

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals

From 2nd May 2024 to 30th June 2024.

A REPORT BY

Harshal Bagherwal

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sudhinder Singh Chowhan

Associate Professor





CERTIFICATE OF RECOGNITION

This is to certify that

Mr. Harshal Bagherwal

*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

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Harshal Bagherwal** 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: 20/7/24

(Signature of Faculty Mentor)



Dr. Sudhinder Singh Chowhan
Associate Professor
IIHMR UNIVERSITY JAIPUR

About the company:

Galcare Pharmaceutical 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. Its Head office is in Jaipur. Galcare pharma's products include Dermatology and Neuropsychiatric. 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 ground breaking 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.

Objective of the Project:

The objective of this (RCPA) Retail Chemist Prescription Audit which is a market research project is to gather insights from 30 doctors regarding which company's product they prescribe for dutasteride and to make your own brand of dutasteride, LBL and brand plan of DUMAX to launch it in West Bengal.

The survey was designed to collect information on the following key aspects:

- Competitor Knowledge
- Doctor's prescribing behavior

STRENGTH

- Detailed understanding of prescription patterns.
- Understand which doctors are prescribing dutasteride and where.
- Build strong relation with chemists.

WEAKNESS

- Takes a lot of time to collect and analyze the data.
- Only covers the areas and chemists surveyed, not the entire market.
- The data might not represent the entire market if the sample is small.

SWOT Analysis:

OPPORTUNITY

- Find new areas to sell Dumax where demand is high.
- Improve Dumax based on feedback and data from the result.
- Create marketing strategies based on who is prescribing Dumax.

THREAT

- New law could impact Dumax is sold and distributed.
- The market can change quickly, and competitors might adapt faster.

Indian Pharmaceutical Industry:

Market size of India pharmaceuticals industry is expected to reach US\$ 65 billion by 2024, US\$ 130 billion by 2030 and US\$ 450 billion market by 2047.



Difference between practical exposure 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 RCPA, Formation of LBL, brand planning concepts and strategies through workshops, mentorship, and understanding the theoretical aspects of the Dutasteride molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Learnings during internship:

Challenges Faced:

- Communication and Interpersonal Skills.
- Understanding the competitor market.

- Respondent engagement.
- Travelling Problems.
- Weather Condition.
- Reject to provide

REGULATORY REQUIREMENTS FOR LAUNCH OF "Dumax" IN West Bengal:

- The State Drugs Standard Control Organization West Bengal is responsible for drug registration and oversight to ensure safety, efficacy, and quality of pharmaceutical products.
- Dumax is a product containing Dutasteride is used to treat Benign Prostatic Hyperplasia.
- Registering Dumax in West Bengal 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, Dumax receives marketing authorization, and post approval obligations, including pharmacovigilance, must be followed.

Market Trend:

- IPM Value MAT VAL MAY'24: INR 2,00,266 Cr.
- Health expenditure of West Bengal is 4.7 % of Budget.
- Current population of West Bengal is 10.36Cr.

Indirect Competitors:

S. No.	Company	Brand	Pack Size	Price
1.	Erie Pharmaceuticals	Fintab (Finasteride 1mg)	10 TABLET	90 Rs.
2.	ionrent Pharmaceuticals	Finast (Finasteride 1mg)	10 TABLET	98.5 Rs.
3.	Intas Pharmaceuticals	Finalo (Finasteride 1mg)	10 TABLET	60 Rs.

Direct Competitors:

S. No.	Company	Brand	Pack Size	Price
1.	Ethnost Pharma	D-Rite Tablet (Dutasteride 0.5mg)	10 TABLET	60 Rs.
2.	Dr. Reddy's	Dutas (Dutasteride 0.5mg)	30 TABLET	1271.25 Rs.
3.	Dawaadot	Dutacare (Dutasteride 0.5mg)	10 TABLET	90 Rs.
4.	Vangor Pharmaceuticals	Vangor (Dutasteride 0.5mg)	10 TABLET	NA

Usefulness of Internship:

- Knowledge expansion.
- Research skill development.
- Practical experience in a real work environment.
- Insights into career possibilities and personal growth.

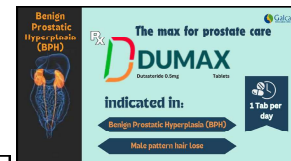
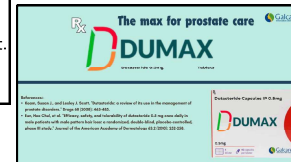
Suggestions for organization:

- Establish a clear project plan.

Dutasteride Market size:

Market Size Value	USD 100.01 Billion in 2023
Market Size Value	USD 140.72 Billion by 2030
Growth Rate	CAGR of 5.1% from 2024 to 2030

LBL:

Acknowledgement

Firstly, I would like to express my gratitude to Mr. Shubham Saini, Product Executive, of Galcare Pharmaceuticals, Jaipur, for providing me with the chance to intern at the company.

Additionally, I would want to thank everyone that collaborated with me at Galcare Pharmaceuticals,

Jaipur established a pleasant work atmosphere via their openness and patience.

I genuinely thank these people's assistance with great joy and a great deal of gratitude.

I am incredibly appreciative of my friends and department personnel for helping me finish this internship successfully.

Harshal Bagherwal
School of Pharmaceutical Management
IIHMR University, Jaipur

Galcare Pharmaceuticals Pvt. Ltd.

Established in September 2008, Galcare Pharmaceuticals Pvt. Ltd. Specializes in dermatological products, offering a wide range of solutions for skin care and dermatological conditions. With a strong commitment to innovation and quality, Galcare has positioned itself as a trusted name in the dermatology sector. The company is dedicated to improving skin health and enhancing the quality of life for patients through advanced, effective, and safe dermatological products.

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.

Values:

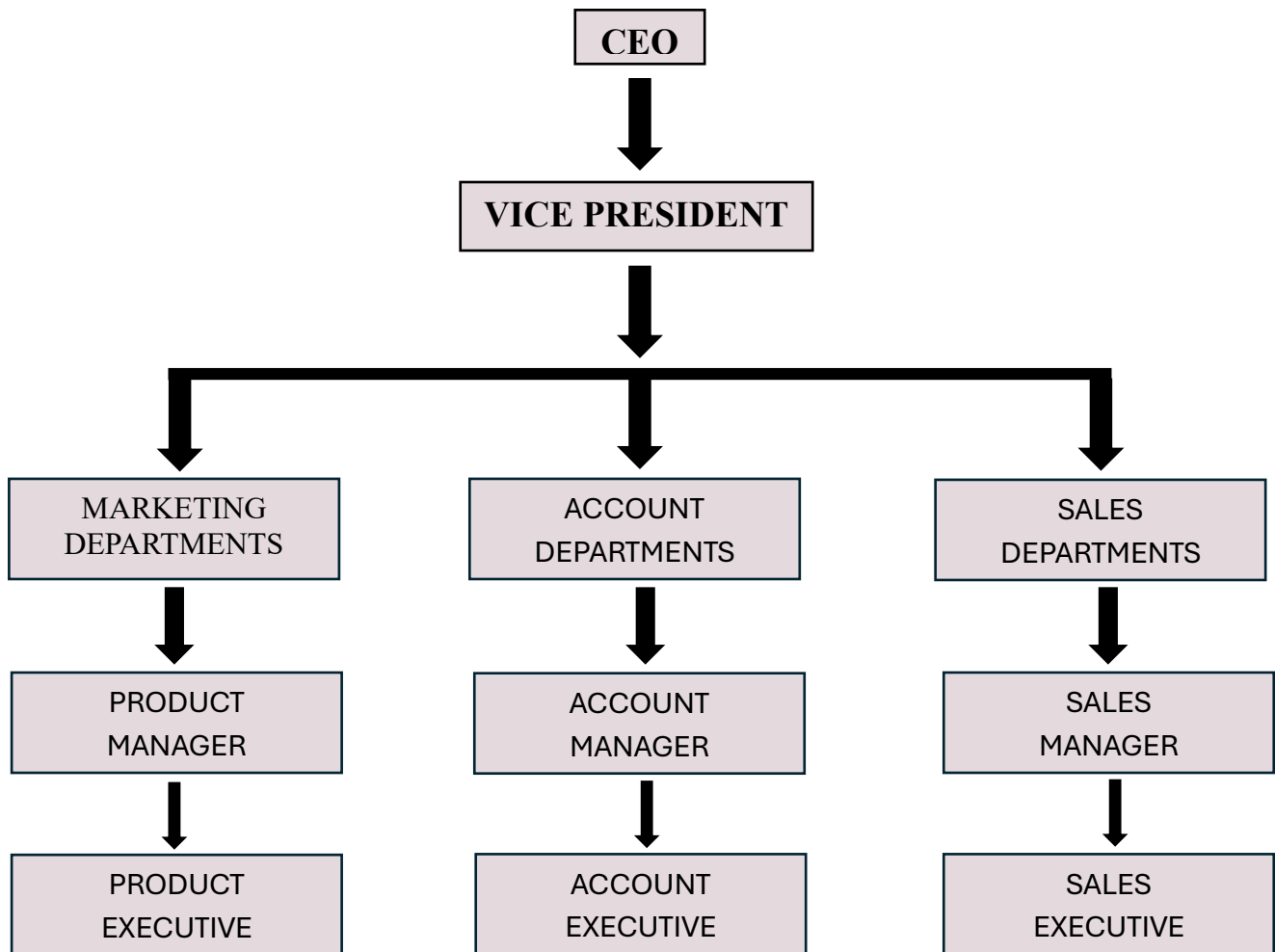
Innovation: Continuously pushing the boundaries of dermatological science to develop novel and effective skin care solutions.

Quality: Maintaining the highest standards in product safety, efficacy, and manufacturing practices.

Integrity: Upholding ethical principles and transparency in all our business operations.

Customer Focus: Prioritizing the needs and well-being of our customers and patients.

Hierarchy



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1st Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

Stream: MBA Pharmaceutical Management

Week no: 1

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

Activity Done	During my first week at Galcare Pharmaceuticals, I focused on learning essential skills in graph analysis and report interpretation of IQVIA and 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 acquired essential skills in graph analysis and report interpretation, gaining insights into market trends and consumer behaviour 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.

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

Stream: MBA Pharmaceutical Management

Week no: 2

From: 06/05/2024 **to** 12/05/2024

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 Sir. 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 organisation	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. Develop effective business communication strategies for Fusirose. B. Prepare compelling content for our brand executive to communicate Fusirose benefits to doctors. C. Enhance doctor engagement and promote Fusirose prescription consideration.

Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

Stream: MBA Pharmaceutical Management

Week no: 3

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

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 and 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 organisation	• 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.	• Develop LBL and brand communication for VALIMED (Valacyclovir). • Prepare persuasive content for our brand executive to communicate VALIMED benefits to doctors. • Enhance doctor engagement to promote VALIMED prescriptions.

Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

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 VALIMED 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 VALIMED, 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 VALIMED, 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.	- 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 VALIMED (Valacyclovir 1000mg). - RCPA of Dutasteride.

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

Stream: MBA Pharmaceutical Management

Week no: 5

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

Activity Done	During the Fifth week of my summer internship, Firstly, I started making brand plan and in it I have included SWOT analysis, 5C analysis and STP of product. After that I completed RCPA of molecule Dutasteride drug in Jaipur. Then, I was asked to create a marketing campaign for the Dutasteride 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 organisation	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 West Bengal. c) Set target audience and set measurable goals.

Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

Stream: MBA Pharmaceutical Management

Week no: 6

From: 06/06/2024 to 12/06/2024

Activity Done	During the sixth week of my summer internship, I continued developing the brand plan for the Dumax product, which included a PEST analysis, marketing strategy, and marketing mix for launching in West Bengal. Additionally, I completed the Retail Chemist Prescription Audit (RCPA) for the drug Dutasteride in Jaipur, covering 23 doctors and successfully collecting data from their pharmacists.
Linking theory (Classroom learning) with practice at your organisation.	• 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.
Gaps identified on the working area.	Time mismatches caused delays at pharmacies, preventing me from reaching my target of 30 pharmacies.
Suggestions for improvement.	Defining the target audience and setting measurable goals for the marketing mix posed significant challenges. In-depth information about the product was necessary to overcome these obstacles.
Plan for the next week.	• 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. • Monitoring and Control Strategy: Prepare an effective strategy for monitoring and controlling the brand plan according to established timelines.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Galcare Pharmaceuticals

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

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 Dumax. 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 West Bengal. 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. • 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**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Harshal Bagherwal**Roll no:** 0509**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 Dumax 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

Department of Summer Internship Program: Marketing Department

Name of the Student: Harshal Bagherwal

Roll no: 0509

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 VALIMED product. • Developed a brand plan for Dumax product, including SWOT analysis, marketing strategy, and marketing mix. • Conducted RCPA for Dutasteride in Jaipur. • Created a marketing campaign for Dutasteride molecule. • Presented your brand plan on Dumax to the MD & Product Executive of Galcare Pharmaceuticals.
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 Fusirose and Valimed (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.	• Sales & Marketing: Gap 1: Limited interaction with chemists and doctors hindering potential sales. • Product Development: Gap 2: Lack of a Unique Selling Point (USP) for the product. • Operations: Gap 3: Time mismatches with pharmacies causing delays and hindering target achievement (reaching 30 pharmacies). • Branding: Gap 4: Undefined budget segments and pricing strategy for the brand plan.
Suggestions for improvement	• Difficulty in identifying budget segments for marketing a prescription drug. • Lack of data to determine how much to allocate to each segment. • Defining the target audience for the marketing mix is proving challenging. • Setting measurable goals for the marketing campaign requires in-depth product knowledge

Signature of the Student

Approved by the IIHMR University's Mentor