

SUMMER INTERNSHIP PROGRAM
at
GALCARE PHARMACEUTICAL PVT LTD.

May 02, 2024, to June 30, 2024

A REPORT BY
Harsh Bansal
Master of Business Administration
Pharmaceutical Management
2023-25

under the Mentorship of
Dr. Ratna Verma, Associate Professor





CERTIFICATE

OF RECOGNITION

This is to certify that

Mr. Harsh Bansal

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. **Harsh Bansal** of academic year 2023-25, of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-June 2023.

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

Date: 23/07/2024


(Signature of Faculty Mentor) 23/07/24

Name: Dr. Ratna Verma

Designation: Associate Professor



"BRAND PLAN OF GALSMILE GOLD BRIGHTENING FACE SERUM"

NAME: HARSH BANSAL

ROLL NO.: 0507

BATCH NO.: PM 15

FACULTY MENTOR: DR. RATNA VERMA

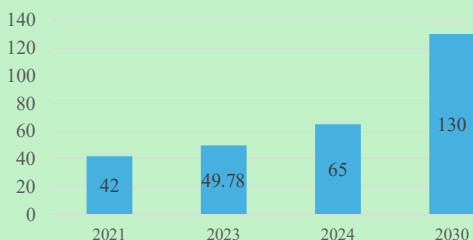
INDUSTRY MENTOR: MR. SHUBHAM SAINI

ORGANISATION NAME: GALCARE PHARMACEUTICAL PVT. LTD.

ABOUT

- 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.
- 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.

INDIAN PHARMACEUTICAL MARKET (US\$ BILLION)



MARKET TREND

- IPM Value MAT VAL MAY'24: INR 2,00,266 crores.
- IPM For Melasma and hyperpigmentation value MAT JAN'24: INR 224 crores.

SWOT ANALYSIS

STRENGTHS

- Unique and Potent Ingredients: 4-N-Butylresorcinol, Pterowhite, 3-O-Ethyl Ascorbic Acid, Ferulic Acid, Ethylhexyl Methoxycinnamate, Caprylic/Capric Triglyceride, Dimethicone, and Pterocarpus Marsupium Bark Extract.
- Superior Serum Formulation: Unlike most competitors offering cream formulations, our serum products have many advantages like Deep and fast, Lightweight, High active ingredients, Easy to apply.
- Economical and Flexible Pricing: 50ml priced at 849 INR & 30ml at 590 INR.

WEAKNESSES

- Limited Brand Recognition and Awareness: As a new entrant in the market, Galsmile Gold lacks the brand recognition and consumer trust that established competitors have earned over the years.
- Potential Skin Sensitivity: Despite its potent formulation, some users may experience skin irritation or irritation due to active ingredients such as ferulic acid and 3-O-ethyl ascorbic acid.

OPPORTUNITIES

- Growing Demand for Dermatological Products in India: The expanding Indian dermatology market offers tremendous growth potential for Galsmile Gold.
- Increasing Awareness of Skin Health: Consumers recognizing the importance of effective skincare solutions supports demand for targeted products such as Galsmile Gold.

THREATS

- Competition from Established Brands: Strong market presence of established brands presents a significant challenge, with their extensive distribution networks and loyal customers.
- Regulatory Changes: Potential changes in regulatory policy may affect availability, compliance requirements, or pricing, affecting market structure and profitability.

MISSION AND VISION

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

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

GALSMILE GOLD BRIGHTENING FACE SERUM

Galsmile Gold is an anti-aging serum that is used to treat melasma and hyperpigmentation, effectively manage skin pigmentation, soften fine lines, reduce wrinkles, refine skin texture, and enhance skin radiance.

Ingredients: Kojic Acid Dipalmitate, 3-O Ethyl Ascorbic Acid, Tranexamic Acid, Alpha Arbutin, Tocopheryl Acetate, 4 N Butylresorcinol, Caprylic/Capric Triglyceride, Butylated Hydroxytoluene, Ethylhexylglycerin, Phenoxyethanol, Sodium Polyacrylate, Dimethicone, Cyclopentasiloxane, Trideceth-6, PEG/PPG-18/18 Dimethicone, Sodium Metabisulphite & Licorice Extract 40%, Niacinamide, Glycolic Acid, Ferulic Acid, Ethylhexyl Methoxycinnamate, Pterocarpus Marsupium Bark Extract & Purified Water.

PRODUCT PROFILE

- BRAND NAME:** Galsmile Gold Brightening Face Serum
- STRENGTH:** 50ml and 30ml.
- TREAT:** Effective management of Melasma, hyperpigmentation, fine lines, wrinkles, and improved skin texture.
- PRICE:** 849 INR for 50ml and 590 INR for 30ml.
- TARGET SPECIALITY:** Dermatologist & Physician.

LEARNING & VALUE ADDITION

PRACTICAL EXPOSURE

- I learned how the RCPA of my product is done.
- Field visit at Clinics and Chemists.
- Understanding of the working pattern of MRs.

THEORETICAL WORK

- I learned how to read IQVIA reports and IPM data.
- I created an RCPA analysis report, developed brand communication, brand LBL, market campaign, set product pricing for my product.
- I learned how to develop a brand plan for the product.

OBJECTIVE OF THE PROJECT

- Field Experience:** Interacted with physicians, pharmacists, and Medical Representatives (MRs) to obtain field experience. Seeing MRs promoting businesses to doctors with visual aids
- Market Exposure:** Learned about many brands that use the same chemical to gain market exposure.
- Communication and Cooperation:** The project's goals were effectively communicated through effective communication and cooperation with MRs, clinicians and chemists.
- Data collection and analysis:** Learned how to collect data from the field and analyze it.

Leave Behind Literature (LBL)

We know what your skin needs, **JUST SMILE!**

Rx **GALSMILE Gold** Brightening Face Serum

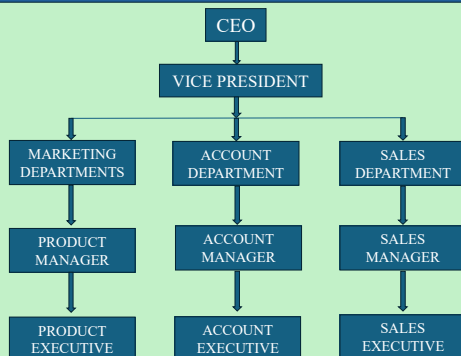
Rx **GALSMILE Gold** Brightening Face Serum 30ml

Benefits of using:

- Reduces dark spots
- Evens out skin tone
- Enhances radiance
- Hydrates and plumps
- Protects against environmental stressors

THE MOST AFFORDABLE GALSMILE GOLD SERUM

ORGANIZATION STRUCTURE



PESTEL ANALYSIS

1. POLITICAL:

- The current chief minister is Bhupendra bhai Patel of the BJP.
- The Food and Drug Administration (FDCA) of Gujarat has issued at least 1,640 new licenses to allopathic medicine manufacturers in the last three years
- According to industry leaders Investment in at least Rs 10,000 crore in the Gujarat pharmaceutical sector.
- Pharma companies can grow by focusing on infrastructure such as roads, energy and water supply. The government intends to set up six drug centers at a cost of about \$27 million. It plans to set up large bulk pharmacies to reduce reliance on imports.

2. ECONOMIC:

- The country has a strong infrastructure, with 156,177 km of roads.
- Gujarat's pharmaceutical market saw a 19% increase in monthly sales in two years. The six-drug therapy market grew 20% in two years.
- The market size of the pharmaceutical industry has increased due to the Government of India's health insurance policy.
- Increased production of indigenous APIs in Gujarat will bring down the cost of pharmaceuticals.

3. SOCIAL:

- Gujarat covers 6% of India's territory and 5% of its population, with 43% of the population living in urban areas.
- Gujarat accounts for 8% of India's total GDP.

4. TECHNOLOGICAL:

- To encourage companies to set up their headquarters in Gujarat.
- The pharmaceutical industry in Gujarat is enjoying a conducive environment for R&D due to government policies, regulations and incentives.
- Online platforms like Amazon, Flipkart, etc. could increase accessibility and reach for Galsmile Gold Brightening Face Serum.

5. ENVIRONMENTAL:

- South Gujarat is dry, central Gujarat is moderately cool, the coastal region of Saurashtra is cool and hot, and parts of central Saurashtra are dry and semi-dry.
- Summer temperatures range from 15°C to 35°C, while peak summer temperatures range from 25°C to 45°C.
- The western part of Kutch receives 300 mm of rainfall annually, whereas Valsad and Dangs districts in the south receive 2100 mm.

6. LEGAL:

- The pharmaceutical industry is heavily regulated, governing almost all aspects of a drug's life cycle, including manufacturing, licensing, marketing approval, and commercial use.
- The National Pharmaceutical Pricing Authority (NPPA), a government agency, determines the price at which drugs in the National Essential Medicines (NLEM) list can be sold.

CONCLUSIONS

For efficient promotion, it is essential to comprehend the prescription and dispensing processes for Galsmile Gold Brightening Face Serum. When prescribing, doctors give priority to information supported by evidence, and pharmacists are more responsive to plans and precise dispensing instructions. As a result, pharmaceutical firms want to concentrate on:

- Teaching medical professionals:** Make use of digital technologies, conferences, and scientific publications to communicate with doctors based on data.
- Programs for patient access:** Implement programs that enhance drug adherence and patient affordability.

SUGGESTIONS

- It is essential to maintain online website to ensure accessibility to comprehensive information about company and products.
- During my recent RCPA visits in the area, I observed lower awareness of Galcare products, which could be attributed to limited time allocated to dermatologists and general physicians.

COMPITITORS

Direct Competitors Of Galsmile Face Serum

S.NO	COMPANY	BRAND	PACK SIZE	PRICE
1.	Canixa Life science	Tyrodin Face Serum	30 ml	Rs. 750
2.	Regaliz India Ltd	Brilante Intense Brightening Serum	50 ml	Rs. 739

Indirect Competitors Of Galsmile Face Serum

1.	Micro Labs Ltd	Kojivit Gel	15gm	Rs. 376
2.	Wallace Pharmaceuticals Pvt Ltd	Brite Lite Cream	20 gm	Rs. 409
3.	Alkem Laboratories Ltd	Kojiglo -Gold Skin Lightening Cream	20gm	Rs. 540

CHALLENGES FACED

- Long waiting time at Doctors clinics and Medical stores.
- Some chemists were non-cooperative for sharing information.

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507

Stream: MBA-PM

Week no: 1st

From: 01.04.2024 to 04.05.2024

Activity Done	I can understand and able to read IQVIA reports. With the help of IQVIA report now I can analysis the market trend.
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.	All are good for now.
Suggestions for improvement	Nothing
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 I will collect from the market.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal.

Roll no: 0507.

Stream: MBA-PM

Week no: 2nd

From: 06.05.2024 to 13.05.2024

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 difficulty in these terms to understand.
Gaps identified on the working area.	All are good for now.
Suggestions for improvement	Nothing
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 analyze all the data that I will collect from the market.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal.

Roll no: 0507.

Stream: MBA-PM

Week no: 3rd

From: 13.05.2024 to 20.05.2024

Activity Done	This week, I got a molecule-form organization for RCPA, i.e., VALACYCLOVIR, 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 VALACYCLOVIR 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 difficulty in these terms to understand.
Gaps identified on the working area.	All are good for now.
Suggestions for improvement	Nothing
Plan for the next week	2 days of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and after those 4 days, I will analyze all the data that I will collect from the market.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507.

Stream: MBA-PM

Week no: 4th

From: 20.05.2024 to 27.05.2024

Activity Done	This week, I got a molecule-form organization 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 difficulty in these terms to understand.
Gaps identified on the working area.	All are good for now.
Suggestions for improvement	Nothing
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: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507.

Stream: MBA-PM

Week no: 5th

From: 27.05.2024 to 03.06.2024

Activity Done	This week, I got a molecule-form organization for RCPA and made a Brand plan on Graziaup Gold Brightening Face Serum. Further, I make LBLs for Graziaup Gold Brightening Face Serum 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.	All are good for now.
Suggestions for improvement	Nothing
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: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507.

Stream: MBA-PM

Week no: 6th

From: 03.06.2024 to 10.06.2024

Activity Done	This week, I made Brand plan on my molecule which is Graziaup Gold Brightening Face Serum.
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.	All are good for now.
Suggestions for improvement	Nothing
Plan for the next week	Make brand plan on given molecule and present.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507.

Stream: MBA-PM

Week no: 7th

From: 10.06.2024 to 17.06.2024

Activity Done	This week, I made Brand plan on my molecule which is Graziaup Gold Brightening Face Serum.
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.	All are good for now.
Suggestions for improvement	Nothing
Plan for the next week	Make brand plan on given molecule and present.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507.

Stream: MBA-PM

Week no: 8th

From: 17.06.2024 to 24.06.2024

Activity Done	This week, I done Brand plan on my molecule which is Graziaup Gold Brightening Face Serum and made a poster on my project.
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.	All are good for now.
Suggestions for improvement	Nothing
Plan for the next week	Poster presentation.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

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

Name of the Student: Harsh Bansal

Roll no: 0507

Stream: PM-15

Activity Done	• I have understood and read IQVIA reports, which helped me analyze market trends. • I have delved into a comprehensive range of marketing concepts, such as differentiating Marketing from Sales, analyzing competitive environments with Porter's Five Forces, and examining external factors through PESTLE Analysis. I have also explored strategic tools like the BCG Matrix and Ansoff Matrix. My studies include understanding product and brand dynamics, mastering Marketing and Product Mix, and classifying products. Additionally, I have learned to develop marketing campaigns, create LBLs and visual ads, manage brand communications, implement STP strategies, and compose detailed marketing plans. • Additionally, I worked on RCPA (Retail Chemist Prescription Audit) tasks for different molecules: VALACYCLOVIR, FUSIDIC ACID, and Graziaup Gold Brightening Face Serum. • I collected RCPA data from doctors and chemists, created observation and analysis reports, developed LBLs, and brand communication materials, decided on brand pricing, and presented my findings to my organization mentor. • I also developed a comprehensive brand plan and designed a promotional poster for Graziaup Gold Brightening Face Serum.
Linking theory (Classroom learning) with practice at your organisation	• I can read and understand all the abbreviations used in the IQVIA report, which helps me understand the Indian pharmaceutical market, as most of the abbreviations were explained in the classroom. • Consequently, I did not face much difficulty with the terms covered in the classroom. • However, I did encounter some difficulty with the brand plan because many subtopics were not covered in the classroom.
Gaps identified on the working area.	• Challenges in interpreting complex graphs and reports. • Difficulty in capturing doctors' attention and obtaining information from chemists. • Difficulty obtaining information about Melasma and hyperpigmentation products from pharmacists. • Timing issues with clinic hours. • Difficulty finding the USP and setting the name for Graziaup Gold. • Setting a budget and conducting RCPA due to pharmacists' busy schedules.
Suggestions for improvement	• It is essential to maintain an online website to ensure accessibility to comprehensive information about company and products. • During my recent RCPA visits in the area, I observed lower awareness of Galcare products, which could be attributed to limited time allocated to dermatologists and general physicians.

Signature of the Student: Harsh Bansal

Approved by the IIHMR University's Mentor