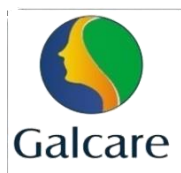


SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals



01st of May 2024 – 30th of June 2024

A REPORT BY

Deepanshu Yadav

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Ashok Kumar Peepliwal

Professor





Galcare

CERTIFICATE OF RECOGNITION

This is to certify that

Mr. DEEPANSU YADAV

*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

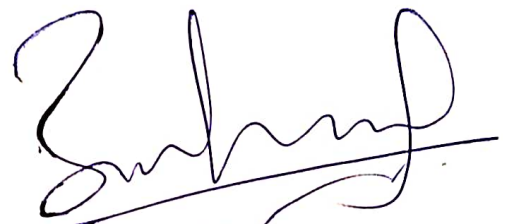
Annexure B

IIHMR university faculty mentor approval

This is to certify that Mr. DEEPANSHU YADAV of academic year 2023-25 batch of SCHOOL OF PHARMACEUTICAL MANAGEMENT has prepared a poster with respect to her summer internship held during May-June 2024.

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

Date: 20/07/2024

A handwritten signature in blue ink, appearing to read 'Ashok Kumar Peepliwal', with a horizontal line drawn across the bottom of the signature.

(signature of faculty mentor)

Name: Dr. Ashok Kumar Peepliwal

Designation: Professor at IIHMR University

Strategic Brand Plan for HerpEase: Elevating Herpes Management

Brief history and description about organization

- Galcare Pharmaceuticals, established in 2008, focuses on providing innovative therapeutic solutions with a strong emphasis on skin and neuropsychiatric care. The company prides itself on quality, innovation, and maintaining the goodwill of the medical fraternity. Known for introducing many "firsts" in India, Galcare emphasizes exceeding customer expectations and patient care.
- Their product portfolio includes various dermatological and neuropsychiatric treatments. Galcare also highlights its marketing expertise and commitment to innovation through people and innovation.

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: Excellence Pursue excellence through people and innovation. Trust-Build and 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. Ignition of better information and groundbreaking innovation for a brighter tomorrow.

Product Profile

- Product:** Valacyclovir is a prodrug of acyclovir. This means it is converted into acyclovir in the body, which then exerts its antiviral effects.
- Mechanism of Action:** It works by inhibiting viral DNA replication, reducing the severity and duration of outbreaks, and helping users heal faster.
- Antiviral Medication:** Valacyclovir is an antiviral drug used to treat infections caused by herpes viruses, including genital herpes, cold sores, and shingles.
- Dosage Forms:** It is available in oral tablet form, commonly in 500 mg and 1000 mg strengths, and is taken as prescribed by a healthcare provider.
- Side Effects:** Common side effects include headache, nausea, abdominal pain, and dizziness. Rare but serious side effects can include kidney problems and severe allergic reactions.
- Usage in Special Populations:** Valacyclovir is often used with caution in patients with kidney issues, and dosage adjustments may be necessary. It is also used in pregnant women when the benefits outweigh the risks.

Market Trend

- Current population of Telangana is 38.32 million
- Current adult population (18-48) of Telangana is 31.1 million
- Health expenditure of Telangana is 8.6% of GDP

Business Implications

- Increasing Awareness and Diagnosis:** There is a growing awareness and diagnosis of herpes infections, providing an opportunity for HerpEase to capture a larger market share.
- Expanding Healthcare Infrastructure:** The expansion of healthcare infrastructure in India, particularly in Telangana, supports the increased availability and distribution of HerpEase.
- Rising Demand for Antiviral Medications:** There is a rising demand for effective antiviral medications, which HerpEase can fulfill.
- Affordable Pricing:** HerpEase is priced competitively at 210 per strip, making it more affordable compared to some competitors.

Brand Positioning

Customer Target:	Primary Target	Secondary Target
	General Physicians, Dermatologists, Pharmacist	Patients with Herpes Virus

- Insights:**
- Herpes infections can lower quality of life by causing recurrent painful sores and psychological discomfort.
 - Telangana is seeing an increase in demand for easily available and trustworthy antiviral drugs, particularly considering rising awareness and diagnostic rates.

- Competitive Advantages:**
- Affordability:** HerpEase is more accessible to a larger patient base due to its lower price of 210 per strip when compared to several of its competitors.

- Supporting Evidence:**
- Clinical Trials:** Evidence of HerpEase's safety and effectiveness in treating herpes infections, such as shingles, cold sores and genital herpes.
 - Patient Testimonials:** Positive feedback from patients who have used HerpEase and seen significant relief and an improvement in their quality of life.

Organization Structure



Brand Name

Molecule	Valacyclovir
Brand Name	HerpEase

Rational for Proposed Name

- "Herp": The prefix clearly indicates the drug's primary use against herpes viruses.
- "Ease": This suffix suggests relief and alleviation of symptoms, conveying the drug's effectiveness in reducing the severity, duration, and pain associated with herpes outbreaks.
- The name "HerpEase" is short, easy to remember, and easy to pronounce, which can help with brand recall and patient compliance.
- The term "ease" implies not just symptom relief but also suggests the medication is easy to take and manage, enhancing patient acceptance.

Indications

- Genital Herpes
- Cold Sores (Herpes Labialis)
- Shingles (Herpes Zoster)
- Chickenpox (Varicella)

REGULATORY REQUIREMENTS FOR LAUNCH OF "HerpEase" IN TELANGANA

- Registration:** Obtain approval from the Telangana State Drug Control Administration (TSDCA) by submitting clinical data of my product.
- Sales and Distribution License:** Secure a sales and distribution license for the marketing and distribution of the product in Telangana.
- Labeling and Packaging:** Ensure compliance with TSDCA guidelines for labeling and packaging, including accurate product information, clear instructions for use, and explicit identification of the manufacturer and distributor.
- Pharmacovigilance:** Establish a pharmacovigilance system to monitor and report any adverse effects associated with Valacyclovir use in Telangana, in compliance with TSDCA regulations.

Procedure of Launch

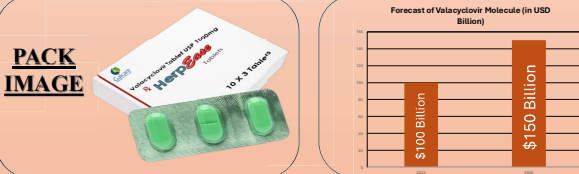
Phase	Activities
Pre-Launch	Conduct market research, Establish branding, Create marketing plan, Train sales team, Set up distribution channels, Ensure regulatory compliance
Launch	Organize launch event, Optimize website for e-commerce, Activate sales channels, Set up customer support
Post-Launch	Track performance metrics (KPIs), Collect customer feedback, Improve product and marketing strategies, Follow up with customers

PESTLE Analysis

Political	Manufacturing License: Obtain a manufacturing license from the Telangana State Drug Control Administration (TSDCA) if you plan to manufacture HerpEase within the state. Sales and Distribution License: Secure a sales and distribution license for the marketing and distribution of the product in Telangana.
Economic	Stable Growth: Telangana's economic growth trajectory is steady, with rising disposable incomes and rising healthcare costs. Spending on Healthcare: A growing trend in which both public and private sectors invest more money on healthcare
Social	Growing Awareness: There is a growing understanding of STDs and the significance of therapy. A gradual change in perspectives on sexual health and the management of associated disorders.
Technological	Improvements in Pharmaceuticals: Continuous enhancements in the production procedures of pharmaceuticals. Digital Marketing: Growth of digital marketing platforms providing new venue for reaching healthcare professionals and patients.
Legal	Ongoing compliance with changing regulations is essential for the continued sale of valacyclovir. The expiration of patents for branded valacyclovir allows to produce generics, increasing market competition.
Environmental	Increasing emphasis on environmental sustainability in pharmaceutical manufacturing may impact production processes and costs. Pandemics or other health crises can shift healthcare priorities and funding, affecting the focus on herpes treatment.

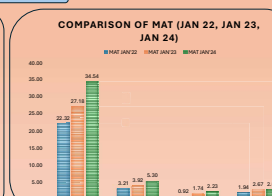


Overall IPM market size:
₹216092 Cr.



Competitor Analysis

Sr. No.	Brand Name	Company Name	Brand Value (Cr)	Growth Rate	Market Share (in Cr)	Pack Size	Price (₹)
1	Valcivir	Cipla	34.54	21%	27.30	3	329
2	Valitval	Sun	5.30	23%	3.80	3	312
3	Herpival	KLM	2.23	40%	1.90	3	240
4	Herperax	Micro Labs	2.86	3%	2.50	10	344



SWOT Analysis

Strength	Weakness
Affordable price (210) compared to competitors (conduct competitor price research in Telangana). Strong Supply Chain Management Team.	Lack of brand awareness for HerpEase compared to competitors already present. - The product is confined to area.
Opportunity	Threat
Increasing demand for herpes treatment in urban areas than rural area in Telangana. Increasing Market of Antiviral Superdrug in India.	Intense rivalry between existing products and our emerging product. Threat from Generic brand. Evolving government regulation and policy.

Practical Exposure Vs Theoretical exposure

PRACTICAL EXPOSURE 5/6/2777	THEORETICAL UNDERSTANDING
Hands-On Experience: Direct engagement in tasks like RCPA, business communication, and marketing campaigns. Real-Time Problem Solving: Activities like data collection, LBI, preparation, and market analysis. Skill Application: Analyzing graphs and reports to apply theoretical knowledge in market trends and strategies.	Knowledge Base: Learning foundational concepts, principles, and frameworks in brand communication and marketing strategies through mentorship and research. Conceptual Frameworks: Understanding analysis methods like SWOT, PEST, and STP for strategic planning and decision-making. Analytical Skills: Developing the ability to interpret data and make informed decisions, forming the basis for practical tasks like business communication and marketing campaigns.

Market Campaign

- Raise Awareness:** Inform healthcare providers about HerpEase and its benefits for managing herpes effectively.
- Highlight Affordability:** Showcase HerpEase as a cost-effective treatment option priced competitively at 210.
- Promote Efficacy:** Demonstrate HerpEase's proven effectiveness and quick action in managing and alleviating herpes symptoms.
- Distribute Educational Materials:** Provide comprehensive product information and free samples to healthcare providers for trial.
- Engage at Events:** Utilize conferences and promotional activities to directly interact with and educate healthcare professionals.

Challenges faced during internship

- The most challenging task was to perform RCPA in field and then analyze the market data to get the complete information.
- I faced difficulties while creating a brand plan and conducting several analysis such as SWOT, PESTLE, 5C analysis.
- I had to complete all of my assignments within the allocated time, which made time management another challenge.

Usefulness of Internship

- Exposure to the procedures and products of the pharmaceutical industry.
- Opportunities for networking with professionals in this field.
- Improve my resume with relevant work experience.
- Improve my skills in area like creating brand plan, conducting market campaigns, preparing brand communication, etc.
- I gained extensive information regarding, field activities such as performing an RCPA and picking our product to healthcare professionals.

Learnings during Internship

- Developed proficiency in corporate etiquette through professional interactions and adhering to company standards and protocols.
- Enhanced professional communication skills through practice and experience in diverse workplace interaction.
- Gained analysis of RCPA data and understanding of brand planning concepts and strategies for the Valacyclovir molecule.

Suggestions / Recommendations

- Wish managers of company to provide me with opportunities to gain practical experience in applying brand planning knowledge to real world projects.
- Encourage interns to regularly improve their skills through networking, mentorship, and staying informed about industry trends in brand planning.

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)**Department:** Sales and Marketing**Name of the Student:** Deepanshu Yadav**Roll no:** 0495**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 behaviour 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 behaviour, 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.



Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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, Fusirose, compellingly to 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.
Linking theory (Classroom learning) with practice at your organization	a) Understanding Market Flow: I now have a better understanding of how Fusirose 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

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 HerpEase, 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	Analysing Data: After obtaining data from field, it is necessary to analyse data and find key useful insight, do I am able to analyse 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 valacyclovir 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

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 HerpEase, 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 HerpEase, 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 HerpEase for my product of valacyclovir.
Suggestions for improvement	Ensure consistency in the use of tense and terminology throughout the report

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 HerpEase, 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 entertained 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

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 HerpEase. Data Collection from Pharmacists: I successfully collected market data on the Valacyclovir molecule from pharmacists, identifying leading competitors such as Valacivir and Valtoval.
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 analysing 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.

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 HerpEase (valacyclovir). 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 analysing 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.

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 HerpEase and presented in front of MD & Product Executive of our company. Presented a poster on “Brand plan on HerpEase” 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 HerpEase Product to launch in Telangana state.
Suggestions for improvement	Ensure consistency in language and provide more detailed descriptions to give a fuller picture of your activities and achievements.

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Galcare Pharmaceuticals (Jaipur)

Department: Sales and Marketing

Name of the Student: Deepanshu Yadav

Roll no: 0495

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 Fusirose. Collected valuable sales data from pharmacists. Prepared Leave Behind Literature (LBL) for Fusirose. Collected data from pharmacists to understand competitors' strategies. Prepared LBL for HerpEase. Prepared LBL and brand communication for HerpEase. Prepared a market campaign for HerpEase. Collected data on Bilastine and Montelukast combination from pharmacists. Completed PEST analysis, marketing strategy, and marketing mix for HerpEase. Collected market data on Valacyclovir from pharmacists. Completed brand plan and budget estimation for HerpEase.
Linking theory (Classroom learning) with practice at your organization	Interpreting IQVIA reports to understand market trends and consumer behaviour. Understanding market flow and LBL preparation strategies. Analysing data and creating persuasive LBL materials. Setting the USP of the product and analysing 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 HerpEase. Setting a budget and conducting RCPA due to pharmacists' busy schedules.
Suggestions for improvement	Seek feedback from mentors on the RCPA questionnaire developed. Provide specific examples or scenarios to illustrate points in accomplishments and learnings. Include specific data or metrics from RCPA for more impact. Ensure consistency in tense and terminology throughout the report. Identify the target audience and establish measurable goals for product launch. Develop an effective strategy for monitoring and controlling the brand plan. Prepare a poster to visually represent the brand plan and budget.

Deepanshu

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Compiled report final.pdf

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