

SUMMER INTERNSHIP PROGRAM

At



From 01 May 2024 to 30 Jun 2024

A REPORT BY

Dukare Ganesh Govardhan

Master Of Business Administration

(Pharmaceutical Management)

2023-25

Under the Mentorship of

Dr. Rahul Sharma

Assistant professor School of

Pharmaceutical Management

IIHMR University Jaipur.





CERTIFICATE

OF RECOGNITION

This is to certify that

Mr. Dukare Ganesh Govardhan

*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. DUKARE GNANESH GOVERDHAN 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:

(Signature of Faculty Mentor)

Name: Rahul Sharma
Designation: Assistant

Professor

"Strategic Development and Implementation Brand Plan for Allerax: Enhancing Brand Recognition and Market Penetration"

Organization Mentor:
Mr. Shubham Saini Sir
Faculty Mentor :Rahul Sharma Sir

GALCARE PHARMACEUTICAL PVT LTD

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.

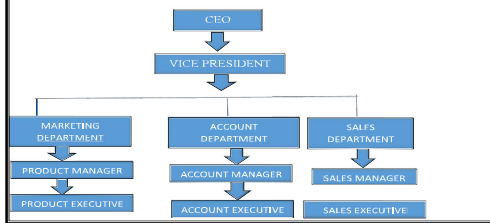
Vision

"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."

ORGANIZATIONAL STRUCTURE



OBJECTIVE

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
• Data collection and analysis: Learned how to collect data from the field and analyze it.

PRODUCT PROFILE

Active Ingredient: Hydroxyzine Hydrochloride

Type of Drug: Antihistamine

Uses:

Relief of allergic skin conditions such as eczema, dermatitis and Insomnia.

•Short-term treatment of anxiety, including preoperative and postoperative anxiety.

Works:

Allerax works by blocking the action of histamine, a chemical in the body that triggers allergy symptoms like itching, swelling, and redness. It may also have a calming effect on the brain, helping to reduce anxiety.

Dosage:

Allerax tablets come in different strengths (10mg, 25mg). The appropriate dosage will depend on the individual and the condition being treated. It is crucial to follow your doctor's instructions for use.

Important Information:

•Allerax can cause drowsiness, dizziness, and headache.
•Allerax is not suitable for everyone, especially those with certain medical conditions or allergies.

Note:

Allerax is a prescription medication. You should only take it as directed by your doctor and discuss any questions or concerns you may have.

MARKET ANALYSIS

- IPM Value MAT VAL MAY'24: INR 2,00,266 crores
- IPM May 24 MTH VAL GR%: 5%
- Derma May 24 MTH VAL GR%: 4%
- Total Allergic reaction, Anxiety and Insomnia value MAT JAN'24: INR 151 crores

India Skincare Dermocosmetics Market CAGR 10.3%



LBL

MANAGE URTICARIA WITH...

Allerax

Hydroxyzine Hydrochloride 25mg Tablets

#Belong to the class of medication called Antihistamines
#Used to relieve itching and other symptoms caused by allergic condition
#It work by blocking the action of one of the bodys natural chemicals knows as Histamine

Indication

- Allergic Dermatitis
- Anxiety
- Insomnia

Allerax Appears in life Allergy free... Tablets

STRENGTH

Allerax include Hydroxyzine hydrochloride has a long history of being used safely and effectively to treat anxiety and allergies.
Because of its generic status, hydroxyzine is widely available and affordable to many patients.

WEEKNESS

Generic status: The absence of brand exclusivity makes it difficult to build a strong brand identity while competing solely on price.
Limited applications: Hydroxyzine is largely used to treat anxiety and allergies, which limits its market reach.

SWOT Analysis

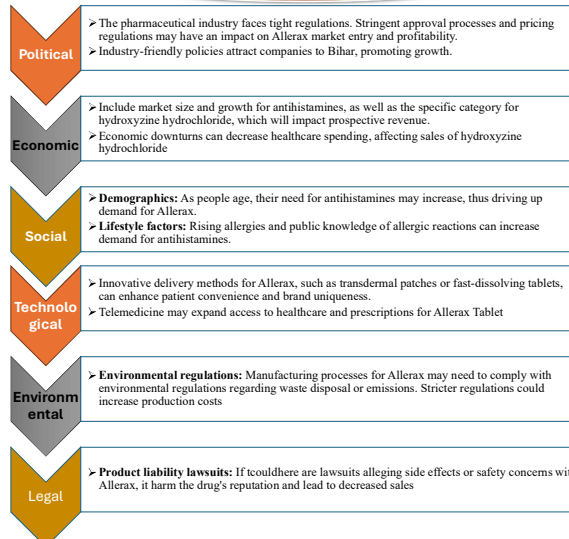
OPPORTUNITY

Create a differentiated brand:
A brand may carve out a niche in the hydroxyzine market by focusing on specific patient demands.
Highlight the safety profile:
Marketing materials may highlight hydroxyzine's long history of safe use, especially for patients looking for alternatives to potentially addictive anti-anxiety drugs.

THREATS

Competition from newer medications:
The pharmaceutical industry constantly develops new drugs for anxiety and allergies. These newer options may offer advantages like faster onset of action or fewer side effects.

PESTEL ANALYSIS



COMPETITOR ANALYSIS

S.NO	BRAND	COMPANY	PACK SIZE	PRICE	Value
1	Atarax	Dr. Reddy's Laboratory	25mg	Rs.90	54cr
2	Hyrax -10	Palsons Derma Pvt Ltd	10mg	Rs.32	1cr
3	Hicope-10	Mankind Pharma Pvt Ltd	10mg	Rs. 43	3.7cr
4	Averzine-10	Canva Life sciences Pvt Ltd	10mg	Rs.45	0.2cr

BRAND POSITIONING

Market Definition:
Allerax provides relief from various allergy symptoms, offering a comprehensive solution for managing your allergies and improving your quality of life.
Customer Target:
Adults and adolescents seeking effective relief from allergy symptoms.
Fast-Acting Formula:
Highlight Allerax ability to provide quick relief from allergy symptoms.
Improved Daily Living:
Focus on how Allerax helps you enjoy your daily activities without the burden of allergies.
Trusted Brand:
Leverage the manufacturer's reputation for quality and efficacy in allergy medication.

CAMPAIGN

- Program for Dermatologists and General Practitioners.
Goal: Inform and persuade medical professionals to Recommend for Allerax.
Tactics: During visits, provide samples, provide informational seminars, and show clinical efficacy data.
- Practice promotion campaigns: These campaigns are designed to attract new patients to a doctor's practice. They can use online advertising, local events, or partnerships with other businesses.
- Public health campaigns: Doctors can also participate in public health campaigns to promote healthy habits or disease prevention. These campaigns can be done in collaboration with local health departments or community organizations.

QUESTIONARIES

- What is the average number of hydroxyzine hydrochloride prescriptions you dispense per week?
a. Less than 5 b. 5-10 c. 11-20 d. More than 20
- In your experience, for what primary conditions is hydroxyzine hydrochloride most commonly prescribed?
a. Anxiety b. Allergic reactions (e.g., hives) c. Sleep disorders d. Nausea and vomiting
- Do you observe any seasonal trends in hydroxyzine hydrochloride prescriptions? (e.g., increased during allergy season)
a. Yes b. No c. Unsure
- In your experience, what are the most common factors influencing a physician's choice of hydroxyzine hydrochloride brand?
a. Brand recognition b. Cost c. Patient preference d. Dosage form

LEARNING OUTCOME

PRACTICAL EXPOSURE

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

THEORETICAL WORK

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

CHALLENGES FACED

- Long waiting time at Doctors clinics and Medical stores.
- Some chemists were don't sharing information.

CONCLUSION

Allerax, a medication for anxiety and allergic reactions, plans to enter the Bihar market. The target audience includes patients and doctors. The marketing strategy focuses on brand positioning, doctor promotion, and patient education. The success will be measured by sales growth, brand awareness, and customer satisfaction.

Weekly Reporting

Name of the Organization: Galcare Pharmaceuticals Pvt, Ltd. (Pune)

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

Name of the Student: Dukare Ganesh Govardhan

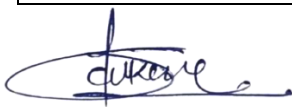
Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 1

From: 02/05/2024-08/05/24

Activity Done	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.
Linking theory (Classroom learning) with practice at your organization	The knowledge I gained is about interpreting IQVIA reports to understand market trends and consumer behavior, which is crucial for developing successful marketing strategies.
Gaps identified in the working area.	I did not face any major obstacle but sometimes I faced problem in interpreting complex graphs and reports.
Suggestions for improvement	Consider including a plan to seek feedback from your mentors on the RCPA questionnaire you developed.
Plan for 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

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Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 2

From: 08/05/2024-15/05/24

Activity Done	This week, I developed several important skills and achieved the following: a) Effective Communication with Doctors: I learned how to describe and discuss our product, Valacyclovir, compellingly to doctors. This involved presenting its benefits, usage, and effectiveness compared to competitor products. b) Data Sourcing 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 Valacyclovir relative to other products. c) Preparation of LBL: I successfully prepared the Leave Behind Literature for Valacyclovir, which will serve as a key resource for doctors when considering prescriptions.
Linking theory (Classroom learning) with practice at your organization	a) Understanding Market Flow: I now have a better understanding of how Valacyclovir moves through the market and the factors influencing its sales. b) LBL Preparation Strategies: I learned effective strategies for creating comprehensive and persuasive LBL materials, which are essential for informing and influencing doctors.
Gaps identified in the working area.	a) Gaining Attention from Doctors: At times, it was difficult to capture the full attention of doctors due to their busy schedules and time constraints. b) Obtaining Information from Chemists: Some pharmacists were hesitant or unwilling to provide detailed information about product flow and sales figures in the market.
Suggestions for improvement	Provide specific examples or scenarios to illustrate your points, especially in the accomplishments and learnings sections
Plan for Next week	I worked on important skills to effectively collect data from pharmacist and use that data to make efficient strategies for my brand.



Signature of the Student

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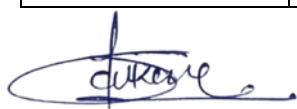
Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 3

From: 16/05/2024-22/05/24

Activity Done	This week, I worked on important skills to effectively collect data from pharmacist and use that data to make efficient strategies for my brand: 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 Vicivir-500, which will serve as a key resource for doctors when considering prescriptions as it is easy to remember by doctor.
Linking theory (Classroom learning) with practice at your organization	Analyzing Data: After obtaining data from field, it is necessary to analyze data and find key useful insight, do I am able to analyze competitor brands, their strategies to promote their brand, etc. LBL Preparation Strategies: I learned effective strategies for creating comprehensive and persuasive LBL materials, which are essential for informing and influencing doctors.
Gaps identified in the working area.	Obtaining Information from Chemists: Some pharmacists did not provide me with information regarding Fusidic Acid molecules. Issue related to time: In some clinics, I faced a timing issue because I didn't know the opening and closing hours.
Suggestions for improvement	If you have any specific data or metrics from your RCPA, include them to add more weight to your findings
Plan For Next Week	Preparation of LBL & Brand communication of fusidic Acid Molecule, Setting USP of product



Signature of the Student

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Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 4

From: 22/05/2024-30/05/24

Activity Done	Preparation of LBL: I successfully prepared the Leave Behind Literature for Fusilock, which will serve as a key resource for doctors when considering prescriptions as it is easy to remember by doctor. Preparation of Brand communication: I successfully prepared the Brand communication for Fusilock, which help MR to pitch our product in the cabin of doctors.
Linking theory (Classroom learning) with practice at your organization	Setting USP of product: I learned to find key points on which we can play in efficient marketing of our product. Data Analysis: Following the collection of field data, data analysis is required to identify important insights. LBL Preparation Techniques: I acquired efficient techniques for producing thorough and convincing LBL materials, which are crucial for educating and influencing physicians
Gaps identified in the working area.	Difficulty 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. Difficulty to set name Fusilock for my product of Fusidic Acid.
Suggestions for improvement	Ensure consistency in the use of tense and terminology throughout the report
Plan For next Week	Preparation of Market Campaign for molecule combination of bilastin and montelukast



Signature of the Student.

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Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 5

From: 30/05/2024-05/06/24

Activity Done	Preparation of Market Campaign: I successfully prepared the Market campaign for Fusilock, which will help us to pre plan what we have to do in future to expand our business effectively and efficiently. Data Collection from Pharmacists: I acquired the skill of extracting valuable sales data from pharmacists about molecule combination of bilastin and montelukast.
Linking theory (Classroom learning) with practice at your organization	Setting USP of product: I learned to find key points on which we can play in efficient marketing of our product. Data Analysis: Following the collection of field data, data analysis is required to identify important insights. Basic information how to develop an effective brand plan.
Gaps identified in the working area.	Setting a budget: I faced a lot of difficulty in making a product budget plan, because within this we had to tell in detail how much money was spent and why it is spent. Difficulty in conducting RCPA, as some of the chemist didn't entertain us due to their busy schedule or they don't want to provide data.
Suggestions for improvement	Identify the target audience and establish measurable goals for the product launch
Plan for Next Week	Preparation of Brand Plan: I completed the PEST analysis, marketing strategy, and marketing mix for Allerax.



Signature of the Student.

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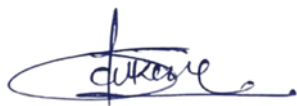
Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 6

From: 06/06/2024-12/06/24

Activity Done	Preparation of Brand Plan: I completed the PEST analysis, marketing strategy, and marketing mix for Allerax. Data Collection from Pharmacists: I successfully collected market data on the Hydroxyzine Hydrochloride molecule from pharmacists, identifying leading competitors such as Atarax and Hycoper-10.
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 in the working area.	Brand Plan Development: 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. Conducting RCPA: Time mismatches caused delays at pharmacies, preventing me from reaching my target of 30 pharmacies
Suggestions for improvement	Prepare an effective strategy for monitoring and controlling the brand plan according to established timelines.
Plan for next Week	Preparation of Brand Plan: completed Brand plan on the Product Allerax (hydroxyzine Hydrochloride)Molecule & Preparation of Budget and Revenue



Signature of the Student.

Weekly Reporting

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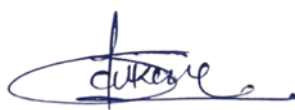
Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 7

From: 13/06/2024-19/06/24

Activity Done	Preparation of Brand Plan: I completed my Brand plan on the Product Allerax (hydroxyzine Hydrochloride). Preparation of Budget and Revenue: I successfully prepared an estimate of budget and revenue generations of my product and I got to know how to divide budget in different segments and how to prepare an estimate budget, by targeting primary and secondary consumers of product.
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 in the working area.	Brand Plan Development: Defining budget segments and amount of price setting in particular segment is a major task in brand planning. 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.
Suggestions for improvement	Prepare a poster for the same.
Plan for next Week	Last week of my summer internship, Prepared Poster on my brand plan on Allerax and presented in front of MD & Product Executive of our company.



Signature of the Student

Weekly Reporting

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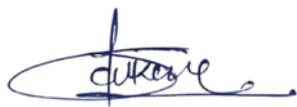
Roll no: 0499

Stream: Pharmaceutical-MBA

Week no: 8

From: 20/06/2024-30/06/24

Activity Done	During the Last week of my summer internship, I Prepared Poster on my brand plan on Allerax and presented in front of MD & Product Executive of our company. Presented a poster on “Brand plan on Allerax” in the presence of evaluation panel of Galcare pharmaceutical Pvt Ltd.
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 in the working area.	Poster Preparation: Preparation of effective poster on Brand plan of Allerax Product to launch in Bihar state.
Suggestions for improvement	Ensure consistency in language and provide more detailed descriptions to give a fuller picture of your activities and achievements.



Signature of the Student.

Compiled Reporting

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Roll no: 0499

Stream: Pharmaceutical-MBA

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 Vicivir. Collected valuable sales data from pharmacists. Prepared Leave Behind Literature (LBL) for vicivir. Collected data from pharmacists to understand competitors' strategies. Prepared LBL for Allerax. Prepared LBL and brand communication for Allerax. Prepared a market campaign for Allerax. Collected data on Bilastine and Montelukast combination from pharmacists. Completed PEST analysis, marketing strategy, and marketing mix for Allerax. Collected market data on Hydroxyzine Hydrochloride from pharmacists. Completed brand plan and budget estimation for Allerax.
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 Valacyclovir molecules from pharmacists. Timing issues with clinic hours. Difficulty finding the USP and setting the name for Allerax. Setting a budget and conducting RCPA due to pharmacists' busy schedules.

Compiled Reporting

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.



Signature of the Student