

NAME: - SAPKAL KUNAL SURYAKANT

ROLL NO.: - 0700

BATCH: - MBA PM 16

ORGANIZATION MENTOR: - Mr. SHUBHAM SAINI
(Product Executive at Galcare Pharmaceuticals)

COLLEGE MENTOR: - Dr. RATNA VERMA
(PROFESSOR AT IIHMR UNIVERSITY)



BRAND PLAN OF GALZINE™

ORGANIZATION NAME: - GALCARE PHARMACEUTICALS Pvt. Ltd.

1. GALCARE PHARMACEUTICALS Pvt. Ltd.

Galcare Pharmaceutical Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of “Excellence through People & Innovation”. This dictum forms the basis of all thinking & action at Galcare.

2. MISSION AND VISION

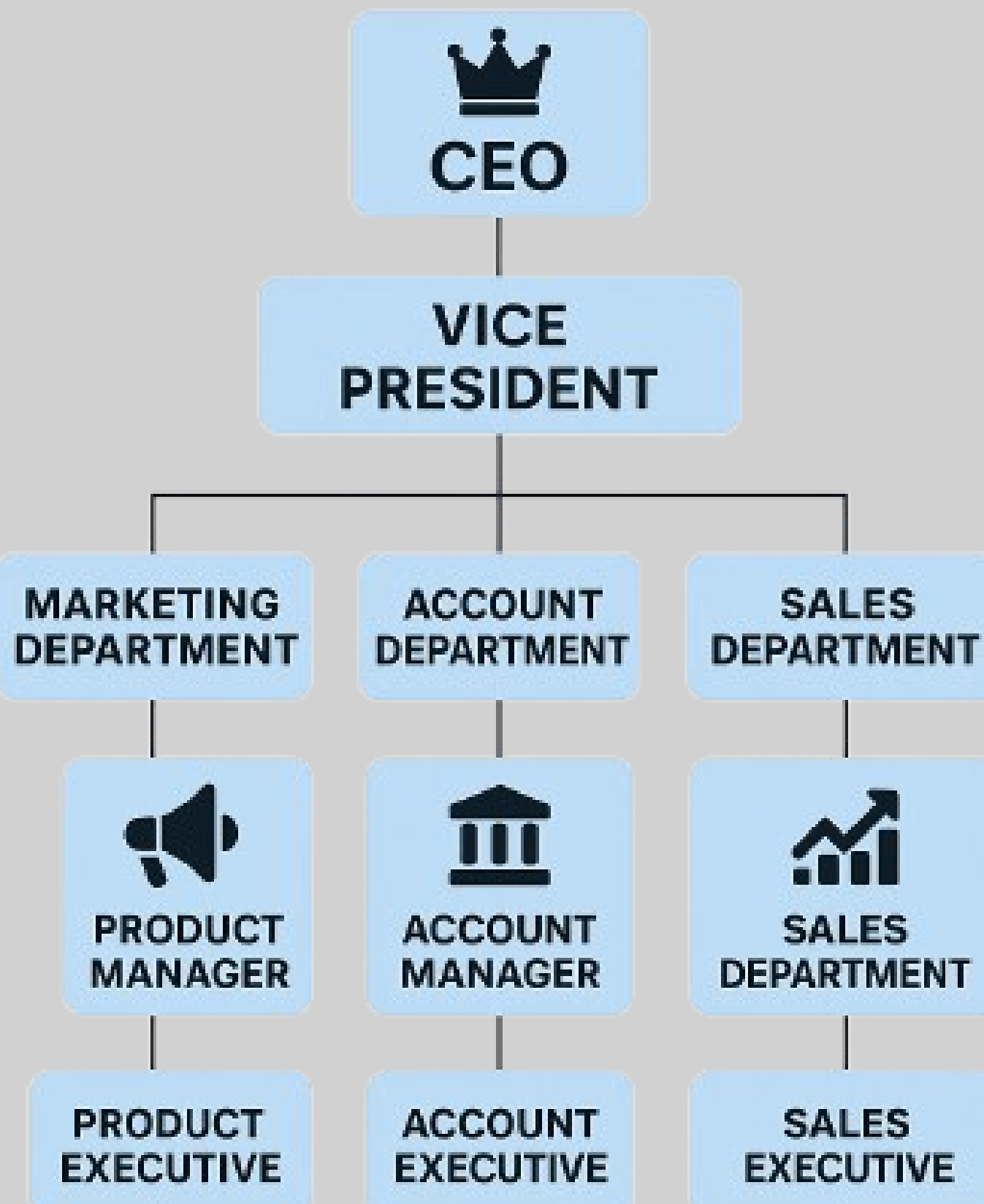
“Our vision is to be celebrated as a premier and beloved leader in the Dermatology sector in India, igniting positive transformation and ground breaking innovation for a brighter tomorrow”.

Galcare strives to enhance people health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products.

• Values: -

- 1.Excellence - Pursue excellence through people and innovation.
- 2.Trust - Build and retain trust among the medical fraternity.
- 3.Customer-Centric Approach - Consistently exceeds customer expectations

3. ORGANIZATIONAL STRUCTURE



4. Internship activities

- Conducted RCPA to analyze market trends (Location: - Pune).
- Use charts and graphs to analyze RCPA in accordance with market competitors.
- Assisted in preparing promotional materials - LBL, Visual aid, Marketing Awareness poster.
- Read, understand and analyze the IQVIA report.
- Made a brand plan on molecule “Hydroxyzine”

5. Molecules analyzed in market

Minoxidil, Minoxidil + Finasteride, Tofacitinib, Azathioprine, Tacrolimus, Cyclosporine, Methotrexate, Hydroxyzine

6. ANALYSIS OF RCPA

Sr.No.	Comment	
1	Top Selling Brands of HYDROXYZINE	ATARAX
2	Top selling brands after the ATARAX	HICOPE
3	Per tablet cost of ATARAX	6.26/-
4	Per tablet cost of HICOPE	4.86/-
5	The price of the ATARAX (by DRL) was highest in this segment	ATARAX (94/-)
6	Most affordable brand of HYDROXYZINE	HYDROXYAID
7	Price of HYDROXYAID	19/- (1.9/- per strip)
8	Other formulations observed other than tablet	Syrup (10mg/100ml)

7. Brand Plan

A. Executive Summary

- **Product:** Hydroxyzine Tablets
- **Objective:** Strategic launch in the rapidly expanding market segment
- **Market Share (MS) Target:** Achieve over 0.5% market share within the first year
- **Revenue Goal:** Generate approximately INR 1 crore in revenue in the first year of launch

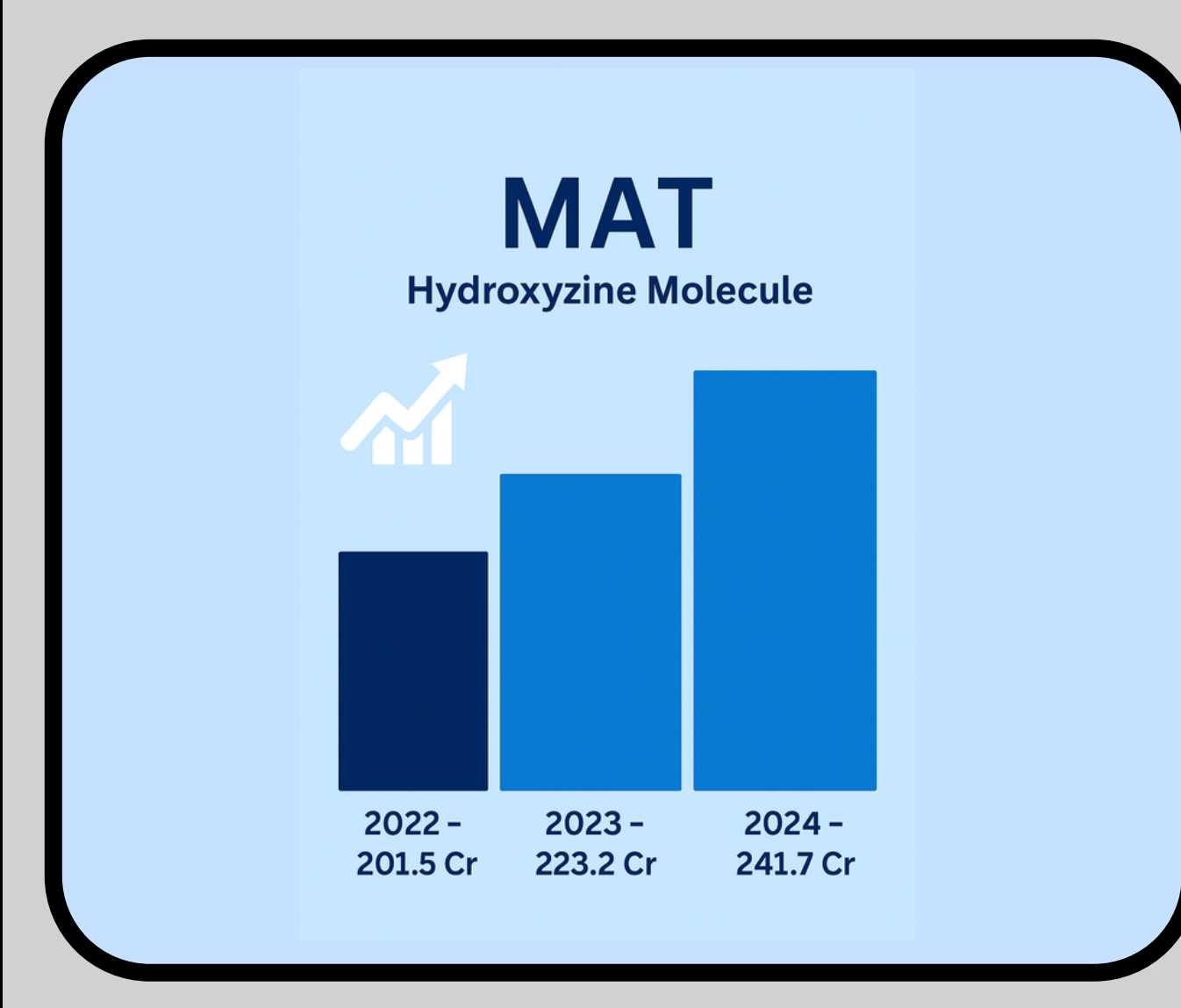
B. Product Profile

- **BRAND NAME:** - GALZINE
- **STRENGTH:** - 25 mg
- **INDICATIONS:** -
 - ALLERGIC RHINITIS
 - URTICARIA
 - PRURITUS
- **PRICE:** - ₹ 42 for one strip
- **TARGET SPECIALITY:** -
 - DERMATOLOGISTS
 - GENERAL PHYSICIAN

C. PRODUCT



D. MARKET SIZE OF HYDROXYZINE



E. PROMOTIONAL INPUTS

1. LBL (LEAVE BEHIND LITERATURE)

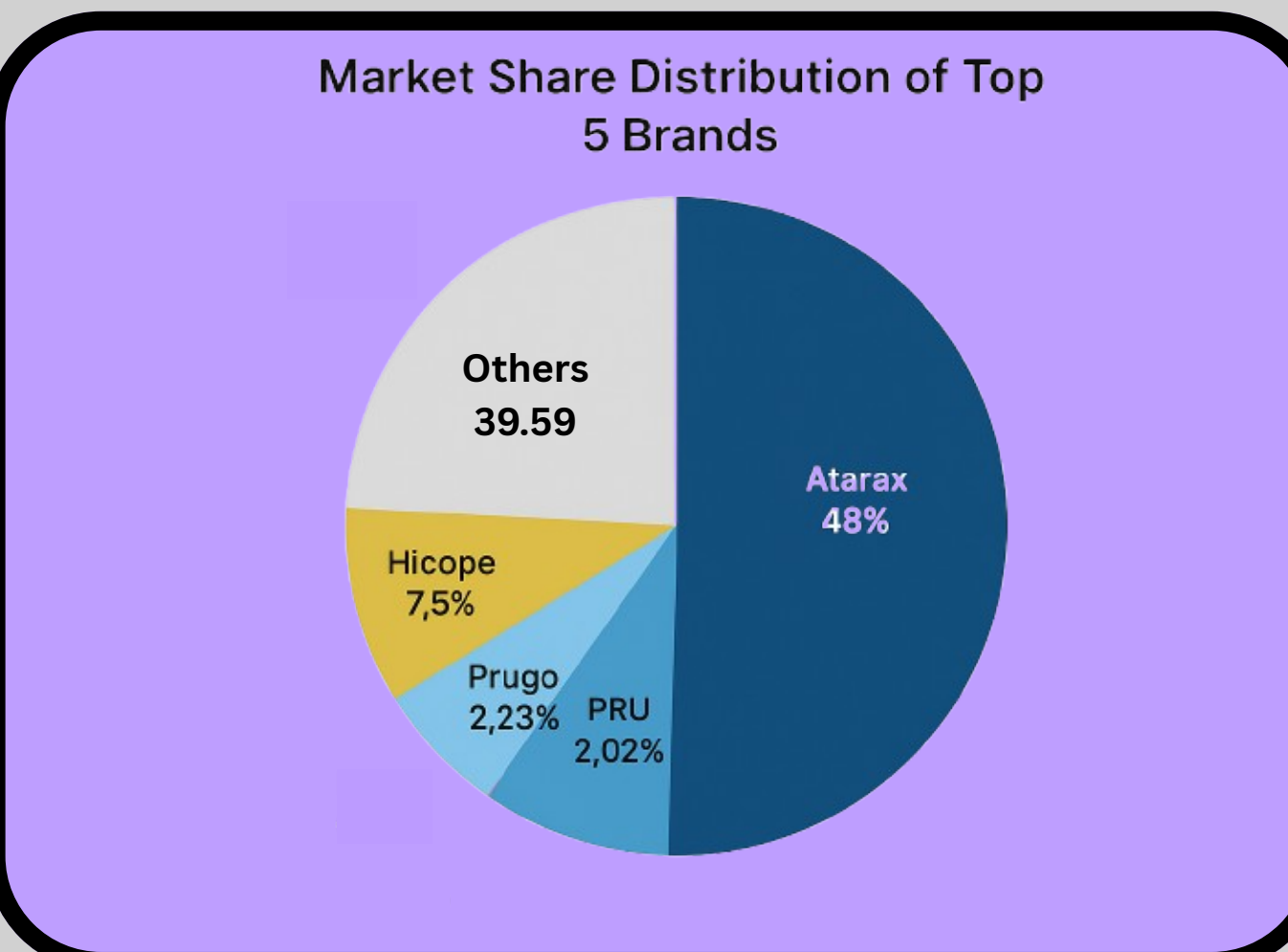


2. MARKETING AWARENESS POSTER

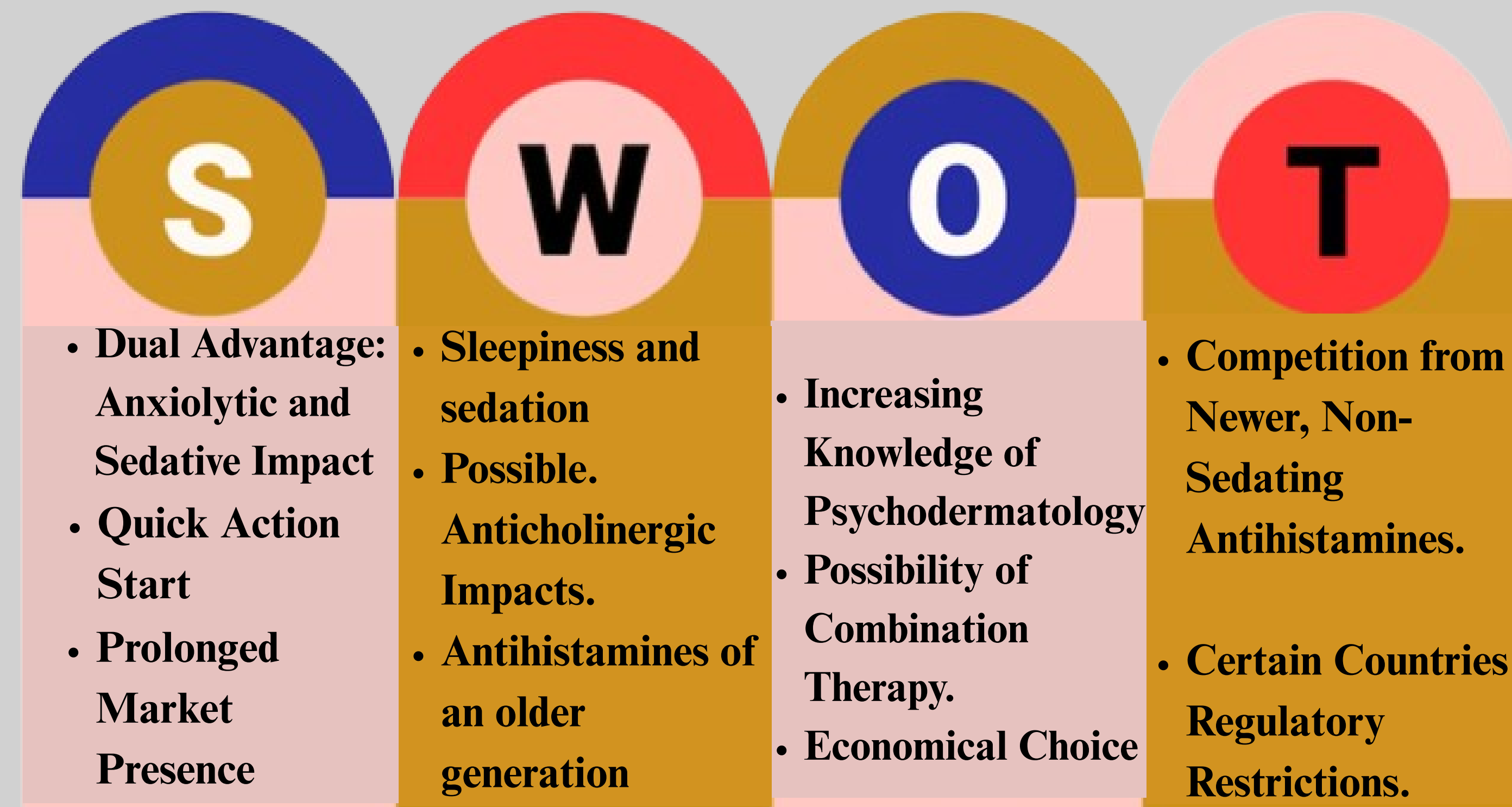


F. MARKET RESEARCH ANALYSIS

S.No.	Brand	Manuf.	MAT 24 (Cr)	MS%
1.	ATARAX	DR. REDDYS LAB.	79.44	48
2.	HICOPE	MANKIND	12.39	7.5
3.	PRUGO	ERIS LIFESCIENCES	3.70	2.23
4.	PRU	JAGSON PAL	3.34	2.02
5.	HIZET	TALENT	1.09	0.66



G. SWOT ANALYSIS



H. STP (Segmentation, Targeting & Positioning)

Segmentation

- Tier 1 and Tier 2 urban areas, as well as rural and peripheral areas.
- Adults, the elderly, and children (With caution in children under six years old)

Targeting

- Dermatologists in Tier 2 and Urban Areas .
- Patients looking for symptom relief at night

Positioning

- “For allergic skin conditions, hydroxyzine is a reliable, quick-acting itching reliever that also adds comfort at night”.

8. CHALLENGES FACED DURING INTERNSHIP

- During the RCPA activity, chemists appeared reluctant to share accurate information.
- Doctors were unwilling to disclose details regarding their prescription patterns.
- Lesser initiatives for digital engagement.

9. SUGGESTIONS FOR IMPROVEMENT

- Incorporating CRM (Customer Relationship Management) software and tools facilitating
 - a. Automated follow-ups
 - b. Virtual Interactions
 - c. Performance monitoring of digital initiatives.
- Include data-driven KPIs in conversations about brand strategy

10. OUTCOMES OF INTERNSHIP

- Hands on experience for conducting competitive analysis.
- Enhancing my skills in market research and strategic planning.