

About Micro Labs

Founded in 1973 by Shri G.C. Surana, Micro Labs Limited is a leading, multi-dimensional pharmaceutical company headquartered in Bangalore, India. Renowned for its state-of-the-art manufacturing and research facilities, Micro Labs operates in diverse therapeutic areas such as cardiology, diabetology, pain management, dermatology, ophthalmology, and neurology.

Mission & Vision

Mission: Unlock the power of science to provide affordable, innovative medicines, improving global health outcomes.

Vision: Become India's leading healthcare provider, delivering quality pharmaceuticals and making lasting contributions through innovation and social responsibility initiatives

Organization Flow Chart



About BPH

BPH is a non-cancerous enlargement of the prostate, prevalent in aging males. Symptoms: Frequent urination, urgency, weak urine stream, incomplete bladder emptying. The global incidence of BPH rises with age, affecting about 50% of men over 50 and nearly 80% over 70.

Drug Profile: Silodosin

Therapeutic Class	Alpha-1A adrenoceptor antagonist
Indication	Symptomatic treatment of Benign Prostatic Hyperplasia (BPH)
Mechanism	Blocks alpha-1A receptors in the prostate, bladder, and urethra, relaxing smooth muscle
Formulations	4mg & 8mg capsules
Dosage	Recommended starting dose: 8mg once daily
Major Benefits	Eases urinary flow, improves voiding and storage symptoms
Common Side Effects	Abnormal ejaculation, dizziness, diarrhea, mild hypotension
Safety	Adequate safety margin at clinical doses

Pack Design

Silodosin is offered as 4mg or 8mg hard gelatin capsules, typically in blister packs (e.g., 10x10 strips or HDPE bottles of 30 or 100 capsules). Packs are designed for clarity, compliance, and premium branding to appeal to both prescribers and patients, with clear labeling and tamper-evident features

Product



Competitor Analysis

Company Name	Estimated Revenue	Top Brands (India)
Sun Pharma	Largest in India	Multiple BPH therapies
Cipla	Top 3 in India	Tamsulosin, Alfuzosin
Lupin	Top 5 in India	Silodosin, Tamsulosin equivalents
BAL Pharma	\$25M–\$50M	Urocare, Urologenics
Medreich	\$500M–\$1B	Generics and branded generics
Anglo French Drugs	\$500M–\$1B	Urology and pain management drugs

STP

Segmentation: Men aged 50+ with Lower Urinary Tract Symptoms (LUTS) due to BPH.
Targeting: Urologists, general physicians, and hospitals treating BPH patients.
Positioning: Silodosin – Advanced, highly selective alpha-1A blocker for fast and sustained relief from urinary obstruction symptoms in BPH

SWOT

Strengths Rapid symptom relief Lower risk of hypotension Uroselective action	Weakness Higher cost vs. generics Ejaculatory dysfunction risk Limited brand recognition
Opportunities Emerging market expansion Combination therapies Direct-to-consumer marketing	Threats Generic competition New drug approvals Changing clinical guidelines.

Learnings taken from the Internship

- Gained hands-on experience in market research and brand planning for pharma products.
- Applied theory (SWOT/PESTLE, etiquette, HR) to real work.
- Enhanced communication, presentation, and regulatory knowledge.
- Learned key skills in audience targeting, branding, advertising, and adaptability.

Main Challenges Faced

- Faced challenges in data collection from pharmacists and supply chain issues.
- Inconsistent professional etiquette and product knowledge gaps in the team.
- Limited reliable research data and awareness of regulatory changes.
- Difficulties with confident, structured presentations online.
- Need for improved regional customization and balancing creativity with compliance in brand messaging.

Practical and Theoretical understandings

- Practical Exposure:**
- Hands-on tasks with real data, pharmacy visits, and brand planning.
 - Developed communication, presentation, and problem-solving skills.
 - Learned to adapt to dynamic, real-world business environments
- Theoretical Understanding:**
- Learned frameworks and concepts (SWOT, PESTLE, HR) in classroom settings.
 - Focused on ideal scenarios

Suggestions

- Conduct regular communication and etiquette training.
- Implement feedback systems for quick issue resolution.
- Digitize data collection from pharmacies.
- Promote continuous skill development and workshops.
- Localize marketing and ensure compliance.