

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt. Ltd



From 2nd May 2024 to 30th June 2024.

A REPORT BY

RAMANUJ PATIDAR

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. HEMANT Kumar

ASSISTANT PROFESSOR





Galcare

CERTIFICATE OF RECOGNITION

This is to certify that

Mr. Ramanuj Patidar

*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

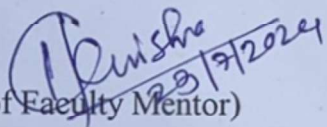
Date:- 03-07-2024

Annexure B**IIHMR University Faculty Mentor Approval**

This is certify that Mr. RAMANUJ PATIDAR of academic year 2023 - 2025 of School of Pharmaceutical Management has prepared a poster with respect to his/her summer internship held during May-June 2024.

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

Date: 23/07/2024


(Signature of Faculty Mentor)

Name: Dr. Hemant Kumar Mishra

Designation: Assistant Professor

Acknowledgments

I am profoundly grateful to Galcare Pharmaceuticals for offering me the incredible opportunity to intern at their esteemed organization. I am deeply thankful to Shubham Saini and the entire Galcare Pharmaceuticals team for their unwavering support, guidance, and encouragement throughout my internship.

I extend my heartfelt thanks to IIHMR University, Jaipur, for facilitating this internship and for their continuous support. I am particularly grateful to Dr. Hemant Kumar Mishra for his excellent mentorship, as well as to the School of Pharmaceutical Management for their role in organizing the program.

This internship has been an immensely rewarding experience, providing me with valuable insights into the pharmaceutical industry and allowing me to apply my classroom knowledge in a practical setting. I appreciate everyone who contributed to making this experience possible.

RAMANUJ PATIDAR
Department of Pharmaceutical Management,
IIHMR University, Jaipur

Galcare pharmaceuticals

About us

Galcare Pharmaceuetical Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of “Excellence through People & Innovation”. This dictum forms the basis of all thinking & action at Galcare.

We at Galcare strive hard to retain & build on the goodwill and trust of the medical fraternity earned by us . The basis of which is consistently exceeding customer expectations & keeping patients interest on-top. Practitioners across varied medical specialties patronize our formulations & recognizing our status as a prominent prescription oriented company. There are many “a first time in India” introductions to our credit. Our marketing innovation expertise is well recognized within the industry.

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 PORTFOLIO

1. **Branded Pharmaceuticals:**

These are proprietary drugs developed and marketed by the company. They may include medications for various therapeutic areas such as cardiology, oncology, neurology, etc.

2. **Generic Pharmaceuticals:**

Generic drugs are bioequivalent versions of brand-name drugs and are typically marketed at lower prices once the patent for the original drug expires.

3. **Over-the-Counter (OTC) Medications:**

These are drugs that can be purchased without a prescription. They often include medications for common ailments like pain relief, cold and flu, allergies, etc.

4. **Biopharmaceuticals:**

These are drugs derived from biological sources or processes, such as vaccines, monoclonal antibodies, and recombinant proteins.

5. **Medical Devices:**

Some pharmaceutical companies also develop and market medical devices related to their therapeutic areas, such as drug delivery systems, diagnostic tools, etc.

6. **Nutritional Supplements:**

This category may include vitamins, minerals, and other dietary supplements that promote health and well-being.

BUDGET FOR LAUNCHING GALIXFUS CREAM IN MAHARASHTRA

Total Budget Allocation: ₹50,00,000

1. Advertising and Promotion (40% of total budget)

- Digital Marketing: ₹10,00,000
- Social media ads, Google Ads, influencer collaborations
- Print Advertisements: ₹5,00,000
- Ads in medical journals, newspapers, and health magazines
- In-Clinic Promotions: ₹3,00,000
- Posters, brochures, and samples for doctors' offices
- Public Relations: ₹2,00,000
- Press releases, media events

Subtotal: ₹20,00,000

2. Distribution and Logistics (20% of total budget)

- Distribution Agreements: ₹5,00,000
- Partnering with distributors
- Supply Chain Management: ₹5,00,000
- Ensuring product availability in pharmacies

Subtotal: ₹10,00,000

3. Sales Force Training (15% of total budget)

- Training Programs: ₹5,00,000
- Educating the sales team on product details and sales techniques
- Materials and Resources: ₹2,50,000
- Training manuals, presentations

Subtotal: ₹7,50,000

4. Market Research (10% of total budget)

- Customer Surveys: ₹2,00,000
- Gathering feedback from potential users
- Competitive Analysis: ₹1,00,000
- Studying competitors' products and strategies
- Focus Groups: ₹2,00,000
- Conducting discussions with healthcare professionals and patients

Subtotal: ₹5,00,000

5. Contingency (15% of total budget)

- Reserve Fund: ₹7,50,000
- For unexpected expenses or opportunities

Subtotal: ₹7,50,000

Total Budget: ₹50,00,000

1st Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Week no: 1

From: 02/05/2024 to 08/05/2024

Activity Done	During my first week at Galcare Pharmaceuticals Pvt. Ltd, I focused on learning essential skills in graph analysis and report interpretation of IQVIA and Pharmarack report. Our product executive, Mr. Shubham Saini sir, and our marketing head, Mr. Irfan Ahmad sir, introduced me to the industry and fieldwork. I learned how to study different types of graphs in IQVIA and Pharmarack 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 behaviour 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 organisation	I can read and understand all the meanings of the abbreviations used in the IQVIA report. Which helps to understand the Indian pharmaceutical market. Most of the abbreviations are explained in the classroom, so it helps me.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	4 days of field work, in which I am doing market research on molecules that are given to me and after those 2 days, I will analyze all the data that collected form market

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Week no: 2

From: 08/05/2024 **to** 15/05/2024

Activity Done	In this week, I cover Marketing vs sales, Porter five forces, Pestle analysis, BCG matrix, Ansoff matrix, Product, Brand, Marketing mix, Product mix, Product classification, Marketing campaign, LBL, Visual Ad, Brand communications, STP, Marketing plan composition and understand these terms.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulties in these terms to understand.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	4 days of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and after those 2 days, I will analyse all the data that I will collect from the market.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Week no: 3

From: 16/05/2024 **to** 22/05/2024

Activity Done	This week, I got a molecule-form organisation for RCPA, i.e., FUSIDIC ACID, and covered what RCPA is and the process of collecting RCPA from doctors and chemists during my field work. After that RCPA task, I make an observation report, and analysis report of the RCPA. Further, I make LBLs for FUSIDIC ACID and brand communication about my molecule and how to decide and calculate the price of the brand and presented Infront my organization mentor.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulties in these terms to understand.
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.	1 day of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and after those 5 days, I will analyze all the data that I will collect from the market.

Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Week no: 4

From: 23/05/2024 **to** 29/05/2024

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 ValaRx-plux 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 organisation	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 ValaRx-plus, which will serve as a key resource for doctors when considering prescriptions as it is easy to remember by doctor. a) Preparation of Brand communication: I successfully prepared the Brand communication for ValaRx-plus, which help MR to pitch our product in the cabin of doctors.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now.
Plan for the next week.	Final project: Sir gave me the final project to create an effective brand plan for Valacyclovir by the 20th of June 2024. • Preparation of Market campaign for ValaRx-plux (Valacyclovir 500 mg)

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Week no: 5

From: 30/05/2024 **to** 05/06/2024

Activity Done	This week, I got a molecule-form organization for RCPA and made a Brand plan on Galixfus. Further, I make LBLs for FUSIDIC ACID and brand communication about my molecule and decide and calculate the price of the brand.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulty in these terms to understand. But I have some difficulty with the brand plan because most of the subtopics were not covered in the classroom.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	1 day of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and make a brand plan.

Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report**Name of the Organisation:** Galcare Pharmaceuticals Pvt. Ltd**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Ramanuj patidar**Roll no:** 0554**Stream:** MBA Pharmaceutical Management**Week no:** 6**From:** 06/06/2024 to 12/06/2024

Activity Done	This week, I got a molecule-form organization for RCPA, i.e., Bilastine+ Montelukast, covered chemist and doctors for RCPA during my field In this week, make a Brand plan on my molecule which is fusidic acid.
Linking theory (Classroom learning) with practice at your organisation.	Most of the above terms are already covered in the classroom. So, I did not face more difficulty in these terms to understand. But I have some difficulty with the brand plan because most of the subtopics were not covered in classroom.
Gaps identified on the working area.	All is good for now.
Suggestions for improvement.	None of the above
Plan for the next week.	Make brand plan on given molecule Fusidic acid.

Signature of the Student**Approved by the IIHMR University's Mentor**

7th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Week no: 7

From: 13/06/2024 to 19/06/2024

Activity Done	During the seventh week of my summer internship, I completed my brand plan on Galixfus. 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 Maharashtra. 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 organisation	• Brand Plan Preparation: I learned how to prepare a budget for a product while preparing its brand plan, it also help 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.	• Brand Plan Development: Defining budget segments and amount of price setting in particular segment is a major task in brand planning.
Suggestions for improvement	• Collection of data: For preparation of budget segments, it is difficult to identify segments of budget and I faced problem in suggesting how much amount of money in which segment I should spend more and which segment is important for prescription drug.
Plan for the next week	• Preparation of Poster: In next week I have to prepare a Poster on my work in Galcare Pharmaceuticals Pvt. Ltd. • Presentation of poster: After preparation of poster, I also have to present that poster in front of senior staff in my organization.

Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report**Name of the Organisation:** Galcare Pharmaceuticals Pvt. Ltd**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Ramanuj Patidar**Roll no:** 0554**Stream:** MBA Pharmaceutical Management**Week no:** 8**From:** 20/06/2024 to 30/06/2024

Activity Done	During the Last week of my summer internship, I Prepared Poster on my brand plan on Galixfus and presented in front of MD & Product Executive of our company.
Linking theory (Classroom learning) with practice at your organisation	- 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.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	End of summer training.

Signature of the Student**Approved by the IIHMR University's Mentor**

Compiled Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Ramanuj Patidar

Roll no: 0554

Stream: MBA Pharmaceutical Management

Activity Done	• Learned about the pharmaceutical industry and fieldwork from Mr. Shubham Saini and Mr. Irfan Ahmad. • Analysed IQVIA and Pharमारack reports to understand market trends and consumer behaviour. • Conducted Retail Chemist Prescription Audits (RCPAs) to gather data on sales of Fusirose and competitor products. • Prepared Leave Behind Literature (LBL) to provide doctors with information about Fusirose. • Prepared brand communication for Fusirose and Valacyclovir molecules. • Conducted RCPA for Valacyclovir and created a brand plan for VALCICARE product. • Developed a brand plan for Galixfus product, including SWOT analysis, marketing strategy, and marketing mix. • Conducted RCPA for Fusidic Acid in Indore. • Created a marketing campaign for Fusidic Acid molecule. • Presented your brand plan on Galixfus to the MD & Product Executive of Galcare Pharmaceuticals Pvt. Ltd.
Linking theory (Classroom learning) with practice at your organisation	• Analysed market trends and consumer behaviour through reports and graphs. • Developed a questionnaire for RCPA based on learnings. • Effectively communicated with doctors about product benefits and compared them to competitors. • Collected sales data from pharmacists to understand market presence. • Prepared Leave Behind Literature (LBL) for fusimist and ValaRx-plus (memorable names for doctors). • Analysed competitor data to develop strategic decision making. • Identified Unique Selling Points (USPs) for product marketing. • Analysed field and Google data to extract insights for brand strategies.

	• Developed basic brand plan knowledge, including marketing strategies and budgets. • Learned to interact effectively with pharmacists in chemist shops. • Presented a product brand plan poster, showcasing effective public speaking skills.
Gaps identified on the working area.	• Lack of Proper Interaction: Insufficient interaction with chemists and doctors, affecting data collection and market understanding. • Brand Plan Development: Challenges in defining budget segments and setting prices for different segments. • Classroom Coverage: Limited classroom coverage of brand planning subtopics, leading to difficulties in practical application. • Budget Segmentation: Difficulty in identifying budget segments and determining the appropriate allocation of funds for prescription drugs. • Initial Data Collection: Initial challenges in collecting comprehensive data during fieldwork.
Suggestions for improvement	• Enhance Interaction: Improve interaction with chemists and doctors through training sessions focused on communication skills. • Detailed Classroom Sessions: Conduct additional classroom sessions on brand planning subtopics, including budget segmentation and pricing strategies. • Practical Workshops: Organize practical workshops and real-life case studies to bridge the gap between theory and practice. • Resource Access: Provide access to comprehensive resources and tools for market analysis and brand planning. • Hands-on Approach: Encourage a hands-on approach and mentorship from experienced professionals within the organization. • Data Collection Training: Offer training on effective data collection methods during fieldwork to improve initial data gathering.

Signature of the Student

Approved by the IIHMR University's Mentor

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