

Name: Avantika Kalaskar
Roll no: 0614
Stream - MBA PM 16

SWOT Analysis

Strength	Weaknesses
- Irreversible MAO-B action with once-daily dosing - Strong safety profile, no stimulant metabolites - Clinical support from ADAGIO trial	- Limited brand recall due to generic competition - Lack of field exposure as new brand entrant - Lower margins due to X20 pricing
Opportunities	Threats
- Expansion into Tier 2/3 cities and digital channels - CSR and Parkinson's awareness campaigns - Possible lifecycle extension (Combin, ER)	- Competitor brands pricing below X20/tablet - Low diagnosis and awareness in rural areas - Regulatory changes or pricing mandates

Competitors

- > **Rasalec** – by Sun Pharmaceutical Industries Ltd
- > **Reigin** – by Intas Pharmaceuticals Ltd
- > **Rasagil** – by Steris Healthcare
- > **Rasagile** – by Paycor Drugs
- > **Rasagiline 1 mg** – by Orphee Lifesciences LLP
- > **Rasagiline Tablets** – by Daxia Healthcare

Brand Name: Neurovibe
Molecule: Rasagiline 1 mg (Selective MAO-B Inhibitor)

Vision Statement:

Empowering Parkinson's patients with precision neurotherapy that's effective, affordable, and trusted especially in early-stage disease.

Core Positioning:

Affordable, once-daily MAO-B inhibitor backed by clinical data and superior tolerability enabling smooth motor control and delay of Levodopa initiation.

Pricing Strategy:

MRP: ₹20/tablet (₹200 per 10-strip).
Annual Cost: ₹7,300/patient – most affordable among branded peers.
Value Position: "Precision therapy that costs less than ₹20/day."

Gross Margin:

Strip cost: ₹80 (COGS) → ₹120 gross profit/strip (~60%).
Patient-level margin: ₹4,380/year.
Fixed spend Year 1: ₹2.2 Cr (field force, CME, digital, sampling).

Internship Learnings:

During my internship at Micro Labs, I developed a deep understanding of pharmaceutical brand strategy by creating structured presentation on drug brand planning, financial modeling, business development, and visual aids. This experience sharpened my skills in aligning clinical knowledge with commercial execution, while also reinforcing the importance of business ethics, regulatory awareness, and market adaptability. Collaborating with mentors and peers, I learned how storytelling, pricing logic, and data visualization come together to shape impactful pharma campaigns preparing me to contribute meaningfully to strategic roles in the industry.

Micro Labs

Micro labs was incorporated on 7 th September 1973 . Micro Labs Limited's operating revenues range is Over INR 500 cr It is a multifaceted healthcare organization with a proficient marketing team . Have manufacturing facilities and R&D centers that are with international standards . It is ranked 14 the among prescriptions by SMSRC and 19 the in sales as per AWACS Mat . The company is well known for its brand "DOLO" while the portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti - infective , Ophthalmology, Pain, etc.. . The company's domestic market share is around 2 % while it is among top 5 players in liver - therapy and in Oral Anti - diabetic segment . The company is placed 11 the in the Cardiovascular product division

VISION : Micro Labs aspires to not only be the finest, but also a pioneer in the creation, production, and distribution of high-end pharmaceutical goods. Micro labs want to produce medicine of the greatest caliber and sell it for a reasonable price everywhere

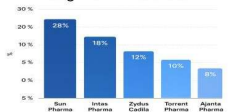
MISSION : Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

Organization Structure



FRENCH WEST AFRICA NORTH AFRICA
VIETNAM CAR COUNTRIES
ELTHOPIA

Rasagiline Market - India



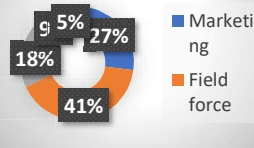
Market Overview of Rasagiline

The Rasagiline Tablet Market was valued at **USD 150 million** in 2024 and is predicted to surge to **USD 250 million** by 2033, at a CAGR of **7.5%** from 2026 to 2033.



Brand Plan of NEUROVIBE

Investment



Target Segments:

- > Patients: Stage 1-2 Parkinson's with mild symptoms.
- > Prescribers: Neurologists & GPs across metros and Tier 2 towns.
- > Caregivers: Looking for low-maintenance regimens and affordability.

Brand USP:

- > Irreversible MAO-B inhibition = sustained symptom relief.
- > ADAGIO trial: Possible neuroprotective effect.
- > No stimulant metabolites (cleaner than Selegiline).
- > Trusted efficacy with high adherence at X20/tablet.

Packaging & Presentation:

- > Blister packs with dosage calendars.
- > Educational leaflets + QR links to videos for patients.
- > Visual storytelling for neurologists highlighting ADAGIO and clean pharmacokinetics.

Promotion Channels:

- > Neurologists: CMEs, peer outreach, e-detailers.
- > Digital: Webinars, social content, SEO, YouTube.
- > Pharmacies: Margin scheme + education leaflets.
- > Patients/Caregivers: Vernacular campaigns + app-based dose reminders.

Year	Patients	Revenue (₹ Cr)	ROI	Break-Even Patients
Year 1	5,000	₹3.65 Cr	1.66x	~5,022
Year 2	8,000	₹5.84 Cr	2.65x	—
Year 3	12,000	₹8.40 Cr	3.8x	—

PACK DETAILS

Pack Size: 10 Tablets per strip
Color Combination: Silver, and Navy Blue



Factor	Summary Impact
Political	Supportive health policies enable affordable drug access and public tender opportunities.
Economic	Cost-effective X20 pricing suits India's price-sensitive market and boosts reach.
Social	Rising awareness and aging population increase demand for Parkinson's treatments.
Technological	Digital apps and webinars improve adherence and expand prescriber engagement.
Legal	Compliant branding and open IP landscape support smooth market entry.
Environmental	Sustainable packaging and CSR improve brand image and community trust.

Challenges:

Navigating a virtual internship presented a unique set of challenges, from limited face-to-face interactions to technical hiccups in remote communication. Initially, managing time and juggling multiple deliverables under tight deadlines tested my organizational skills. The absence of continuous in-person guidance required me to be proactive and resourceful, relying heavily on digital tools and self-discipline. Creating daily video submissions and adapting to the lack of real-time feedback were difficult at first, but staying consistent and seeking mentor support helped me overcome these hurdles building resilience and self-leadership in the process.

Suggestions

To enhance the internship experience at Micro Labs, I would suggest incorporating a brief field exposure period ideally two weeks to allow future interns to gain firsthand insights into real-world pharma operations and stakeholder interactions. Strengthening remote communication tools with dedicated training, fostering motivation through recognition and career development opportunities, and actively soliciting intern feedback can further elevate engagement and program quality. These steps will help bridge the gap between conceptual learning and practical application, making the internship more impactful and holistic.