

**A CONSUMER-DRIVEN APPROACH TO REBRANDING AND MARKET  
PENETRATION OF GRAZIA UP GOLD FACE SERUM**

Internship report submitted to



**The IIHMR university, Jaipur**

For the partial fulfilment of the award of the degree of  
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In

Pharmaceutical Management

By

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**MBA PM-15**

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## **Internship Report**



**Submitted to:** IIHMR University, Jaipur

**Organization:** Galcare Pharmaceuticals

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**Roll Number:** 0482

**Organisation Mentor:** Mr. Shubham Saini

**Faculty Guide:** Dr. Sudhinder Singh Chowhan

**Internship Duration:** March 10, 2025 – May 31, 2025

**Department:** Product and Brand Management

### **1. Introduction**

The internship phase is an essential component of any professional management program, especially in a domain like pharmaceutical management, where theoretical concepts must align with regulatory frameworks, real-world market dynamics, and product lifecycle processes. My summer internship at Galcare Pharmaceuticals offered a significant learning opportunity, where I applied academic knowledge in a real-time business environment.

The aim of the internship was not only to gain industry exposure but also to understand the inner workings of a pharmaceutical company that specializes in dermatology a growing segment in the Indian healthcare and cosmetic markets. The internship also provided a platform to develop competencies in data analysis, brand positioning, interdepartmental collaboration, and market research. This report highlights my learning journey, the organizational culture, the responsibilities I undertook, and my key takeaways from the experience.

The internship was designed in a way that ensured student involvement in both ongoing operations and strategic tasks. Working under the guidance of Mr. Shubham Saini, I was able to closely observe how pharmaceutical branding, field force alignment, and sales analytics come together to influence the success of a product in a competitive market. While my dissertation focused on product positioning and branding of a particular product Grazia Up Face Serum I also contributed to various activities like promotogram creation, RCPA exercises, and competitor sales data evaluation.

### **2. Objectives of Internship**

The primary objectives of the internship were framed in alignment with IIHMR University's practical learning framework and Galcare's real-time business expectations. They are as follows:

- To gain a first-hand understanding of pharmaceutical brand management. This included familiarization with promotional strategies, product life cycle management, and sales support tools.
- To experience the coordination between various departments—especially marketing, sales, R&D, and design—required for successful product management.

- To understand sales data interpretation and its role in decision-making, forecasting, and territory planning.
- To apply analytical thinking to real datasets by comparing company and competitor performance, especially in the De-melanising agent's category.
- To learn the development process of promotional content such as visual aids, LBLs, and scientific content that support field force promotion.
- To adapt to a professional, ethical, and quality-oriented work culture.  
By collaborating with seniors and peers, I aimed to develop workplace discipline, documentation skills, and integrity.
- To contribute value to the organization by supporting ongoing tasks and performing independent analysis where applicable.

The internship was tailored to allow meaningful participation in project-based activities while learning the nuances of pharmaceutical marketing and strategy. Through my experience, I bridged the gap between textbook theories and actual field challenges.

### **3. Organizational Profile**

Galcare Pharmaceuticals is a rising pharmaceutical company headquartered in Jaipur, Rajasthan, known for its strong portfolio in dermatology and cosmetology. The company focuses on the development, marketing, and distribution of skin care and hair care formulations backed by scientific research, dermatological validation, and consumer appeal.

#### **3.1 History and Background**

Established with a mission to deliver specialized skin care solutions, Galcare has steadily built a name in the cosmeceutical segment. Its vision aligns with India's growing demand for aesthetic products that are both clinically effective and reasonably priced.

#### **3.2 Mission and Values**

- Mission: To deliver dermatological products that promote skin health and self-confidence.
- Vision: To become one of India's leading dermatology brands known for ethical marketing, innovation, and scientific rigor.
- Core Values: Integrity, Quality, Scientific Marketing, Innovation, Customer-centricity.

#### **3.3 Product Range and Focus Areas**

Galcare's product categories span a wide range, including:

- Depigmenting agents (e.g., for melasma, dark spots)
- Moisturizers (cream/gel-based for various skin types)
- Anti-acne preparations
- Hair growth serums and oils
- Sunscreens (SPF-based products for different skin tones)
- Face serums and anti-aging products

- Face cleansers and exfoliators

The flagship products like Grazia Up Gold Face Serum, Acnefix, and Melacure have received consistent dermatological endorsements and favourable responses from the sales field.

### **3.4 Business Model**

Galcare primarily operates through a prescription-driven model supported by a field force of medical representatives (MRs) who promote the products to dermatologists, cosmetologists, and general physicians. The company combines ethical field promotion with strong brand positioning, scientific evidence, and visual aids.

### **3.5 Marketing Practices**

The marketing model is based on:

- Doctor Engagement through CMEs, detailing visits, and in-clinic sessions.
- Promotional Material development (visual aids, LBLs, digital assets).
- Sales Analytics for improving PCPM, region-wise focus, and SKU movement.
- Regular Field Feedback to adapt product messaging and branding.

### **3.6 Work Culture and Environment**

The culture at Galcare encourages innovation, collaboration, and responsibility. As an intern, I found the environment inclusive, open to questions, and oriented towards training fresh minds. My seniors were approachable, and weekly review meetings provided clarity on deliverables and progress.

## **4. Services Provided by the Organization**

Galcare Pharmaceuticals provides the following services across the pharmaceutical marketing value chain:

### **[A] Product Development and Formulation Innovation**

- In-house R&D for dermato-cosmetic products.
- Clinical testing and formulation adaptation for Indian skin types.
- Constant updates based on market needs and dermatologist feedback.

### **[B] Marketing and Brand Management**

- Launching and positioning products in niche segments.
- Branding via visual aids, patient education leaflets, LBLs, doctor samples, etc.
- Conducting marketing campaigns like “Skin Awareness Month.”

### **[C] Sales and Distribution**

- Nationwide sales team coverage via regional managers, TMs, and MRs.
- Distribution through pharma stockists and chemists.
- Secondary and tertiary sales tracking to optimize reach.

### **[D] Medical Promotion and Doctor Engagement**

- CME (Continuing Medical Education) support.
- Scientific literature dissemination through detailing.
- KOL (Key Opinion Leader) mapping and engagement.

#### **[E] Data-Driven Sales Planning**

- Use of CRM tools to monitor call frequency, conversions, and feedback.
- Monthly MIS (Management Information System) reporting.
- Sales tracking per SKU, product, and zone for field performance.

#### **[F] Training and Human Resource Development**

- Regular field force training for knowledge updates and communication skills.
- Managerial training for middle-level executives.
- Internship and management trainee programs for budding professionals.

### **5. Key Activities/Projects Undertaken Other Than Dissertation**

In addition to my primary dissertation on the strategic brand positioning of Grazia Up Face Serum, I was actively involved in multiple projects and learning modules that enriched my experience:

#### **[A] Promotogram Making**

A promotogram is a single-page visual representation used by MRs during doctor detailing. I worked on creating sample promotograms using design briefs. These documents included product USPs, indications, composition, MOA (mechanism of action), and visual imagery. I learned how to:

- Align design with brand identity and target segments.
- Highlight clinically important yet digestible information for doctors.
- Coordinate with designers for finalizing content and layout.

#### **[B] RCPA (Retail Chemist Prescription Audit)**

RCPA is a field-level data collection process to gauge prescription flow and competitor performance. Although I wasn't on field visits, I learned how to interpret data received from field reps. It taught me:

- Brand-wise and molecule-wise prescription flow comparison.
- Price benchmarking and competitor strategies.
- Chemist-level availability and stockist dependency.

#### **[C] Learning Sales Terminologies**

Exposure to core sales and marketing terms helped me improve my understanding of:

- PCPM (Per Capita Productivity per MR)

- Secondary vs. Primary Sales
- Product Contribution Margins
- Field Working Reports (FWRs)
- ROI Calculation
- ABP (Annual Business Plan) Preparation

#### **[D] Sales Data Analysis of De-melanising Agents**

I worked on the comparative analysis of de-melanising agents—a subsegment within dermatology aimed at treating pigmentation. Tasks included:

- Month-on-month tracking of brand-wise sales.
- Analysing MAT (Moving Annual Total) sales using IQVIA and secondary data.
- Identifying brands with high growth rate and innovation pipelines.
- Preparing Excel dashboards to visualize company vs. competitor performance.

This hands-on experience taught me how to synthesize data into insights that marketing and strategy teams can act on.

### **6. Key Learnings from Internship**

This internship gave me more than just functional skills it shaped my professional mindset. Key learnings include:

#### **[A] Industry Knowledge**

- Understanding dermatology's fast-evolving market where customer preference meets medical credibility.
- Learning the importance of building brand equity in a prescription-driven yet consumer-influenced category.

#### **[B] Analytical and Strategic Thinking**

- Improved my Excel skills through hands-on use of pivot tables, charts, and data cleaning.
- Drew insights from secondary sales data that helped the brand team identify underperforming SKUs.
- Understood how brands adapt their marketing mix based on territory-specific trends.

#### **[C] Teamwork and Professional Etiquette**

- Weekly team meetings taught me time management and agenda preparation.
- Observed how marketing and sales coordinate to finalize targets and incentive plans.
- Learned the importance of *respectful communication*, hierarchy, and timely reporting.

#### **[D] Documentation and Creativity**

- Developed scientific LBLs with accurate claims and references.
- Used tools like Canva and PowerPoint for layout drafting and content visualisation.
- Learned the brand manager's balance between scientific accuracy and creative storytelling.

#### **[E] Integrity and Ownership**

- My preceptor encouraged independent ownership of small tasks, allowing me to contribute actively.
- Adhered to brand confidentiality and internal data usage protocols.

#### **[F] Field Understanding and Market Insights**

- Gained exposure to doctor detailing strategies through mock role-plays.
- Understood field challenges like doctor resistance, competitor offers, stock issues, etc.
- Learned how RSMs and TMs motivate the field force using schemes and performance reviews.

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