

About Organization

Microlabs is a technology-driven, multi-dimensional pharmaceutical company with advanced manufacturing capabilities across therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, and Neurology. The company is committed to delivering affordable and innovative medicines to improve global health outcomes. Its long-term growth strategy focuses on innovation, digital healthcare advancements, and commercial excellence.

Product Overview

- **Brand:** Soliten 5 mg (Sun Pharma)
- **Generic Name:** Solifenacin Succinate
- **Use:** Treatment of Overactive Bladder (OAB)
- **Action:** Relaxes bladder muscles to reduce urgency and frequency
- **Dosage:** Once-daily oral tablet
- **Benefits:**
 - Improves bladder control
 - Reduces urinary incontinence
 - Enhances quality of life

PESTEL Analysis

Political

- Government support for urology and elderly care
- Patent laws and price controls vary across countries

Economic

- Increased healthcare spending drives demand
- Generic competition reduces brand profitability

Social

- Awareness of bladder health is growing
- Stigma around OAB may delay diagnosis and treatment

Technological

- Innovations in drug delivery (e.g., extended-release forms)
- Digital tools help monitor adherence and outcomes

Environmental

- Emphasis on sustainable pharma packaging and waste management
- Regulatory focus on eco-friendly manufacturing

Legal

- Patent expiry opens market to generics
- Adherence to international drug safety and compliance laws

Market Overview

Solifenacin Succinate Market size is estimated to be USD 500 Million in 2024 and is expected to reach **USD 750 Million by 2033** at a CAGR of **5.0% from 2026 to 2033**.

Pack Design & Colour

Soliten® 5 mg
Solifenacin Succinate Tablets

For the treatment of Overactive Bladder



10 Film-Coated Tablets



Composition: Each film-coated tablet contains: Solifenacin Succinate equivalent to Solifenacin 5 mg

Indication: Used for the treatment of overactive bladder symptoms such as urgency, frequency, and urge incontinence.

Dosage: As directed by the physician.

Storage Instructions: Store below 25°C in a dry place. Protect from light and moisture. Keep out of reach of children.

Manufactured by;
Sun Pharmaceutical Industries Ltd.
Acme Plaza, Andheri-Kurla Road,
Andheri (E), Mumbai-400 059

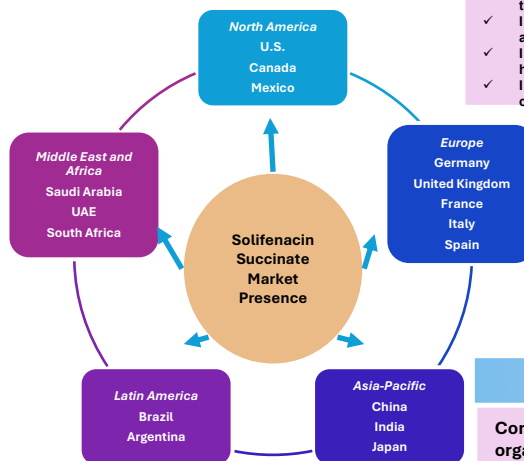
Batch No. Mfg Date Exp Date

Schedule H drug –
Warning: To be sold y retail
on the prescription of
a Registered Medical
Practitioner only

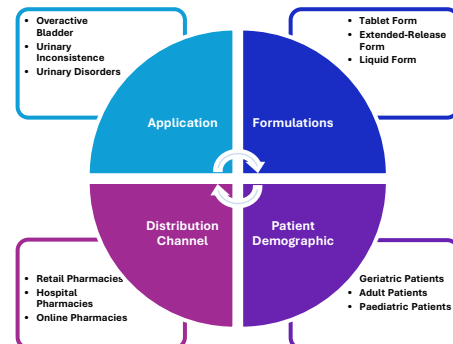
SWOT ANALYSIS



Market Presence



Market Segmentation



Key Learnings

- ✓ I gained hands-on exposure to how a pharmaceutical company functions across various departments and therapeutic areas.
- ✓ I actively contributed to market research, SWOT analysis, and supported brand planning activities.
- ✓ I learned the importance of cross-functional teamwork and how collaboration drives successful brand execution.
- ✓ I developed stronger communication skills and professional confidence through real-time tasks and team interactions.

Challenges

- I lacked the real time office exposure, had limited access to actual data for better analysis.
- I didn't get opportunity of physical people interaction other than pharmacy survey.

Suggestions

Corporate exposure should be provided by the organization for better learnings.

Mission

We're here to support people living with overactive bladder—not just with effective relief through Solifenacin, but by helping break the silence and stigma around it. Our mission is to bring comfort, confidence, and dignity back into everyday life, one person at a time.