

Internship Report
At Galcare Pharmaceutical Pvt Ltd

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

ROHIT KUMAR BISWAL

IIHMR-U/02/2023-25/0556

Under the Supervision and Guidance of

Dr. Ashok Peepliwal

Professor

School of Pharmaceutical Management

IIHMR University, Jaipur

2025

GALCARE PHARMACEUTICAL PVT. LTD

Internship Report

Acknowledgement

I would like to express my sincere gratitude to Dr. Ashok Peepliwal, my internship supervisor, for their continuous support, guidance, and encouragement throughout my internship period. I also extend my thanks to GALCARE PHARMACEUTICAL PVT. LTD for providing me with the opportunity to undertake this study and for their valuable insights and resources.

Executive Summary

India's warm, humid climate and common self-medication practices have led to a sharp rise in fungal infections. Luliconazole, known for its potency and once-daily dosing, is gaining traction in treatment. Galcare's Lulinol competes in a crowded market with brands like Lulifin and Lulibet. This study evaluates Lulinol's market position, prescriber perception, and growth opportunities. Findings reveal strong clinical potential but limited brand recall. Key recommendations include enhancing doctor engagement, focused branding, and digital promotion. With strategic positioning, Lulinol can grow its market share. This report guides Galcare in boosting recognition and driving long-term success in the antifungal space.

Table of Contents

1. Introduction
2. Objective of the Study
3. Company Overview
4. Market Landscape
5. Product Analysis
6. Competitor Benchmarking
7. Strategic Growth Opportunities
8. Regulatory and Compliance Considerations
9. Conclusion
10. References

1. Introduction:

During my internship at Galcare Pharmaceuticals, I undertook a project focused on the competitive landscape and growth potential of Lulinol, the company's branded formulation of luliconazole. Given the rising prevalence of fungal infections in India and the intense competition in the topical antifungal market, it became essential to analyse how Lulinol is currently positioned and how it could grow in the market.

2. Objective of the Study:

The core objectives of the study were-

- To analyse Lulinol's current positioning in the Indian topical antifungal market.
 - To evaluate strategic growth opportunities for the brand.
 - To benchmark Lulinol against competitors like Lulifin, Lulibet, and Luliderm.
-

3. Company Overview:

Galcare Pharmaceuticals is a growing name in the Indian pharmaceutical industry, with a portfolio focused on dermatology, respiratory care, and general therapeutics. With a vision to deliver effective, affordable healthcare solutions, Galcare has steadily expanded its footprint through quality products and ethical practices. Lulinol represents the company's strategic entry into the dermatological segment of topical antifungals.

4. Market Landscape:

India's topical antifungal market is estimated in hundreds of crores and growing rapidly due to climatic factors, self-medication, and poor hygiene. However, irrational steroid use and increasing resistance pose serious challenges. Brands like Lulifin, Lulibet, and Luliderm dominate this space, leveraging aggressive marketing, strong medical engagement, and wide availability.

5. Product Analysis:

Lulinol is a 1% luliconazole cream designed for once-daily use, effective against tinea corporis, cruris, and pedis. Its USPs include potent antifungal activity, shorter treatment duration, and good skin penetration. The product is competitively priced and comes in convenient pack sizes, with distribution through both retail and hospital channels.

6. Competitor Benchmarking:

Lulinol was benchmarked against five top brands based on price, pack size, doctor recall, prescription frequency, and promotional strategies. A SWOT analysis highlighted Lulinol's clinical strengths and identified areas for improvement, such as brand visibility and promotional outreach. Survey data suggested that while doctors recognize luliconazole as a molecule, brand-specific recall for Lulinol remains moderate.

7. Strategic Growth Opportunities:

The study recommends

- Expanding indication claims to include more fungal infections.
 - Strengthening digital and in-clinic promotions.
 - Investing in doctor awareness and patient education initiatives.
 - Leveraging market gaps like steroid-free treatment preference to position Lulinol effectively.
-

8. Regulatory and Compliance Considerations:

Lulinol is classified under Schedule H and requires prescription-only marketing, in line with CDSCO norms. The brand must adhere to India's Uniform Code of Pharmaceutical Marketing Practices (UCPMP), ensuring ethical promotion and compliance in all its activities.

9. Conclusion:

Lulinol holds strong potential in India's growing antifungal market. However, to thrive amidst competition, Galcare must enhance its strategic positioning through targeted marketing, medical engagement, and brand differentiation. This project provides a roadmap for making Lulinol a more visible and preferred option in the dermatologist's prescribing pattern.

10. References

- Primary Market Research (Doctor survey data)
- IMS Health Data (2023-24)
- Journal articles on Luliconazole efficacy
- Galcare Pharmaceuticals' internal documents and product briefs
- CDSCO Guidelines & UCPMP Code

Prepared by: Rohit Kumar Biswal
PMT Intern, Galcare Pharmaceuticals