

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited

From 12/05/2025 to 25/05/2025

A REPORT BY

Aditi Mishra

Master of Business Administration

Pharmaceutical Management

Roll no: 0599

2024-26

under the Mentorship of

Dr Saurabh Kumar Banerjee
(Associate Professor)





Certificate of Recognition



This is to certify that

Ms. **ADITI MISHRA**

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. **ADITI MISHRA** 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:

28/7/2025

(Signature of Faculty Mentor)

28/7/2025

Name: Dr Saurabh Kumar Banerjee

Designation: Associate Professor

A Brand Plan for molecule: Solifenacin

Presented by: Aditi Mishra

Course: MBA Pharmaceutical Management (2024-26)

University Mentor: Dr Saurabh Kumar Banerjee

Organization Mentor: Mr Tavinder Jit Singh Vasudeva

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



Reaching People, Touching Lives.

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.

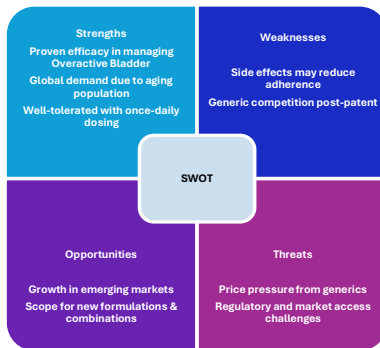
Dosage: As directed by the physician.

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

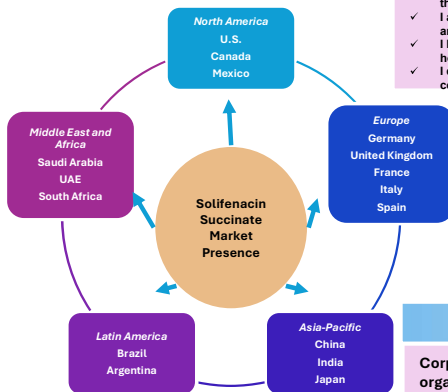
Manufactured by:
Sun Pharmaceutical Industries Ltd.
Acme Plaza, Andheri—Kurla Road,
Andheri (E), Mumbai—400 059
Batch No. Mfg Date Exp Date

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

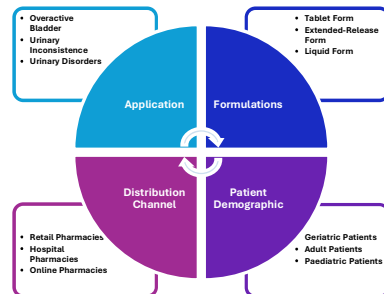
SWOT ANALYSIS



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.

Acknowledgments

My Sincere thanks to Mr. Tavinder Jit Singh and his team from Micro Labs Ltd, Gurugram for their valuable inputs in completing my assignments.

I am writing to express my heartfelt gratitude for the invaluable opportunity to undertake an internship at Micro Labs Ltd, under your guidance. It has been an honour and a privilege to learn and grow within the dynamic environment of your esteemed organization.

I would like to extend my sincere appreciation to you for providing me with the chance to work alongside your team and contribute to the various projects and initiatives during my internship tenure. Your guidance, mentorship, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skillset.

Throughout my internship, I have been fortunate to witness your dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a source of inspiration, and I am truly grateful for the knowledge and insights you have shared with me.

I would also like to express my gratitude to the entire team at Micro Labs Ltd for their warm welcome, support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish.

Once again, thank you, Mr, Tavinder Jit Singh for your mentorship and for providing me with the opportunity to contribute to Micro Labs. I am confident that the skills and knowledge I have gained during this internship will serve as a solid foundation for my future endeavours.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to Micro Labs in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

Aditi Mishra

MBA in pharmaceutical Management

IIHMR University, Jaipur

About the Organization

Micro Labs Limited is a long-standing pharmaceutical company based in Bangalore, India. Since its foundation in 1973, it has steadily expanded, earning a respected name in the healthcare space. The company is actively involved in producing and distributing a broad spectrum of healthcare products, including drug formulations, active ingredients, and health supplements. With operations spread across over 80 countries, Micro Labs has built a strong presence in key global markets such as the US, Europe, Asia, and Africa.

Mission & Vision

Mission:

Micro Labs is driven by a clear purpose: to make healthcare more accessible and impactful for people everywhere. The company focuses on developing and delivering innovative yet affordable treatments. By maintaining high standards throughout research, production, and distribution, Micro Labs ensures that patients across the world receive safe and reliable medicines.

Vision:

Looking ahead, Micro Labs aims to establish itself as a global leader in the pharmaceutical landscape. The company is dedicated to consistently improving its offerings while expanding its global reach. At its core, the vision is about creating a lasting, positive influence on global healthcare by staying committed to quality, innovation, and customer care.

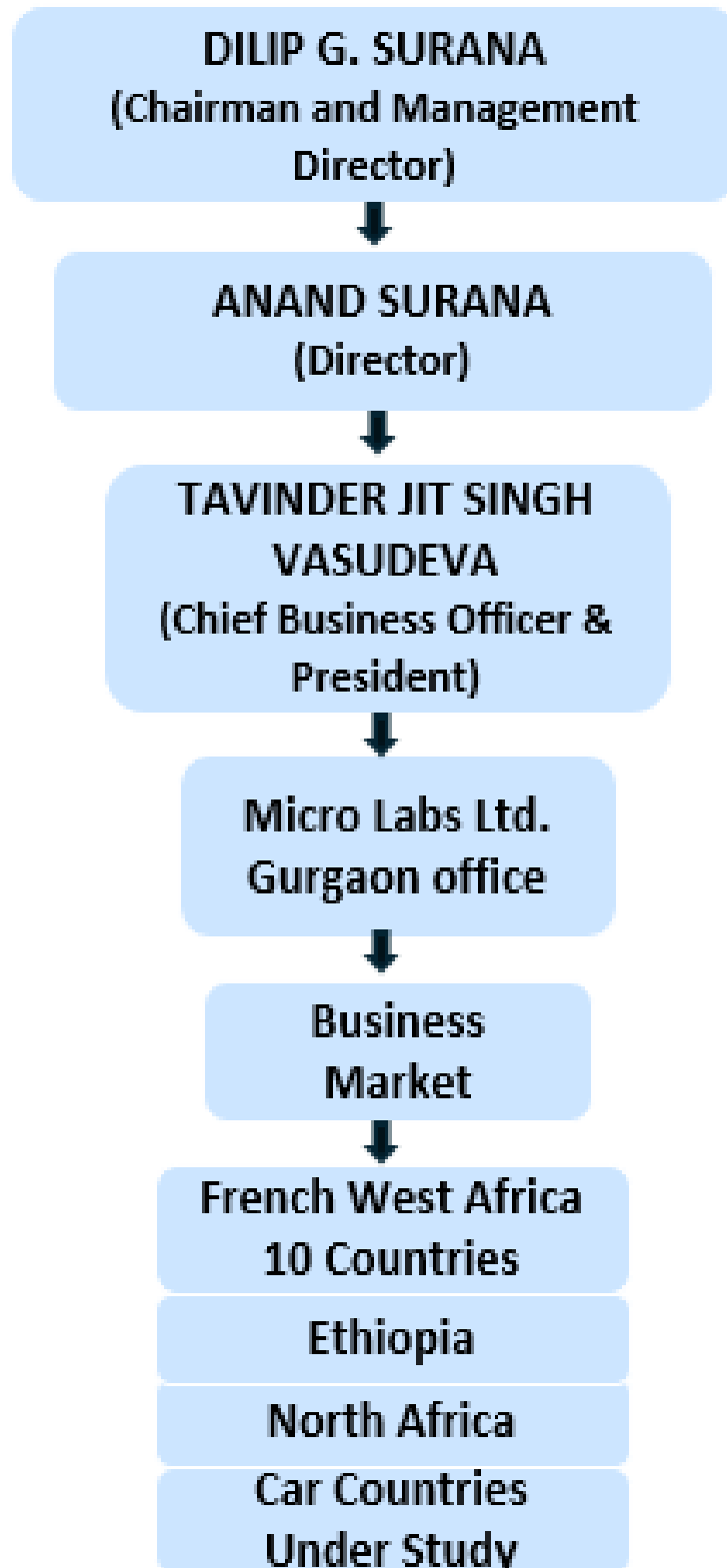
Core Values

1. **Integrity:** Acting with honesty and strong ethical values in every area of work.
2. **Innovation:** Welcoming new ideas to enhance how healthcare products are developed and delivered.
3. **Quality:** Focusing on making products that not only meet standards but often go beyond expectations.
4. **Customer Focus:** Understanding customer needs and working proactively to exceed them.
5. **Excellence:** Consistently striving to do better — whether it's in research, service, or overall performance.

Key Learning and Outcomes

- **Deepened Understanding of Brand Planning:**
Working on brand strategies for products like Soliten and Lacto Calamine helped me understand how pharmaceutical branding goes far beyond packaging, it's about positioning the product meaningfully in the minds of both doctors and patients. I learned to approach brand planning from multiple angles, balancing scientific accuracy with emotional resonance.
- **Strengthened Market Research Skills:**
Conducting pharmacy-level surveys and analyzing molecules such as Apixaban gave me hands-on experience in collecting and interpreting market data. These exercises sharpened my ability to identify therapeutic gaps, patient needs, and opportunities for product differentiation.
- **Applied Marketing Frameworks in Real Contexts:**
Concepts like SWOT analysis, PESTEL evaluation, and KPI design became much more than academic jargon. I saw how these tools are used in actual decision-making, whether it was refining brand messaging, understanding environmental challenges, or measuring campaign performance.
- **Developed Ethical and Empathetic Communication:**
One of the most meaningful takeaways was understanding the human side of pharmaceutical marketing. I learned how critical it is to communicate with physicians and patients in a way that is not only informative but also compassionate and respectful.
- **Adapted to Real-World Business Challenges:**
Through field visits and interactions with the sales force, I witnessed the practical hurdles in reaching customers and maintaining brand relevance. Whether it was interpreting prescription data or creating promotional materials, I had to think on my feet and adapt quickly.
- **Improved Professional and Interpersonal Skills:**
This internship taught me how to carry myself in a professional setting, from writing emails and presenting ideas clearly, to working collaboratively in teams and managing deadlines responsibly. These soft skills were just as important as the technical ones.
- **Gained Clarity on Career Direction:**
Perhaps most importantly, this experience reaffirmed my passion for healthcare marketing. It gave me a sense of purpose and made me confident that I want to build a career where I can contribute meaningfully to the pharmaceutical industry, not just as a marketer, but as someone who understands both science and people.

Organization Structure



Week 1

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

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

Activity Done	• Pre-interactive session. During the session we were briefed about internship structure and assignment for the next session was given. • PowerPoint Presentation of Assignment on Self SWOT analysis, how to build yourself as a brand, corporate etiquettes, corporate netiquettes and body language were discussed. Here we learnt to explore ourselves and understood the required etiquettes we need in a corporate environment.
Linking theory (Classroom learning) with practice at your organisation	• By doing the assignment, I learnt about my strengths and weaknesses along with how to enhance my personal branding. • I applied these learning into creating an assignment and interaction with my colleagues with great integrity.
Gaps identified on the working area.	Gaps identified were: • To understand how to use your SWOT as your strength developing factors. • Lack of time for everyone to present their presentations. • Lack of initiative from peers.
Suggestions for improvement	• Constructive Feedback from superiors. • Communication among colleagues. • Better time management.
Plan for the next week	Pharmacy Survey for the allotted molecule (Apixaban) to learn marketing trends of several brands.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 2

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 2 From: 19-05-2025 to 24-05-2025

Activity Done	- Pharmacy Survey for Apixaban and Rivaroxaban were done. These are anti-coagulant molecules used primarily to reduce the risk of stroke and blood clots in people with conditions like atrial fibrillation, deep vein thrombosis (DVT), or pulmonary embolism (PE). - Pictures of different brands of Apixaban and Rivaroxaban were collected, indications for the molecule, price of the brands and number of prescriptions for the brand per month were studied.
Linking theory (Classroom learning) with practice at your organisation	- By doing the assignment, I learnt about the market trends of a molecule, which manufacturers and marketers perform best in the market and Pharmacology of the molecule. - I applied these learning into creating an assignment and made a PowerPoint Presentation which help me better understand about the molecule.
Gaps identified on the working area.	Gaps identified were: - Lack of compliance from the Pharmacist. - Lack of Pharmacy Survey slip provided by the University. - Not more than 4-5 brands were available for Survey.
Suggestions for improvement	- Regular updates on the project. - Better communication among superiors and peers. - Compliance from University to provide Pharmacy Survey slip on time.
Plan for the next week	Meeting to be held and further responsibilities to be discussed.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 3

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

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

Activity Done	• Power Point Presentation on Understanding of Marketing Campaigns, Difference between Branding and Marketing, Business Development activities before product launch and understanding of Molecule/Product/Therapy Switchover for Apixaban along with a Power point presentation on 21 Evergreen Skills that will always make you valuable was also prepared with personal experiences. • Previous presentations on etiquettes, netiquettes and Pharmacy Survey are updated with experience of Pharmacy Survey and its executive summary.
Linking theory (Classroom learning) with practice at your organisation	By doing the assignment, I understood about the market campaign of a molecule, difference between Marketing and Branding, Business Development activities before the launch of a molecule, understood the importance of Therapy switchover and why it is required and the valuable 21 Evergreen Skills and how it has helped me shape my character and integrity.
Gaps identified on the working area.	There was lack of real-time exposure to execute real marketing campaigns, insufficient understanding of practical challenges in molecule and therapy switchover, lack of primary involvement with KOL, and business development activities like price decisions. Personal skillset acquired from 21 Evergreen skills have not been used in actual pharma-specific workplace.
Suggestions for improvement	More internship opportunities can be sought along with collaboration with cross-functional teams, medical representatives and participation in KOL campaigns. Also, use of case studies related to the subject can be proven very useful.
Plan for the next week	Meeting to be held and prepared presentations will be evaluated.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 4

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 4 From: 02-06-2025 to 07-06-2025

Activity Done	Power Point Presentation on: • Body Language and Table Manners, • PESTEL Analysis and, • Brand Plan of molecule Solifenacin, brand Soliten – 5 Mg, Manufactured by Sun Pharmaceutical Industries Ltd. was prepared.
Linking theory (Classroom learning) with practice at your organisation	Body Language and Table manners helped me understand about the soft skills one need to develop and polish for the corporate and everyday life. PESTEL Analysis helped me understand better about the brand in terms of Political, Economic, Social, Technological, Environmental and Legal factors. By doing the assignment, I understood about the making of a brand plan. I followed the framework of Janice MacLennan's Brand Planning for the Pharmaceutical Industry framework to make a brand plan for Soliten-5mg and understood about various Market and Brand analysis.
Gaps identified on the working area.	There wasn't any opportunity to practice body language and etiquette in actual business settings. PESTEL analysis lacked the practical aspect and real-world pharma scenarios, and brand planning lacked the direct exposure to live brand review processes, sales forecasting and lifecycle management.
Suggestions for improvement	By applying PESTEL analysis to real market data for the brand, having interactions with brand's market representatives and getting mentorship from industry level professionals, one can improve in the abovementioned area.
Plan for the next week	Meeting to be held and prepared presentations will be evaluated.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 5

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 5 From: 09-06-2025 to 14-06-2025

Activity Done	Power Point Presentation on: • Essentials of a Business Presentation • Importance of colours in LBL, Visual aids, Packs design • Business Development • Code of Ethics
Linking theory (Classroom learning) with practice at your organisation	I learnt the importance of having a proper structure for presentations along with clear objectives, catchy visuals and storytelling to influence the decision-makers for my brand. The colour psychology plays a significant role in brand recall and compliance, and it must connect with patients and prescribers emotionally. Business development strategies such as KOL engagement, SWOT analysis helped me understand the real-world barriers for a brand. I learned about compliance, pharmacovigilance, transparency, and ethical promotion under UCPMP and global codes. Ethical conduct builds long-term credibility with HCPs and stakeholders.
Gaps identified on the working area.	There is lack of digital integration in sales promotions, lack of digital tools such as e detailing, WhatsApp campaigns and QR code marketing. There isn't a feedback loop from field to marketing and low patient centric focus on brand strategy.
Suggestions for improvement	Introduction of hybrid sales tools such as digital (WhatsApp friendly brand messages, interactive PDFs etc) and traditional tools along with a formal feedback loop system could help in this area. Making the brand more patient centric would increase revenue.
Plan for the next week	Meeting to be held and prepared presentations will be evaluated.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 6

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 6 From: 16-06-2025 to 21-06-2025

Activity Done	Attended Masterclass on " Significance of Digital Marketing in Pharmaceutical Industry " by industry expert Mdm. Shailja Dwivedi Pathak
Linking theory (Classroom learning) with practice at your organisation	• I learnt about the theoretical frameworks of digital marketing—like the 4Ps transformation into the 4Es (Experience, Exchange, Evangelism, and Everywhere), content marketing strategies, SEO, SEM, social media campaigns, and customer engagement funnels. • I observed the actual implementation of these strategies specially the use of digital reps (e-detailing), CRM tools, WhatsApp marketing, and doctor engagement through webinars and social media.
Gaps identified on the working area.	Many mid-tier pharma companies allocate minimal budget for digital marketing; employees often lack training to utilize digital tools and despite digital campaigns, HCP engagement remains low due to lack of comprehension from users.
Suggestions for improvement	SEO, e-detailing, webinars from KOL would lead to better patient centric approach. Creating region-specific content can help in better connection with patients of different dialects. Implementation of dashboards such as Power BI, Google analytics and AI can help improving digital platform services.
Plan for the next week	• Meeting to be held and discussions on How to analyse the IQVIA and Pharmatrac report and its significance • Importance of practice for business presentation and for interviews

Signature of the Student



Approved by the IIHMR University's Mentor

Week 7

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

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

Activity Done	PowerPoint Presentation on: • Competitive intelligence • Artificial intelligence • Visual aid and LBLs significance • Distribution strategy including different distribution channels For the given molecule Solifenacin and brand Soliten 5 mg (Sun Pharmaceuticals Industries Limited)
Linking theory (Classroom learning) with practice at your organisation	At the organization, I observed how competitive intelligence for Soliten 5 mg involved real-time tracking of rival brands like Vesicare and Solicept across retail, prescriber, and digital channels. AI tools supported targeted prescriber engagement through trend mapping, chatbots, and personalized CRM outreach. Visual aids and LBLs were crafted not just for design but to balance clinical accuracy with brand recall. On the distribution front, I learned the importance of strong distributor relationships and demand-based forecasting to ensure consistent availability across both metros and tier-II towns.
Gaps identified on the working area.	There was lack of consistency and standardization on field-level data collection. Existing AI tools were underused by field teams due to lack of training. Prescription pattern data was available but not fully leveraged for targeting. Feedback from doctors on visual aids was not regularly gathered. LBL updates lagged scientific advancements or clinical trial data.
Suggestions for improvement	By creating monthly competitor dashboard, using AI tools effectively, collecting regular feedback on LBL and visual aids and enabling real time inventory tracking for distribution channels, improvement can be made.
Plan for the next week	Meeting to be held and PowerPoint presentations on to be made and discussed.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 8

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 8 From: 30-06-2025 to 05-07-2025

Activity Done	PowerPoint Presentation on: • Significance of Demographics • Neuromarketing • Financial parameters • How to handle Q & A for your brand plan For the given molecule Solifenacin and brand Soliten 5 mg (Sun Pharmaceuticals Industries Limited)
Linking theory (Classroom learning) with practice at your organisation	In class, we learned how demographics shape brand strategy, and for Soliten, targeting women over 45 with OAB helped sharpen our promotional focus. Understanding visual psychology, I redesigned aids with calming visuals to reflect patient relief, guided by empathy. Business concepts like ROI and margins became real during brand reviews, where I faced tough questions on pricing and competition. These moments taught me to stay composed, trust my data, and view Q&A as a chance to showcase confidence and insight.
Gaps identified on the working area.	There was limited access to detailed demographic data, visual aids lacked emotional appeal, financial tracking had limited visibility into regional level profitability and initial Q&A were reactive and lacked confidence.
Suggestions for improvement	Understanding data partners like IQVIA and PharmaTrac, adding emotional appeal to visual aids, addressing regional financial dashboards and practicing mock Q&A sessions with cross functional teams can help in improvement.
Plan for the next week	Assignments on KPI, Types of Contract, Business Negotiations etc are given for next week and meeting to be held.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 9

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 9

From: 07-07-2025 to 12-07-2025

Activity Done	PowerPoint Presentation on: • 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 for solifenacin
Linking theory (Classroom learning) with practice at your organisation	At Soliten 5 mg, fixed-term contracts for field reps align with agile deployment needs, while permanent roles at the head office ensure strategic continuity. Resource allocation reflects therapy potential and competitive intensity, echoing classroom HR frameworks. KPIs like Rx generation, HCP reach, and campaign success link individual performance to brand outcomes. Talent is nurtured through workshops and real-time feedback, reinforcing strategy execution. Collaboration is rewarded to balance ambition with team spirit. Negotiation is a regular part of brand management whether it's with vendors, internal stakeholders, or hospital procurement teams.
Gaps identified on the working area.	There was insufficient product-specific training refreshers and clinical updates. Weak internal collaboration delays decision-making and execution. Lack of structured feedback channels or real-time reporting mechanisms. Absence of digital enablement training for field force and slow adoption of e-detailers or CRM analytics.
Suggestions for improvement	By holding monthly clinical refreshers sessions, use of real cases, coordination among teams and regional feedback coordinators, this working area can be improved.
Plan for the next week	Submission of final project to mentor at MicroLabs Ltd.

Signature of the Student



Approved by the IIHMR University's Mentor

Week 10

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 10

From: 14-07-2025 to 19-07-2025

Activity Done	PowerPoint Presentation on: • 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 For “Lacto Calamine”
Linking theory (Classroom learning) with practice at your organisation	Lacto Calamine clearly highlights its key ingredient, “calamine,” ensuring relevance and trust for consumers, especially those with oily or acne-prone skin. The brand maintains consistent messaging across digital and in-store platforms, blending influencer-driven content with educational value. It strategically follows STP principles and remains compliant with ASCI and Piramal’s internal codes. Strong differentiation and storytelling further enhance brand recognition and loyalty.
Gaps identified on the working area.	• Less digital penetration • Irregular Influencer communication • Low retail visibility • Unavailability in many regions • Lack of customer feedback • Lack of KOL promoting the brand for skin issues • Lack of brand engagement campaigns
Suggestions for improvement	To make Lacto Calamine more connected with its audience, the brand can start advertisement in different languages, in different regions and skin types to be more inclusive. Dermatologists can be brought to distribute samples to encourage patients to choose Lacto Calamine as their go to skincare brand. Influential marketing via digital channels to reach the costumers worldwide and to collect valuable feedback from customers and make improvements accordingly.
Plan for the next week	Evaluation of Summer Internship Programme reports.

Compiled Report

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Aditi Mishra

Roll no: 0599

Stream: Pharmaceutical Management

Week no: 1 to 10

From: 12-05-2025 to 25-07-2025

Activity Done	PERSONAL DEVELOPMENT: • SWOT Analysis of yourself • How to Build Ourselves as a Brand • Corporate Etiquettes • Corporate Netiquettes • Body Language • 21 Evergreen Skills • Table Manners BUSINESS DEVELOPMENT: • Pharmacy Survey for Apixaban Molecule • Understanding of Market Campaigns • Difference Between Branding & Marketing • Business Development Activities Before Product Launch • Understanding of Molecule / Product / Therapy Switchover • Porter Branding & Marketing • PESTEL Analysis • How to Develop a Brand Plan for Solifenacin • Essentials of Business Presentation • Importance of Colors in LBL, Visual Aids, Pack Design • Business Development • Code of Ethics • Competitive Intelligence • Artificial Intelligence • Visual Aid & LBL Significance • Distribution Strategy Including Different Distribution Channels • Significance of Demographics • Neuromarketing • Financial Parameters • How to Handle Q&A for your Brand Plan • 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 • Parameters to Cover for OTC Brand “Lacto Calamine”: Brand Naming, Advertising & Brand Promotion, Target Positioning, Communication Channels, Contents & Communication Planning, Ethics & Regulation in Advertisements and Barrier & Key Issues in Advertising
Linking theory (Classroom learning) with practice at your organisation	Over the past few weeks, I’ve realized that personal growth really starts with self-awareness, understanding what I’m good at, where I struggle, and how I can grow. Doing a SWOT analysis on myself made me pause and think more deeply about my strengths and how I can shape them into a personal brand, both in the real world and online. Along the way, I picked up practical habits like professional etiquette, confident body language, and even table manners, which surprisingly made me feel more grounded and prepared for any professional setting. I also found myself becoming more intentional about building timeless skills like communication and emotional intelligence, which now feel essential no matter what path I take. On the business side, I learnt how branding goes beyond marketing, it’s about building trust, identity, and long-term value. I got hands-on with frameworks like Porter’s Five Forces and PESTEL, and it was eye-opening to apply them to actual brand planning, especially for Soliten 5 mg. From distribution strategies to visual design and ethical communication, I began to see how everything connects. Working on Lacto Calamine brought it all together for me, it wasn’t just about promoting a skincare product, but about telling the right story, to the right people, the right way. Altogether, these experiences didn’t just teach me about pharma, they helped me see the kind of brand leader I want to become.
Gaps identified on the working area.	As I went through this learning journey, I started noticing a few areas where I could improve. While I understood brand planning and market strategy in theory, I haven’t yet had the chance to fully experience how things play out on the ground, like interacting with doctors, pharmacists, or seeing how patients respond to a brand. I also feel there’s more for me to learn when it comes to working with advanced tools like CRM platforms or interpreting real-time data to make brand decisions. I’ve realized that understanding numbers is one thing, but using those insights under pressure is something I still need to get comfortable with. Managing people, handling deadlines,

		and coordinating across different teams can be challenging too, especially when things don't go as planned. I see these as areas where real-world exposure will help me grow, and I'm looking forward to learning by doing, not just knowing.
Suggestions for improvement	for	To grow in these areas, I think the best way forward is to get more involved in real-world brand activities, whether that's shadowing a product launch, sitting in on field visits, or simply observing how experienced managers handle live market situations. I'd benefit from spending time with cross-functional teams like medical, regulatory, or finance to understand how their inputs shape a brand plan beyond theory. Practicing with real campaign data and learning how to use CRM tools or basic data dashboards would also give me more confidence in making informed decisions. I'd like to challenge myself by taking ownership of small projects where I can lead timelines, coordinate with teammates, and learn from any roadblocks that come up. Asking more questions, seeking feedback regularly, and staying open to learning by doing will, I believe, help me grow into a more capable and well-rounded brand manager.
Key Learnings		• I discovered that personal growth begins with self-awareness. Doing a SWOT analysis helped me understand my strengths and areas to improve, which shaped how I build my personal and professional identity. • Learning professional etiquette, body language, and evergreen skills like communication and emotional intelligence made me feel more prepared for real-world settings. • I grasped that branding is more than marketing, it's about building lasting value. Tools like PESTEL and Porter's Five Forces gave me a strong foundation to plan for real pharma brands like Soliten and Lacto Calamine. • I realized I need more hands-on exposure, working with real data, interacting with stakeholders, and leading small projects will help bridge the gap between theory and practice as I grow into a confident brand manager.

Signature of the Student



Approved by the IIHMR University's Mentor