

“BRAND PLAN OF ‘REVOXIL-F’ TARGETING ANDROGENIC ALOPECIA”

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Galcare Pharmaceuticals Pvt Ltd

Galcare Pharmaceutical Pvt. Ltd. was established in 2008 with a vision to deliver innovative and high-quality healthcare solutions. The company is driven by the core philosophy of “Excellence through People & Innovation,” which continues to guide every decision and initiative we undertake.

Galcare is committed to maintaining the trust and goodwill it has earned from the medical fraternity. Our approach is rooted in consistently exceeding expectations while prioritizing patient well-being above all else. Over the years, Galcare has proudly introduced several products as “first-time launches in India,” showcasing our capability and leadership in marketing innovation. This forward-thinking mindset has positioned us as a respected name within the pharmaceutical industry.

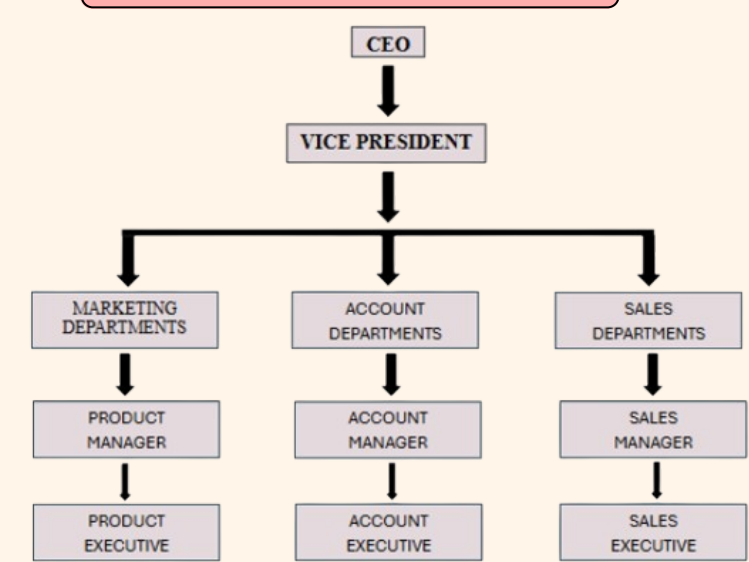
Mission

To consistently provide high-quality, reliable, and affordable medicines through continuous innovation, ethical practices, and a commitment to exceeding customer and patient expectations.

Vision

To be a trusted leader in the pharmaceutical industry by delivering innovative, patient-centric solutions that improve lives and set new benchmarks in healthcare.

Organization structure



About The Product

Revoxil-F
Minoxidil 5% + Finasteride 0.1%
Topical Lotion



- **Therapy:** Dermatology / Trichology
- **Segment:** Hair loss/alopecia/Baldness
- **Brand Name:** Revoxil-F
- **Molecule:** Minoxidil 5% + Finasteride 0.1%
- **Dosage Form:** Topical Lotion
- **Volume:** 60 mL
- **Route:** Scalp (Topical)
- **Manufacturer:** Galcare Pharmaceuticals Pvt. Ltd.

- **INDICATION:**
 - o On label- Male pattern baldness or Androgenetic Alopecia
 - o Off label- Early receding hairline, Post hair transplant care
- **Key Features**
 - o Combination therapy – dual action
 - o Fast absorbing topical lotion
 - o Non- greasy , Non sticky base
 - o Reduced systemic side effects

SWOT ANALYSIS

Strengths

- Clinically proven dual therapy in one topical solution
- Non-Sticky Lotion bases formulation
- Minimized Systemic side effects
- Growing Therapy in hair loss

Weakness

- New entrant in a therapy area against established player
- Requires regular and long-term usage for visible results may affect patient retention
- Possible side effects like scalp irritation or itching.

Threats

- Heavy Competition from established brands
- Many alternative treatments options available
- Price war on e-pharmacies
- Substitution risk

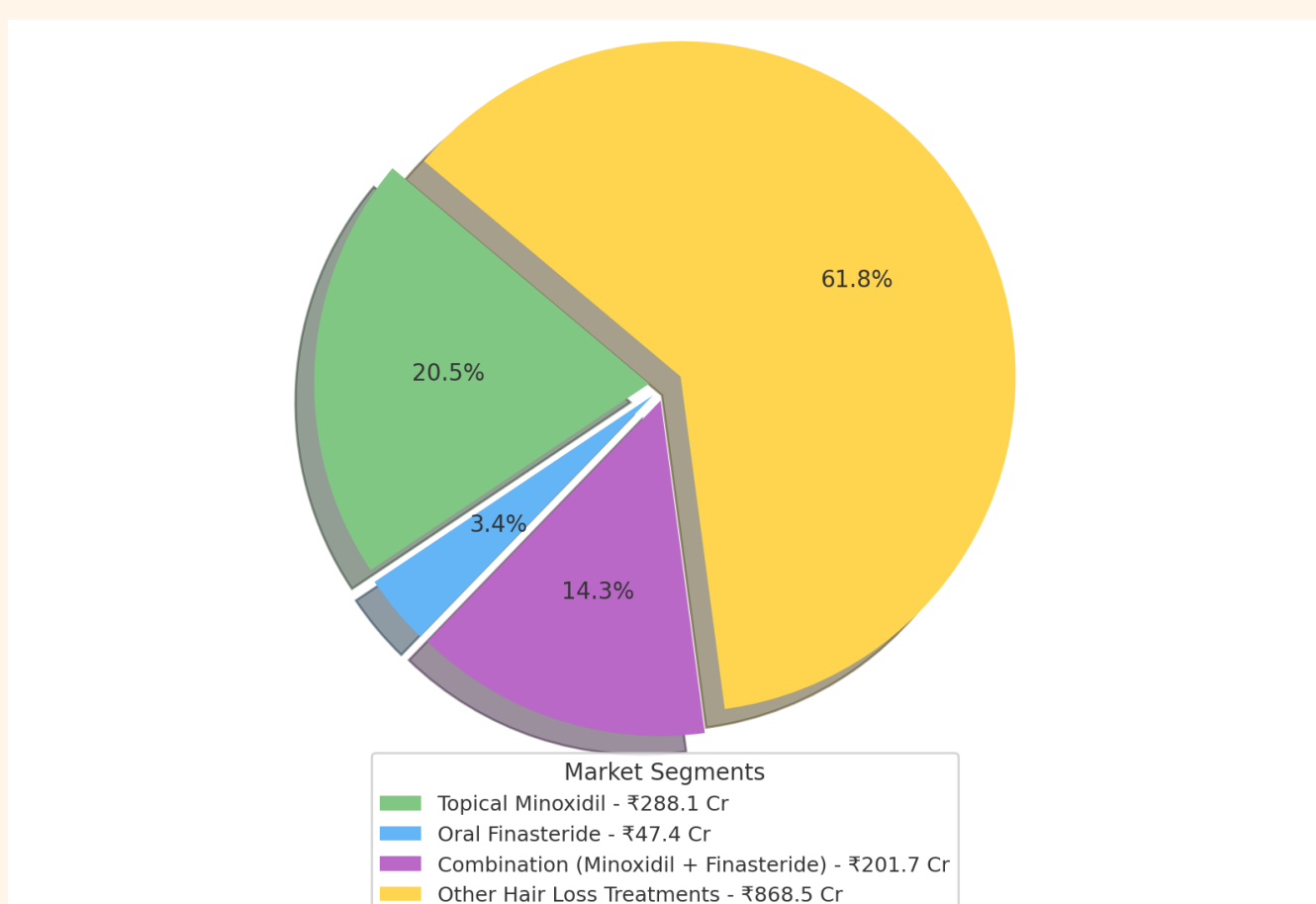
Opportunity

- Rapid growing market of Minoxidil + Finasteride Combination
- Increasing digital awareness and appearance attention
- Huge market of hair regrowth

Market Opportunity

- As per MAT 2024 data, the hair care therapy segment in India is approx ₹1405.7 Cr
- The market size for topically combination therapy (Minoxidil + Finasteride) is around ₹201.7 Cr.

Sub segments or treatments are like this-



PESTEL Analysis

P - POLITICAL	• Govt Support is increasing for dermatology and cosmetic • National health missions like Ayushman Bharat are expanding access to skin and hair treatments • CDSCO and DCGI regulatory support
E - ECONOMIC	• Peoples now spending more in personal care • Urban demand is high and rural adoption is slowly growing
S - SOCIAL	• Hair loss is growing specially among the youth • Social media and influencer marketing increase awareness • Patients prefer fast visible results with minimal side effects
T - TECHNOLOGICAL	• Improvement in formulation and technology • Easy patients reach with online pharmacies
E - ENVIRONMENTAL	• Rising preference for harmful chemical free product • Recyclable and eco friendly packaging is market expectations
L - LEGAL	• Labeling and disclaimer norms followed must carefully • Schedule H drug required compliance.

Segmentation, Targeting & Positioning (STP)

Segmentation

- **Demographic:** Male aged btw 20-45, working professionals
- **Geographic:** Urban, semi-urban & Tier 1-2 cities
- **Behavioral:** Early hair loss, solution seekers
- **Psychographic:** Appearance conscious, digitally aware peoples

Targeting

- Primary Target Group**
 - Males aged between 20-40 with androgenic alopecia or suffers from hair loss.
 - Dermatologists and Trichologists in Metro and Tier 1 & 2 cities.

- Secondary Target Group**
 - Patients using e-pharmacies and seeking for effective hair regrowth options.
 - General physicians treating patient with hair loss.

Positioning

“Use Revoxil-F Regrow Confidence with hairs”

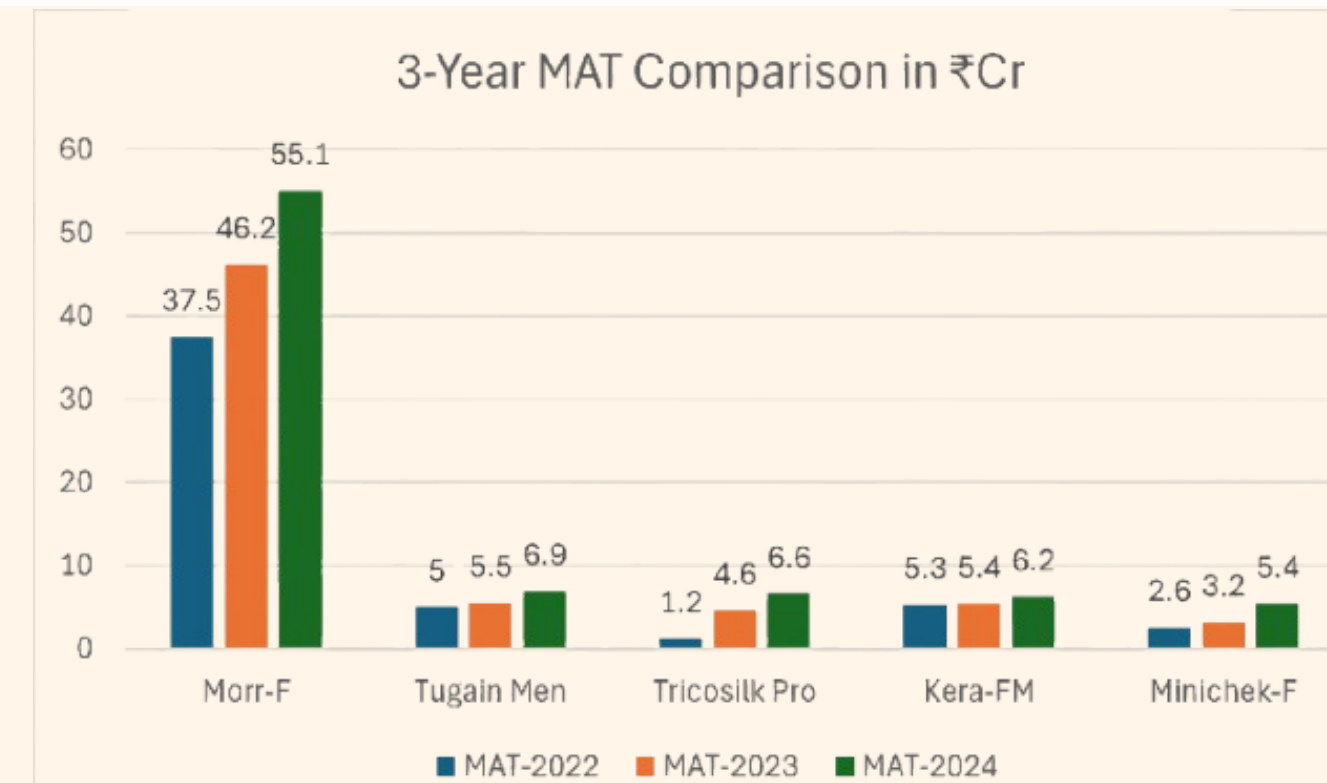
Revoxil-F brings the clinically proven combination of Minoxidil 5% and Finasteride 0.1% in a easy to use topical lotion form. This Therapy is widely accepted by dermatologists for androgenic alopecia.

- Key Benefits:**
- Combination Therapy = Dual Power
 - Easy to use -Topical Form
 - Non-sticky solution- Better absorption
 - Minimal systemic Side effects
 - Better patient compliance

Competitor Analysis

- **Direct Competitors**

Sr.No	Brand Name	Company	Brand Value(₹Cr)	Growth %	Pack Size	Price(₹)
1	Morr-F	Intas	55.1	46.9%	60ml	₹765
2	Tugain Men	Cipla	6.9	38%	60ml	₹800
3	Tricosilk Pro	Ajanta	6.6	450%	60ml	₹1121
4	Kera-Fm	Ipca	6.2	17%	60ml	₹671
5	Minichek_F	Abbot	5.4	107.7%	60ml	₹1076



Indirect Competitors

- 1) Minoxidil (single) – Mintop, Tugain, Morr, Hair4U, M-Power
- 2) Finasteride (Single)- Finex, Finpecia, Finalo, Finabald, Finest
- 3) Cosmeceuticals – Redensyl, Procapil, Anagalin
- 4) Nutraceuticals – Biotin or hair supplements
- 5) Ayurvedic oils & herbal tonics
- 6) Platelet Rich Plasma (PRP) Therapy and Hair transplant

‘Revoxil -F’ 1 Year Brand Budget

- Total Budget - ₹12,00,000
- Targeting - 800 dermatologists
- Prescriptions - 50000+

Category	Amount (₹)	Brief
Marketing Promotion & Campaigns	₹650,000	LBLs, VA, Campaigns, Promotional Gifts, CMEs
Field Force	₹220,000	Sales Incentives , Doctor engagement
Product Sampling	₹80,000	Free samples
Product Launch events	₹100,000	Launch arrangemts, brand standees,clinical materials.
Training Activities	₹100,000	Sales team training and materials.
Reserved For Future Needs	₹50,000	For new opportunities or urgent needs
Total	₹1,200,000	Over all final budget for a year

3 Years Sales Projection

Year	Market Share Target	Projected sales (₹ cr)	Remark
Year 1 (FY 25-26)	1 - 1.5%	₹2 - 3 Cr	Launch Year targeting 800+ doctors
Year 2 (FY 26-27)	2%	₹3.5 – 4 Cr	Expansion to more cities and workforce
Year 3 (FY 27-28)	3%	₹5 – 6 Cr	Strong recall, Wider coverage,digital boost

LBL For Revoxil-F

Introducing **Revoxil-F**
Minoxidil 5% + Finasteride 0.1%
FOR **Androgenic Alopecia / Male Pattern Baldness**

Topical Lotion MRP - ₹695

Key Benefits:

- Combination therapy - dual action
- Fast absorbing topical lotion
- Non- greasy , Non sticky base
- Reduced systemic side effects

Minoxidil 5% – Stimulates hair follicles, promotes hair regrowth
Finasteride – Inhibit DHT to reduce hair loss

Apply 1ml Twice daily on Scalp

“Revoxil-F- Regrow Your Roots, Regain Your Confidence”

Usefulness of Internship

- Personal and professional Growth
- Improved Communication skills
- Gaining field work experience
- Networking Opportunities
- Career Exploration

Learnings During Internship

- Learn to prepare complete brand plan
- Designing LBLs and visual Aid
- Understood real sales data analysis
- Engage with field activities like RCPA and doctor Survey
- Learn various marketing terms and strategies

Suggestions

- It would be helpful to have corporate exposure also to better understand the working environment and processes.
- Providing some training or reference materials before assignments could support more effective task completion.
- It would be a truly helpful to intern if they are invited in some relevant team meeting or brand meetings

Practical Exposure Vs Theoretical Exposure

Theoretical Understanding (IIHMR University)	Practical Exposure (SIP Organization)
Learned about brand planning steps through books and lectures.	Created a complete brand plan for a product.
Studied the role of PMT (Product Management Team) in theory.	Closely observed PMT work and understood their actual responsibilities.
Understood tools like LBL and Visual Aids in classroom examples.	Designed real LBL and VA used for field promotion.
Discussed market research methods like RCPA and doctor surveys.	Actively participated in RCPA and conducted doctor surveys.
Learned sales data interpretation through sample data sets.	Worked on actual sales data for analysis and insights.
Taught about how marketing and campaigns and strategies are planned.	Saw how real marketing campaigns are created and implemented.

Challenges Faced During Internship

- Field activities like RCPA and Doctor surveys are sometime challenging , like getting rejections on face , long waiting hours in hospitals
- Designing the LBLs and Visual aid requires proper marketing mindset and also graphical and designing skills sometimes it would be challenging
- Completing all the assignments before deadline would be challenging ,sometimes work is not completely done due to time limits

LBL for Marketing Campaign

Let's End Silence on Hair Loss
“**International Alopecia Day**”
02August 2025
This August 2nd, take a stand.
Educate. aware. Empower.

Revoxil-F
Your Partner in Hair Regrowth
FOR **Androgenic Alopecia**
Minoxidil 5% + Finasteride 0.1%
Topical Lotion

Apply 1ml Twice daily on Scalp

“Hope Grows With Every Drop of Revoxil-F.”

Visual Aid of Revoxil-F

FOR ANDROGENIC ALOPECIA

Revoxil-F
Minoxidil 5% + Finasteride 0.1%
Topical Lotion

Minoxidil
Stimulate hair follicles ,promote hair regrowth
Increase elongation of follicles in the area of alopecia

Finasteride
Inhibits conversion of testosterone to DHT
Helps in visible hair regrowth, increase hair density

Dual action with, Rich combination of Minoxidil & Finasteride

2X Hair Growth with dual power
Non greasy, Non sticky base
Reduced systemic side effects with topical lotion

“Regrow Your Roots,Regain Your Confidence”

Ultimate Solution For Hair Re-Growth