

SUMMER INTERNSHIP PROGRAM

At

‘GALCARE PHARMACEUTICALS PVT LTD’

12th May 2025 – 21st July

A REPORT BY

Shashikant Mahajan

Master of Business Administration

Pharmaceutical MBA

2024-26

Under the Mentorship of

Dr. Saurabh Kumar Banerjee
Dean & Associate Professor



IIHMR UNIVERSITY, JAIPUR



CERTIFICATE

OF RECOGNITION



This is to certify that
Mr. Shashikant Mahajan

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. Shashikant Mahajan** 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:

28/7/2025


Dr. Saurabh Kumar Banerjee
Dean & Associate Professor

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

Presented By: Shashikant Mahajan
Roll No: 0706
Stream: MBA PM-16
Faculty Mentor- Dr. Saurabh Kumar Banerjee

Organization: Galcare Pharmaceuticals (P) Ltd
Organization Mentor- Mr. Shubham Saini

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 to the "shree-niche" landscape 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.



About The Product
Revoxil-F
Minoxidil 5% + Finasteride 0.1%
Topical Lotion
Indication: On/Off alopecia, receding hairline, non-hormonal care.
Key Features: Combination therapy, fast action, fast-acting topical lotion, non-greasy, non-sticky base, reduced systemic side effects.
SWOT ANALYSIS
Strengths

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

Weakness

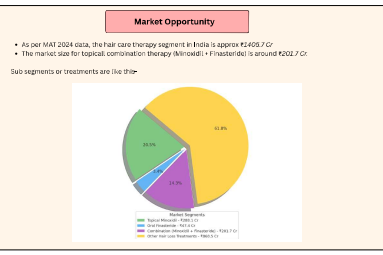
- New entrant in a therapy area against established player
- Requires regular and long-term use for visible results may affect patient retention
- Possible side effects like scalp irritation or itching.

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



PESTEL Analysis

P-POLITICAL	Govt Support is increasing for dermatology and cosmetic. Nations health systems like Ayushman Bharat are expanding access to safe and effective treatments. CRS and DCR regulatory support.
E-ECONOMIC	Focuses now spending more in personal care. Urban demand to high and rural adoption is slowly growing.
S-SOCIAL	Hair loss is growing especially 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. Many claims 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 b/w 20-45, working professionals
- Geographic: Urban, semi-urban & Tier 2/3 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 2 & 3 cities.
- Secondary Target Group
 - Patients along with hair loss 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 safely 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

Sl.No	Brand Name	Company	Brand Value(₹Cr)	Growth %	Pack Size	Price(₹)
1	Moro-F	Intas	55.1	46.9%	60ml	₹765
2	Tugain Men	Cipla	6.9	38%	60ml	₹800
3	Tricosil Pro	Ajanta	6.6	450%	60ml	₹1121
4	Kera-Fin	Ipca	6.2	17%	60ml	₹671
5	Minichel_F	Abbott	5.4	107.7%	60ml	₹1076

Indirect Competitors

- Minoxidil (single) - Minoxidil, Tugain, Moro, Hair-X, M-Vover
- Finasteride (single) - Finex, Finexil, Finexo, Finabre, Finest
- Combinationals - Finexylin, Finexag, Anagen
- Natural/Herbal - Andro in hair supplements
- Ayurvedic oils & herbal tonics
- Platonic Rich (Nutra) Therapy and Hair Transplant

'Revoxil-F' 1 Year Brand Budget

Category	Amount(₹)	Brief
Marketing Promotion & Campaigns	₹600,000	ILBL VA, Campaigns, Press releases, DMRs, CMTs
Field force	₹200,000	Sales representatives, Doctor engagement
Product Sampling	₹80,000	Free samples
Product Launch events	₹100,000	Launch campaigns, brand standards, clinical materials
Training Activities	₹100,000	Sales train 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 I/F (₹)	Remark
Year-1 (FY 25-26)	1-1.5%	₹2-3 Cr	Launch Year targeting BDD+ dermatologists
Year-2 (FY 26-27)	2%	₹3-4 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
Topical Lotion

Key Benefits:

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

Revoxil-F 5% + Finasteride 0.1%
Minoxidil 5% - Stimulates hair follicles, promotes hair regrowth.
Finasteride 0.1% - Inhibits DHT to reduce hair loss.

Apply 2ml 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
- Understand 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 know if they are limited in some relevant team meeting or brand meetings

Practical Exposure Vs Theoretical Exposure

Theoretical Understanding (BMMT University)	Practical Exposure (BSP Organisation)
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.	Clearly understood PMT work and understood their actual responsibilities.
Understood looks 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 are created 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 sometimes challenging, like getting rejections on face, long waiting hours in hospitals.
- Designing the LBL and Visual and 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 2nd Silence on Hair Loss
"International Alopecia Day"

023rd August 2025
This August 2nd, take a stand. Educate. Empower.

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

Apply 2ml 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

Revoxil-F has scientific formula for hair regrowth. Increases elongation of follicles in the area of alopecia.

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

Usual action with, Rich combination of Minoxidil & Finasteride

"Regrow Your Roots, Regain Your Confidence"

Ultimate Solution For Hair Re-Growth

1st Weekly Report

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

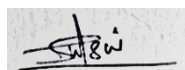
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 01

From: 12/05/2025 to 17/05/2025

Activity Done	This week, I did SWOT analysis of myself, I studied market reports like IQVIA, Pharmarack, and Pharma Monitor. I got familiar with how the pharma market is tracked and also learned new terminologies used in these reports. I was also tasked with conducting a brand analysis in two segments of a pharmaceutical company using market data, under the guidance of my mentor.
Linking theory (Classroom learning) with practice at your organisation	In our classes, we learned about market research, market data, I got to apply that knowledge by working with real data. It helped me connect the theory with the how things work in the real pharma industry.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	Next week, we will be assigned specific molecules related to the condition androgenic alopecia. We are expected to: ➤ Do a detailed study of the assigned molecules ➤ Prepare a questionnaire for market research based on the study ➤ Present our findings and understanding in a presentation session



Signature of the Student

Approved by the IIHMR University's Mentor

2nd Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

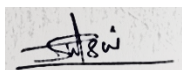
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 02

From: 19/05/2025 to 24/05/2025

Activity Done	• Explored basic concepts of pharma marketing and sales. • Learned about work of stockists their role in the supply chain. • Got familiar with various key terms and how sales operations run in the industry. • Studied important molecules used in the treatment of Androgenic Alopecia like: Minoxidil, Dutasteride, Minoxidil + Finasteride
Linking theory (Classroom learning) with practice at your organisation	Topics like sales strategy, distribution channels, product knowledge, and market research that we studied in class were clearly seen in this week's work. I could relate the sales terminologies and stakeholder engagement directly with what we learned during marketing lectures.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	I personally aim to be more proactive and keep improving my subject knowledge and clarity.
Plan for the next week	Prepare and Finalize the Survey Questionnaire for RCPA. Start collecting responses from Chemists, through field visits.



Signature of the Student

Approved by the IIHMR University's Mentor

3rd Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

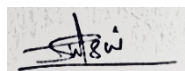
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 03

From: 24/05/2025 to 31/05/2025

Activity Done	This week, I prepared a questionnaire related to the treatment of Androgenic Alopecia using Minoxidil and Minoxidil + Finasteride. Then, I did a 2-day RCPA by visiting 20 chemists. I asked them about the sales and prescriptions of these molecules. After collecting the data, I analysed it to understand which brands are more commonly used and what the market trends look like.
Linking theory (Classroom learning) with practice at your organisation	The RCPA helped me apply what we learned in class about fieldwork and market research. I saw how product knowledge, brand visibility, and customer preferences matter in real sales.
Gaps identified on the working area.	While doing RCPA, I feel I need to work more on my communication and convincing skills while interacting with chemists and other.
Suggestions for improvement	I need to learn and remember more about different pharmaceutical brands, companies, and their competitors so I can understand the market better.
Plan for the next week	Next week, we will be learning about important marketing tools like LBLs, Visual Aids, promotograms, and marketing campaigns, and work on creating our own LBL and VA.



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4th Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

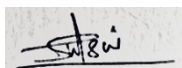
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 04

From: 02/06/2025 to 07/05/2025

Activity Done	This week, I created my own Leave Behind Literature (LBL) and Visual Aid (VA) for two products: • Isotretinoin (single molecule) • Clobetasol Propionate + Salicylic Acid (combination) In the 2nd half of week I did a doctor survey and RCPA on the use of immunosuppressants in autoimmune skin diseases. The aim was to understand the treatment choices and opinions of dermatologists in managing conditions like psoriasis, vitiligo, and atopic dermatitis.
Linking theory (Classroom learning) with practice at your organisation	• Making LBL and VA based on marketing strategies taught in pharmaceutical marketing. • Doing doctor surveys and RCPA helped in using research skills and understanding market analysis better.
Gaps identified on the working area.	• It was sometimes difficult to collect complete and clear data from chemists during RCPA Due to the busyness of chemist • Some doctors were not available or did not allow meetings. • A few doctors were on leave during the visit
Suggestions for improvement	Standardize RCPA data collection format for easier analysis.
Plan for the next week	Next week, the focus will be on completing the following tasks: • Price Calculation • Promotogram Planning, Sample allocation • LBL Designing & Finalization Marketing Campaign Design



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5th Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

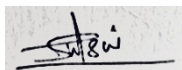
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 05

From: 09/06/2025 to 14/05/2025

Activity Done	This week, we focused on learning advanced aspects of marketing planning, including: • Promotogram Planning • Sample Allocation • Marketing Campaign Design I created the marketing campaign for my brand Sebonil 20 under the theme “Acne Clarity Drive.”
Linking theory (Classroom learning) with practice at your organisation	The concepts of marketing campaign structure, resource allocation, and promotional strategy learned in classroom
Gaps identified on the working area.	I need to think more like a marketing strategist, not just a student.
Suggestions for improvement	Need to proactively analyze market trend and market needs before planning.
Plan for the next week	Next week following activity is going to be done- Revising and improve the marketing activity campaign as per mentor's feedback. Work on sales data analysis provided by sir. Preparing a detailed analysis report, focusing on: • Top-performing zones/states • Best-performing headquarters Sales trend patterns and key observations



Signature of the Student

Approved by the IIHMR University's Mentor

6th Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

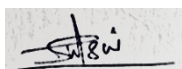
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 06

From: 16/06/2025 to 21/05/2025

Activity Done	This week, I continued working on the marketing activity campaign (Acne Clarity Drive for Sebonil 20) with necessary changes and improvements as per the feedback given by sir
Linking theory (Classroom learning) with practice at your organisation	Realised how the things we learned in class—like how to position a brand and use promotion tools—are used in real marketing work
Gaps identified on the working area.	Still developing the ability to think from a brand manager's perspective
Suggestions for improvement	Enhance skills in campaign communication and field- level impact estimation.
Plan for the next week	Next week, the focus will be on: • Topic Discussion Sessions Price Calculation – PTR, PTS C Scheme Ratio Sales Analysis – Zone-wise and Region-wise PCPM (Per Capita Per Month) Calculation for Individual HQs • Sales Training Preparation Preparation of Sales Training for any new Product.



Signature of the Student

Approved by the IIHMR University's Mentor

7th Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

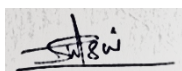
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 07

From: 23/06/2025 to 28/06/2025

Activity Done	This week, I learned price calculation and how schemes are added in pricing. After that, I completed two assignments: 1. Sales Analysis using Raw Data I worked on sales data and analyzed it zone-wise and region-wise. I also calculated PCPM (Per Capita Per Month) for individual HQs and suggested ways to improve sales in low-performing areas. 2. Sales Training Presentation I made a sales training presentation for the field team for our product Sebonil to help them understand the product and pitch it better to doctors.
Linking theory (Classroom learning) with practice at your organisation	I got a chance to apply what I've studied like: • How price structures (PTR/PTS/Schemes) are made in real pharma scenarios. • How to read and analyze raw sales data using PCPM. Building a training presentation as we learned in brand management classes.
Gaps identified on the working area.	Doing analysis of sales data required proper data understanding and some market knowledge.
Suggestions for improvement	I should work on improving my data handling and analysis
Plan for the next week	Next week, I will be working on the brand plan for the molecule assigned to me. We first revise and understand all steps of making a brand plan, and then start building it step by step for my product.



Signature of the Student

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8th Weekly Reports

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Name of the Student: Shashikant Mahajan

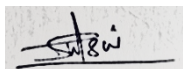
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 08

From: 30/06/2025 to 05/06/2025

Activity Done	This week, I learned about the complete steps involved in creating a brand plan. After understanding each step in detail, I was assigned a molecule 'Minoxidil 5% + Finasteride 0.1% lotion' for which I started working on the brand plan step by step as per taught in our sessions.
Linking theory (Classroom learning) with practice at your organisation	The brand management topics we studied in class helped me understand how to actually make a brand plan
Gaps identified on the working area.	That I need to improve my thinking when it comes to positioning and how to highlight the uniqueness of the product.
Suggestions for improvement	• Need to improve designing the LBL and Visual Aid • To improve my thinking when it comes to positioning and how to highlight the uniqueness of the product.
Plan for the next week	Next week, I will continue working on the brand plan by completing the remaining parts and giving it a final touch.



Signature of the Student

Approved by the IIHMR University's Mentor

9th Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

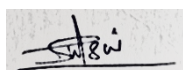
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 09

From: 07/06/2025 to 12/06/2025

Activity Done	This week, I continued working on the brand plan given to me. I completed the brand plan and also worked on related tasks like Excel work, team training slides, and promotional materials.
Linking theory (Classroom learning) with practice at your organisation	• Followed the brand plan format we were taught during marketing management lectures. • Used Excel for pricing and budgeting, like we did in market analysis sessions.
Gaps identified on the working area.	While making the brand plan, the budgeting and pricing calculations took extra time because I am still learning brand forecasting and budgeting
Suggestions for improvement	I need to improve my skills in brand forecasting and budgeting to work faster and more accurately.
Plan for the next week	Next week, I will be waiting for feedback on the brand plan and LBL/VA materials. Based on that, I will work on making a poster and begin preparing the internship compilation report for the final presentation.



Signature of the Student

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10th Weekly Reports

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

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Name of the Student: Shashikant Mahajan

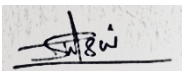
Roll no: 0706

Stream: MBA Pharmaceutical Management

Week no: 10

From: 14/05/2025 to 19/05/2025

Activity Done	• This week, Made a presentation poster that covered the complete brand plan, key learnings, challenges faced, and other highlights of the internship journey • Gave a final presentation in front of the Marketing Head Mr. Irfan Ahmed sir and my mentor Mr. Shubham Saini sir. • Compiled the internship report
Linking theory (Classroom learning) with practice at your organisation	Prepared the final brand plan poster using principles of strategic marketing and visual presentation taught in class.
Gaps identified on the working area.	• Mentor should have reviewed the brand plan and provided feedback on areas of improvement before the final presentation with senior professionals. • On a personal level, I found that I lack experience in preparing accurate sales projections and brand positioning.
Suggestions for improvement	I should focus more on enhancing my skills in sales projections and positioning of brand to support better marketing and brand planning decisions.
Plan for the next week	NA



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shashikant Mahajan

Roll no: 0706

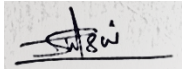
Stream: MBA Pharmaceutical Management

Activity Done	• Did self SWOT analysis and studied pharma market reports like IQVIA, Pharmarack, and Pharma Monitor; learned key market terminologies and conducted brand analysis in two segments under mentor's guidance. • Explored basic concepts of pharma marketing and sales. • Learned about work of stockists their role in the supply chain. • Got familiar with various key terms and how sales operations run in the industry. • Studied important molecules used in the treatment of Androgenic Alopecia like: Minoxidil, Dutasteride, Minoxidil + Finasteride • Prepared a questionnaire on Androgenic Alopecia treatment using Minoxidil and Minoxidil + Finasteride, conducted 2 day RCPA with 20 chemists, and analyzed data to study product competitors, usage and market trends. • Created LBL and VA for two products: Isotretinoin and Clobetasol Propionate + Salicylic Acid. • Conducted doctor survey and RCPA on immunosuppressant use in autoimmune skin diseases like psoriasis, vitiligo, and atopic dermatitis. • Learned some marketing planning like promotogram, sample allocation, and marketing campaign design. • Designed a marketing campaign for Sebonil 20 under the theme "Acne Clarity Drive." • I continued working on the marketing activity campaign (Acne Clarity Drive for Sebonil 20) • Learned pharma price calculation and worked on sales data analysis zone-wise, calculated PCPM and
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	suggested improvements for low-performing HQs. • Created a sales training presentation on Sebonil to help the field team better communicate with doctors. • Learned all steps of brand plan creation and started working on the brand plan for Minoxidil 5% + Finasteride 0.1% lotion as per guidance. • Continued working on the brand plan for the molecule given to me. • Made a presentation poster covering brand plan, learnings, and challenges from the internship. • Presented final work to Marketing Head and mentor; compiled the complete internship report.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom concepts like market research, sales strategy, distribution channels, and stakeholder engagement using real pharma data. • Used marketing lecture learnings to perform RCPA, doctor surveys, and understand field-level market insights. • Created LBL and VA based on pharmaceutical marketing strategies taught in class. • Applied knowledge of pricing structures (PTR/PTS/Schemes) and PCPM analysis in real sales data tasks. • Built sales training presentations using brand management concepts from class. • Followed the brand plan structure taught in marketing management while preparing my brand plan. • Used Excel tools for pricing, budgeting, and promotogram as practiced in market analysis sessions. • Prepared the final poster presentation using strategic marketing and visual planning concepts learned in class. • Understood how promotion tools and brand positioning are actually used in real pharma marketing.
Gaps identified on the working area.	• While doing RCPA ,I feel I need to work more on my communication and convincing skills while interacting with chemists and other. • It was sometimes difficult to collect complete and clear data from chemists during RCPA Due to the busyness of chemist • Some doctors were not available or did not allow meetings. • A few doctors were on leave during the visit • I need to think more like a marketing strategist, not just a student. • Still developing the ability to think from a brand manager's perspective • Doing analysis of sales data required proper data

	understanding and some market knowledge. • I need to improve my thinking when it comes to positioning and how to highlight the uniqueness of the product. • While making the brand plan, the budgeting and pricing calculations took extra time because I am still learning brand forecasting and budgeting • Mentor should have reviewed the brand plan and provided feedback on areas of improvement before the final presentation with senior professionals. • On a personal level, I found that I lack experience in preparing accurate sales projections and brand positioning.
Suggestions for improvement	• I personally aim to be more proactive and keep improving my subject knowledge and clarity. • I personally aim to be more proactive and keep improving my subject knowledge and clarity. • Standardize RCPA data collection format for easier analysis. • I need to learn and remember more about different pharmaceutical brands, companies, and their competitors so I can understand the market better. • Enhance skills in campaign communication and field-level impact estimation. • Need to proactively analyze market trend and market needs before planning • I should work on improving my data handling and analysis • Need to improve designing the LBL and Visual Aid • To improve my thinking when it comes to positioning and how to highlight the uniqueness of the product. • I need to improve my skills in brand forecasting and budgeting to work faster and more accurately. • I should focus more on enhancing my skills in sales projections and positioning of brand to support better marketing and brand planning decisions.
Key Learnings	• Learned to create a brand plan step wise with strategy, Market analysis, positioning, and promotion. • Read and got exposure of market reports like IQVIA and learned key industry terms. • Analyzed sales data and calculated PCPM to study HQ-wise performance. • Understood pharma pricing – PTS, PTR, and how pricing schemes are applied. • Improved at making sales training presentations for the field team. • Designed LBLs and VAs with marketing promotional strategies. • Gained field experience through RCPA and doctor surveys. • Applied concepts of marketing campaign planning, resource use, and brand promotion.

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| | <ul style="list-style-type: none">• Practiced Excel-based costing, budgeting, and promotogram creation.• Realized the importance of feedback and presentation preparation.• Identified personal gaps like public speaking and forecasting. |
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Signature of the Student

Approved by the IIHMR University's Mentor