

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt Ltd.

14th of May 2025- 21st of July 2025



A REPORT BY

Nilesh Pankaj Singh

Master of Business Administration

School of Pharmaceutical Management

2024-2026

Under the mentorship of

Dr. Rahul Sharma

Associate Professor





CERTIFICATE

OF RECOGNITION



This is to certify that
Mr. Singh Nilesh Pankaj

a student of **IIHMR University**, has successfully completed internship
as a Marketing Intern from May, 2025 to July, 2025.

During this period, he demonstrated excellent performance, contributing
effectively to marketing initiatives, brand development, and market research.

We appreciate his valuable contribution to the team and wish him great
success in future endeavors.



Date :- 21/07/2025

Mr. Irfan Ahmad
Senior Marketing Head

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Nilesh Pankaj Singh** of academic year **2024-26** of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

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

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'Rahul Sharma', is positioned above the printed name.

Dr. Rahul Sharma
Assistant Professor

Strategic Brand Plan for GALBINE 250

Faculty Mentor:-
Dr. Rahul Sharma
Organization Mentor:-
Mr. Shubham Saini



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 excellence through people and innovation.

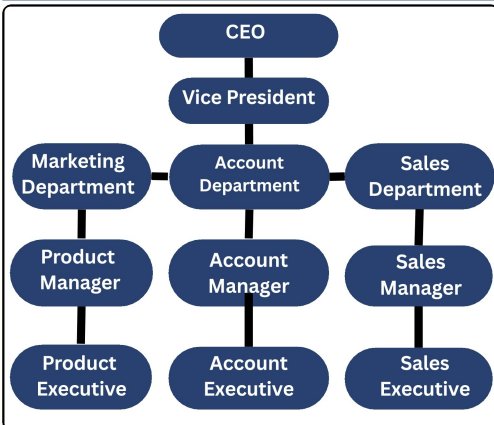
Mission

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

Vision

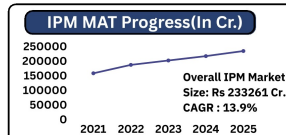
Our vision is to be celebrated as a premier and beloved leader in the dermatology sector in India, Igniting positive information and groundbreaking innovation for a brighter tomorrow.

Organisation Structure



Market Trend

IPM Overall Market Value:
₹233261 Cr
Dermatology segment size:
₹14,835 Cr
CAGR: 13.9% (PharmaTrac May 2025)
Total Terbinafine Market: ₹174 Cr



Pack Image



Indications

- Tinea corporis
- Tinea pedis
- Tinea cruris
- Onychomycosis

Product Profile

- Brand Name:- Galbine 250
- Molecule :-Terbinafine Hydrochloride 250 mg
- Dosage Form :-Oral tablet
- Pack Size -Blister strip of 7 tablets
- Category :-Antifungal
- Therapy :-Segment Dermatology
- MOA :-Inhibits squalene epoxidase → disrupts ergosterol synthesis → fungicidal action

Competitor Analysis

RANK	Brands	Company	MAT 24	PACK SIZE	MARKET SHARE%	PRICE /TABS
1	Terbinaforce	MANKIND	23	7	21.88	17.4
2	ZIMIG	GSK	19.30	7	18.36	53
3	SEBIFIN	SUN	9.37	15	8.91	29.6
4	TERBEST	SYSTOPIC	7.67	7	7.30	12.85
5	GRIS ODT	ERIS LIFESCIENCES	7.13	7	6.79	32.85

SWOT

Strengths

- Affordable price (110 Rs) Compared with competitors.
- strong Company image in Derma Segment

Weaknesses

- New entrant, lower initial recall
- Low patient awareness initially

Threats

- Generic substitution at chemist level
- Indirect preference for Itraconazole

Opportunities

- Untapped semi-urban/rural increasing demand
- Monsoon surge – predictable rise

Practical Exposure Vs Theoretical exposure

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

Challenges Faced During Internship

- During my internship, one of the key challenges was conducting RCPA in the field and interpreting the market data effectively to gain meaningful insights.
- I also found it difficult to prepare a detailed brand plan and apply strategic tools like SWOT, STP, and Competitors analysis. Completing all tasks within tight deadlines made time management another significant hurdle I had to overcome.

Learnings During Internship

- Improved communication skills via fieldwork and team coordination.
- Gained practical knowledge in RCPA data analysis and brand planning for the Terbinafine molecule.
- Applied core pharmaceutical marketing concepts in real-time brand development.
- Gained valuable exposure to pharmaceutical industry operations, including processes and products.
- Improved skills in areas such as brand planning, executing marketing campaigns, and crafting brand communication.

Suggestions / Recommendations

Galcare Pharmaceuticals should invest in strengthening field force capabilities, improving supply chain efficiency, and enhancing brand visibility through both traditional and digital channels. Building stronger doctor relationships, leveraging real-time feedback, and exploring new geographies will further position the company as a trusted player in the antifungal segment.

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceutical Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Nilesh singh

Roll no: 0714

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 01 From: 14/05/25 to 17/05/25

Activity Done	1. SWOT analysis of self was given as the first assignment. 2. Understood how to read various data reports and understood different terminologies. Various reports included the IQVIA market reflection and feedback reports, Pharmarack acquaint and pharma monitor reports. 3. As assignment 2, IMS data is being studied and analysed by us where we separated 2 therapies and one brand. Comparison of our brand was done with five different competitors. 4. Analysis was based on 3-year MAT, Pack size, price, market share, unit growth and value growth. 5. We also as group are sharing latest pharma industry trends and news which is helping us developing better insights w.r.t latest changes in pharma industry globally and in terms of regulatory changes. 6. We are also asked to send a video detailing of all the learning from the whole week.
Linking theory (Classroom learning) with practice at your organisation	Throughout the whole week, I could use the concepts of marketing taught in the classroom on real data. Thereby, the organisation is helping in creating a link between text book and reality.
Gaps identified in the working area.	N/A

Suggestions for improvement	No suggestions till now.
Plan for the next week	1. We must study Androgenic Alopecia and gain in-depth knowledge of the same, including its mechanism of action. 2. Four molecules will be assigned to us. We will study in detail its therapies, benefits, and how they work. 3. We will have to prepare a questionnaire for the same disease and how the four molecules can help for the treatment process. 4. Presentations will also be conducted for the same.

Signature of the Student –



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Stream: MBA Pharmaceutical Management (PM-16)

Week no: 02 From: 18/05/25 to 25/05/25

Activity Done	1. We studied about Androgenic Alopecia and gained in-depth knowledge of the same, including its mechanism of action. 2. Four molecules were assigned to us. We studied in detail its therapies, benefits, and how they work. 3. We prepared a questionnaire on the same disease and how the four molecules can help in the treatment process. 4. Presentations were also submitted for the same.
Linking theory (Classroom learning) with practice at your organisation	Throughout the week, I understood how to use my pharmacology knowledge while learning about the disease and the molecules. Thereby, the organisation is helping in creating a link between text book and reality.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	Next week, we will have the field visit. (Doctor's Survey) Proper Questionnaire will be prepared for the same.

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Week no: 03 From: 25/05/25 to 31/05/25

Activity Done	1. Participated in a Retail Chemist Prescription Audit (RCPA) as part of a practical learning initiative on 28th and 29th May 2025. 2. Conducted one-on-one interactions with retail chemists to audit prescriptions. 3. Understood how medical reps build long-term chemist relationships that influence dispensing behavior. 4. Noted the invisible influence of brand perception and patient counseling on product movement. 5. Performed analysis of the data collected.
Linking theory (Classroom learning) with practice at your organisation	Realized the strategic value of market research in areas like: • Brand positioning • New product launches • Competitor benchmarking • Sales force planning Gained deep respect for on-ground pharmaceutical marketing realities and stakeholder interdependence, and how they are linked with the terms we studied in the classroom.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.

Plan for the next week	For Next week, 1. We have been given one molecule and one combination of molecules. 2. We must create 1 LBL and 1 visual aid for each. 3. We will also learn how promotional inputs are made and how marketing activity is created. 4. We will also learn about manufacture retail Prize.
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Stream: MBA-PM16

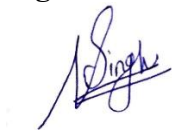
Week no:04

From:01/06/2025 to 07/06/2025

Activity Done	During week 04 of the internship, important tasks included creating a visual aid and leaving behind material on a single molecule. • Created a visual aid and leave-behind literature on the conjunction of two molecules. • Developed a doctor survey questionnaire for immunosuppressants in autoimmune skin conditions. • Conducted RCPA (Retail Chemist Prescription Audit) in pharmacy outlets in Lucknow, Uttar Pradesh, following doctor surveys. • Generated an Excel file from data collected during RCPA in drugstore outlets. • Analyse RCPA data and provide insights.
Linking theory (Classroom learning) with practice at your organisation	Realized the importance of market research in dynamic market, prescription behaviour and brand positioning. Was able to link the marketing concepts taught in class as well as understand the people's buying behaviour in real world.
Gaps identified on the working area.	N/A
Suggestions for improvement	No Suggestions till now.

Plan for the next week	Next week's task are topics to learn are as follow: • Pricing calculation • Promatogram Planning • Sample Allocation • LBL Designing and Finalization • Marketing Campaign Design -We will also learn about MRP, PTS, PTR, NP, and profit margin for different stakeholders.
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Week no: 05 From: 08/06/25 to 14/06/25

Activity Done	1. As the first assignment for this week, the concept of a promotogram was introduced. We developed a promotogram, a visiting promotogram, and a sample allocation table in MS Excel. 2. The second assignment was to create a marketing activity for a product assigned while creating an awareness campaign regarding the disease it cures. This assignment is detailed about the concept of • Brand communication • Things to do list • Promotional inputs 3. Information was gathered regarding the diseases, and also created Leave leave-behind literature and a Promotional poster for the same.
Linking theory (Classroom learning) with practice at your organisation	• These activities help in building theoretical concepts with real-world applications. • Developing a promotogram and sample allocation table helps in understanding the planning of resources and the strategy used in the field. • LBL and posters help in reinforcing the importance of visual aids and HCP engagement.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	For Next week, • Sales data analysis using per capita per month. (PCPM) The analysis will be done for the top ten and the lowest ten headquarters according to month-to-month trends.

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Week no: 06 From: 15/06/25 to 21/06/25

Activity Done	1. This week, we were tasked with making all possible corrections to the marketing activity for a product assigned to us while developing an awareness campaign about the disease it is focused on. This assignment was regarding the concept of • Brand communication • Things to do list • Promotional inputs 2. Corrections were also made in the Leave leave-behind literature and a Promotional poster for the same.
Linking theory (Classroom learning) with practice at your organisation	• These activities assist in enhancing theoretical concepts while also allowing us to reflect on real-world practicality. • Constructing a promotogram and a sample allocation table assists in both understanding the planning of resources and strategy in the field. • LBL and posters reinforce the importance of visual aids and HCP engagement.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	In the upcoming week, the topic of discussion is as follows, • Price calculation- PTR and PTS, and the scheme ratio • Sales analysis- Zone wise and region-wise wise and find the PCPM of individual headquarters. Preparation of Sales training for any new product.

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Week no: 07 From: 22/06/25 to 28/06/25

Activity Done	This week, i.e., during my week 07 of my internship, I worked extensively on the sales data provided by the organization. The main activity is as follows: • Calculating PCPM (Per Capita Per Month) for every headquarters. • Identifying the top 10 and lowest 10 performing HQs. • Dividing HQs into categories based on PCPM ranges. • Conducting zone-wise as well as regional analysis. • Created a report based on the outcomes of the analysis done, as well as mentioning the strategies used to overcome the record of low-performing HQs. • Developed a sales training PowerPoint Presentation on the assigned molecule combination.
Linking theory (Classroom learning) with practice at your organisation	• PCPM calculation helps to assess HQ- level productivity, aligning with marketing tactics learned in classrooms. • Segmentation of HQs based on PCPM ranges helped us relate to customer segmentation strategies taught in marketing. • Preparation of data-driven report with actionable strategies helped in demonstrating the practical use of strategic planning models. • Developing the sales training PPT on a product combination by applying brand communication and product knowledge.
Gaps identified on the working area.	N/A

Suggestions for improvement	No suggestions till now.
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Plan for the next week	In the upcoming week, we will begin working on the brand plan for the molecule allocated to us individually.
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Week no: 08 From: 29/06/25 to 5/07/25

Activity Done	This week, i.e., during my week 08 of my internship, I have started working on the brand plan assigned to me. The main activity is as follows: • Worked on deciding the mission and vision of the brand plan, both qualitatively and quantitatively. • Worked on situational analysis which included market research, competitor analysis, Trend analysis, prevalence of the disease, on-label and off-label indications, etc. • Worked on developing a market strategy which included STP and SWOT analysis. • Strategy also included developing the budget which included Sales allocation budget and sales projection of our product. • Created marketing mix including the 4Ps for our product
Linking theory (Classroom learning) with practice at your organisation	• Applied strategic management concepts as explained to us through classroom learning. • Implementing core marketing models like STP, SWOT as being taught to us in marketing modules. • Used financial planning skills • Helped us to understand real-world integration of theory.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.

Plan for the next week	In the upcoming week, • I will start working on the launch segment of the brand plan, which will include promotograms and sales training. • Followed by development of brand tracker as the post launch segment.
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Week no: 09 From: 6/07/25 to 12/07/25

Activity Done	This week, i.e., during week 09 of my internship, I have completed the brand plan assigned to me, completing the rest of the activities. The main activity is as follows: • Worked on sales training presentation explaining the molecule, the product, and its competitors. • Made promotogram quarter-wise for the whole year. • Developed a brand tracker as a part of the post-launch segment.
Linking theory (Classroom learning) with practice at your organisation	• Applied strategic management concepts as explained to us through classroom learning. • Brand tracker helped us identify how unit sales are tracked month on month basis. • Used financial planning skills • Helped us to understand real-world integration of theory.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	In the upcoming week, • We are working on making the final poster representing the brand plan for our individual product. • We will also work on preparing an internship report putting our insights about everything we learnt.

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Roll no: 0714

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 10 From: 13/07/25 to 21/07/25

Activity Done	This week, i.e., during week 10th week of my internship, I have Completed the final part and completed the rest of the activities. The main activity is as follows: • Completed my final poster representing the brand plan for the individual product. • Prepared an internship report putting our insights about everything we learnt.
Linking theory (Classroom learning) with practice at your organisation	• Helped us to understand real-world integration of theory. • Poster making enhanced our creativity and taught us to explain things concisely.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	N/A

Signature of the Student –



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Compiled Report

Name of the Organisation: Galcare Pharmaceutical Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Nilesh Singh

Roll no: 0714

Stream: MBA Pharmaceutical Management (PM-16)

Activity Done	• Essential graph analysis, as well as report interpretation, is easily understood. • Developed questionnaire for Retail Chemist Prescription Audit (RCPA) and for doctor surveys for various molecules, which included Minoxidil, finasteride, dutasteride, tofacitinib, etc. • Learned effective communication with doctors about the molecules assigned. • Prepared Leave Behind Literature (LBL) for the molecules assigned. • Collected data from Pharmacists to understand competitors' strategies. • Prepared LBL for GALBINE 250 • Prepared brand communication for GALBINE 250 • Prepared a marketing campaign for GALBINE 250 • Collected data on various molecules like Minoxidil, finasteride, dutasteride, tofacitinib, Tranexamic acid, Kojic acid, Hydroquinone, Mometasone furoate, tretinoin, etc., from pharmacists • Completed SWOT analysis, marketing strategy, and marketing mix for GALBINE 250 • Completed Brand plan and budget estimation for GALBINE 250.
Linking theory (Classroom learning) with practice at your organisation	• Effective communication with doctors helped us understand about benefits of certain molecules and compare them to competitors. • Sales Data from pharmacists helped us understand the market space. • Used competitor data analysis to inform strategic decision-making. • Found USPs (unique selling points) to promote the product. • Used field data and secondary research data to generate insights for brand strategy.

	• Acquired a foundational understanding of brand plans, including finances and marketing tactics. • Developed communication skills while interacting with doctors and pharmacists. • Presented a Poster for a product brand plan with strong public speaking abilities.
Gaps identified on the working area.	• Challenges were faced in understanding reports fir the first time. • Difficulty was faced in catching doctors as well as pharmacists' attention while in the field. Clinic hours are subject to timing constraints. • Deciding on the perfect name for the product was challenging. • Analyzing huge data sheets was challenging in a positive way.
Suggestions for improvement	• Seek feedback from mentors on the RCPA questionnaire. • Explain accomplishments and learnings through specific examples or scenarios. • Include specific data or metrics from RCPA. • Maintain consistency in tense and terminology throughout the report. • Develop an effective strategy for monitoring and controlling the brand plan. • Prepare the poster to visually represent the brand plan and budget

Signature of the Student –



Approved by the IIHMR University's Mentor

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