

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt Ltd.

1st of May 2024 – 30th of June 2024

A REPORT BY

Sainee Ashish Bansidhar

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Dr. Saurabh Kumar Banerjee

Associate Professor



IIHMR University Faculty Mentor Approval

This is to certify that **Mr. SAINEE ASHISH** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 19/07/2024

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke extending to the right.

Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur



CERTIFICATE

OF RECOGNITION

This is to certify that

Mr. Sainee Ashish Bansidhar

*of 2023-2025 (batch) of IIHMR University has
effectively learnt, performed and completed his Summer
Training Project with Galcare Pharmaceutical Pvt Ltd
from May 2024 to June 2024*

*We appreciate his active participation, conduct,
mannerism and timely deliverables.*

*This certificate is being issued to meet the requirement
of the University.*

Irfan Ahmad

Senior Marketing Head

Date:- 03-07-2024

Galcare Pharmaceuticals Pvt. Ltd.

- Galcare Pharmaceuticals Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions.
- Its Head office is in Jaipur.
- Galcare pharma's products include Dermatology and Neuro-psychiatric.
- Excellence - Pursue excellence through people and innovation.
- Trust- Build and retain trust among the medical fraternity.
- Customer-Centric Approach-Consistently exceeds customer expectations.

VISION
Our vision is to be celebrated as a premier and beloved leader in the Dermatology sector in India, igniting positive transformation and groundbreaking innovation for a brighter tomorrow.

MISSION
Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products.

Product Profile

- Bilastine + Montelukast is an anti-allergic medication.
- It is used to treat allergic conditions like allergic rhinitis, sneezing, runny nose, stuffy nose or watery eyes and asthma.
- Bilastine selectively targets the H1 histamine receptor
- Montelukast is a selective leukotriene receptor antagonist.
- Formulation- tablets.
- Routes of administration-Oral.
- Elimination half-life of Bilastine is 12 to 14.5 hours.
- Elimination half-life of Montelukast is 2.7 to 5.5 hours.
- Common side effects include drowsiness, headache, dry mouth..
- It's important to consult the product's label and healthcare professional for specific dosage and safety information.
- Dose-01 tab/day

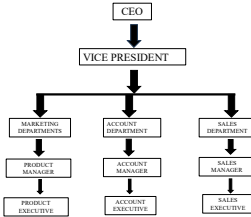
Market Trend

- IPM Value MAT VAL MAY'24 INR 2,00,266 Cr
- IPM for Bilastine + montelukast was valued at INR 232.7 Cr as of MAT JAN'24 & CAGR rate is 18%
- About 20-30% of the Indian population suffers from at least one allergic disease.
- Reported incidence of allergic rhinitis in India also ranges between 20% and 30%.

Business implication

- Our combination therapy of Bilastine and montelukast offers a unique value proposition by targeting both allergic rhinitis and asthma with a single formulation.
- We will develop targeted marketing campaigns to educate patients on the benefits of our combination therapy, highlighting improved convenience and enhanced symptom management.
- We will optimize distribution channels to ensure our combination therapy is readily available in pharmacies, hospitals, and specialty clinics.

ORGANISATIONAL STRUCTURE



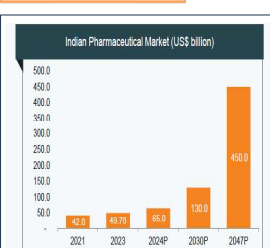
Brand Name:

- Salt name:** Bilastine + Montelukast
- Brand Name:** MONTIBILAST
- The rationale of the proposed name:**
 - The brand name "MONTIBILAST" maintains a clear connection to the core molecule "Bilastine + montelukast", emphasizing the active ingredient.
 - "Montibilast" is a memorable and catchy name that is likely to resonate with consumers and aid in brand recall.
- Indication:**
 - Bilastine is a novel, second-generation antihistamine that is primarily used to treat seasonal allergic rhinitis (hay fever).
 - Montelukast is a selective leukotriene receptor antagonist.

REGULATORY REQUIREMENTS FOR LAUNCH OF "Montibilast" IN GUJARAT

- The State Drugs Standard Control Organization Gujarat is responsible for drug registration and oversight to ensure safety, efficacy, and quality of pharmaceutical products.
- Montibilast is a product containing Bilastine + montelukast , an anti-allergic used to treat allergic conditions.
- Registering Montibilast in Gujarat involves contacting the SDSCO, submitting documentation, and complying with quality control and safety requirements.
- The SDSCO reviews the application, conducts inspections, and evaluates the product's safety and efficacy.
- If approved, Montibilast receives marketing authorization, and post-approval obligations, including pharmacovigilance, must be followed.

IPM Graph:



PESTLE ANALYSIS

Political:

- Government Policies:** Industry-friendly policies attract companies to Gujarat, promoting growth. The state's uniform taxation under GST has encouraged pharma players to shift base here.
- Competition and Market Penetration:** Increased competition challenges new entrants, but disease eradication programs and rural pharmacy penetration create new opportunities.

Economic Factors

- Market Growth:** Gujarat's pharmaceutical market saw 19% monthly turnover growth over two years, with drug therapies expanding by 20%.
- Healthcare Insurance:** Government efforts to enhance insurance availability expand the pharma market.

Social Factors:

- Economic Contribution:** Gujarat contributes 8% to India's GDP, indicating robust business growth.
- Skilled Workforce:** The state boasts a skilled workforce, including 4,500 B Pharma and 10,000 MBA seats.

Technological Factors:

- Research and Development (R&D):** Increasing investments in R&D lead to new products and technologies. Government initiatives promote R&D in Gujarat's pharma sector.
- Pharma-Machinery Manufacturing:** Fragmentation in this segment limits technology-driven product production for global markets.

Legal Factors:

- Regulatory Framework:** Heavily regulated industry covering drug life cycle aspects.
- Price Control:** National List of Essential Medicines (NLEM) drugs priced by the National Pharmaceutical Pricing Authority.

Environmental Factors:

- Climate and Geography:** Gujarat's long coastline and border with Pakistan position it as a natural hub for international trade.
- Government Initiatives:** Policies and incentives promote R&D, fostering innovative products and technologies.

PACK DESIGN



Competitor analysis of Bilastine + Montelukast molecule in Gujarat

S.NO	BRAND	COMPANY	PACK SIZE	PRICE	VALUE
1	Bilasure-M	Sun Pharma	10 Tablets	189rs	45.4cr
2	Bilambic-M	Alembic	10 Tablets	118.5rs	19.5cr
3	Montek-BL	Sun Pharma	10 Tablets	176rs	17.9cr
4	Bilagra-M	Lupin	10 Tablets	209rs	11.9cr
5	Prulastin-M	Alkem	10 Tablets	109rs	8.7cr

Brand Positioning:

- Market Definition:** Montibilast, from Galcare Pharmaceuticals, is your comprehensive solution for allergy relief, combining the powerful effects of Bilastine and montelukast to offer long-lasting comfort and improved quality of life.
- Customer Target:** Reliable allergy relief for adults and adolescents seeking long-lasting results.
- Dual-Action Formula:** Emphasize the combined action of Bilastine and montelukast in managing both respiratory and skin allergies effectively.
- Enhanced Quality of Life:** Focus on the improvement in daily living and overall well-being due to effective allergy management.
- Trusted Brand:** Leverage Galcare Pharmaceuticals' reputation for quality and innovation in the pharmaceutical industry.

SWOT ANALYSIS

Strengths:

Efficacy and Safety: Montibilast demonstrated increased patient satisfaction along with improved efficacy and safety. It offers quicker symptom reduction and reduces symptom recurrence as compared to other combinations.

Unique Combination: Bilastine and montelukast together target the histamine and leukotriene pathways, offering a complete approach to treating allergy disorders.

Weaknesses:

Cost: When compared to other combinations, such as Montelukast-Locetirizine, Montibilast is more costly.

Side Effects: If the long-term adverse effects of Montibilast are lower, it might still result in headaches, allergic conjunctivitis, drowsiness, and other minor side effects.

Opportunities:

The market for treating asthma and allergic rhinitis continues to be growing. Combinations formulations of Montibilast Tab to improve its effectiveness and convenience. Increasing Health Awareness: Montibilast usage may rise in Gujarat as a result of increasing awareness about health.

Threats:

Competition: There are several competitors in the market, such as Bilasure-M, Bilambic-M, and others.

Regulatory Changes: Policy and regulatory changes at the national level may influence the pharmaceutical industry. Generic availability can lead to price wars and reduce profitability.

MARKET CAMPAIGN

- Increase awareness and promote the use of MONTIBILAST for allergic conditions in Gujarat.
- Conduct market research to understand the current knowledge and needs of healthcare professionals and consumers regarding allergy treatments.
- Improved Quality of Life: Highlight better sleep, enhanced work productivity.
- Target healthcare professionals through educational seminars, webinars, and workshops, providing scientific evidence and offering samples for evaluation.
- Collaborate with key opinion leaders in the field of allergies to endorse Montibilast and monitor campaign effectiveness through metrics and feedback.

Difference between practical and theoretical exposure

- During the summer internship at Galcare Pharmaceuticals Pvt. Ltd., practical exposure involved applying corporate etiquette in real-life professional settings, interacting with Pharmacists.
- Theoretical exposure included learning about Reps. Formation of L.B.I., brand planning concepts and strategies through workshops, mentorship, and understanding the theoretical aspects of the Bilastine + montelukast molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Challenges Faced

- My most challenging task was completing competitor Analysis & to find out the prevalence of allergic condition in Gujarat.
- As I worked at Galcare Pharmaceuticals Pvt. Ltd, time management was another challenge. I had to complete all my work within limited timeframes, which was another learning experience for me.

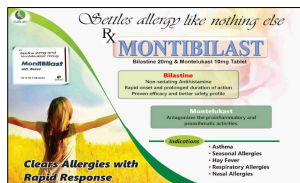
Usefulness of Internship

- Practical experience in a real work environment
- Exposure to the pharmaceutical industry and its practices
- Skill development in areas such as corporate etiquette and brand planning
- Resume enhancement with relevant industry experience
- Insights into career possibilities and personal growth.

Learning Outcomes: & recommendation

- Learning Outcomes:** Developed proficiency in corporate etiquette and professional communication skills. Acquired knowledge of brand planning concepts and strategies for the Bilastine+montelukast molecule.
- Recommendations:** Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously enhance skills through networking, mentorship, and staying updated with industry trends in brand planning.

L.B.I.:



Reporting Format (Weekly)

Name of the Organization: Galcare Pharmaceuticals.

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Sainee Ashish Bansidhar

Roll no: 0560

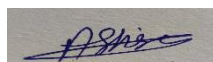
Stream: Pharmaceutical management (PM-15)

Week no: 1

From: 2nd May 2024 To 8th May 2024

Activity Done	During my first week at Galcare Pharmaceuticals, I focused on learning essential skills in graph analysis and report interpretation of IQVIA and Pharमारack report. Our product executive, Mr. Shubham Saini sir, and our marketing head, Mr. Irfan Ahemad sir, introduced me to the industry and fieldwork. I learned how to study different types of graphs in IQVIA and Pharमारack reports, such as line graphs, bar graphs, pie charts, and scatter plots. This gave me valuable insights into the top therapies, brands, and companies in the pharmaceutical industry, helping me understand market trends and consumer behavior better. I also learnt how to use this knowledge to develop effective marketing strategies. Overall, it was an incredibly insightful week, and I'm eager to apply these skills in upcoming weeks of my internship.
Linking theory (Classroom learning) with practice at your organization	I acquired essential skills in graph analysis and report interpretation, gaining insights into market trends and consumer behavior for effective marketing strategies. With help of this I developed a questionnaire for RCPA.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Learn other Segment and products of Galcare. Learn about RCPA I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Sainee Ashish Bansidhar



Signature of the Student

Approved by the IIHMR University's Mentor.

Name of the Organization: Galcare Pharmaceuticals.

Area/ Department/ Project of Summer Internship Program: Marketing intern.

Name of the Student: Sainee Ashish Bansidhar

Roll no: 0560

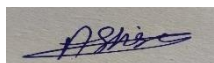
Stream: Pharmaceutical management (PM-15)

Week no: 2

From: 8th May 2024 To 15th May 2024

Activity Done	During the second week of my summer internship, I had the opportunity to conduct Retail Chemist Prescription Audit (RCPA) in the field, with the guidance and support of our brand executive, Ajay Nagar. The primary objective of this activity was to meet with doctors and pharmacists to gather data on the sales of our product, Fusirose, in comparison to competitor products. This exercise also aimed to understand and estimate the market flow of Fusirose. In addition to conducting the RCPA, I was responsible for preparing Leave Behind Literature (LBL) for Fusirose. This literature is a crucial marketing tool that provides doctors with detailed information about the product, enhancing their understanding and potentially influencing their prescribing habits.
Linking theory (Classroom learning) with practice at your organization	A. Effective Communication with Doctors: I learned how to describe and discuss our product, Fusirose, in a compelling manner with doctors. This involved presenting its benefits, usage, and effectiveness compared to competitor products. B. Data Collection from Pharmacists: I acquired the skill of extracting valuable sales data from pharmacists. This data is essential for understanding the market presence and performance of Fusirose relative to other products. C. Preparation of LBL: I successfully prepared the Leave Behind Literature for Fusirose, which will serve as a key resource for doctors when considering prescriptions.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	a) Looking ahead to the next week, my primary goal is to develop effective business communication strategies for our brand, Fusirose. b) Prepare Brand Communication: I aim to produce detailed and persuasive communication content that our area brand executive can use to convey the benefits and details of Fusirose to doctors.

Sainee Ashish Bansidhar



Signature of the Student

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Name of the Organization: Galcare Pharmaceuticals.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing
Name of the Student: Sainee Ashish Bansidhar.

Roll no: 0560

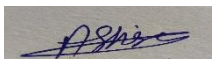
Stream: Pharmaceutical management (PM-15)

Week no: 3

From: 16th May 2024 To 22nd May 2024

Activity Done	During the third week of my summer internship, Firstly, I had successfully prepared brand communication of Fusirose molecule with the help of data from second week of internship. After that I conducted Retail Chemist Prescription Audit (RCPA) in the field on molecule Valacyclovir. The primary objective of this activity was to meet with doctors and pharmacists to gather data on the sales of competitor brand of Valacyclovir in market, to make successful strategy to launch our product in market. In addition to conducting the RCPA, I was responsible for preparing Leave Behind Literature (LBL) for which I must put an effective brand name for valacyclovir molecule.
Linking theory (Classroom learning) with practice at your organization	• Data Collection from Pharmacists: I acquired the skill of extracting valuable sales data from pharmacists. This data is essential for understanding the competitor's strategy to increase their sales and to make a better strategy to compete in the market. • Preparation of LBL: I successfully prepared the Leave Behind Literature for FUSERASE, which will serve as a key resource for doctors when considering prescriptions as it is easy to remember by doctor.
Gaps identified on the working area.	• Lack of proper interaction with Chemist and Doctors.
Suggestions for improvement	• None as of now
Plan for the next week	• Looking ahead to the next week, my primary goal is to develop LBL and brand communication of VIRQUICK (Valacyclovir). • Prepare Brand Communication: My aim is to produce detailed and persuasive communication content that our area brand executive can use to convey the benefits and details of VIRQUICK to doctors. • Enhancing Doctor Engagement: I will focus on developing methods to better engage doctors and encourage them to consider prescribing VIRQUICK.

Sainee Aashish Bansidhar



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Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Sainee Ashish Bansidhar

Roll no: 0560

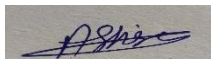
Stream: Pharmaceutical management (PM-15)

Week no: 4

From: 23 May 2024 - 29 May 2024

Activity Done	During the Fourth week of my summer internship, Firstly, I had successfully prepared business communication of Valacyclovir molecule with the help of data from second week of internship. Then I told to prepare a brand plan for VIRAQUICK product, I was given basic knowledge of how to make a brand communication by being my industrial mentor Shubham Saini Sir. After that, with the help of Google, I saw many procedures on how we can create an effective brand Communication.
Linking theory (Classroom learning) with practice at your organization	This week, I used my previous leaning and used that data to make efficient strategies for my brand: a) Preparation of LBL: I successfully prepared the Leave Behind Literature for VIRAQUICK, which will serve as a key resource for doctors when considering prescriptions as it is easy to remember by doctor. b) Preparation of Brand communication: I successfully prepared the Brand communication for VIRAQUICK, which help MR to pitch our product in the cabin of doctors.
Gaps identified on the working area.	to find USP (Unique Selling Point) of my product, I read a lot of journals and research papers and with the help of KD Tripathi, I set the dosage for my drug.
Suggestions for improvement	None as of now.
Plan for the next week	a) Final project: Sir gave me the final project to create an effective brand plan for Valacyclovir by the 20th of June 2024. b) Preparation of Market campaign for VIRAQUICK (Valacyclovir 1000mg) c) RCPA of Bilastine and montelukast combination.

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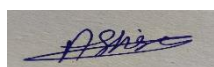
Stream: Pharmaceutical management (PM-15)

Week no: 5

From: 30 May 2024 - 05 June 2024

Activity Done	During the Fifth week of my summer internship, Firstly, I started making brandplan and in it I have included SWOT analysis, 5C analysis and STP of product. After that I completed RCPA of molecule Bilastine and montelukast. combination drug in the field of Jaipur. Then, I was asked to create a marketing campaign for the Bilastine and montelukast molecule and I successfully prepared a market campaign in which I covered objectives, budget planning, LBL, promotional gifts, etc.
Linking theory (Classroom learning) with practice at your organization	From these experiences, I gained valuable insights and knowledge, including: a) Setting USP of product: I learned to find key points on which we can play in efficient marketing of our product. b) Data Analysis: Following the collection of field data, data analysis is required to identify important insights. c) Basic information on how to develop an effective brand plan. d) How to deal with pharmacist on the chemist shop.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	a) I must Complete my final project on time. b) Prepare PEST analysis for launching product in Gujarat. c) Set target audience and set measurable goals.

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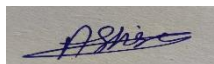
Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 06 June 2024 – 12 June 2024

Activity Done	During the sixth week of my summer internship, I continued developing the brand plan for the Montibilast product, which included a PEST analysis, marketing strategy, and marketing mix for launching in Gujarat. Additionally, I completed the Retail Chemist Prescription Audit (RCPA) for the drug Bilastine + montelukast in Jaipur, covering 30 doctors and successfully collecting data from their pharmacists.
Linking theory (Classroom learning) with practice at your organization	Brand Plan Preparation: I learned how to create marketing strategies to effectively promote our product to doctors and target primary and secondary consumers. Data Analysis: Conducting and analyzing RCPA data provided insights into key market competitors and helped develop strategies to compete with them. Pharmacist Interaction: I gained experience in dealing with pharmacists at chemist shops.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	a) Completion of Brand Plan: Finalize the brand vision and mission to align with long-term objectives. Define brand positioning to highlight unique value propositions and target market segments. Develop the marketing mix, covering product features and benefits, pricing strategies, distribution channels, and promotional tactics. b) Monitoring and Control Strategy: Prepare an effective strategy for monitoring and controlling the brand plan according to established timelines.

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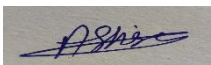
Stream: Pharmaceutical management (PM-15)

Week no: 7

From: 13 June 2024 – 19 June 2024

Activity Done	During the Seventh week of my summer internship, I completed my brand plan on Montibilast. During the completion of this brand plan, I successfully prepared brand budgeting and revenue generation in detail to calculate estimated profit of my product in first year after launching in Gujarat. I also checked Govt. policies and regulations require to launch a brand in a new region which helps us to identify Pestle analysis to think and prepare for identification of market strategies.
Linking theory (Classroom learning) with practice at your organization	•Brand Plan Preparation: I learned how to prepare a budget for a product while preparing its brand plan, it also helps me to learn how to suggest an estimated return and how to monitor and control a brand plan in future. •Data Analysis: Conducting and analyzing google data provided insights into key market competitors and helped develop strategies to prepare a successful brand plan for my product.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	c) Preparation of Poster: In next week I must prepare a Poster on my work in Galcare pharmaceuticals. d) Presentation of poster: After preparation of poster, I also must present that poster in front of Marketing head in my organization.

Sainee Ashish Bansidhar



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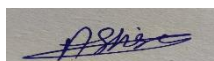
Stream: Pharmaceutical management (PM-15)

Week no: 8

From: 20 June 2024 – 30 June 2024

Activity Done	During the Last week of my summer internship, I Prepared Poster on my brand plan on Montibilast and presented in front of MD & Product Executive of our company.
Linking theory (Classroom learning) with practice at your organization	•Poster Presentation: I learned how to present a poster for a product in front of higher authorities of industry, it also helped me to learn how to present USP and critical points of brand plan effectively. •Built an effective public speaking skill.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	

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Compiled Reporting Format

Name of the Organization: Galcare Pharmaceuticals.

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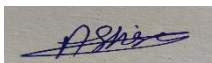
Name of the Student: Sainee Ashish Bansidhar

Roll no: 0560

Stream: Pharmaceutical management (PM-15)

Activity Done	Acquired essential skills in graph analysis and report interpretation. Developed a questionnaire for Retail Chemist Prescription Audit (RCPA). Learned effective communication with doctors about Fusirose. Collected valuable sales data from pharmacists. Prepared Leave Behind Literature (LBL) for Fusirose. Collected data from pharmacists to understand competitors' strategies. Prepared LBL for Vira quick. Prepared LBL and brand communication for Vira quick. Prepared a marketing campaign for Montibilast. Collected data on Bilastine and Montelukast combination from pharmacists. Completed PEST analysis, marketing strategy, and marketing mix for Montibilast. Collected market data on Bilastine and Montelukast from pharmacists. Completed brand plan and budget estimation for Montibilast.
Linking theory (Classroom learning) with practice at your organization	Interpreting IQVIA reports to understand market trends and consumer behavior. Understanding market flow and LBL preparation strategies. Analyzing data and creating persuasive LBL materials. Setting the USP of the product and analyzing field data. Learning strategic planning based on data analysis. Creating effective marketing strategies and interacting with pharmacists. Preparing a budget and estimating returns for a brand plan. Presenting critical points of a brand plan effectively and improving public speaking skills.
Gaps identified in the working area.	Challenges in interpreting complex graphs and reports. Difficulty in capturing doctors' attention and obtaining information from chemists. Difficulty obtaining information about Bilastine and Montelukast molecules from pharmacists. Timing issues with clinic hours. Difficulty finding the USP and setting the name for Montibilast. Setting a budget and conducting RCPA due to pharmacists' busy schedules.
Suggestions for improvement	Seek feedback from mentors on the RCPA questionnaire developed. Provide specific examples or scenarios to illustrate points in accomplishments and learnings. Include specific data or metrics from RCPA for more impact. Ensure consistency in tense and terminology throughout the report. Identify the target audience and establish measurable goals for product launch. Develop an effective strategy for monitoring and controlling the brand plan. Prepare a poster to visually represent the brand plan and budget.

Sainee Ashish Bansidhar



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