated significant body language signals such as posture, gestures and eye contact. • Told about table manners, the use of silverware, the way to sit on the table and the etiquette at the formal dinner. • Acknowledged their role in business related to professional image and personal branding.
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Linking theory (Classroom learning) with practice at your organization	• Applied pharmaceutical marketing branding and positioning concepts to design of actual product strategy. • Formulated a relevant STP strategy through the usage of the knowledge of consumer behavior. • The studies of table manners and body language are related to professional development and soft skills education.
Gaps identified on the working area.	None
Suggestions for improvement	• To replicate the true-life brainstorming in the pharmaceutical industry, encourage more team-based brand building workshops. • Add mentor feedback sessions to polish elements of creativity including taglines and visual aids.
Plan for the next week	• Participate in the peer review and presentation meetings. • Finish Vonoprazan PowerPoint and submit for a review.

Signature of the Student- Deeksha Gupta (MBA PM 16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-05)

Name of the Organisation: Micro Labs ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no: 05

From: 09/06/25 to 13/06/25

Activity Done	1. The Essentials of Business Presentations: PowerPoint Designing 2. The presentation I prepared was about the importance of colours in LBL, visual aids, pack design, and the influence of the colour schemes on the purchasing decision, brand recall, and message delivery. 3. The main features of a good business presentation are clarity, brevity, fluency and attractiveness. 4 Business development: studied the ways to generate new business opportunities, improve the relationships with interested parties and find the market gaps where it could expand. 5.The presentation also included the element of the Code of Ethics in pharmaceutical marketing, and it highlighted the need to be honest, fair and responsible in communication as it is the key to maintaining credibility and trust.
Linking theory (Classroom learning) with practice at your organisation	This exercise directly used brand communication, business development, and pharmaceutical ethics. The colour theory was used when designing the presentations and the code of ethics was covered to ensure that our strategies did not violate the industry standard
Gaps identified on the working area.	None
Suggestions for improvement	1. More case studies and practical lessons about packaging design and color schemes. 2. Seeking to fill the knowledge gaps by providing workshops or training on industry standards of ethics .

Plan for the next week	1. Presentation to be taken on the topics discussed. 2. Next task to be assigned after the completion of presentation.
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Signature of the Student- Deeksha Gupta (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-06)

Name of the Organisation: Micro Labs Ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no: 06

From: 16/06/25 to 21/06/25

Activity Done	Industry Interaction Session with Mrs Shailja Dwivedi Pathak – “Significance of Digital Marketing in the Pharmaceutical Industry” • An expert session by Mrs Shailja Dwivedi Pathak was also quite insightful as she spoke about the latest trends and uses in pharmaceutical digital marketing. • Acknowledged the paradigm of multi-channel digital interaction to traditional field-force-based marketing. • Discussed such techniques as: e-detailing; doctor webinars; YouTube to raise patient awareness; CRM systems to interact with consumers; email-based and WhatsApp-based prescription follow-ups • learned how data analytics and specific digital advertising can improve customer segmentation and customer reach. • learned of the necessity of ethically developed content and the compliance aspects of online marketing. .
Linking theory (Classroom learning) with practice at your organisation	1. The use of real digital tools in the pharmaceutical sector was involved in aligning classroom teaching on consumer behaviour and Integrated Marketing Communication (IMC). 2. appreciated the distinct use of the digital branding ideas in the pharmaceutical sector which was highly regulated unlike FMCG. 3. studied the real-life cases of marketing strategies of Micro Labs and compared them with the observations of the speaker.

Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	To share the learnings of the industry session held in the next meeting.

Signature of the Student-Deeksha Gupta (MBA PM 16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-07)

Name of the Organisation: Micro Labs Ltd

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no: 07

From: 23/06/25 to 28/06/25

Activity Done	1. Presentation of Smart Pharma Strategies: a. Talked about distribution strategies, visual branding, AI in pharma and competitive intelligence. b. Outlined viable applications and incorporated them in the Vonoprazan brand strategy. 2. Meeting Talk: a. Discussed the necessity to anchor assignments on our brand. b. Stressed on brand names that are simple and easy to remember. c. Facilitated the uniform approach of presentation and brand development.
Linking theory (Classroom learning) with practice at your organisation	1. Learned how good visual branding and uniqueness of the brand can help in attracting physicians and patients. 2. The reconciliation of theoretical branding concepts and their practical application was achieved in the discussion of the meeting.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	1. Finish the new brand strategy with the integration of feedback of meetings and smart pharma efforts. 2. In order to boost your confidence and delivery, practise one or two mock presentations. 3. Begin to research your brands digital touchpoints and engagement KPIs, e.g. patient reviews, digital ROI and reach of doctors.

Signature of the Student-Deeksha Gupta (MBA PM 16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-08)

Name of the Organisation: Micro Labs Ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635

Stream: MBA Pharmaceutical Management

Week no:08

From: 02/07/202 to 05/07/2025

Activity Done	1. Basic Session of Brand Strategy: • Learned the relevance of demographics in identifying the target patient population of Vonoprazan. • Identified the use of colour, emotion and design in neuromarketing to make consumer decisions. Investigated financial aspects such as ROI, profit margins, market share projection that are very essential in brand strategy. • Received recommendations as to how to proficiently answer questions and comments when presenting brand strategy; keep in mind accuracy, composure, and well-structured responses. 2. The Brand Plan Integration: • Continued to harmonize strategy, design and message by incorporating all ideas to the Vonoprazan brand plan.
Linking theory (Classroom learning) with practice at your organisation	1. Adopted neuromarketing in creation of visual advertisements. 2. Financial measures and demography were used in positioning and forecasting. 3. In order to deliver a smoother process during assessments, possible Q&A was rehearsed.
Gaps identified on the working area.	None .
Suggestions for improvement	None

Plan for the next week	1. Learn the various types of employment contracts and their relationship to pharmaceutical human resource in India. 2. Look at the approaches to people management used by pharmaceutical marketing and sales teams. 3. Identify KPIs that can be used to monitor the performance and appraise the employee. 4. Look at the practices of brand teams in talent and manpower management. As a manager, discuss how to have healthy competition among teams. 5. Find out how to make effective business negotiations in pharmaceutical partnerships and sales.
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Signature of the Student- Deeksha Gupta (MBA PM-16)

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Reporting Format (Week-09)

Name of the Organization: Micro Labs Ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635 **Stream:** MBA Pharmaceutical Management

Week no: 09 **From:** 07/07/25 to 12/07/25

Activity Done	• Gained new information about Indian employment contracts and their relation to pharmaceutical human resource. • Analyzed KPI monitoring, talent management and people management in pharmaceutical sales and branding teams. • Discussed business talks and healthy competition. • Attended a professional seminar by Mdm. Kusuma Devi on the topic of the “Pivotal Role of Regulatory Compliance in Global Pharma Markets” in regard to team leadership and pharmaceutical operations. got to know about international laws, paper work, and market access specifications.
Linking theory (Classroom learning) with practice at your organization	• Practiced HR expertise in the pharmaceutical organization in terms of performance appraisals and team design. • Connected international brand planning, product approvals and regulatory compliance.
Gaps identified on the working area.	None
Suggestions for improvement	None

Plan for the next week	Work on: 1. Brand promotion and advertising; 2. Brand naming 3. Target positioning 4. Digital and physical communication channels 5. Content and communication planning; advertising legal regulations and ethics 6. Advertising obstacles and major concerns
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Signature of the Student-

Deeksha Gupta (MBA PM 16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-10)

Name of the Organization: Micro Labs Ltd.

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

Name of the Student: Deeksha Gupta

Roll no: 0635 **Stream:** MBA Pharmaceutical management

Week no: 10 **From:** 14/07/25 to 19/07/25

Activity Done	• Completed a complete brand strategy on the over-the-counter pregnancy test kit Prega News. • Major topics: • Brand Naming Advertising and Brand Promotion a) Target Positioning b) Digital and Physical channels of Communication c) Content and Communication d) Strategy Planning e) Ethics and Regulation of Advertising f) Advertising Barriers and Other Crucial Matters • reviewed case studies and the existing Prega News advertising; • reviewed the ethical and emotional aspects of the marketing of a sensitive over-the-counter drug.
Linking theory (Classroom learning) with practice at your organization	• Applied STP, pharmaceutical marketing ethics and consumer behavior concepts studied in the class to brand positioning. • Came up with smart and legally acceptable communication strategies based on the lessons learned at healthcare advertising modules.
Gaps identified on the working area.	Poor real-time customer feedback data to provide insight into OTC categories.
Suggestions for improvement	None

Plan for the next week	None
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Signature of the Student

Deeksha Gupta (MBA PM 16)

Approved by the IIHMR University's Mentor