

**SUMMER INTERNSHIP PROGRAM**

**at**

**MICRO LABS LIMITED**

12<sup>Th</sup> of May 2024 – 25<sup>Th</sup> of July 2024

A REPORT BY

Bhumika Patidar

Master of Business Administration

Pharmaceutical MBA

Roll no-0632

**2024-26**

Under the Mentorship of

**Dr. Sudhinder Singh Chowhan**

**(Associate Professor)**





## Certificate of Recognition



*This is to certify that*

*Ms.* **BHUMIKA PATIDAR**

*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.*



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 **Ms. Bhumika Patidar** of 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 black ink, appearing to read 'Sudhinder Singh Chowhan', written over a horizontal line.

**Dr. Sudhinder Singh Chowhan**

**Associate Professor**

**IIHMR University Jaipur**

## Micro Labs Limited

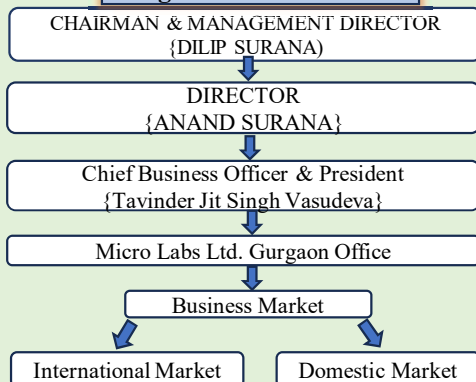
Micro Labs Ltd. is a leading pharmaceutical company in India, committed to the development, manufacturing, and marketing of high-quality pharmaceutical formulations. Founded in 1973, it has a strong presence in domestic and international markets with WHO-GMP approved plants. The company emphasizes innovation, patient-centricity, and ethical business practices.

## Vision & Mission

**Vision:** To be a world-class pharmaceutical company offering affordable and innovative healthcare solutions.

**Mission:** To provide high-quality and affordable medicines for better patient outcomes.

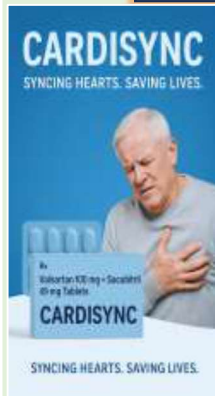
## Organization Structure



## Learnings During Internship

- ❑ Gained exposure to how real world data supports better decision making in pharma marketing.
- ❑ Learned how to make a brand plan that matches patient needs and current market situations.
- ❑ Learned how attention to detail can improve the quality and impact of marketing materials.
- ❑ Understood how customer centric thinking helps in creating value driven healthcare solutions.

## Cardisync



**Name:** Cardisync  
**Contains:** Valsartan 100 mg + Sacubitril 49 mg

**Indication:** Helps in minimizing the risk of heart-related death and hospital visits in individuals with long-term heart failure where the heart's pumping ability is weakened (HFrEF).

## Challenges Faced

- Staying fully active in online sessions was difficult as virtual interaction lacks personal connection and live engagement.
- Managing tasks from home was tricky due to frequent distractions and lack of a structured workspace.
- Faced uncooperative chemists and long waiting times during market research.

## Suggestions

- Encourage short virtual interactions with different departments (e.g., sales, regulatory) to give interns broader exposure.
- More fieldwork opportunities should be provided to understand real market scenarios.
- Arrange virtual interactions with field staff to understand ground-level challenges.

## SWOT Analysis

### Strengths

- Dual action for heart failure treatment.
- Once/twice daily convenient dosing.

### Weaknesses

- High cost compared to generic ACE/ARB.
- Limited affordability in rural areas.

### Opportunities

- Growing burden of heart failure in India.
- Digital platforms for HCP education.

### Threats

- Competition from other ARNI brands.
- Price sensitivity of Indian patients.

## TOWS Analysis

**S-O Strategy:** Use strong clinical trial backing to educate doctors via webinars and e-detailing.

**W-O Strategy:** Improve affordability through patient-support programs in rural areas.

**S-T Strategy:** Highlight Cardisync's dual benefit to differentiate from competitors.

**W-T Strategy:** Partner with NGOs or health schemes to handle pricing barriers and reach underserved segments.

## Theoretical Understanding

- Learned concepts like STP, SWOT, 4Ps of marketing.
- Studied pharma market structure in books and lectures.
- Knew the importance of ethics and professionalism in theory.

## Practical Exposure

- Applied these concepts to create a real brand plan for Cardisync
- Understood how actual market research is done (e.g., pharmacy survey)
- Experienced how etiquette and digital behavior matter in real tasks.

## **ABOUT**

### **MICRO LABS LIMITED**

Micro Labs Limited was founded on 7th September 1973 and has grown into a prominent name in the Indian and global pharmaceutical industry. With a turnover exceeding INR 500 crores, the company stands as a fully integrated healthcare organization backed by modern manufacturing units and globally compliant R&D centers. Its strong marketing capabilities and wide product reach have helped Micro Labs secure a top position in both prescription and sales rankings—being among the top 15 in prescriptions by SMSRC and 19th in sales per AWACS MAT reports.

The company's product portfolio features some of the most trusted brands in India, such as DOLO-650, which has become a household name. Its therapeutic coverage includes areas like Cardiology, Diabetology, Pain Management, Anti-infectives, Ophthalmology, Dermatology, and Neurology, reflecting its strength in multiple medical domains.

Micro Labs positions itself as a technology-driven and innovation-focused pharmaceutical company. It is dedicated to delivering affordable, accessible, and high-quality medicines to patients across the globe. The organization strongly believes in the power of science and aims to make a meaningful impact on healthcare outcomes by improving the quality of life.

In line with the "Make in India" initiative, Micro Labs continues to expand its footprint through its manufacturing excellence and proactive CSR programs. These include work in education, rural health, sanitation, and environmental protection, contributing significantly to local communities.

The company's future roadmap focuses on strengthening its capabilities in digital healthcare, adopting advanced R&D techniques, and pushing forward with new-age innovative drug formulations. Its commitment to quality, compliance, and continuous improvement ensures sustained growth and leadership in the pharmaceutical industry.

#### **VISION**

To become a global leader in the research, manufacturing, and marketing of high-quality pharmaceutical products by ensuring they are affordable and accessible to all.

#### **MISSION**

To build a trustworthy pharmaceutical brand that creates lasting value through consistent innovation and excellence across all therapeutic areas.

## WORKING BRIEF SUMMARY

During my 10-week internship at Micro Labs Limited as a Product Management Intern, I had the opportunity to gain both practical exposure and theoretical clarity about how the pharmaceutical industry functions from within. My work primarily revolved around market research, brand planning, and understanding the strategic role of product management. Early in the internship, I was assigned a pharmacy survey to study Esomeprazole and its combination with Domperidone, which allowed me to directly interact with pharmacists, observe brand availability, and understand prescription patterns. This fieldwork helped me appreciate the challenges and realities of brand positioning at the ground level.

In addition to field visits, I worked on multiple assignments that covered critical concepts such as PESTEL and SWOT analysis, the essentials of business presentations, code of ethics in pharmaceutical promotions, and the importance of design elements in visual aids and packaging. One of the most enriching parts of the internship was preparing a brand plan for the cardiovascular molecule Valsartan + Sacubitril, where I could apply classroom theories on segmentation, targeting, positioning, and branding to a real pharmaceutical product. Regular interactive sessions and mock presentations further enhanced my communication skills, professional etiquette, and confidence in business discussions.

I also gained insights into advanced areas like digital marketing, neuromarketing, and competitive intelligence, and learned how analytical tools such as IQVIA and Pharमारack reports support brand planning. Attending masterclasses conducted by industry experts helped deepen my understanding of global regulatory frameworks, especially the role of USFDA, WHO, and EMA in product approval and market access. The HR-focused discussions introduced me to people planning, KPIs, and employee performance management, revealing how cross-functional departments work together to support a brand's success. Overall, this internship was a well-rounded learning experience that strengthened my foundation in pharmaceutical marketing and gave me a clearer perspective on the practical expectations of the industry.

## Weekly Report- 01

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

**Stream:** Pharmaceutical Management

**Week no:** 1

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

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Activity Done</b>                                                          | <p>Pre Interactive Session :</p> <p>During the session we were briefed on internship framework, outlined the expectations and highlighted the major initiatives planned for the following weeks.</p> <p>We discussed about "Leading Self or Self Orientation", where we understood the key traits of a results-oriented leader.</p> <p>Next, we explored the concept of continuous self-building, where we discussed how regularly improving our skills and maintaining a growth-oriented mindset contributes to both personal and professional success.</p> <p>Assignment :</p> <p>As part of the self-discipline activity, we also shared short videos performing physical exercises, symbolizing something we had been procrastinating on and finally decided to act upon.</p> <p>Finally, a presentation was given which supports overall professional development and workplace readiness.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p>Learned the application of self-assessment tools in professional development. Understood how personal branding supports effective communication in brand planning. Applied etiquettes and netiquettes in real-time communication during meetings and mail writing. Practiced body language for better interaction during presentations and client discussions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Gaps identified on the working area.</b>                                   | <p>Gaps identified were :</p> <ol style="list-style-type: none"><li>1. Gaps in basic workplace behavior, such as punctuality and communication with seniors.</li><li>2. Some individuals were unsure about setting specific and measurable goals.</li><li>3. Difficulty in behaving appropriately in virtual meetings.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | <p>Encourage use of SMART goals and action plans for personal productivity.</p> <p>Practice posture, hand gestures, and facial expressions through group exercises.</p> <p>Conduct mock video calls and feedback-based activities.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Plan for the next week</b>                                                 | <p>The task of conducting a pharmacy survey has been assigned, plan is to visit nearby pharmacies next week to collect the required data.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

Signature of the Student:

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## Weekly Report 02

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

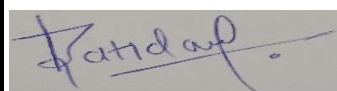
**Stream:** Pharmaceutical Management

**Week no:** 2

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

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| <b>Activity Done</b>                                                          | <p>As the part of the market research activity, I was assigned to survey the molecule Esomeprazole and its combination with Domperidone. To complete this task, I visited multiple pharmacies and collected data regarding the availability and market behaviour of this molecule.</p> <p>The survey involved collecting data like :</p> <p>No. of brands available in the pharmacy for the molecule</p> <p>Competitor brand molecules</p> <p>Prices of brands</p> <p>No. of Rx for the molecule</p> <p>Indications for the molecule</p> <p>Picture of packs</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p>This activity allowed me to apply my classroom learning in a real life pharmacy settings. It showed how theoretical knowledge is useful in understanding market trends and brand performance.</p>                                                                                                                                                                                                                                                                                                                                                             |
| <b>Gaps identified on the working area.</b>                                   | <p>Pharmacists were sometimes unaware of full prescribing patterns, making it harder to collect accurate Rx data.</p> <p>Some brands were not well stocked, indicating possible supply chain issues or low demand.</p> <p>Most pharmacists couldn't explain the small differences between brands.</p>                                                                                                                                                                                                                                                            |
| <b>Suggestions for improvement</b>                                            | <p>Companies can work with pharmacies to use digital tools or apps to keep better track of prescriptions.</p> <p>Companies should improve stock supply and ensure that popular brands are always available at pharmacies.</p> <p>Companies should give training or product information to pharmacists so they can guide customers better.</p>                                                                                                                                                                                                                    |
| <b>Plan for the next week</b>                                                 | <p>Not determined yet, it will be decided on Monday.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

**Signature of the Student**



## Weekly Report 03

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

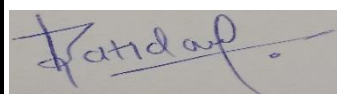
**Stream:** Pharmaceutical Management

**Week no:** 3

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

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|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>26/05- Interactive session-</b> Where we discussed on the importance of being specific and well planned in setting professional goals and following proper etiquettes and netiquettes. We were encouraged to keep upgrading our skills and build strong relationships for personal and professional growth. The concept of 21 evergreen skills was also briefly discussed during the session.</p> <p><b>30/05-</b> Where we shared our 3<sup>rd</sup> assignment, which includes understanding market campaigns, explaining the difference between branding and marketing, identifying business development activities before a product launch and understanding molecule/product/therapy switchover. We also shared how we have utilized or upgraded our skills in the past year, based on the 21 Evergreen skills discussed.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Practicing etiquettes and netiquettes prepares us for formal meetings, email communication, and team interactions. The discussion on 21 Evergreen Skills connects well with the real need to stay relevant and valuable at work by constantly improving soft skills like communication, adaptability, and relationship building.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Gaps identified on the working area.</b>                                   | <p>Professional etiquette, like proper meeting behaviour or digital communication tone, is not always followed by everyone.</p> <p>There is a visible gap in awareness about the need to regularly update skills, which may affect performance and adaptability in a competitive environment.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Suggestions for improvement</b>                                            | <p>Short workshops on email etiquette, meeting manners, and relationship building can help interact better.</p> <p>Encouraging a habit of continuous learning and self-reflection will help the team grow both professionally and personally.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Plan for the next week</b>                                                 | This will be discussed and decided in the next meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

**Signature of the Student**



## Weekly Report 04

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

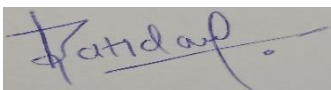
**Stream:** Pharmaceutical Management

**Week no:** 4

**From:** 2/06/2025 to 7/06/2025

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|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>Interactive Session-</b> Where we discussed on the importance of management of revenue, emphasizing how product teams play a vital role in driving profitability and making strategic financial decisions. We also explored the concept of flawless execution, where the significance of meticulous planning and timely implementation in brand strategies was emphasized. The session further stressed the value of engagement, explaining how meaningful interactions with stakeholders can strengthen brand recognition and trust. Lastly, we discussed building confidence in presenting, which is essential for effectively delivering product-related content and communicating ideas with clarity and impact.</p> <p><b>Assignment-</b> Where we shared our 4<sup>th</sup> assignment, which includes:<br/>Body Language &amp; Table Manners<br/>PESTEL Analysis of Valsartan + Sacubitril<br/>Brand Plan for Valsartan + Sacubitril</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Concepts taught in modules such as Brand Management and Business Communication were directly applied this week. The practical use of tools like PESTEL and SWOT, as well as understanding branding elements like positioning and packaging, mirrored our classroom learnings.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Gaps identified on the working area.</b>                                   | Gaps identified include inconsistent application of discussed etiquettes and body language, a lack of in-depth product knowledge for effective branding.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Suggestions for improvement</b>                                            | Offer regular training sessions and workshops that emphasize the daily use of professional etiquette and effective body language. Promote in-depth product research and organize knowledge-sharing discussions to strengthen branding strategies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Plan for the next week</b>                                                 | Not determined yet, it will be decided in the next meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

**Signature of the Student**



## Weekly Report 05

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

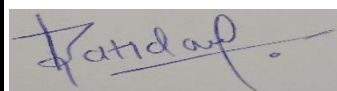
**Stream:** Pharmaceutical Management

**Week no:** 5

**From:** 9/06/2025 to 14/06/2025

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|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>Interactive Session-</b> Where we discussed on the importance of effective presentation and communication skills. Key points included the importance of clear and confident content delivery and using PESTEL analysis for brands and molecules. We were advised to use positive terms like “scope of improvement” instead of “weakness,” and to end presentations with a soft tone and brief summary for better impact.</p> <p><b>Assignment-</b> We did our next assignment on the following topics:</p> <ul style="list-style-type: none"><li>• Essentials of a Business Presentation</li><li>• Importance of colours in LBL, Visual aids, Packs design etc</li><li>• Business Development</li><li>• Code of Ethics</li></ul> <p>We also had a masterclass this week by Ms. Shailja Dwivedi Pathak Ma'am on the topic “Significance of Digital Marketing in the Pharmaceutical Industry”.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | The session on presentation skills and PESTEL analysis helped in improving how we explain brand strategies and market environment during internal discussions. The masterclass on digital marketing gave a better understanding of how companies are using digital platforms, which we also see being implemented in our organization's promotional strategies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Gaps identified on the working area.</b>                                   | As such, no major gaps were identified, but presentations sometimes lack a proper structure or professional tone during online meetings.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Suggestions for improvement</b>                                            | Arranging small training sessions on how to speak and present well can make presentations clearer and more professional.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Plan for the next week</b>                                                 | A presentation on the given assignment is expected to take place, and further details or tasks for the upcoming week are yet to be informed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

**Signature of the Student**



## Weekly Report 06

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

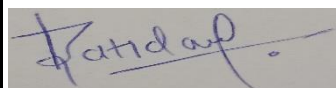
**Stream:** Pharmaceutical Management

**Week no:** 6

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

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|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | This week, I revised the points discussed in the last week's masterclass. I noted down the key ideas and tried to understand how they are useful in real work. |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | The masterclass helped me understand how topics we learn in college are actually used in real company work. It made learning feel more real and useful.        |
| <b>Gaps identified on the working area.</b>                                   | No major gaps were seen this week. However sometimes important points from discussions are not always noted or followed up.                                    |
| <b>Suggestions for improvement</b>                                            | Keeping short notes or summaries after discussions can help avoid confusion and improve work quality.                                                          |
| <b>Plan for the next week</b>                                                 | Waiting for further updates or tasks, which will be shared in the upcoming meeting scheduled on the 23 <sup>rd</sup> .                                         |

**Signature of the Student**



## Weekly Report 07

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

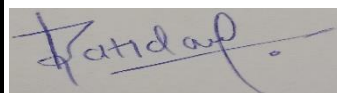
**Stream:** Pharmaceutical Management

**Week no:** 7

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

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|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>Interactive Session (23/06):</b><br/>In this session, we learned how to read and understand IQVIA and Pharmarack reports. Their relevance in analyzing market trends and brand performance was also explained. Sir highlighted the importance of regular mock presentations to improve business communication skills.</p> <p><b>Assignment :</b><br/>Prepared presentations on the following topics:</p> <ul style="list-style-type: none"><li>• Competitive Intelligence</li><li>• Artificial Intelligence</li><li>• Importance of Visual Aids and LBLs</li><li>• Distribution Strategy and various distribution channels</li></ul> <p><b>Interactive Session (27/06):</b><br/>This session focused on aligning our assignments with our chosen brand. Sir advised keeping brand names simple, easy to pronounce, and memorable. He explained that every brand should offer some value to stand out in the market.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Consistent practice through mock sessions helps build confidence for business presentations. The concept of branding taught in class was practically applied by learning how a good brand name should be clear, simple, and meaningful — ensuring it resonates with the audience.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Gaps identified on the working area.</b>                                   | As such, no major gaps were identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Suggestions for improvement</b>                                            | No specific suggestions at this point for this week.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Plan for the next week</b>                                                 | We will focus on understanding the role of demographics, neuromarketing, and key financial parameters in brand planning. We also need to prepare for handling Q&A related to our brand plan. Presentations on these topics are to be prepared and shared in the next session on Friday.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

**Signature of the Student**



## Weekly Report 08

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

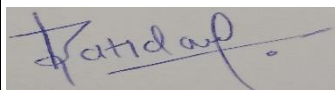
**Stream:** Pharmaceutical Management

**Week no:** 8

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

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|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>Interactive Session:</b> Where we discussed important topics like Significance of Demographics, Neuromarketing, Financial Parameters, and How to handle Q&amp;A for the Brand Plan, all of which helped us align these concepts with our individual brand plans.</p> <p>Additionally, we worked on the next set of assignments given during the session, which included:</p> <ul style="list-style-type: none"><li>• Types of Contracts for Employment in India</li><li>• People Planning / Management Strategies</li><li>• KPI for Employee Appraisal</li><li>• Talent / Manpower Management</li><li>• Building Positive Competition in a Team</li><li>• Business Negotiations</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Neuromarketing, and Financial Parameters are directly relevant to pharmaceutical brand planning and helped me understand how theoretical frameworks are applied in market segmentation, customer behavior analysis, and financial evaluation. The Q&A preparation segment provided practical insights into handling brand presentations effectively.                                                                                                                                                                                                                                                                                                                                            |
| <b>Gaps identified on the working area.</b>                                   | As such, no major gaps were identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Suggestions for improvement</b>                                            | No specific suggestions at this point for this week.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Plan for the next week</b>                                                 | The assignments shared this week are scheduled to be discussed in upcoming session.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

**Signature of the Student**



## Weekly Report 09

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

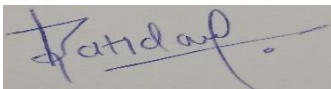
**Stream:** Pharmaceutical Management

**Week no:** 9

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

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>Interactive Session:</b> This week, we had an engaging session focused on key HR and management concepts such as types of employment contracts in India, people planning, performance KPIs, talent management, fostering positive team competition, and business negotiations within the pharma industry. These discussions offered valuable insights into the strategic role of HR in aligning people with organizational goals.</p> <p>Additionally, we had a masterclass by Mdm. Kusuma Devi, VP – Regulatory Affairs at Micro Labs, on the critical role of regulatory compliance in global pharmaceutical markets, highlighting its impact on market access and business success.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | The masterclass helped us clearly connect what we learned in class about regulatory compliance with how it is used in the real pharma industry. It showed how important rules and guidelines from organizations like USFDA, WHO, and EMA are for getting medicines approved and keeping patients safe. The session also explained how pharmaceutical companies follow these rules carefully as part of their business strategy, which matches what we've studied about international regulations and their impact on global market success.                                                                                                                                                      |
| <b>Gaps identified on the working area.</b>                                   | There is a gap in applying strategic HR concepts like people planning, KPIs, and team leadership practically. Limited exposure to real tools.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | To address the gaps, targeted training on practical HR tools like KPI dashboards, employee engagement strategies, and structured people planning should be introduced.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Plan for the next week</b>                                                 | Next week, we have an interactive session on our final assignment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

**Signature of the Student**



## Weekly Report 10

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

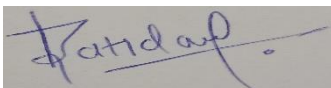
**Stream:** Pharmaceutical Management

**Week no:** 10

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

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>Interactive Session:</b> Where we presented our presentations on the OTC business and concluded the internship with the submission of our final report on 15th July.</p> <p><b>Assignment :</b><br/>Selected an OTC product to understand key aspects of OTC marketing such as:</p> <ul style="list-style-type: none"><li>• Brand Naming</li><li>• Advertising &amp; Brand Promotion</li><li>• Target Positioning</li><li>• Communication Channels (Digital &amp; Physical)</li><li>• Content &amp; Communication Planning</li><li>• Ethics &amp; Regulatory Aspects in Advertising</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | The theoretical concepts studied in class regarding OTC marketing were effectively applied during the internship. While selecting and analyzing an OTC product, I could connect classroom discussions on branding and digital marketing tools with real-world strategies used by pharma companies.                                                                                                                                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | As such, no major gaps were identified.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Suggestions for improvement</b>                                            | No suggestions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Plan for the next week</b>                                                 | The internship was successfully completed with the submission of the final report on 15th July.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

**Signature of the Student**



## Compiled Report

**Name of the Organisation:** Micro Labs Limited

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

**Name of the Student:** Bhumika Patidar

**Roll no:** 0632

**Stream:** Pharmaceutical Management

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <b>Activity Done</b>                                                          | <p>During the internship, I was involved in a variety of tasks and interactive sessions. Initially, we had orientation sessions to understand the structure and expectations of the internship. We discussed self-leadership, setting SMART goals, and building a professional personality.</p> <p>Later, I conducted pharmacy market research on Esomeprazole and its combination with Domperidone. I collected data on brand availability, prescriptions, prices, and product insights through field visits.</p> <p>Throughout the internship, I worked on various assignments and presentations, including:</p> <ul style="list-style-type: none"><li>• Business Presentation Essentials</li><li>• Digital &amp; OTC Marketing</li><li>• Branding Strategies and PESTEL Analysis</li><li>• Regulatory Compliance and HR Concepts</li><li>• Distribution and Visual Aid Strategy</li><li>• Brand Planning and Neuromarketing</li><li>• Competitive Intelligence and AI in Pharma</li><li>• Code of Ethics in Pharma Promotions</li></ul> <p>I also attended masterclasses by experts such as Ms. Shailja Pathak (Digital Marketing) and Ms. Kusuma Devi (Regulatory Affairs), which gave deeper insights into practical pharmaceutical industry operations.</p> <p>In the final week, I presented my OTC product analysis and submitted the final report on 15th July 2025, officially concluding the internship.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p>Applied self-assessment, goal setting, and body language techniques in meetings and interactions.</p> <p>Market research and pharmacy surveys helped me practically understand brand positioning, competition, and customer insights.</p> <p>Used tools like SWOT and PESTEL for analyzing the Valsartan + Sacubitril combination and created a brand plan.</p> <p>Practiced digital etiquette and communication strategies from our Business Communication course.</p> <p>Understood real-world applications of branding, advertising ethics, distribution channels, and people planning in the pharma industry.</p> <p>Regulatory learnings from subjects like Pharmaceutical Marketing and Regulatory Affairs were aligned with real-time examples shared in masterclasses.</p> <p>Worked on HR tools like KPIs, employee engagement, and talent management strategies which were earlier studied theoretically.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Gaps identified on the working area.</b></p> | <p>Many interns and team members struggled with virtual meeting etiquette and maintaining professionalism.</p> <p>Pharmacists lacked awareness about product differentiation and prescribing trends.</p> <p>Some pharmacy counters had low stock or outdated availability data.</p> <p>Presentations during sessions lacked clarity, structure, and confident delivery.</p> <p>Limited exposure to practical HR tools like dashboards and structured people planning.</p> <p>Important learnings from discussions were not always documented or followed up, leading to missed insights.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p><b>Suggestions for improvement</b></p>          | <p>Arrange short workshops on email writing, video call etiquette, and body language.</p> <p>Promote continuous self-learning through bite-sized modules or mentoring sessions.</p> <p>Provide field training for pharmacists and improve stock management systems.</p> <p>Encourage use of digital prescription tracking apps for better data collection.</p> <p>Offer practical training on HR tools such as KPI dashboards and employee engagement strategies.</p> <p>Make note-taking a habit post-discussions to retain important points for future use.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Key Learnings</b></p>                        | <p>Practical Market Research: Learned how real-world data is collected through pharmacy visits, and how brand availability, pricing, and demand are evaluated.</p> <p>Brand Management: Gained hands-on experience in brand positioning, naming, visual identity, and strategic planning using tools like SWOT and PESTEL.</p> <p>Presentation &amp; Communication: Improved my confidence in delivering structured presentations and using professional business language during discussions.</p> <p>Digital &amp; OTC Marketing: Understood the growing importance of digital channels in pharma promotion and how OTC brands are positioned to consumers.</p> <p>Cross-functional Understanding: Learned how HR, sales, distribution, and regulatory departments contribute to a product's journey in the market.</p> <p>Regulatory Awareness: Realized how compliance with global authorities like USFDA and WHO impacts pharma businesses in terms of credibility and success.</p> <p>People Management: Developed understanding of KPIs, performance tracking, and strategies for maintaining a healthy and competitive team environment.</p> <p>Self-development: Recognized the value of personal branding, time management, adaptability, and the importance of being a lifelong learner in the pharma field.</p> |