

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals

02nd of May 2024 – 02nd of July 2024

A REPORT BY

Ashish Subhash Gaikwad

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. Ashish Gaikwad

*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. Ashish Subhash Gaikwad** 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: 22.07.2024

A handwritten signature in blue ink, appearing to read 'Ashok', with a horizontal line drawn underneath it.

Dr. Ashok Peepliwal

Professor

BRAND PLAN OF VoriGuard™

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 & recognize 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 healthy and rewarding work environment for our associates Delivering Superior Customer Satisfaction

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.

MISSION

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."

ORGANISATIONAL STRUCTURE

CEO

VICE PRESIDENT

MARKETING DEPARTMENT

ACCOUNT DEPARTMENT

SALES DEPARTMENT

PRODUCT MANAGER

ACCOUNT MANAGER

SALES MANAGER

PRODUCT EXECUTIVE

ACCOUNT EXECUTIVE

SALES EXECUTIVE

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, leaflets.
- 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 Fusisore
- 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.

IPM Value MAT VAL MAY'24: INR 2,00,266 crores
 Derma Sector MAT VAL MAY'24: INR 13,344 crores
 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, Penicilliosis
PRICE: 1,421 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 Aushadi Scheme)
- Public health awareness campaigns

ECONOMIC

- Pharma sector size to double by 2030 reaches 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.
- time spent 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 40°C, in Monsoon 28°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



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
- 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

USEFULNESS 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 working in the Indian market how companies make the different strategies
- Work in challenging environment

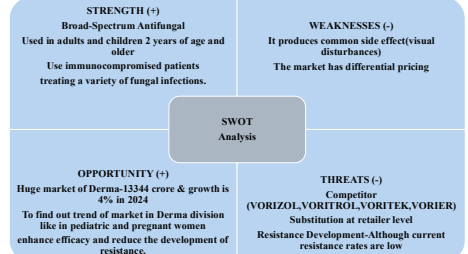
CHALLENGES FACED DURING INTERNSHIP

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

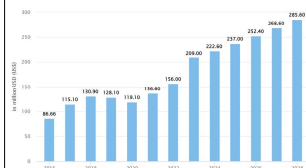
SUGGESTION

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

SWOT Analysis



INDIA DERMATOLOGY REVENUE FORECAST



COMPETITOR ANALYSIS

SNO	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

Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 01

From: 02/05/24 – 08/05/24

Activity Done	1) graph analysis and report interpretation. 2) interpreting IQVIA reports to understand market trends and consumer behaviour. 3) developed a questionnaire for RCPA.
Linking Theory (Classroom Learning) with practice at organization	As for the first week, I didn't observe any link between the classroom learning and practice at an organization.
Gaps Identified on the working area	No gaps identified till now.
Suggestions for Improvement	Improve the reading of reports and journals of the pharmaceutical industries.
Plan for the next week	conduct Retail Chemist Prescription Audit (RCPA) to analyze the market gap for the launch of a new product by Galcare Pharmaceuticals.

Signature of Student:

Approved by the IIHMR University's Mentor

Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 02

From: 08/05/2024 – 14/05/2024

Activity Done	1) conduct Retail Chemist Prescription Audit (RCPA) in the field. 2) preparing Leave Behind Literature (LBL) for Fusirose cream 3) Effective Communication with Doctors 4) Presentation
Linking Theory (Classroom Learning) with practice at organization	As per the first week I observed presentation skills is linked link between the classroom learning and practice at organization. Then also communication with doctors and the chemist.
Gaps Identified on the working area	No gaps identified till now.
Suggestions for Improvement	Improve the Communication little bit and technical skills
Plan for the next week	Plan is to conduct RCPA on the Valacyclovir molecule in the different areas and make the LBL on the Valacyclovir molecule and presentation

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Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 03

From: 15/05/2024 – 22/05/2024

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 Valcytra, 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 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

Signature of the Student

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Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 04

From: 23/05/2024 – 29/05/2024

Activity Done	Preparation of LBL: I successfully prepared the Leave Behind Literature for Valcytra, 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 Valcytra, 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. Difficulty to set name Valcytra for my product of valacyclovir.
Suggestions for improvement	Improve the Knowledge about the marketing by reading the books so decide the Strategy for the Product

Signature of the Student

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Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 05

From: 30/05/2024 – 05/05/2024

Activity Done	Preparation of Market Campaign: I successfully prepared the Market campaign for Valcytra, 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

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Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 06

From: 06/05/2024 – 12/05/2024

Activity Done	Preparation of Brand Plan: I completed the PEST analysis, marketing strategy, and marketing mix for VoriGuard. Data Collection from Pharmacists: I successfully collected market data on the Voriconazole molecule from pharmacists, identifying leading competitors such as Vorez and Voritrol.
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.

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Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 07

From: 13/05/2024 – 19/05/2024

Activity Done	Preparation of Brand Plan: I completed my Brand plan on the Product VoriGuard (Voriconazole). 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 helped 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.

Signature of the Student

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Summer Internship Program (SIP) Weekly Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

Week Number: 08

From: 20/05/2024 – 30/05/2024

Activity Done	During the Last week of my summer internship, I Prepared Poster on my brand plan on VoriGuard and presented in front of MD & Product Executive of our company. Presented a poster on “Brand plan on VoriGuard” 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 VoriGuard Product to launch in Punjab 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

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organization: Galcare Pharmaceutical

Department of Summer Internship Program (SIP): Marketing

Name of the Student: Ashish Subhash Gaikwad

Roll Number: 0501

Stream: MBA Pharmaceutical Management

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 Valcytra. • Prepared LBL and brand communication for Valcytra. • Prepared a marketing campaign for Valcytra. • Collected data on Bilastine and Montelukast combination from pharmacists. • Completed PEST analysis, marketing strategy, and marketing mix for VoriGuard. • Collected market data on Voriconazole from pharmacists. • Completed brand plan and budget estimation for VoriGuard.
Linking theory (Classroom learning with practice at your organization)	• 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 Valcytra (memorable names for doctors). • Used competitor data analysis to inform strategic decision-making. • Found USPs (unique selling points) to promote the product. • used Google and field data analysis to generate insights for brand strategy. • Acquired a foundational understanding of brand plans, including finances and marketing tactics. • Acquired the ability to communicate with pharmacists in pharmacies. • presented a poster for a product brand plan while demonstrating strong public speaking abilities.
Gaps identified in the working area.	Challenges in reading complex graphs and reports. Difficulty catching doctors' attention and gathering information from chemists. It is difficult to gain information on Voriconazole molecules from pharmacists. Clinic hours are subject to timing constraints. Finding the unique selling point and naming VoriGuard proved difficult. Due to pharmacists' hectic schedules, creating a budget and carrying out RCPA are difficult tasks.

Approved by the IIHMR University's Mentor

Compiled Report

Suggestions for improvement	Seek mentor feedback on the RCPA questionnaire that has been produced. Provide instances or scenarios to demonstrate 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.
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Signature of the Student

Approved by the IIHMR University's Mentor