

ORGANISATION NAME: GALCARE PHARMACEUTICAL PVT. LTD.

GALCARE PHARMACEUTICAL Pvt Ltd

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.

We have maintained one of the most stable & sustained growth path in the industry, the foundation of which is our unflinching adherence to ethics. We Dedicate Ourselves to the Pursuit of:
Creating innovative and specialty dermatology products with world class quality
Providing a homely and rewarding work environment for our associates
Delivering Superior Customer Satisfaction

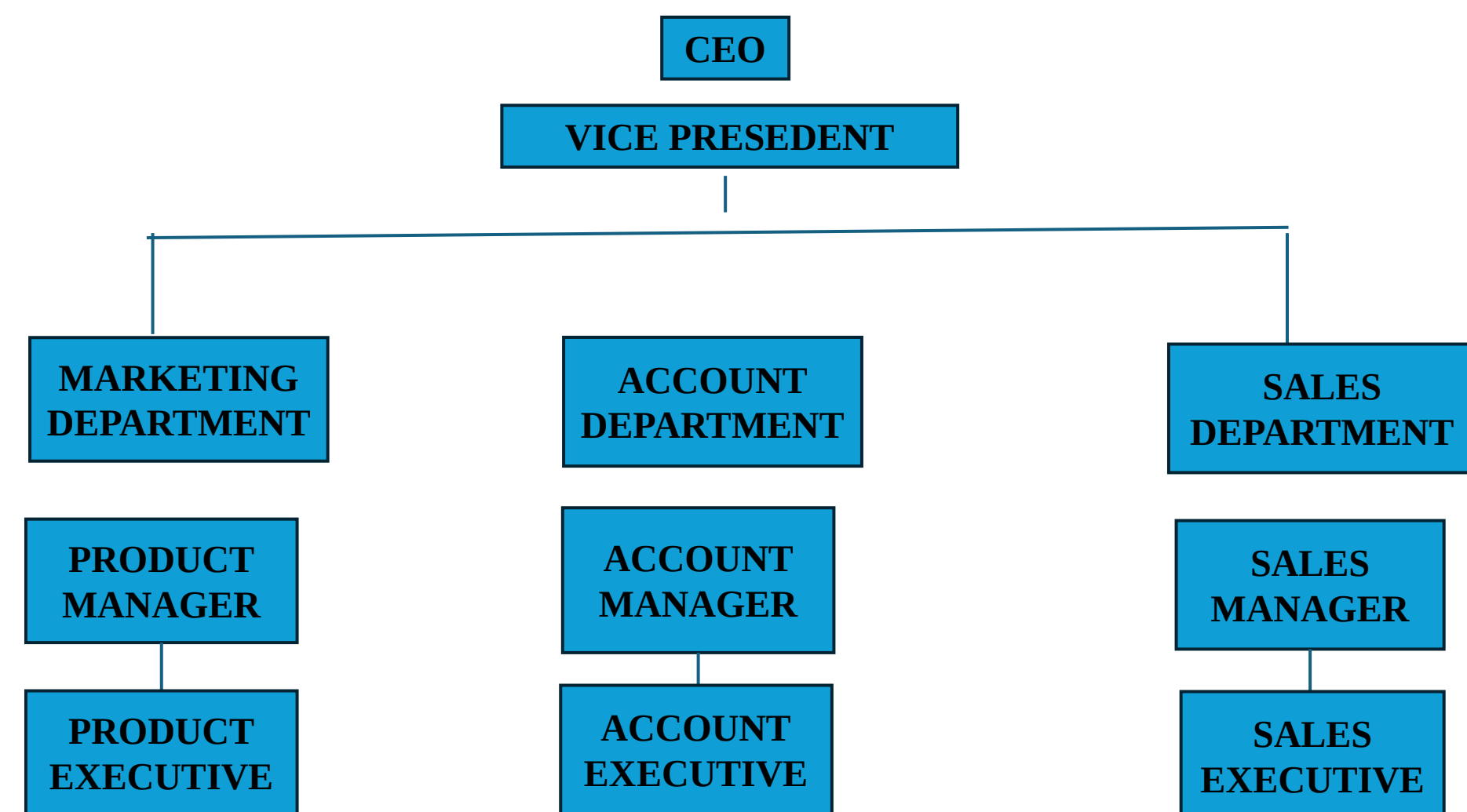
MISSION

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products. Values Excellence - Pursue excellence through people and innovation. Trust-Build and retain trust among the medical fraternity. Customer-Centric Approach-Consistently exceeds customer expectations.

VISSION

"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."

ORGANISATIONAL STRUCTURE



What did I do in the internship

- Conducting RCPA to analyze market trends-location of RCPA MUMBAI (Thane)
- Help the marketing team on campaigns.
- Assisting in preparing marketing materials- LBL, Brand communication, Inputs,
- Use the charts and graph to analyze the RCPA data-From the RCPA data find New competitors
- Read Analyze the IQVIA report-I have read the report and see the top 40 brands
- Make a brand plan on the Molecule Voriconazole

Molecules analyze in Market

- Fusidic Acid- Brand is Fusirose
- Valacyclovir
- voriconazole-Brand is Vorifast
- Bilastine And Montelukast

Brand Plan

EXECUTIVE SUMMARY

MARKET ANALYSIS

This brand plan details the strategic launch of VoriGuard tablets in Punjab, targeting the rapidly growing market for Antifungal. The Indian market for Antifungal was valued at INR 73.4 crores as of MAT January 2024. Our objective is to capture 4% of this market within Punjab, which translates to approximately INR 2.9 crores in revenue within the first year of launch.

PRODUCT PROFILE

BRAND NAME- VoriGuard 200
STRENGTH- 200mg
TREAT- Fungal infections, Candidemia, Aspergillosis, Esophageal candidiasis, Peniciliosis
PRICE- 1421 Rs For one strip
TARGET SPECIALITY- DERMATOLOGIST and GENERAL PHYSICIAN

PESTEL Analysis

POLITICAL

- Government Policies on Antifungal Medications in India (including potential influence on Punjab) (Health Insurance Schemes, Drug Price Control Order (DPCO), Jan Aushadhi Scheme)
- Public health awareness campaigns

ECONOMIC

- Pharma sector size to double by 2030 touches to \$130 billion
- India's GDP growth rate to be around 8.7% in 2023 and 6.5% in 2024
- Punjab allocates Rs 5,264 crore for Healthcare

SOCIAL

- people in India (4.1%) suffer from a serious fungal disease.
- The prevalence (in millions) of recurrent vulvovaginal candidiasis is 24.3,
- Allergic bronchopulmonary aspergillosis is 2.0,
- tinea capitis in school-age children is 25,
- severe asthma with fungal sensitization is 1.36, chronic pulmonary aspergillosis is 1.74,

TECHNOLOGICAL

- Latest technology-based innovation implemented by competitor.
- Technology innovation is fast disrupting the supply chain.
- Development of new antifungal medications that may compete with voriconazole.
- Advances in diagnostic techniques for fungal infections.

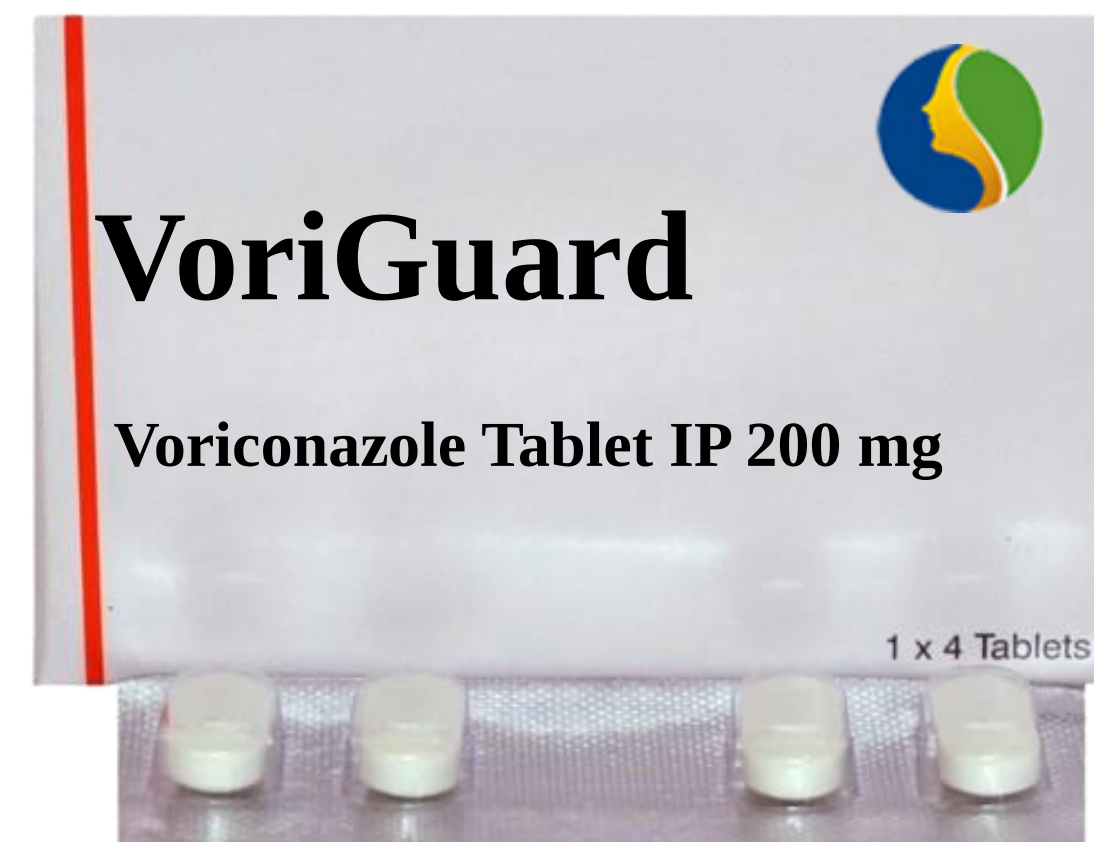
ENVIRONMENTAL

- Punjab experiences a subtropical monsoon climate.
- In summer temperature up to 45°C, in Monsoon 25°C to 35°C
- Punjab is crisscrossed by several rivers, including the Sutlej, Beas, and Ravi.

LEGAL

- The pharmaceutical industry is highly regulated, controlling nearly every facet of a drug's life cycle, including commercial use, marketing approval, manufacture, and licensing.
- The price at which medications on the National Essential Medicines (NLEM) list can be sold is set by the government organization National Pharmaceutical Pricing Authority (NPPA).

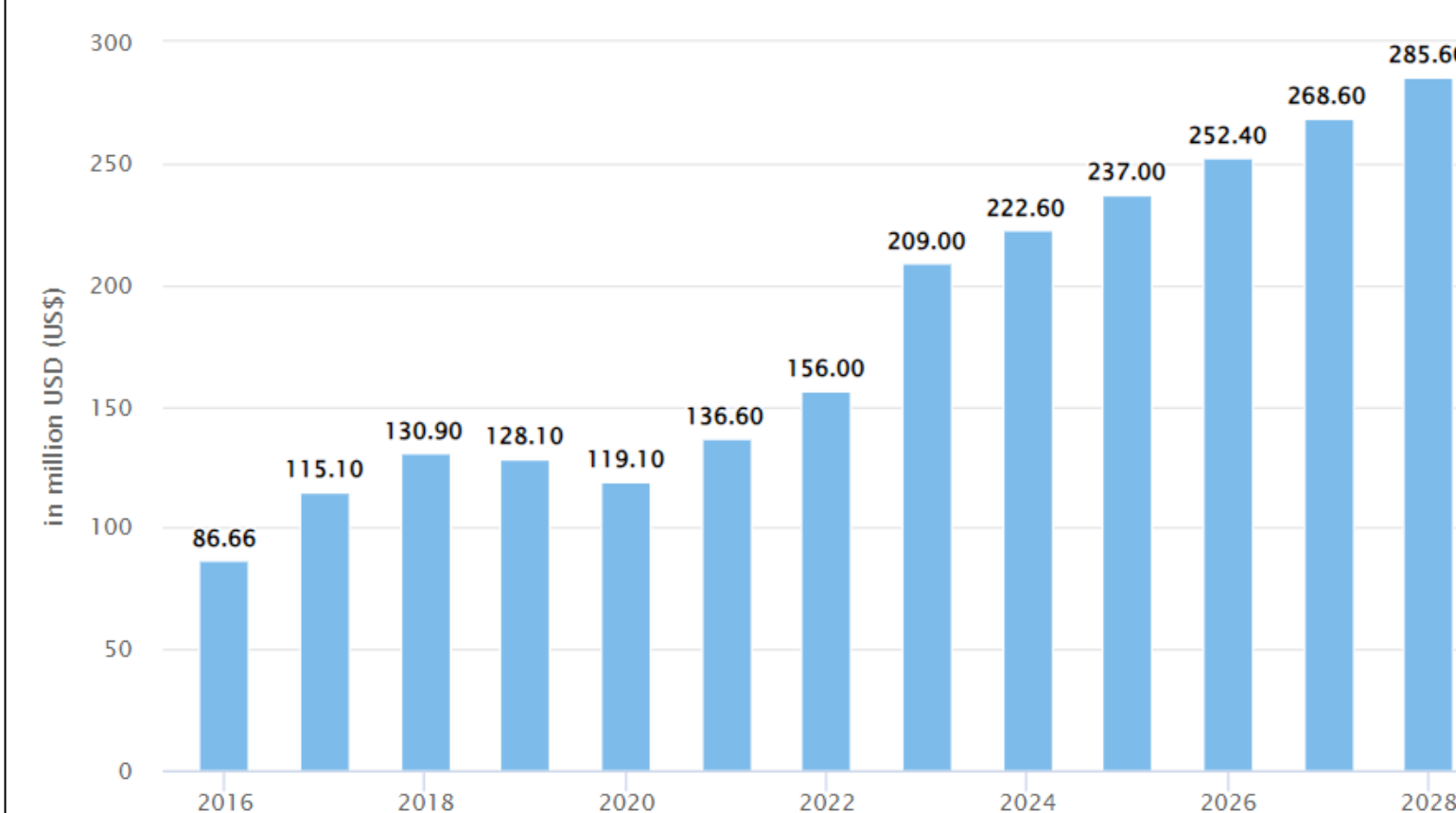
PRODUCT



LBL



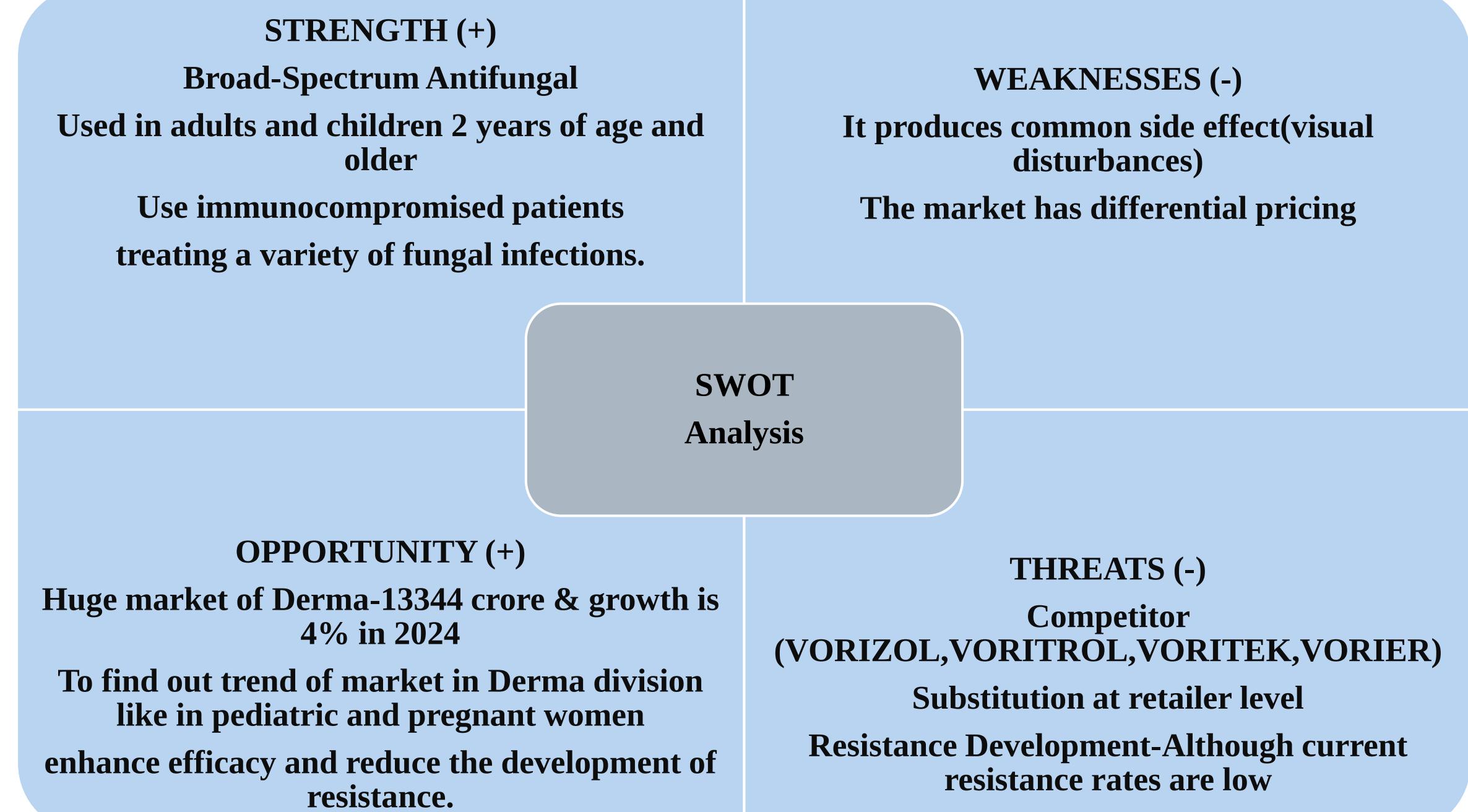
INDIA DERMATOLOGY REVENUE FORECAST



COMPETITOR ANALYSIS

S.NO	BRAND	COMPANY	PACK SIZE	PRICE
1	VORAZE	SUN PHARMA	4 tablet in one strip	2661 Rs
2	VORIZOL	NATCO PHARMA	4 tablet in one strip	2591 Rs
3	VORIER	ZYDUS CADILA	4 tablet in one strip	3375 Rs
4	VORITEK	CIPLA	4 tablet in one strip	3652 Rs
5	VORITROL	LUPIN LIMITED	4 tablet in one strip	1648 Rs

SWOT Analysis



MARKETING CAMPAIGN

1) Webinars for Continuing Medical Education (CME):

- Schedule a webinar on the World Environment Day featuring top Dermatologist to talk about case studies, the most recent developments in antifungal therapies, and the advantages of voriconazole molecule.
- Goal: Promote the drug's prescription by educating medical professionals about its safety and efficacy.

2) Mobile App for Antifungal Guidance:

- Create a mobile application that provides easy access to VoriGuard

3) Distribute Printing Packets to Chemist:

- We must distribute the print packets to the chemist so for Giving this paper Packets They also remember the brand

4) Special Input for Dermatologists:

Difference between Theoretical and practical understanding

- Practical exposure to the Pharma market and focus on the real-world experience skill development and learning from the Field work as interaction with Doctors and chemists
- Theoretical understanding provide foundation of knowledge about the marketing strategies and the enhance the practical understanding with the theoretical understanding

USEFULLNESS OF INTERNSHIP

- Firstly, Learn How to conduct the RCPA
- Assisting in preparing marketing materials
- Effective communication with the staff and the doctors
- How the marketing is work in the Indian market how companies make the different strategies
- Work in challenging environment

CHALLENGES FACED DURING INTERNSHIP

In the field work there is difficult to cover the all the doctors
In the time Of RCPA the chemist did not tell the all information
Doctors are denied to give any information

SUGGESTION

Obtain feedback from prescribers and customers regarding the product monitor product availability ensure the regular follow up calls I observe in the Market the product and organization awareness also use the different strategies of Input for doctors expand the sales network