

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited, Gurugram

From May 12 ,2025 to July 21, 2025

A REPORT BY

Bhavneet Singh

Master Of Business Administration

Pharmaceutical Management

2024-26

Under the Mentorship of

Dr. Sudhinder Singh Chowhan

(Associate professor)





Certificate of Recognition



This is to certify that

Mr. **BHAVNEET SINGH**

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

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

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

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



A handwritten signature in blue ink.

Tavinder Jit Singh Vasudeva
President & CBO

Date : 21-7-2025

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Bhavneet Singh** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date:

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan'.

Signature of Faculty Mentor

Name: **Dr. Sudhinder Singh Chowhan**

Designation: **Associate Professor, IIHMR University**

MICRO LABS LTD.

Micro Labs was established on September 7, 1973, by Mr. G. C. Surana. Micro Labs Limited's operating revenues exceed INR 500 crore. It is a multifaceted healthcare organisation with a highly competent marketing team with its headquarters in Bangalore. The company possesses manufacturing facilities and research and development centres that adhere to international standards. According to IQVIA's April 25 report, Micro Labs is ranked 19th in the MAT category. The company is widely recognised for its brand “DOLO-650,” while its portfolio encompasses some of the most prominent brands in various specialties, including cardiology, diabetology, anti-infective, ophthalmology, and pain management.

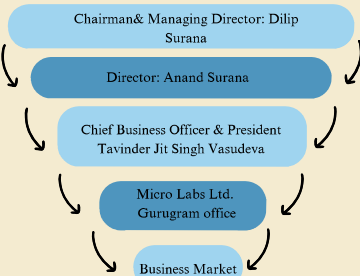
Mission

To improve lives by providing high-quality, affordable, and innovative pharmaceutical products. Upholds the highest manufacturing, research, and ethical business standards to deliver excellence. By focussing on patient well-being, strong stakeholder relationships, and continuous development, they aim to be a force for positive change in the global healthcare ecosystem.

Vission

To continually raise the benchmark of excellence in every aspect of operations from manufacturing and R&D to patient education and healthcare professional engagement Organisation foster a culture that values inclusivity, collaboration, and continuous growth.

ORGANISATIONAL STRUCTURE



Challenges

- Staying engaged in virtual meetings and discussions; it was more challenging compared to in-person interactions.
- Time management was another challenge because working from home came with many distractions that affected both focus and productivity

Suggestions

- Some guidance regarding market could have been provided.
- More knowledge regarding market could've been provided so that the working on field can be easier.
- Sales, marketing, and logistics teams can provide crucial insights and ensure smooth operations. Their on-the-ground efforts can help us understand market dynamics, customer needs, and competition, enabling effective strategy execution and fostering brand growth and customer satisfaction.
- More visits to the organization are required so that proper knowledge and experience of market can be gained, which will help in future.

PRODUCT PROFILE

- Brivacetam is an anticonvulsant drug used for treatment of partial onset of seizures.
- BRV has high affinity ligand for SV2A.
- It has faster brain penetration and high oral bioavailability.
- Absorption is Nearly 100% oral bioavailability.
- Route of elimination is of more than 95%.
- Very few drug interactions compared to other ASDs
- Effective doses ranges from 50-200mg/day
- No carcinogenesis or fertility impairment found.

BRAND NAME

- Salt Name:- Brivacetam
- Brand Name:- **BRIVACALM**
- The Rational of Proposed name:
- The brand name “**BRIVACALM**” gives the clear connection as “**BRIVA**” connects to the API and “**CALM**” connects to the core therapeutic activity of the molecule that is treatment of seizures.
- The Calm Effect help in emotional reassurance that a patient will seeks peace of mind and improved quality of life.
- Moreover name is smooth , easy to remember as it give a calm sounding effect that may be trusted by Physicians

SWOT ANALYSIS

Strength

- High Affinity & Efficacy: BRV binds selectively to SV2A receptors with 20X greater affinity than Levetiracetam, offering superior seizure control.
- Rapid Onset & CNS Penetration: Quick brain entry and 100% oral bioavailability enhance therapeutic effect.
- Better Tolerability: Fewer behavioural side effects compared to Levetiracetam; well-tolerated in patients switching due to psychiatric AEs.

Weakness

- Not First-Line Yet: Despite its efficacy, many neurologists still start with older, cheaper ASDs.
- Liver Impairment Precaution: Dose adjustment needed in hepatic dysfunction.
- Limited Long-Term Data in Some Segments: Less extensive post-market data for paediatric, elderly, and comorbid populations

Opportunity

- Rising Global Epilepsy Burden: With over 50 million epilepsy patients worldwide, demand is growing.
- India & Asia Market Potential: India alone has over 5.7-6.4 million epilepsy patients with increasing access to care.
- Digital Health Integration: Use with seizure tracking apps and wearables boosts patient engagement and adherence.

Threath

- Regulatory Hurdles: Stringent regulatory approvals and pharmacovigilance requirements could delay new indications or formulations.
- Market Saturation: The anti-epileptic market is competitive with several generics and alternatives (Lacosamide, Oxcarbazepine, etc.).

PESTEL

- Political:-** Government initiatives in India like Ayushman Bharat promotes access to neurological care. Pricing strategies and profitability are affected by government policies by NPPA which controls pricing and reimbursement policy. Improving market access can be achieved through beneficial reimbursement.
- Economical:-** Epilepsy market in India is growing on a good scale from \$25 Million in 2024 to projected \$106 Million by 2035 with CAGR of 14%. Generic entry in India will drive volume-based growth in cost sensitive area.
- Society:-** In India majority of the cases of epilepsy are between 15-49 age group which is the most economic productive segment. Social stigma around epilepsy reduces diagnosis and treatment rate which can be main challenge in rural areas.
- Technology:-** Increase in digital health awareness and using technological advancement like use of seizure tracking apps will improve patient engagement and adherence. Use of e-prescriptions, Tele Neurology and digital platforms can improve diagnosis and prescribing rates.
- Environment:-** Using Eco Friendly packaging and supply chains ensure pharma companies to reduce carbon footprint.
- Legal:-** Brivacetam key patent expiry enables the entry of generic version in Asia specifically in India. India sees no patent protection on molecule that do not meet “novelty” under Section 3(D) of Indian Patent Act Making easier for generic launch.

STP

Segmentations

Segmented in Urban Tier 1&2 cities specialist neurologist access and in Rural and semi-urban areas which is a cost sensitive and dependent on government support programs
For demographics age above 16 increasingly focus on males.

Targeting

Primary target would be the neurologist in urban centres treating patients ≥16 years with partial-onset seizures.
Hospitals and epilepsy centres with high patient volume.
Government tenders and rural neuro camps through branded-generic offerings.

Positioning

BRIVACALM- POWER TO PREVENT,CALM TO CARE.”
Positioned as High-efficacy and well-tolerated solution for partial-onset epilepsy and Preferred switch option for patients experiencing psychiatric/behavioural AEs with Levetiracetam



Learnings

Personal Development

- Learned business etiquette, netiquette, and body language to adopt a professional corporate behaviour and enhance interpersonal effectiveness.
- Emphasised table manners and formal networking to understand the power of first impressions and boost confidence in social-business settings.
- Focused on consistency, authenticity, and professionalism in communication and appearance to build a strong personal brand.

Brand Development

- Applied strategic tools like PESTEL analysis and Porter's principles to understand brand positioning in competitive markets.
- Developed a comprehensive brand plan for Brivacetam, combining theoretical frameworks with practical pharmaceutical marketing insights.
- Explored design psychology, including the use of colour, fonts, and layout in LBLs to influence consumer perception and brand recall.

ABOUT

MICRO LABS LIMITED

Micro Labs was established on September 7, 1973, by Mr. G. C. Surana. Micro Labs Limited's operating revenues exceed INR 500 crore with a presence in over 500 countries. It is a multifaceted healthcare organisation with a highly competent marketing team with its headquarters in Bangalore. The company possesses manufacturing facilities and research and development centres that adhere to international standards. According to IQVIA's April 25 report, Micro Labs is ranked 19th in the MAT category.

The company is widely recognised for its brand "DOLO-650" and "Trisopt" while its portfolio encompasses some of the most prominent brands in various specialties, including cardiology, diabetology, anti-infective, ophthalmology, and pain management.

As company grows the presence across the parts of India. We always support **Make-In-India** mission not only just expanding the business but also by creating jobs and giving paying back to society. Always Committed to uplifting local communities through efforts in healthcare, rural education and development with keeping in mind the protection of environment.

Mission

To improve lives by providing high-quality, affordable, and innovative pharmaceutical products. Upholds the highest manufacturing, research, and ethical business standards to deliver excellence. By focussing on patient well-being, strong stakeholder relationships, and continuous development, they aim to be a force for positive change in the global healthcare ecosystem.

Vision

To continually raise the benchmark of excellence in every aspect of operations from manufacturing and R&D to patient education and healthcare professional engagement. Organisation foster a culture that values inclusivity, collaboration, and continuous growth.

WORKING BRIEF SUMMARY

The Summer Internship at Micro Labs Ltd. has been an enriching and multidimensional learning experience that contributed immensely to my personal and professional development. Over the course of the internship, I had the opportunity to get experience to the pharmaceutical industry, understand real-time corporate functions, and develop practical skills that are essential for succeeding in a dynamic and competitive business environment.

In the realm of personal development, I adopted a more structured and professional approach to corporate conduct. Through comprehensive learning modules on corporate etiquette, netiquette, and body language, I significantly enhanced my interpersonal skills and acquired the necessary tools to present myself effectively in formal business settings. The emphasis on table manners during corporate meals underscored the paramount importance of impression management in informal yet pivotal networking encounters. Furthermore, I gained insights into building a personal brand, recognising the significance of consistency, authenticity, and professionalism in all facets of one's conduct.

From a business development standpoint, the internship proved to be exceptionally valuable. I gained exposure to strategic marketing tools such as PESTEL analysis, Porter's principles, and the significance of colours in LBL. Visual aids further enhanced my understanding of how companies position themselves and their products in competitive markets. Developing a brand plan for Brivaracetam enabled me to apply theoretical concepts to practical scenarios. Additionally, I gained insights into colour psychology in pharmaceutical marketing materials and the importance of font and layout in content design, providing a comprehensive perspective on branding.

Sessions on employment contracts, KPI formulation, and people management strategies gave me practical knowledge about HR functions and employee engagement. I also explored different distribution strategies which highlighted the critical role of logistics and partnerships in pharma supply chains. Topics such as neuromarketing and demographics further deepened my understanding of consumer psychology and segmentation, enabling me to appreciate how emotional and cognitive factors influence buying behaviour.

Furthermore, I gained a comprehensive understanding of the significance of positive competition within teams, effective change management, and adaptability—all of which are essential for driving innovation and cultivating a collaborative work environment. The internship also provided insights into the human aspect of business, emphasising the importance of balancing passion with professionalism, while simultaneously maintaining personal well-being and achieving corporate objectives.

The combination of classroom knowledge and real-time business exposure allowed me to understand the complete ecosystem of pharmaceutical marketing from product conceptualization to launch, and from internal team management to customer engagement.

Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

Stream: Pharmaceutical management

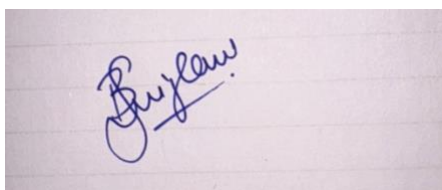
Week no: 01

From: 12 May 2025 **TO** 17 May 2025

Activity Done	Pre interactive session:- During this session, we covered information about internship structure, planning approaches required to ensure smooth conduct of the internship. First meeting with Tavinder Sir was about Overall personality development and of self-analysis. Assignments:- • SWOT analysis of yourself. • How to build yourself as a brand. • Corporate Etiquettes and Netiquettes • Body language. • We shared a Short video showing workout in morning in order to energize yourself. Interactive session:- Presentations on the assignments given and discussed on the importance of the etiquettes & Netiquettes and body language. Discussed on how important is the physical fitness and adaptability of the same in one's life. Sir emphasized on "Try to make efforts from What we are today to achieve What we can or want to be."
Linking theory (Classroom learning) with practice at your organisation	The interactive sessions and assignments provided theoretical insights into professionalism, Etiquettes and Netiquettes , interpersonal skills. I understood the importance of self-analysis and personality development . I applied these principles by using my strengths on projects & ley Upholding honesty in my interactions with colleagues.
Gaps identified on the working area.	Gaps Identified were Lack of interaction may be due to lack of communication in virtual platform. Ignoring Physical fitness. Also being on the online platform we weren't applying Corporate Netiquettes. These gaps hinder effective communication, customer satisfaction, and overall workplace harmony.
Suggestions for improvement	Conducting regular Presentation based assessments to identify individual weakness and strength so that each can work accordingly. This also may improve a communication skills in corporate sector. To improve, implement regular training sessions on professional etiquette. Regular feedback and assessments can help identify ongoing gaps and provide a platform for continuous improvement and development within the organization.

Plan for the next week	Pharmacy survey on the Durg Given “ BILASTINE ”. Regular pharmacy visit collecting data like:- • No. of brands available in pharmacy for the molecule. • Competitor brand molecules • Prices of brands • No. of Rx for the molecule • Indications for the molecule • Picture of packs etc.
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Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

Stream: Pharmaceutical management

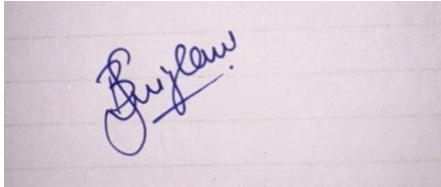
Week no: 02

From: 19 May 2025 **TO** 24 May 2025

Activity Done	Activity:- Pharmacy Survey on the given drug “Bilastine” by the organisation. Started this survey from gathering basic knowledge about the molecule “Bilastine”. Pharmacological activity, pharmacokinetic and pharmacodynamical information of the molecule was researched from research paper found on different platforms like ScienceDirect, Google scholar ,PubMed etc. Visited multiple pharmacies for the market research activity for gathering the ground level report of the assigned drug in my respective area . The following different information were collected about the molecule:- • No. of brands available in pharmacy for the molecule • No. of Formulations available • Competitor brand molecules • Prices of brands • No. of Rx for the molecule • Indications for the molecule • Picture of packs etc.
Linking theory (Classroom learning) with practice at your organisation	This activity helped me to link my theoretical knowledge of concepts like RCPA: Retail costumer prescription audit. To find out how it is carried out and what are the methods and approaches required for market research. Used Questionnaire research method approach to collect data for the survey. This made me understand that theoretical knowledge is must to get inside the field for different task to be done.
Gaps identified on the working area.	According to me gaps Identified were that they only knew which type of physicians prescribe the drug but were not sure about the indication. Retailers were not aware about the difference between the brand and many retailers were also not able to identify the most prescribed brand for the same molecule. I wasn't able to find the single formulation for the same of molecule of my organization in my respective area.
Suggestions for improvement	Retailers can be provided with simple, easy to understand product card along with drug in order to explain indications, dosage forms and other benefits of the molecule. This would also help to gain trust of the costumers. Organisation can identify the gap and work with supply chain department to ensure more product availability in stores. Retailer must use appropriate software to keep a good record of all the prescription data.

Plan for the next week	Not yet decided. Next interactive session on 26 th May(Monday) Further plan will be decided in same session.
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Signature of the Student

A photograph of a handwritten signature in blue ink on lined paper. The signature is written in a cursive style and appears to read 'Bylaw'.

Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Product management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

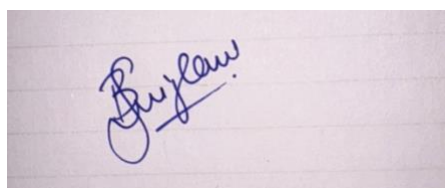
Stream: Pharmaceutical management

Week no: 03

From: 26 May 2025 **TO** 31 May 2025

Activity Done	Interactive session:- During this session, we covered Importance of updating the CV's regularly. Importance of being updated in order to stay ahead of your competition. Sir explained about the relationship and rapport building in corporate and daily life. Presentation on the “21 Evergreen skills that will always make you valuable” explained important skills that must be regularly upgraded. <u>Activities:-</u> • Understanding of Marketing campaign by giving example of observation during the market survey • Difference Between Marketing and branding. • Business Development activities before the product launch • Understanding Molecule/ Product/Therapy switchovers with example related to given molecule. • Sharing an experience from last year where I utilised these evergreen skills. Also, updating the market survey with information on competitor molecules in the market for the assigned molecule and Executive summary at the end briefing the pharmacy survey.
Linking theory (Classroom learning) with practice at your organisation	This interactive session helped me in understanding the evergreen skill and also how important these are in updating yourself in order to stay in competition in corporate and daily life. Netiquettes and etiquettes in corporate life helps to build the relationship and rapport building in corporate life. Market survey Assignment act as a bridge to cover gap between theoretical and practical knowledge as this help me to observe different market campaigns in the field.
Gaps identified on the working area.	No suggestion is required for this week as in my opinion.
Suggestions for improvement	No suggestion is required as for this week as in my opinion.
Plan for the next week	Next interactive sessions planned on 3rd June to conduct presentations on market survey and marketing campaign. And further Assignments yet to be given in the same meeting.

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

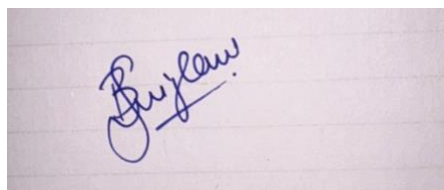
Stream: Pharmaceutical management

Week no: 04

From: 2 June 2025 **TO** 7 June 2025

Activity Done	Interactive session:- Presented the market surveys in the session. Covered Important topics like importance of management revenue. How important is the sales and management of revenue to stand up the business. One should be confident while presenting the contents. Learned about the how the table manners and body language are important in corporate offices. Activities:- • Prepared a Video of 2-3 minutes of presenting the topic from market survey. • Brand plan on the allotted molecule "Brivaracetam" • Presentations on Body language and Table manners. • Understanding of PESTEL analysis with example related to give "Brivaracetam" molecule.
Linking theory (Classroom learning) with practice at your organisation	Preparing a brand plan on "Brivaracetam" allowed me to apply our branding knowledge to a specific product that how the brand plan is prepared how the data can be collected via different reports available. While presentation on table manners and body language reinforced practical implementation in everyday life.
Gaps identified on the working area.	Gaps Identified that there was no Beforehand knowledge given about the contents of the Brand Plan. A lack of In-depth knowledge of what are required in the brand pan for job related task.
Suggestions for improvement	Session and examples of how to prepare a brand plan. Provide information on the content and the reports that must be followed to collect the data
Plan for the next week	Interactive session with the Talvinder Sir with presentations on the brand plan. Further task will be decided on the next session.

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

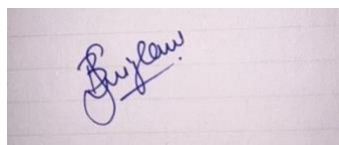
Stream: Pharmaceutical management

Week no: 05

From: 9 June 2025 **TO** 14 June 2025

Activity Done	Interactive Session:- During this session, we gained valuable insights into how to connect assignment topics with relevant reference articles, including various journals, reports, and case studies. Additionally, we gained information about the significance of the PESTEL analysis in the context of brand development. During our presentation, we received valuable suggestions that instead of simply stating “weakness,” it is more effective to adopt a scope of improvement mindset. Assignments:- • Essentials of a business Presentations • Importance of colours In LBL, Visual Aid, pack Design etc. • Business Development • Code of ethics Informative Session:- Master class on topic “Significance of Digital Marketing in Pharmaceutical Industry” by one of the Industry Expert
Linking theory (Classroom learning) with practice at your organisation	Understanding the importance of the 7C’s of communication in the presentation that is integral part of the corporate world. Research on business development tasks establishes a link between theory and practice by aligning business development initiatives with market expansion and competitor analysis strategies.
Gaps identified on the working area.	No Gaps during this informative week.
Suggestions for improvement	No suggestion is required as for this week as in my opinion.
Plan for the next week	Activities to be carried out for next week and updating the PESTEL analysis related to the give molecule for brand.

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

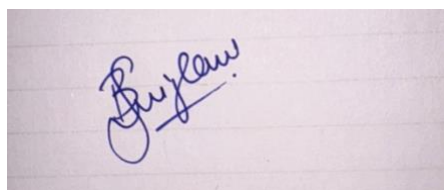
Stream: Pharmaceutical management

Week no: 06

From: 16 June 2025 **TO** 21 June 2025

Activity Done	Informative Session:- Master class on topic “ Significance of Digital Marketing in Pharmaceutical Industry ” by one of the Industry Expert . We Learn:- • Evaluation of marketing • Importance of Digital marketing • Different Domain of marketing Activity:- Modified the Presentations on business development after the informative session.
Linking theory (Classroom learning) with practice at your organisation	This session provided a valuable opportunity to gain deeper insights into the significance of digital marketing within the pharmaceutical industry, helping to understand its growing impact on Brand promotion, Doctor engagement, and overall Business strategy. Learned about domain of digital marketing SEO, Content marketing, social medial marketing and email marketing.
Gaps identified on the working area.	The Gap Identified integration of digital tools and marketing campaigns.
Suggestions for improvement	A structured digital marketing training module encompassing tools such as email campaigns, social media, and virtual interactions will facilitate employees’ integration of digital strategies into their daily operational processes.
Plan for the next week	Waiting for further updates or tasks, which will be shared in the upcoming meeting scheduled on the 23 rd .

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

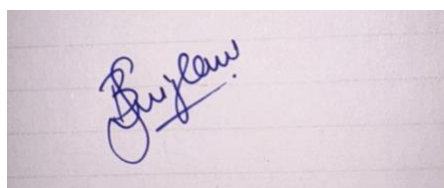
Stream: Pharmaceutical management

Week no: 07

From: 23 June 2025 **TO** 28 June 2025

Activity Done	Informative Session:- (23/06) During this session we got to know how to read and analyse the IQIVA report and Pharma rack report and its also its significance. Sir emphasised on how regular mock practise is important for business presentations. Activities:- Made presentations on the different topics:- • Competitive intelligence • Artificial intelligence • Visual aid and LBLs significance • Distribution strategy including different distribution channels Informative Session:-(27/06) During this session we had an interactive session where we discussed on importance of connecting the assignments with your brand. Sir explained to keep the brand name easy to remember, easy to write and without a tongue twister .There must be Value addition to your brand.
Linking theory (Classroom learning) with practice at your organisation	IQVIA and Pharma rack reports are crucial tools in the pharmaceutical industry, providing insights into market dynamics, brand performance, and competitor analysis. These insights are vital for preparing presentations and strategic assignments, as they offer empirical data to support arguments. Regular mock practices to build confidence and clarity in business presentations. A brand name should be straightforward, easily memorable, and effectively communicate value. It should avoid employing complex or challenging-to-pronounce terms. This approach effectively bridges the gap between theoretical branding concepts and their practical application during product development and marketing.
Gaps identified on the working area.	No gap identified during this informative week.
Suggestions for improvement	No suggestion as if now for this week.
Plan for the next week	Understanding the Significance of demographics and neuromarketing. Understanding essential Financial parameters in business growth. Make the presentations for the same that is to be presented in next session on coming Friday.

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

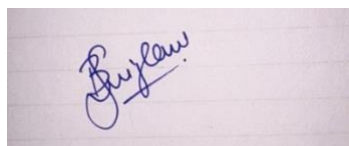
Stream: Pharmaceutical management

Week no: 08

From: 30 June 2025 **TO** 5 July 2025

Activity Done	Interactive Session:- (04/07) Got a chance to visit to Office Physically and had an interaction with Tavinder Sir. Presented presentations on the Demographics and understand the Importance of essential business Finance. Got How to suggestion to how to end presentation when you your pitch related to brand plan. Activity:- • Made presentations on:- Significance of demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan Informative session:- Had an interaction with the chartered accountant of the organisation that provided us with valuable insights into essential business finance. They emphasised the significance of cash flow management and offered guidance on effective fund allocation for new projects.
Linking theory (Classroom learning) with practice at your organisation	During the visit, I observed effective strategies for handling Q&A sessions during the presentation of the Brand Plan. I learned how to engage with colleagues and maintain a respectful dialogue with senior management officials. Additionally, I gained insights into the financial aspects of business management, both in new and existing ventures. I understood the significance of demographics in the formulation of a Brand Plan, including how they influence customer segmentation and the development of tailored execution strategies. Furthermore, I gained knowledge of neuromarketing, which elucidates how various organisations are employing this novel marketing approach, its benefits, and the subsequent action plans to follow.
Gaps identified on the working area.	No gap identified during this informative week but I feel lack of interaction during online sessions.
Suggestions for improvement	No suggestion as if now for this week but there must me a regular monthly visits to organisation giving you a insightful experience.
Plan for the next week	The assignment shared this week were scheduled to be discussed in upcoming session.

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area of Summer Internship Program: Brand management intern

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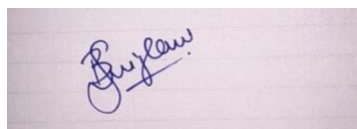
Stream: Pharmaceutical management

Week no: 09

From: 07 June 2025 TO 12 July 2025

Activity Done	Interactive Session:- (11/07) During the session presented the presentations on the types of contract for employment and people management strategies. Got the knowledge about how important is managing the people as a manager since human resource is the most important resource to get managed. Learned about Business Negotiations that they play a crucial role in the business strategies. Activity:- • Types of contracts for employment in India • People planning / management strategies • KPI for employee appraisal • Talent / manpower management • Building positive competition in team as a manager / team lead • Business negotiations Informative session:- Had an interaction with the Vice President Regulatory Affairs in micro labs shared her insightful knowledge on the topic “The Pivotal Role of Regulatory Compliance in the Global Pharma Markets” This session helps us to explore the critical importance of regulatory adherence within th expansion and diverse global pharmaceutical markets.
Linking theory (Classroom learning) with practice at your organisation	These topics provide insights into the significance of human resources as the primary resource for management. They explore the diverse strategies employed to manage the workforce of a specific brand. The informative session on regulatory frameworks offered knowledge about the link between regulatory compliance and marketing. It was evident that varying regulatory guidelines across different countries pose challenges to international marketing efforts.
Gaps identified on the working area.	One aspect I discovered that necessitates knowledge of regulatory affairs. Given that pharmaceutical marketing is regulated, a lack of knowledge in this area can result in a disadvantage in the competitive landscape.
Suggestions for improvement	Regular workshops on this regulatory affairs and international marketing can help a lot in clearing all the doubts
Plan for the next week	The Final given topics of the assignment and compiling the full final report.

Signature of the Student



Weekly Report

Name of the Organisation: Micro labs limited.

Area Program: Brand management intern

Name of the Student: Bhavneet Singh

Roll no: 0631

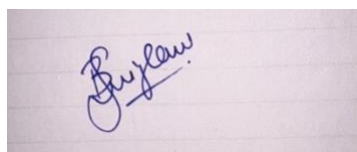
Stream: Pharmaceutical management

Week no: 10

From: 14 June 2025 TO 19 July 2025

Activity Done	Interactive Session:- During the session presented the presentations on the OTC business and Internship was ended with submission of final report Activity:- • Selected on OTC product and used it to understand the OTC business including different topics :- Brand naming • Advertising and brand promotion • Target positioning • Communication Channels (Digital and Physical) • Content and communication planning • Ethics and regulation in advertisements FINAL SUBMISSION WAS MADE ON 15/07 a final detailed report was submitted.
Linking theory (Classroom learning) with practice at your organisation	These topics provide insights into the significance of the OTC Business as it play a crucial role in as it has a high costumer reach and can be promoted directly to customers. We find out that for companies this is a fantastic chance to diversify their income sources, build strong connections with their customers and shine their brand outside doctor's office.
Gaps identified on the working area.	No gaps was identified .
Suggestions for improvement	No suggestions is required for this week as in my opinion.
Plan for the next week	Internship was completed by sending complied report .

Signature of the Student



Compiled Report

Name of the Organisation: Micro labs limited.

Area Program: Brand Management Intern

Name of the Student: Bhavneet Singh

Roll no: 0631

Stream: Pharmaceutical management

Activity Done	• Market Survey done on molecule given Bilastine. Visited several pharmacies and gathered the data for the same as competitors' molecules, different brand formulations. • During the personal development sessions, I understood how to build ourselves as a brand. • The requirement of the Corporate Etiquettes and Netiquette in the professional life and importance of them to use in the corporate world. • Understanding difference between marketing and branding. Importance of marketing campaigns and observed the marketing campaign of a generic brand in the respective area. Reviewed the Porter's branding and marketing strategies to understand the branding message. • 21 Evergreen skills that are important to build up a career. • Made brand plan on the molecule give "Brivaracetam". • Importance of PESTLE analysis and did PESTLE and SWOT analysis on the give molecule. • Made Package design by implementing the importance of colours in labelling, visual aids and package design. • Importance of body language and how they help to reflect your personality by nonverbal type of communication with the importance of table manners that also reflect the personality in professional meetings. • Essentials of business meetings and code of ethics that are must during the marketing strategies. • Competitive Intelligence and advancement of the marketing with new Artificial intelligence. • Neuromarketing for better understanding of the customer for effective positioning of product in a particular targeted audience. • Different Distribution strategies for proper reach of product to the customers. • Significance of Demographics in pharmaceutical marketing. • Essentials of Business Finance that are important and must be taken care for during business mainly emphasise on cash flow in business. • For effective distribution of manpower in organisation as a team lead different people management strategies, KPI for Employee appraisals and how to build the positive competition in the team. • Importance of business negotiations. • Understanding the OTC business with any OTC product and using it to understand branding name, advertisement Regulatory bodies in OTC
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	marketing, Different channels for advertisement, content & Communication planning and barriers in OTC business.
Linking theory (Classroom learning) with practice at your organisation	• The interactive sessions and assignments provided theoretical insights into professionalism, Etiquettes and Netiquettes, interpersonal skills. I understood the importance of self-analysis and personality development. • The market helped me to link my theoretical knowledge of concepts like RCPA: Retail customer prescription audit. To find out how it is carried out and what are the methods and approaches required for market research. Used Questionnaire research method approach to collect data for the survey. This helped me in understanding the evergreen skill and how important these are in updating yourself to stay in competition in corporate and daily life. • Netiquettes and etiquettes in corporate life helps to build the relationship and rapport in corporate life. Market campaign Assignment acted as a bridge to cover gap between theoretical and practical knowledge as this helped me to observe different market campaigns in the field. • Preparing a brand plan allowed me to apply our branding knowledge to a specific product. How the brand plan is prepared how the data can be collected via different reports available. While presentation on table manners and body language reinforced practical implementation in everyday life. • Research on business development tasks establishes a link between theory and practice by aligning business development initiatives with market expansion and competitor analysis strategies. • Regular mock practices to build confidence and clarity in business presentations. A brand name should be straightforward, easily memorable, and effectively communicate value. It should avoid employing complex or challenging-to-pronounce terms • Gained insights into the financial aspects of business management, both in new and existing ventures. I understood the significance of demographics in the formulation of a Brand Plan, including how they influence customer segmentation and the development of tailored execution strategies. • Furthermore, understanding of neuromarketing, which elucidates how various organisations are employing this novel marketing approach, its benefits, and the subsequent action plans to follow. • Human resources are the primary resource for management, and this session explored various strategies for managing a brand's workforce. The informative session on regulatory frameworks highlighted the link between compliance and marketing, showing how varying guidelines across countries affect international marketing. • Provide insights into the significance of the OTC Business as it plays a crucial role and has a high customer reach and can be promoted directly to customers.

Gaps identified on the working area.	• Identified gaps include limited interaction possible caused by poor communication on virtual platforms, neglect of physical fitness, and a lack of adherence to corporate netiquette in online settings. These issues collectively hinder effective communication and disrupt overall workplace harmony. • Gaps Identified during market survey were that Retailers only knew which type of physicians prescribe the drug but were not sure about the indication. • The Gap Identified in integration of digital tools and marketing campaigns. • Lack of interaction during online sessions. • Integration of digital tools and marketing campaigns. • One key insight I gained is the importance of understanding regulatory affairs. Since pharmaceutical marketing operates within a regulated framework, lacking knowledge in this area can create a significant disadvantage in a competitive environment. • There was no Beforehand knowledge given about the contents of the Brand Plan. A lack of In-depth knowledge of what was required in the brand plan for job related task.
Suggestions for improvement	• Conduct regular presentation-based assessments to identify individual strengths and weaknesses, enabling them to work accordingly. This can also improve communication skills in the corporate sector. Implement regular training sessions on professional etiquette. Regular feedback and assessments can help identify ongoing gaps and provide a platform for continuous improvement and development within the organisation. • Retailers can be provided with simple, easy to understand product card along with drug to explain indications, dosage forms and other benefits of the molecule. • Session and examples of how to prepare a brand plan. Provide information on the content and the reports that must be followed to collect the data. • A structured digital marketing training module encompassing tools such as email campaigns, social media, and virtual interactions will facilitate employees' integration of digital strategies into their daily operational processes. • Regular workshops on this regulatory affairs and international marketing can help a lot in clearing all the doubts.