

SUMMER INTERNSHIP PROGRAM

at

MICRO LABS

From 12/05/2025 to 21/07/2025

A REPORT BY

AVANTIKA KALASKAR

Master of Business Administration

(Pharmaceutical Management)

Roll no: - 0614

2024-26

under the Mentorship of

Dr.Kajal shitlani (Assistant Professor)





Certificate of Recognition



This is to certify that

Ms. **AVANTIKA SUBHASH KALASKAR**

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.



Tavinder Jit Singh Vasudeva
President & CBO

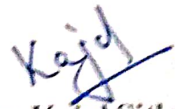
Date : 21-7-2025

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Avantika kalaskar** of academic year 2024-26 of **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


Dr. Kajal Sitlani

Assistant professor

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

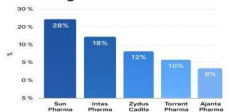
MISSION : Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

Organization Structure



FRENCH WEST AFRICA NORTH AFRICA
VIETNAM CAR COUNTRIES
ELTHOPIA

Rasagiline Market - India



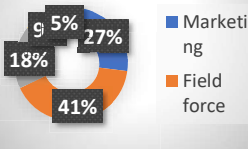
Market Overview of Rasagiline

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.

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.

Reporting Format (Weekly) – Week 1

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA - Pharmaceutical Management

Week no: 1

From: 12/05/2025 to 18/05/2025

Activity Done	Completed a self SWOT analysis and explored how to build a personal brand. Also learned about corporate etiquettes, netiquettes, and the role of body language in professional settings.
Linking theory (Classroom learning) with practice at your organisation	The organization integrates experiential pedagogy, constructivist collaboration and self-assessment tools like SWOT analysis to bridge theoretical learning with practical application.
Gaps identified on the working area.	Some gaps found include less regular feedback and limited use of reflection after learning.
Suggestions for improvement	To the best of my knowledge apart from regular feedback sessions, no other improvements are needed.
Plan for the next week	Pharmacy survey will be conducted based on the assigned molecule.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 2

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA - Pharmaceutical Management

Week no: 2

From: 19/05/2025 to 25/05/2025

Activity Done	• 19/25- Assignment • In this assignment, I visited a pharmacy shop to collect data for the Empagliflozin molecule (SGL2) inhibitor, like the number of brands available in the market, competitor brand molecules in the market, price of the brand, number of prescriptions of the molecule, and the indications of the molecule. • I collected data from many pharmacy shops regarding the Empagliflozin molecule, like whether it is available in the market or not, if available, then which brand is selling in the market.
Linking theory (Classroom learning) with practice at your organisation	• The things I learned in class, like Marketing Management, Pharmaceutical Brand Management, and Market Research, really helped me during my field visit. I used what I learned to collect data directly from pharmacies, understand which brands are competing in the market, and see how they are positioned. • It also gave me a chance to observe how customers and pharmacists respond to different brands, which made the classroom concepts feel much more real and practical. • It also helped enhance my communication skills, analytical thinking, and data interpretation capabilities
Gaps identified on the working area.	• As such no gaps were identified there was proper coordination among people in the organization. But there Lack of awareness among pharmacy staff regarding Empagliflozin. The doctors mainly prescribe metformin over Empagliflozin because this is the new drug in the market • Availability of empagliflozin brands across retail outlets. • Limited visibility and promotion of Empagliflozin brands, making it less known among consumers and chemists. • Lack of data regarding the No. of Rx of the molecule.
Suggestions for improvement	• Organise awareness sessions or short learning programs for doctors and pharmacists to help them understand the benefits of the brand better. • Make sure the product is available in more pharmacy stores by improving how it's distributed. • Create more eye-catching and easy-to-understand marketing materials to help doctors and chemists remember the brand more easily.

	Target the area where there are more patients with anti-Diabetic disease.
Plan for the next week	We have yet to know, but it will be decided at this Monday's meeting.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 3

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA - Pharmaceutical Management

Week no: 3

From: 26/05/2025 **to** 01/06/2025

Activity Done	26/01 – Assignment - In this assignment they give some suggestions on previously done work and update the etiquette and netiquettes assignment with real time situations/ as per experience, and update the pharmacy survey by including: name and location of pharmacies covered, competitor therapy/ molecules for my brand , executive summary of the pharmacy survey. Also, give the next assignment- Understanding of Market campaigns (take example of my pharmacy survey molecule. - Difference between Branding and Marketing - Business Development activities before product launch - Understanding of Molecule/product / therapy switchover in presentation format
Linking theory (Classroom learning) with practice at your organisation	This assignment main classroom learning Is allowed to understand market campaigns and deeper knowledge of personal branding and marketing, and active learning is important, I understand market and product switchover strategy.
Gaps identified on the working area.	- As such no gaps were identified there was proper coordination among people in the organization, but identified gaps include in-depth product knowledge for effective branding, and varied levels of preparation for job-related tasks.
Suggestions for improvement	Provide ongoing training and workshops focused on discussing etiquette and body language. Encouraging deeper product research and knowledge-sharing sessions to enhance product knowledge and brand awareness.
Plan for the next week	To learn about porters marketing and branding, and next assignment, let us know on 3/06/2025

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 4

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA - Pharmaceutical Management

Week no: 4

From: 02/06/2025 to 08/06/2025

Activity Done	02/08 – Assignment • In this we submitted an assignment on body language and table manners. • PESTEL Analysis – applying environmental scanning techniques to understand external factors affecting the branding of pharmaceutical products. • How to develop a brand (brand plan) • How we develop a brand and brand plan on the assigned molecule – Rasagiline class of drug is MAO type B inhibitor. And make a presentation on brand plan of assigned Rasagiline molecule.
Linking theory (Classroom learning) with practice at your organisation	• This assignment main classroom learning is that had an Presenting the brand plan showcased our understanding of strategic branding, competitive analysis, and market positioning. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and financial acumen necessary for business success, understanding body language and table manner they inform us how posture, eye contact , facial expressions and gesture are important in organisation.
Gaps identified on the working area.	• Although no major gaps were observed in terms of team coordination and collaboration, some areas for improvement were identified. These include: • Limited in-depth product knowledge, especially regarding pharmaceutical branding and the assigned molecule (Rasagiline). • Varied levels of preparation among team members for branding presentations and assignments. • A need for more consistent understanding of body language and professional etiquette in formal settings.
Suggestions for improvement	• Provide ongoing suggestion for improvement on • Conduct regular training on body language, etiquette, and presentation skills. • Improve product knowledge through workshops (e.g., Rasagiline). • Use mock presentations for hands-on branding practice. • Encourage peer feedback for continuous learning. • Promote better preparation and time management.
Plan for the next week	• We have yet to know as no meeting have been scheduled yet but maybe we can have a meeting this week then we will know what do for this week.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 5

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA - Pharmaceutical Management

Week no: 5

From: 09/06/2025 to 15/06/2025

Activity Done	09/15 – Assignment - Where we submitted the 4th assignment, and then the sir gave a session on how to build a perfect brand. 11/16 -Then the next assignment is : - Essentials of a Business Presentation. - Importance of colors in LBL, Visual aids, Packs design etc. - Business Development - Code of Ethics 14/06/2025 - they organising a masterclass on "Significance of Digital Marketing in Pharmaceutical Industry" by industry expert Mdm. Shailja Dwivedi Pathak on 14.06.2025
Linking theory (Classroom learning) with practice at your organisation	- Importance of content delivery - To connect the assignment topics with reference articles / case studies - Importance of PESTEL analysis with respect to a brand. molecule, organisation etc. - Importance of using the right words instead of saying weakness, you should always say scope of improvement - To end the presentation in a soft tone with a summary. - And the assignments connected classroom topics like business presentations, branding, and ethics with practical workplace tasks. Sessions helped apply concepts such as color psychology in packaging, brand building strategies, and ethical business practices to real-life scenarios in pharma marketing.
Gaps identified on the working area.	- Need for improved content delivery during presentations. Lack of connection between assignments and real case studies. - Incorrect use of wording (e.g., saying "weakness" instead of "scope of improvement"). - Difficulty in summarizing and ending presentations effectively.
Suggestions for improvement	- Conduct training on effective content delivery and presentation skills. - Encourage use of case studies and reference articles in assignments. - Guide team members to use positive phrasing (e.g., “scope of improvement” instead of “weakness”). - Practice presentation closing techniques, including summaries and soft tone endings.

Plan for the next week	• We have yet to know, but it will be decided at this Monday's meeting.
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Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 6

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA – Pharmaceutical Management

Week no: 6

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

Activity Done	• Attended a master class taught by Shailja Dwivedi Pathak, ma'am, on the importance of digital marketing in the pharmaceutical sector. • The session focused on the evolution and current trends of digital marketing in pharma world. Highlighting how companies are emphasizing on digital platforms to reach healthcare professionals (HCPs), caregivers, and patients in an effective manner. • The use of AI in customer engagement, omnichannel marketing, SEO for pharma content, and ethical compliance in digital communications, etc were the topics covered in this session.
Linking theory (Classroom learning) with practice at your organisation	• In our MBA coursework, we studied the subject of Digital and Social Media Marketing, it has covered a many topics, that includes content marketing, SEO/SEM, email marketing, social media strategy, influencer marketing, and marketing analytics. • This masterclass by Shailja Dwivedi Pathak ma'am helped us to bridge our theoretical knowledge with real-world pharmaceutical applications.
Gaps identified on the working area.	• I observed that traditional channels like MR detailing and print media are used at many companies, but there is also an increase in use of digital detailing, email campaigns, and social media increased. • Structured digital content strategy for regular engagement with HCPs and stakeholders are absent in it.
Suggestions for improvement	• I think, companies should initiate pilot digital campaigns using social media, emailers, and WhatsApp to assess HCP engagement. • Using resources like Google Analytics or CRM-based dashboards, create dashboards for tracking the effectiveness of digital campaigns in real time..
Plan for the next week	• We have yet to know, but it will be decided at this Monday's meeting.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 7

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA – Pharmaceutical Management

Week no: 7

From: 22/06/2025 to 29/06/2025

Activity Done	• Assignment was submitted and Sir took session on the topics like: • How to analyse IQVIA and Pharमारack report and its significance • Importance of Practice for business presentation and for interviews • Essentials of brand plan
Linking theory (Classroom learning) with practice at your organisation	• This week, I learned important topics related to pharma marketing and brand planning. I understood how to read and analyse IQVIA and Pharमारack reports to know about sales and market trends. We also talked about how practicing regularly helps in giving presentations and in interviews in better way. In brand planning, I learned about finding the right target customers (demographics), doing PESTEL and SWOT analysis, checking how common a disease is, and getting feedback from retail shops through surveys on that disease. We also discussed how to track when doctors or patients switch from one medicine or therapy to another, how to position a brand in the market, and why a good brand name and logo are important. • Overall, this session helped me better understand how to use data and plan marketing strategies in the pharmaceutical industry.
Gaps identified on the working area.	• I didn't get hands-on experience with retail surveys, field visits, or digital marketing this time . I also didn't work directly with other teams or apply the data in real brand decisions. In my opinion learning through real examples, teamwork, and field exposure would make the experience even better.
Suggestions for improvement	• In my opinion, including practical field exposure like visiting doctors, chemists, or retail shops will help understand real market behaviour and improve our practical knowledge. • Also working on a Real Brand Projects like getting involved in live brand planning, positioning exercises, or competitor analysis will give hands-on experience and increase strategic thinking of an individual.

Plan for the next week	• Another assignment was given on competitive intelligence; artificial intelligence; visual aids and LBLs significance ; distribution strategy including different distribution channels to be submitted by 26th of June. And a session on it will be held.
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Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 8

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA – Pharmaceutical Management

Week no: 8

From: 30/06/2025 to 7/07/2025

Activity Done	• We had an interactive session ,where we discussed on the topics that are: ○ People planning/ management strategies ○ KPI for employee appraisal ○ Talent/ manpower management ○ Building positive competition in team as a manager/ team lead ○ Business negotiations
Linking theory (Classroom learning) with practice at your organisation	• In this session, I observed how the business applies the theoretical knowledge we got to know actual work scenarios. For example, manpower management and people planning make advance plans to ensure that the particular number of people are assigned to the particular roles. Clear goals (KPIs) used in employee appraisals to assess how well workers are performing. • In talent management, they find skilled employees and help them grow through training and feedback to build positive competition in the team, the manager motivates the team by giving appreciation, setting fun challenges, and rewarding good work. • During business negotiations, they use proper planning, clear communication, and problem-solving to make deal that is fair and helpful for both sides. • This experience helped me understand how the theories we have learnt in college are used in real office work.
Gaps identified on the working area.	• According to my observation, some team members are not properly aware of how their performance (KPI) is measured, which can affect their motivation and improvement. • Also there is less focus on guiding and developing interns or new employees, that might slow down their learning and confidence.
Suggestions for improvement	• In my opinion ,the company can give small training sessions to explain how performance is checked and help employees understand their goals better and work with more focus. • The company can start mentor system where senior staff help and guide new interns or employees. This will make it easier for newcomers to learn and feel more confident.

Plan for the next week	• Another assignment was given 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 and it is to be submitted till 14th of July and a session will be held on it .
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Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 9

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA – Pharmaceutical Management

Week no: 9

From: 8/07/2025 to 14/07/2025

Activity Done	• We had an interactive session ,where we discussed on the topics that are: 1. People planning/ management strategies 2. KPI for employee appraisal 3. Talent/ manpower management 4. Building positive competition in team as a manager/ team lead 5. Business negotiations
Linking theory (Classroom learning) with practice at your organisation	• In this session, I observed how the business applies the theoretical knowledge we got to know actual work scenarios. For example, manpower management and people planning make advance plans to ensure that the particular number of people are assigned to the particular roles. Clear goals (KPIs) used in employee appraisals to assess how well workers are performing. • In talent management, they find skilled employees and help them grow through training and feedback to build positive competition in the team, the manager motivates the team by giving appreciation, setting fun challenges, and rewarding good work. • During business negotiations, they use proper planning, clear communication, and problem-solving to make deal that is fair and helpful for both sides. • This experience helped me understand how the theories we have learnt in college are used in real office work.
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Suggestions for improvement	• In my opinion ,the company can give small training sessions to explain how performance is checked and help employees understand their goals better and work with more focus. • The company can start mentor system where senior staff help and guide new interns or employees. This will make it easier for newcomers to learn and feel more confident.

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Approved by the IIHMR University's Mentor

Reporting Format (Weekly) – Week 10

Name of the Organisation: MICRO LABS

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

Name of the Student: AVANTIKA KALASKAR

Roll no: 0614 **Stream:** MBA – Pharmaceutical Management

Week no: 10

From: 15/07/2025 to 21/07/2025

Activity Done	• We had an interactive session, where we discussed on the topics that are: • 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
Linking theory (Classroom learning) with practice at your organisation	• In this session, I observed how brand name contributes to remember and identity. I observed how, via various efforts, advertising and brand promotion increase awareness and interest. • Target positioning demonstrated to me how companies craft messaging to appeal to the appropriate demographic. I saw how important digital and physical communication channels—like social media and posters—were for efficiently reaching people. • I understood how timing and message clarity are crucial, as I learned from content and communication planning. • In order to maintain honest and reliable advertising, I also learned why ethics and laws are important. • Last but not least, my research into the difficulties faced by advertisers—such as audience distraction and competition—made me recognize the need for innovation and strategy in this industry.
Gaps identified on the working area.	• According to my observation, there was lack of real-time experience like concepts were well explained but it doesn't include concrete examples or experiences from the organization, which could make it more relatable and help to give deeper understanding. • Also, I came to the realization that I hadn't thoroughly examined how consumer behaviour and feedback truly affect advertising strategy; in reality, it's more complicated than simply determining a target audience. • I also saw that I addressed digital and physical communication

	channels individually, when in real-world scenarios, these are typically merged for a smooth, consistent brand experience. These gaps made it clear to me where I need to improve my comprehension of the real-world connection between planning and execution.
Suggestions for improvement	• In my opinion, they need to better understand how customer behaviour and feedback shape advertising strategies in real scenarios—it's more than just targeting. • Also, they treated digital and physical channels separately, but in practice, they work together for a smooth brand experience. These gaps showed me the importance of deeper observation and integration when applying theory in real-world marketing.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report (Annexure F)

Name of the Organisation: Micro Labs Ltd.

Area/ Department/ Project of Summer Internship Program: Market Research and Product/Brand Management

Name of the Student: Avantika Kalaskar

Roll no: 0614 **Stream:** Pharmaceutical Management

Activity Done	During my 10-week internship at Micro Labs Ltd., I actively participated in: • Pharmacy Surveys: I learnt about brand presence, prescription trends, and market availability and also done some retail market research on molecules such as <i>Empagliflozin</i> and <i>Rasagline</i>. • Brand Planning: I learnt about detailed brand plans that included therapy switch tactics, product positioning, and competitor analysis for the brand . • Assignments and Presentations: we have given assignments and presentations to produce and deliver thr content on subjects such as digital marketing, labeling, visual aids, business ethics, and body language. • Expert Sessions: I participated in master classes on strategic communication, IQVIA & Phamarack report analysis, and digital marketing. • HR and Management Training: I acquired knowledge of business negotiations, employee appraisals, manpower planning, and KPI setting during this internship duration.
Linking theory (Classroom learning) with practice at your organisation	The internship provided a strong connection between classroom knowledge and real-world application that helped me to relate academic knowledge with field- level activities:

	• During fieldwork and assignments, ideas from marketing management, brand strategy, market research, and digital media marketing were applied helping me to recall theoretical concept in real world. • I analyzed the pharmaceutical industry and created brand strategies using the SWOT and PESTEL frameworks that were covered in class. • Practiced the visual communication, content planning, and presentation strategies covered in business communication courses. • It helped me to understand the practical applications of theoretical concepts in pharmaceutical marketing, such as target positioning, personal branding, and ethics. • It also helped me to get hands-on understanding of how branding elements like logos, colors, and naming conventions influence brand recall and positioning in a competitive market.
Gaps identified on the working area.	While the internship was well-structured , a few areas could be improved to enhance the learning experience: • Limited Real-World Exposure: We got lack of on-ground field visits to chemists or doctors, which would have added more depth to our understanding of real market behavior. • Digital and Physical Strategy Disconnect: At times, digital and traditional communication methods were planned separately, whereas in practice, these should work hand-in-hand to create a consistent brand message. • Lack of Structured Mentorship: While guidance was available, there wasn't always a consistent system for mentoring or giving feedback to interns, which could have helped us grow more confidently and efficiently , a well structured mentorship might helped more. • Unclear Performance Metrics: Some team members weren't fully aware of how their performance was being measured, which might affect motivation and direction in their work. • Missing Customer Insights: Discussions on advertising strategies often focused on theoretical planning, but missed the real-world impact of customer behavior, reactions, and feedback.
Suggestions for improvement	From my experience, a few simple changes could make the internship even more impactful: • More Field Exposure: Regular visits to doctors and chemists would help connect classroom learning with what actually happens in the market. • Mentorship Support: Having a mentor system for interns could make learning smoother and more confident. • Hands-On Projects: Letting interns work on real brand campaigns

	or planning tasks would bring theory to life. • Clearer KPIs: Short sessions to explain how performance is measured would help everyone stay more focused and motivated. • Better Integration of Strategies: Teaching how digital and physical marketing work together can make brand efforts feel more complete. • Use Real Feedback: Encouraging the use of actual customer insights and competitor data can make campaigns more relevant and effective.
Key Learnings	This internship truly helped me grow both academically and professionally. • I became more confident in conducting market research, planning strategies, and giving presentations. • I learned how important ethical marketing, digital tools, and data-driven thinking are in the pharma industry. • It gave me real confidence in applying classroom concepts to actual business situations. • I also improved my teamwork, time management, and professional communication skills, all of which I'll carry forward in my career.

Signature of the student

Approved by the IIHMR University's Mentor