

MOST POPULAR AND TRUSTED PHARMACEUTICAL

650 - MICRO LABS LTD

Dolo 650



From Left to Right – Jitendra Patel, Sr. VP- Supply Chain, Jayaraj Govindaraju Executive Vice President- Marketing and Corporate Communications, Swakshar Lahkar, General Manager

IMPACTING THE PHARMACEUTICAL INDUSTRY ONE PRODUCT AT A TIME

Micro Labs, where excellence lies in small details. Established in 1973, Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards. All this robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's one of the fast growing transnational healthcare organizations.

A company that is dedicated to quality as the first goal was founded by late Mr. G. C. Surana, and now the company is under the leadership of Mr. Dilip Surana & Mr. Anand Surana.

Micro Labs occupies leading positions in select therapeutic areas like Cardiology, Diabetology, Ophthalmology, Dermatology, Pain / Analgesics, Gastrointestinal and Critical care etc. with a valued rank amongst the top 20 companies in India.

MICRO LABS IS BUILT AROUND FOUR PILLARS OF BUSINESS BELIEFS:

- ◆ **Quality:** A driving force for the organisation across the value chain
- ◆ **Ethics:** Manage businesses by imbibing best practices of governance and ethics
- ◆ **Customer Focus:** Seek to understand customer needs and focus on customer satisfaction
- ◆ **Respect for People:** Our most important belief:

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Respect people and value their contribution as they are the invaluable asset

Backed by a profound and resolute vision Micro Labs is committed to ensure a product of global quality. Micro Labs aspires to emerge an organization which upholds utmost professionalism, delivers value through high quality pharmaceutical products and builds strong brands across therapy segments. They seek to achieve this through their scientifically supported segments and processes, and effective implementation capabilities.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of environmental protection & social initiatives with significant contributions in the areas of education and health. Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry.

Micro Labs' Dolo 650, a popular household name across the country today, was recognized as 'The Most Popular & Trusted Pharmaceutical Brand' at the Times Business Awards 2021, on 20th September 2021, by OMS (a Division of Times Internet Limited), a research by Avance Brand & Field Solutions LLP.