

SUMMER INTERNSHIP PROGRAM

at

MICROLABS LTD

From 12-05-2025 to 21-07-2025

A REPORT BY

BASWA NANDINI

Master of Business Administration

PHARMACEUTICAL MANAGEMENT

Roll no - 0625

2024-26

Under the Mentorship of

Dr. Rahul Sharma - Associate Professor

IIHMR UNIVERSITY, JAIPUR





Certificate of Recognition



This is to certify that

Ms. **BASWA NANDINI**

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. Baswa Nandini** 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 'Rahul', with a horizontal line underneath.

Dr. Rahul Sharma

Associate Professor

IIHMR University Jaipur

MICROLABS LTD

Micro Labs was founded in 1973 by the late G. C. Surana. The company remains family-led, with Dilip Surana serving as Chairman and Managing Director, and Anand Surana as Whole-Time Director as of 2025. Micro Labs is a technology-driven pharmaceutical company with advanced manufacturing across key therapeutic areas like Cardiology, Diabetology, Neurology, Dermatology, and more. Committed to affordable innovation, the company supports Make-in-India, while contributing to education, healthcare, rural upliftment, and sustainability. With a focus on R&D, digital healthcare, and commercial excellence, Micro Labs aims to drive global health impact and long-term growth.

Vision & Core Values:

Micro Labs is driven by a vision to deliver quality, ethical, and people-centric healthcare solutions. With global accreditations, the company ensures top-tier quality, upholds ethical governance, and fosters a collaborative, inclusive work culture focused on continuous excellence.

Business Values:

Micro Labs aims to expand therapeutic innovations through strong R&D in APIs and formulations, delivering affordable, high-quality medicines. The company prioritizes global growth, environmental sustainability, and community impact through healthcare and scientific education initiatives.

Organization Structure



LEARNING AND VALUES ADDITION

Product Profile

- Topiramate (Topisure) is a CNS drug categorized under antiepileptics.
- It is available in oral tablet form with strengths of 25 mg, 50 mg and 100 mg.
- The route of administration is oral, ensuring ease of use and patient compliance.
- Its mechanism of action involves blocking sodium channels, enhancing GABA activity, and inhibiting excitatory neurotransmission, which helps stabilize neuronal activity.
- Topisure is primarily used for the treatment of epilepsy and for preventing migraine attacks.
- Topisure is primarily used to treat epilepsy, including partial-onset seizures, generalized tonic-clonic seizures.
- It is also approved for the prevention of migraines, helping reduce their frequency and severity. Additionally, it is sometimes used off-label for conditions like bipolar disorder, neuropathic pain, and weight management, under medical supervision.

Pestel Analysis

Political factor:

- Govt. schemes like Ayushman Bharat drive rural neuro-care demand.
- DPCO restricts pricing flexibility for generics like Topiramate.
- Make-in-India policies support local manufacturing and innovation.

Economical factor:

- Healthcare market growing at ~18% CAGR boosts diagnosis & therapy access.
- Urbanization and rising middle class increase CNS care demand.
- Price wars among generics affect profit margins and differentiation.

Social factor:

- Awareness of epilepsy & migraine reduces stigma, boosts treatment-seeking.
- Low patient compliance in CNS needs HCP-led education & support.

Technological factor:

- Rise of e-health tools like tele-neurology enhances reach.
- E-detailing & CRM enable cost-effective HCP engagement.
- AI adherence tools & smart packaging offer brand differentiation.

Legal factor:

- CDSO compliance is mandatory for manufacturing & promotion.
- Ethical, science-based promotion needed due to Rx drug ad rules.
- Weak IP laws for generics limit exclusivity, protection.

Environmental factor:

- Eco-friendly packaging gaining importance in pharma.
- Strict norms for chemical waste disposal in bulk drug units.
- Need for sustainable sourcing in future procurement planning.

SWOT Analysis

Strength

- Dual use: epilepsy & migraine.
- Clinically proven molecule.
- CNS-focused branding & digital reach.

Weakness

- New brand, low recall.
- Limited initial market reach.
- Generic, no exclusivity.

Opportunity

- Growing CNS market in India.
- Digital HCP engagement.
- Scope for custom/ER formulations.

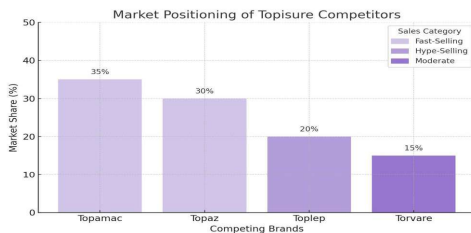
Threat

- Strong branded competition.
- Reliance on specialist prescriptions.
- Side effects & pricing regulations.

Market Survey

1.Key Direct Competitors (Generic Topiramate Brands in India):

Brand Name	Company	Strengths	Limitations
Topamac®	Johnson & Johnson	Premium brand, strong legacy, high trust among neurologists	Expensive, limited digital engagement
Topaz®	Intas Pharmaceuticals	Aggressive pricing, wide availability	Generic image, lower brand loyalty
Toplep®	Sun Pharma	Pan-India reach, neurologist support	Less patient-facing branding
Torvate®	Torrent Pharma	Extensive CNS portfolio	Less topiramate-focused campaigns



Market Size:

- According to IQVIA, the market size of Topiramate tablets in the U.S. was approximately USD 111.47 million (Moving Annual Total as of December 2024)

Challenges Faced

- Field-Level Data Collection Constraints
- Balancing Communication and Time Management
- Limited Mentor Availability for Timely Validation

Note:

The internship also strengthened my skills in negotiations, data-driven planning, and professional communication shaping for a career in pharmaceutical brand management

Linking Theory:

My internship connected classroom theories like SWOT, 4Ps, PESTEL, STP, AIDA with real pharma marketing projects. I applied Strategic Management, Digital Marketing, and HR skills in brand planning, digital campaigns, and teamwork, gaining practical pharmaceutical brand management experience.

Positioning

Element	Details
1. Brand Name	Topisure
2. Market Definition	CNS segment – Epilepsy and Migraine management
3. Customer Target	Neurologists, General Physicians, and patients with chronic CNS conditions
4. Insights	Dual-indication therapy with strong efficacy, safety, and compliance support
5. Metabolism	Hepatic metabolism via hydroxylation, hydrolysis, and glucuronidation
6. Duration of Action	Approximately 24 hours (supports once-daily dosing)

Key Learnings

- My Internship at Micro Labs, I applied STP, AIDA, and 4Ps in real pharma projects like Topisure and Ebastine. I gained insights into digital campaigns and competitive analysis..

Suggestion

- Limited hands-on exposure due to remote working environment impacted practical engagement opportunities.
- Strengthen digital skills via practical use of pharma CRM, analytics, and live campaign tools.

Visual aid

TopiSure – Sure from the Start!

NeuroNova THERAPEUTICS PVT. LTD.

TopiSure™
Topiramate

Smart Neurotherapy for a Balanced Life

Indications

- Epilepsy (mono & adjunctive therapy)
- Migraine prophylaxis
- Bipolar disorder (off-label use)

Adverse Effects

- Cognitive slowing
- Paresthesia
- Weight loss
- Metabolic acidosis
- Naturotic side effects

Weight-neutral to weight-loss profile

- Poliatric-friendly sprinkle form
- Cognitive balance with controlled titration
- No hepatic enzyme induction (safe in polytherapy)

AFFORDABLE

TopiSure™ TOPIRAMATE

TopiSure™ 25 Topiramate (10 Tablets)

TopiSure™ 50 Topiramate (10 Tablets)

TopiSure™ 100 Topiramate (100 Tablets)

TopiSure Sprinkle 15 mg (30 Capsules)

Scan QR Code → Dosing guide, adherence tips, lifestyle advice

Reporting Format Week - 1

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical management

Week no: 1 From 12-05-2025 to 17-05-2025

Activity Done	1. SWOT Analysis of Self 2. How to Build Self as a Brand 3. Corporate Etiquettes 4. Corporate Netiquettes 5. Body Language 6. Physical Fitness
Linking theory (Classroom learning) with practice at your organisation	• A Personal Development (or) Personality Development. • Business Communication • Organizational Behaviour • Human Resource Management • Professional Ethics
Gaps identified on the working area.	• Informal tone in emails and messages during initial communication. • Inconsistent follow-up on assigned tasks or meeting updates. • Limited feedback or performance review opportunities during the internship.
Suggestions for improvement	Maintain a self-reflection log to track your strengths, weaknesses, and learnings. Set daily reminders for timely follow-ups and communication with team members.
Plan for the next week	Pharmacy Survey & Presentation.

Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor

Reporting Format Week - 2

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA -PM-16

Week no:02 From: 19-05-2025 to 24-05-2025

Activity Done	• Pharmacy survey on molecule called Ebastine. • Visited 9 retail stores for survey – (2 days) • Visited hospital to get Rx for the molecule –(1 day) • Data representation through Excel – (1 day) • Data visualization through PPT – (1 day)
Linking theory (Classroom learning) with practice at your organisation	• Swot Analysis – Side Effects, Brand preference & sales frequency responses • 4Ps of marketing or Marketing Mix – Price, product, promotion & place • Competitor Analysis. • Porter's Force – buyer power • Prescription Vs OTC – Competition.
Gaps identified on the working area.	Limited real-time collaboration with field teams during retail and hospital visits, and a lack of advanced Excel to present data more effectively.
Suggestions for improvement	It is suggested to coordinate better with on-ground staff via structured checklists or shared drives for smoother data collection, and to enhance data presentation skills through short online courses or guided templates for pharmaceutical analytics. These improvements would ensure more accurate field insights and professional visual communication.
Plan for the next week	Presentation on pharmacy survey- 24/05/2025, Monday. Apart from this , no other assignment or task assigned.

Signature of the Student : Baswa Nandini

Approved by the IIHMR University's Mentor

Reporting Format Week - 3

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical Management

Week no:3 From: 26/05/2025 to 31/05/2025

Activity Done	Revised / Updated old Assignments: 1.Etiquettes and Netiquettes assignment with real time situations / as per experience 2.Updated pharmacy survey by including: • Name and Location of pharmacies covered • Competitor therapy / molecules for brand • Experience of pharmacy survey • Executive summary of the pharmacy survey 3.New Assignment -1 Learnt Market campaigns (taken same example of my pharmacy survey molecule) • Difference between Branding and Marketing • Business Development activities before product launch • Learnt product / therapy switchover 4.New Assignment -2.21 Evergreen skills (Personnel Development Skills)
Linking theory (Classroom learning) with practice at your organisation	1.Organizational Behaviour, Communication Skills • Maintaining polite language, camera etiquette, and structured communication 2.Pharmaceutical Marketing Research, Competitor Analysis 3.Pharmaceutical Branding, Strategic Marketing, Product Lifecycle Management: • Branding is the identity while marketing is the strategy to push it & How this works hand in hand. Includes KOL mapping, pricing strategy, supply

	chain readiness. Observing shifts when new brands offered better outcomes 4. Leadership, Human Resource Development: • Skills like adaptability, critical thinking, negotiation, empathy, and time management
Gaps identified on the working area.	1.Shallow qualitative data collection. 2.Difficulty in applying theoretical marketing concepts (like segmentation or positioning) directly to pharmacy level field surveys. 3.Incomplete therapeutic landscape and unclear brand switch reasons.
Suggestions for improvement	N/A
Plan for the next week	Need to give a presentation on 3/05/2025 i.e., Tuesday & To learn Regarding public advertising and differentiating branding , marketing from that particular advertisement.

Signature of the Student: Baswa Nandini

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Reporting Format Week - 4

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical Management

Week no: 4 From: 02/06/2025 – 07/06/2025

Activity Done	• Body language and Table manners • PESTEL Analysis • How to develop a brand (brand plan)
Linking theory (Classroom learning) with practice at your organisation	1. Body Language & Table Manners Subject: Business Communication & Soft Skills Topics: Non-verbal communication, negotiation etiquette, client interaction Role: Builds trust and credibility during doctor visits, investor meetings, or cross-functional launches. 2. PESTEL Analysis Subject: Pharmaceutical Business Environment / Strategic Management Topics: Regulatory impact, economic trends, tech disruption, policy shifts Role: Helps align product strategy with changing market and regulatory dynamics. 3. Brand Plan Development Subject: Pharmaceutical Marketing Management Topics: Product lifecycle, 4Ps (Product, Price, Place, Promotion), market segmentation Role: Guides new drug launches, competitor positioning, and value communication.

Gaps identified on the working area.	Lack of Cross-Functional Communication Inadequate Training on Soft Skills Missing Data-Driven Decision Making Incomplete PESTEL Monitoring Limited Feedback Loop from Field
Suggestions for improvement	Adopting data-driven tools like CRM and analytics dashboards can support smarter decision-making. Regular PESTEL reviews should be integrated into strategic planning to stay market-relevant. Brand plan execution can be improved by defining clear roles, timelines, and KPIs. Standardizing visual aids and creating a real-time feedback system from the field will ensure consistency and responsiveness.
Plan for the next week	Presentation on the above mentioned topics.

Signature of the Student: Baswa Nandini

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Reporting Format Week - 5

Name of the Organisation: Micro Labs Ltd

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical Management

Week no: 5 From: 9/06/2025 to 14/06/2025

Activity Done	Essentials of a Business Presentation Importance of colors in LBL, Visual aids, Packs design etc Business Development Code of Ethics
Linking theory (Classroom learning) with practice at your organisation	1.Business Presentations – Communicate drug benefits clearly to doctors & stakeholders using AIDA Model (Attention, Interest, Desire, Action). 2. Colour in LBL & Pack Design – Colours build trust & clarity (e.g., blue = trust, red = caution), following Perception Theory. 3. Visual Aids – Help simplify complex medical data for better understanding using Dual Coding Theory. 4.Lack Design – Ensures safety, compliance, differentiation; uses Consumer Behavior Theory for better acceptance. 5.Business Development – Focuses on growth, partnerships, new markets using Porter’s Five Forces & Ansoff Matrix. 6.Code of Ethics – Integrity & compliance in pharma build trust; backed by Corporate Governance Theory.
Gaps identified on the working area.	One gap was limited exposure to client-facing discussions, and another was a partial understanding of long-term growth mapping.

	It is recommended to shadow BD executives during live discussions and request insight into CRM tools or client acquisition models to enhance learning.
Suggestions for improvement	N/A
Plan for the next week	Presentation, date wasn't mentioned yet.

Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor

Reporting Format Week - 6

Name of the Organisation: Micro Labs Ltd

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical Management

Week no:06 From: 16-06-2025 to 21-06-2025

Activity Done	A Master Class on Significance of Digital Marketing in pharmaceutical Industry.
Linking theory (Classroom learning) with practice at your organisation	Digital & Social Media Marketing aligns with pharma marketing theories through: 1.STP (Segmentation, Targeting, Positioning): Target HCPs, patients, caregivers via customized social media content. 2. AIDA Model (Attention → Interest → Desire → Action): Applied in creating disease awareness campaigns, new product launches, patient education. 3. Product Life Cycle (PLC): Digital promotions are tailored to the stage of the drug (e.g., awareness during launch, reminders during maturity). 4. Consumer Behaviour Theories: Understanding patient health-seeking behaviour online; building trust through content. 5. Relationship Marketing: Social media builds long-term engagement with patients and healthcare professionals. 6. Integrated Marketing Communication (IMC): Ensures consistent messaging across platforms (websites, social, email) complying with pharma guidelines.

Gaps identified on the working area.	NA
Suggestions for improvement	1. Industry-Specific Case Studies 2. Tool Walkthroughs: Live demo of LinkedIn Ads (for HCPs), Meta Ads, Google Ads with pharma filters. 3. Compliance Focus: Add segment on pharma digital marketing regulations (FDA, NPPA, DPCO in India). 4. Practical Assignments: Social media content creation tasks for a mock pharmaceutical brand. 5. Certification: Provide completion certificate mentioning focus on Pharma Digital Marketing.
Plan for the next week	Presentation on previous week Assignments

Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor

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Reporting Format Week - 7

Name of the Organisation: Micro Labs Ltd

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

Name of the Student: Baswa Nandini

Roll no:0625

Stream: MBA – Pharmaceutical Management

Week no: 7 From: 23-06-2025 to 28-03-2025

Activity Done	• Interactive Session on How to analyse the IQVIA and Pharmarack report and its significance • Importance of practice for business presentation and for interviews • Essential of brand plan including: 1. Demographics 2. PESTEL analysis 3. Disease prevalence 4. SWOT analysis 5. Retail survey insights 6. Switch overs - Molecule / product / therapy 7. Positioning of brand 8. Significance of Brand name / Brand logo etc • Competitive intelligence • Artificial intelligence • Visual aid and LBLs significance • Distribution strategy including different distribution channels
Linking theory (Classroom learning) with practice at your organisation	1.Competitive Intelligence :Gathering and analysing competitor data to make better strategic decisions. Strategic Management, Market Analysis. 2.Artificial Intelligence: Using smart algorithms for automation, data prediction, and efficiency. Digital Health, Operations, Marketing Analytics.

	3. Visual Aids & LBLs Significance: Crucial for pharma branding, recall, and communication to doctors/patients. Branding, Consumer Behaviour, Regulatory Compliance. 4. Distribution Strategy & Channels: Delivering medicines effectively using retail, hospital, and digital channels. Like Pharma Logistics, SCM, Channel Strategy.
Gaps identified on the working area.	1. Competitive Intelligence: Lack of real-time market tracking and competitor updates due to limited access to industry tools. 2. Artificial Intelligence: Minimal integration of AI tools in data analysis, content creation, or market prediction during WFH tasks. 3. Visual Aids & LBLs: Absence of creative collaboration or direct exposure to visual aid development limited to documentation work. 4. Distribution Strategy: No field exposure to supply chain operations; insights limited to secondary research only.
Suggestions for improvement	Research 2–3 regional models of pharma distribution (hospital model, retail chain model, e-pharmacy) and prepare a comparative report. Create weekly competitor benchmarking reports (new launches, promotional strategies) etc.,
Plan for the next week	• Significance of demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan • A Master Class / session by external finance professional.

Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor

Reporting Format Week - 8

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical Management

Week no: 8 From: 30/06/2025 – 05/07/2025

Activity Done	• Importance of connecting the assignments with your brand / brand plan • To keep the brand name easy to remember, easy to write and without a tongue twister • To practice more and more for the presentations • Value addition to your brand • Significance of demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan • Had a session on Essentials of Business Finance.
Linking theory (Classroom learning) with practice at your organisation	• Significance of Demographics Knowing your target population (e.g., adults with epilepsy) helps tailor your marketing and sales strategy. • Neuromarketing Uses emotional triggers (colors, visuals) in your brand materials to improve recall and prescriber connection. • Financial Parameters Essential to ensure your brand is profitable and competitively priced supports smart business decisions. • Handling Q&A Prepares you to answer queries confidently just like real pharma product managers do during brand launches. • Business Finance Essentials

	Teaches you how to manage costs, ROI, and budgeting key to building a sustainable pharma brand.
Gaps identified on the working area.	• Limited Practice in Presentations: More rehearsals needed for confident delivery, handling Q&A, and time management. • Insufficient Financial Detailing: Initial brand plan lacked clear costing, pricing strategy, and profit margin analysis. • Surface-Level Use of Neuromarketing: Emotional and sensory triggers in packaging and visuals could be better researched and applied. • Demographic Insights Not Deeply Applied: Target population data was general needs more refined segmentation (age, region, prescriber habits).
Suggestions for improvement	Practice Presentations Regularly: Rehearse with peers or mentors, simulate Q&A, and use clear visuals to boost confidence and clarity.
Plan for the next week	• 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. This are the given Assignments which need to be submitted by the due date i.e., 09/07/2025 & prerequisite work for final report

Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor

Reporting Format Week - 9

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical management

Week no: 09 **From** 07-07-2025 **to** 12-07-2025

Activity Done	• Types of contracts for employment in India • People planning / management strategies • KPI for employee appraisal • Talent / manpower management • Building positive competition in team as a manager / team lead • Business negotiations • Attended the session of Mdm. Kusuma Devi Mam who is Vice President - Regulatory Affairs(Microlabs)
Linking theory (Classroom learning) with practice at your organisation	1. Types of Employment Contracts in India: There are varied contracts of employment in pharmaceutical companies: permanent, contractual, freelance, fixed term-for MRs, R&D scientists, or regulatory officers-and an understanding of these enables Pharma MBA graduates to effectively tackle HR compliance, labour laws, and employee onboarding. 2. Mechanism/Scheme for People Planning: MBA students are taught strategic HR planning to maximize productivity in the areas where there is paucity of workforce, especially during drug launch or drug audits. 3. KPIs Used in Employee Appraisal: MBA teaches the design of SMART KPIs for the appraisal of employees in a manner that is fair and measurable and further encourages higher productivity.

	4. Talent/Manpower Management: The Pharma MBA imparts the ability to recruit, train, retain, and develop talent while ensuring people align with business goals. 5. Generation of Healthy Competition in a Team: In the marketing and sales teams, establishing some healthy competition such as regional sales targets or new product performance targets provides an important motivating factor for colleagues. 6. Business Negotiations: Imparts the art of negotiation to balance cost-effectiveness, compliance, and profit margin in licensing or contract manufacturing transactions.
Gaps identified on the working area.	Engagement/Participation Issues. There are some colleague who either dissociate in a meeting by remaining silent and disengaged while others contribute to the ideation, hence allowing for less idea sharing and collaborative working.
Suggestions for improvement	Regularly Scheduled Inter-Division Syncs. Weekly virtual check-ins where everyone engages in a cross-functional collaborative manner, be specific about what your are working on.
Plan for the next week	• Final Report Submission • Assignment on OTC Drug Branding, The brand I have choose was Prega News.- (Last Assignment)

Signature of the Student : Baswa Nandini

Approved by the IIHMR University's Mentor

Reporting Format Week - 10

Name of the Organisation: Micro Labs Ltd

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

Name of the Student: Baswa Nandini

Roll no:0625

Stream: MBA – Pharmaceutical Management

Week no: 10 From: 14-07-2025 to 19-07-2025

Activity Done	PREGA NEWS – A OTC PRODUCT • Brand naming • Advertising and brand promotion • Target positioning • Communication Channels (Digital and Physical) • Content and communication planning • Ethics and regulation in advertisements • Barriers and Key issues in advertising • FINAL SIP REPORT SUBMISSION
Linking theory (Classroom learning) with practice at your organisation	Brand naming is essential in the pharmacy brand management arena. A brand name is critical for both brand recall and emotional connection from consumers. In this context, the brand name Prega News fits as it describes the use of the product where consumers can use it to get news about their pregnancy status. Using the STP model, it is clearly targeted to women in their reproductive years, especially in urban and semi-urban environments, where the product is positioned for their emotional and healthcare needs. The AIDA model and integrated marketing communication (IMC) models that utilize all media channels where the combination of TV, print, and digital create a consistent and persuasive strategy. The brand may use a combination of digital and physical interactions that create a consistent and all-pervasive view of the brand which enhances the brand's access and trust perception.

	Content and communication planning involves thought and sensitivity with clarity from a health communication lens. This area of planning is focused on determining how to address the message without fear and stigma. Ethical guidelines and regulatory compliance (DCGI, ASCI) also offer measures of responsible advertising particularly for an OTC (over-the-counter) responsible advertisement class of products that are socially sensitive like pregnancy tests.
Gaps identified on the working area.	Limited rural availability: Despite the brand, the awareness and access is still limited in rural areas
Suggestions for improvement	Normalize usage by promoting women's empowerment and healthcare awareness through storytelling, and with influencer partnerships.
Plan for the next week	NA

Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: MicroLabs Ltd

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

Name of the Student: Baswa Nandini

Roll no: 0625

Stream: MBA – Pharmaceutical Management

Activity Done	Week 1 (12-05-2025 – 17-05-2025) • SWOT Analysis of self. • Self brand development. • Corporate etiquettes, netiquettes, body language and physical fitness learning. Week 2 (19-05-2025 – 24-05-2025) • Completed pharmacy survey on the molecule Ebastine and a retail store visits (nine over two days) and a hospital visit for prescription data (one day). • Used Excel to represent survey data (one day). • Used PowerPoint to present pharmacy survey data (one day). Week 3 (26-05-2025 – 31-05-2025) • Updated assignment on etiquettes, netiquettes, and pharmacy survey (with extra details i.e. pharmacy names and addresses, competitors therapy, and executive summary). • Learnt about market campaigns, branding vs. marketing, business development activities to study drug/therapy conversion, and 21 evergreen personal development. Week 4 (02-06-2025 – 07-06-2025) • Learnt about body language, table manners, PESTEL analysis, and developing a brand plan. Week 5 (09-06-2025 – 14-06-2025) • Learnt about requirements for business presentations, LBL (Leave Behind Literature) with importance of colours, visual aids, pack design, business development, and code of ethics. Week 6 (16-06-2025 – 21 -06-2025) Establishing Significance: • Attended a master class in digital marketing for the pharmaceutical industry.
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	Week 7 (23-06-2025 – 28-06-2025) • Interactive session on reviewing IQVIA and Pharmarack reports. • Discussed elements of a brand plan including demographics, PESTEL, disease incidence, SWOT, retail survey results, molecule/product/therapy switch, brand positioning, brand name/logo Identifying Competitive intelligence, artificial intelligence, visual aids, LBL importance, and distribution. Week 8 (30-06-2025 – 05-07-2025) • Learned the importance of linking assignments to brand/brand plan, neuromarketing, financials, Q & A on brand plans doing a presentation, and attended a session on the essentials of business finance. Week 9 (07-07-2025 – 12-07-2025) • Discussed types of employment contracts in India, people planning /management strategy, KPIs for employee appraisal, talent/manpower management, fostering good competition amongst team members, business negotiations, and attended a session from Mdm. Kusuma Devi, Vice President – Regulatory Affairs. Week 10 (14-07-2025 – 19-07-2025) • Worked on OTC product branding (Prega News), including brand name, advertising strategies, target positioning, communication channels, brand content plan, advertising ethics and regulation, Advertising barriers and key issues. • Completed and submitted final Summer Internship Program (SIP) report.
Linking theory (Classroom learning) with practice at your organization	The activities I engaged in during my internship are well-aligned with theoretical aspects in the MBA – Pharmaceutical Management courses, giving me a real-life application of brand management principles. Below is commentary on how these activities related back to learnings in the classroom. • Week 1: In this week, I focused on my own personal and professional development, applying the personal development, business communications, organizational behaviour. • Week 2: In this week, the pharmacy survey on Ebastine linked to the new and updated swot analysis - the 4P's marketing mix - competitor analysis - Porter's Five Forces - prescription vs over the counter concepts. This week, provided

	insight into how market dynamics and brand preferences are affected. • Week 3: In this week, I was able to implement the updated assignments, new learnings, and meanings on market campaigns, brand vs. marketing, product lifecycle management, and implementation of leadership skills to make use of the survey data. • Week 4: In this week, able to implement concepts like PESTEL Analysis, Pharmaceutical Business Environment, Strategic Management, and Pharmaceutical Marketing Management, to my body language, table manners, and the brand plan development. • Week 5: In this week, I was able to apply the themes of business presentations, color theory (Perception Theory, Dual Coding Theory), consumer behaviour, and business development themes, to LBL, visual aids, and pack designing. • Week 6: Digital and Social Media Marketing, STP Model, AIDA Model, Integrated Marketing Communication (IMC), Product Life Cycle (PLC), and Relationship Marketing theories helped understand digital marketing as it relates to pharmaceutical branding. • Week 7: Competitive intelligence, artificial intelligence, visual aids, LBL significance, and distribution strategies were connected to Strategic Management, Market Analysis, Pharma Logistics, and Channel Strategy. • Week 8: Neuromarketing, Financial Parameters, and Financial Skills Basics were referenced in relation to brand plans and Q&A processes. • Week 9: Employment contracts, HR strategies, key performance indicators, talent management, and business negotiations were linked to Strategic HR and Negotiation Skills. • Week 10: OTC branding (Prega News) used and related STP Model, AIDA Model, IMC
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	Model, and Consumer Behaviour Theory.
Gaps identified on the working area.	Week -1: Informal Tone in Emails and Messages: Initial communications, including emails and messages, also displayed an informal tone that did not conform to what is expected in a corporate tone and environment. This could compromise professionalism and clarity when communicating with colleagues or stakeholders, especially in a pharmaceutical context where accurate and professional communication is reliant. Week-2: Limited Advanced Excel Skills for Data Presentation: As the intern attempted to present the survey data, they found themselves limited in how they could use advanced Excel capabilities. This limitation ultimately prevented them from creating professional data-driven visuals that would be necessary for conveying insights to stakeholders in the pharmaceutical sector. Week-3: Limited Qualitative Data Collection: The survey through pharmacy lacked depth in qualitative data, such as verbatim quotes from customers or prescribers, which restricted the strength of the analysis. This limitation hindered our ability to make meaningful conclusions about brand preferences language or market trends. Week-4: Scarcity of Cross-Functional Communication: There was limited communication among departments (e.g., marketing, sales, and regulatory teams), providing limited exposure to the holistic brand management processes. The gap limited understanding of the collaboration between departments to launch or market a pharmaceutical product. Week-5: Limited Experience with Client-Facing Discussions: The intern had limited opportunities to engage in or observe live client engagements (e.g. conversations with healthcare providers and stakeholders) which limited practical learning that involved negotiation, relationship-building, and discussions with their clients. Week-7: Absence of Real-Time Market Tracking and Competitor Updates: Competitive intelligence was limited by not being able to access industry tools like IQVIA or Phamarack to real time market data, which did not allow to stay up to date on any competitor

	activities or market trends. Week-8: Limited Experience in Presentations: The intern noted that they expected more opportunities for practice so they could improve presentation delivery, gain confidence handling questions and answers, and be mindful of time management in discussion of brand plans. Week-9: Team Engagement/Participation Issues: Some teammates were disengaged or silent in meetings with the team and did not share or participate in idea-sharing or working together. This absence of discussion and participation limited the intern's learning experience and some team dynamics that could have viewed different perspectives. Week-10: Market Limited Availability of rural audiences with Prega News: Despite the strength of the brand, the availability and awareness of Prega News was limited within rural audiences, indicating a gap in market penetration and distribution strategies for OTC products in less urban regions.
Suggestions for improvement	Maintaining a Self-Reflection Log: Tracking strengths, weaknesses, and learnings to improve personal and professional growth • Structured Checklists and perspective - Checklists for field visits, organized drive for data collection • Short Online Courses or Guided Templates - Data presentation skills improvement through pharmaceutical analytics training • Regular PESTEL reviews - PESTEL analysis incorporated in strategy to stay relevant in the market • Collaboration with Mentors - Mentored by business development executives and scraped available CRM tools and methods used for client acquisition models • Cross-Functional Collaboration - Inter-division LGBTQ+ for improved consumer engagement and understanding regional sales targets • Standardized Visuals - Standardization of visuals like L Ls, allowed for understanding and consistency with distributing branded resources • Structured Feedback - Real-time feedback in the field was valuable for responsiveness of sales and brand accuracy

	• What I have learned for the next time: Practical integrated marketing communication, consumer behaviour, digital marketing strategies improved the visibility and engagement of the overall brand. • Neuromarketing and Emotional triggers - Using emotional and sensory triggers in our branded pieces helped with recall and connection to prescribers. • Financial Acumen, financial management, and budgetary responsibility - Manage and understand the day-to-day parameters as they relate to financial management, costing and pricing strategy, profit margin, sustainability of branded products and assessing organizational profitability. • Business Negotiations and Contracts: Applying negotiation skills to find cost-effective, compliant solutions that also fit profit margins during licensing or contract manufacturing arrangements. • The learning and suggestions above were based on practical applications of theoretical framework, which allowed Baswa Nandini to experience internship that was academically challenging and professionally rewarding, to enable a future career in brand management in the pharmaceutical industry.
Key Learnings	My Key Learnings from 10 weeks SIP at Microlabs Ltd as a Brand Management Intern: 1. Application of Marketing Theories Context: Various activities applied the STP Model, AIDA Model, Marketing Mix (4Ps), and Integrated Marketing Communication (IMC); created the Ebastine survey (Week 2), branding for Prega News (Week 10), and Brand Plans (Weeks 4, 7, 8). What I Learned: • Segmentation and Targeting: I learned how to focus strategies towards specific audiences, such as women for Prega News or HCPs for Ebastine. • AIDA Model: I was able to apply to build engaging campaigns, generating awareness and

	calls to action through communicating the benefits to consumers. • 4Ps and IMC: I demonstrated how to position products like Ebastine against competitors and to send consistent messages across multiple channels for Prega News, whilst ensuring I adhered to any prescription regulations (DCGI, ASCI). Impact: I gained the practical skills to create compliant and consumer-focused marketing solutions. 2. Neuromarketing and Emotional Triggers Context: Explored neuromarketing (Week 8) and visual/aids/LBLs/pack design (Week 5). What I Learned: • Emotional Triggers: I learned how to apply colours that evoke certain emotions, such as blue to signify trust, and how visual representation aids in brand recall, especially in the context of Prega News. • Perception and Dual Coding: I simplified intricate data by using multiple visual aids; particularly beneficial for utilization with HCPs. • Sensitive Messaging: I crafted stigma-free messaging when dealing with OTC products such as pregnancy tests. Impact: I appreciated how to manipulate psychology through branding. 3. Financial Acumen in Brand Planning Context: We were concerned with financial parameters in our assignment in Week 8 and with brand plans primarily in Weeks 4 and 7. Insights: • Costing and Pricing: The brand plans included analysis of costs coming from cost components and margins that would ultimately lead to profitability. • ROI and Budgeting: Learned how to weigh promotional budgets with expected sales to achieve sustainable strategies. Impact: Developed skills as the financial manager of the brand. 4. Business Negotiations & Contracts Context: We covered negotiations, employment contracts and talent management in Week 9 which followed Mdm. Kusuma Devi's session on negotiation. Insights:
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	• Negotiation Skills: I will have to balance, costs, compliance and margins in licensing or manufacturing agreements. • Types of Contracts: I learned about HR compliance and contract types; as in permanent and fixed-term contracts. Impact: Prepared me for strategic working relationships with stakeholders. 5. Digital Marketing in Pharma Context: We participated in a master class on digital marketing in Week 6 and Prega News branding in Week 10. Insights: • Digital Campaigns: Completed targeted digital campaigns through applying STP to both HCPs and Patients with LinkedIn/Meta Ads. • Regulating Digital Content: Assuring our digital content was compliant with the FDA/NPPA. • Consumer Behavior: Developing content for health-seeking audiences online as trust and to encourage engagement with our brand. Impact: Prepare me to leverage digital platforms for better brand visibility. 6. Competitive Intelligence and Data-Driven Decisions Context: Reviewed IQVIA/Pharmarack reports (week 7) and completed surveys (weeks 2, 3). Insights: • Competitor Analysis: Leveraged data available to inform brand positioning and counter-strategies. Data Visualization: Increased capacity to present insights through Excel and PowerPoint, despite not having total tool access. Impact: Able to make informed decisions based on available market data. 7. Soft Skills and Professional Development Context: Focused professionalism, etiquette and body language (weeks 1, 4), and presentations (weeks 5, 8). Insights: • Professional Communication: Able to communicate politely and structured for credibility. • Presentation skills: Able to use practice to demonstrate improvement in delivery and ways of handling Q&A.
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	• Body Language: Able to improve my trust-building with stakeholders by having better body language. Impact: Was able to gain confidence for professional settings.
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Signature of the Student: Baswa Nandini

Approved by the IIHMR University's Mentor