

SUMMER INTERNSHIP PROGRAM
at
GALCARE PHARMACEUTICALS Pvt. Ltd.

12TH OF MAY – 21ST OF JULY

A REPORT BY
SAPKAL KUNAL SURYAKANT
Master of Business Administration
Pharmaceutical Management
Roll No: 0700
2024 – 2026

under the Mentorship of,
Dr. RATNA VERMA
(Professor at IIHMR University)



Jaipur



Galcare

CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Sapkal Kunal Suryakant

*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.*

Mr. Irfan Ahmad
Senior Marketing Head

Date :- 21/07/2025

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. SAPKAL KUNAL SURYAKANT** of the academic year 2024-26 **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: 29/07/2025



Dr. RATNA VERMA

Asst. Professor

IIHMR University, Jaipur

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 HYDROXIZINE	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 HYDROXIZINE	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

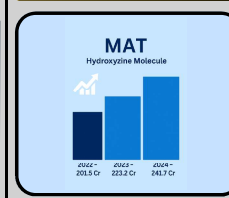
B. Product Profile

- **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)

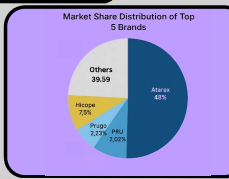


2. MARKETING AWARENESS POSTER

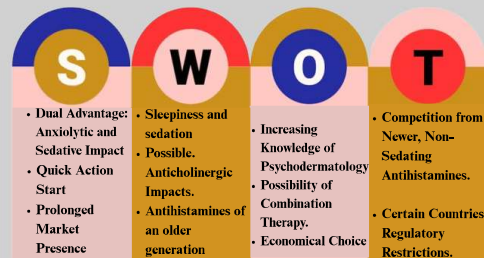


F. MARKET RESEARCH ANALYSIS

S.No.	Brand	Manuf.	MAT 24 (Cr)	MS%
1.	ATARAX	DR. REDDY'S LABS.	79.44	48
2.	HICOPE	MARKIND	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.

Week 1 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Kunal Suryakant Sapkal

Roll no: 0700

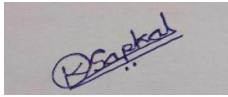
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Week no: 01

From: 12nd May to 17th May

Activity Done	Examined and comprehended the IQVIA and Pharमारack reports, providing a thorough explanation of their usefulness in brand management and pharmaceutical marketing.
Linking theory (Classroom learning) with practice at your organisation	- Place classroom lessons into practice by submitting a personal SWOT analysis of the designated therapy area, realizing its significance in determining brand positioning and positioning in the market. - Contributed to daily conversations about current market trends and pharmaceutical news, tying academic knowledge to current events.
Gaps identified on the working area.	Limited Practical Experience with IQVIA and Pharमारack Tools: Although the reports were examined theoretically, there was little chance to work directly on operational platforms, which hindered a deeper comprehension of data filtering and navigation.
Suggestions for improvement	Interactive Sessions with Real-Time Data Dashboards: Include hands-on, interactive demonstrations of IQVIA and Pharमारack to give students more hands-on experience applying filters, creating custom dashboards, and interpreting trends.
Plan for the next week	- Creating a structured questionnaire for the four molecules used in androgenic alopecia therapy. - A presentation on the epidemiology, pathophysiology, and current treatment approaches of androgenic alopecia disease - Interactive Sessions with Real-Time Data Dashboards: To provide students with more practical experience applying filters, building custom dashboards, and analyzing trends,

	incorporate interactive, hands-on demonstrations of IQVIA and Pharmarack.
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Signature of the Student

Approved by the IIHMR University's Mentor

Week 2 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

Roll no: 0700

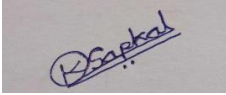
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Week no: 02

From: 19th May to 24th May

Activity Done	• Researched the causes, symptoms, and psychological effects of androgenic alopecia. • Comprehensive knowledge of the following therapeutic agents: Anagain, Redensyl, Procapil, Finasteride, Dutasteride, and Minoxidil; emphasis on their mechanisms of action, indications, dosage forms, safety profiles, and efficacy data. • Developed a Doctor Survey Questionnaire on Androgenic Alopecia to learn more about treatment difficulties and prescription behavior.
Linking theory (Classroom learning) with practice at your organisation	• Utilized classroom pharmacological knowledge of drug mechanisms to learn about products in the real world. • The organization's sales operations and the pharmaceutical distribution chain were correlated with academic theories of marketing management and sales processes. • When creating the questionnaire for the doctor survey, concepts from consumer behavior and market research were practically applied.
Gaps identified on the working area.	• Limited Clinical Exposure to Androgenic Alopecia Patients in Real Time. • Diverse Responses and Survey Reach
Suggestions for improvement	• Encourage observational learning by holding case discussions or clinical rounds.
Plan for the next week	• To examine brand movement and prescription trends for hair loss treatments, conduct a field visit with an RCPA (Retail Chemist Prescription Audit). • Complete and compile information on androgenic alopecia from Doctor Research Questionnaires, with an emphasis on

	treatment preferences, prescription behavior, and patient management difficulties.
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Week 3 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

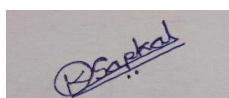
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Week no: 03

From: 26th May to 31th May

Activity Done	- Performed Retail Chemist Prescription Audits (RCPAs) for two distinct brand segments: a.) Minoxidil-containing products. b) Goods that combine finasteride and minoxidil. - Gathering information on market pricing, prescription trends, retailer feedback, brand availability, and sales movement for both segments.
Linking theory (Classroom learning) with practice at your organisation	- By examining how brand positioning, product demand, and promotional activities impact market dynamics at the retail level, concepts from pharmaceutical marketing management and sales operations were applied. - Recognized how, as covered in pharmacology lectures, product combination strategies (such as Minoxidil vs. Minoxidil + Finasteride) affect prescription trends and consumer preferences in the real world.
Gaps identified on the working area.	Poor Integration with Doctor Prescription Insights: Retail insights were the main focus of RCPA.
Suggestions for improvement	Combine RCPA with Prescriber Interviews
Plan for the next week	Creating and learning promotional materials for two distinct molecules, such as: a) Visual Aid (VA) b) Leave Behind Literature (LBL) c) Promotogram



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Week 4 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

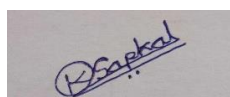
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Week no: 04

From: 2nd June to 7th June

Activity Done	- Developed visual aids and Leave Behind Literature (LBL) for two significant molecules: a) The combination of beclomethasone, clotrimazole, and neomycin. b) Mupirocin. - While conducting survey questionnaires about important immunosuppressive molecules, I answered doctor calls: with an emphasis on determining the best recommended brands for each molecule: a) Cyclosporine b) Azathioprine c) Tacrolimus d) Tofacitinib.
Linking theory (Classroom learning) with practice at your organisation	Designed LBLs and Visual Aids using classroom-taught product management concepts, incorporating key product USPs, brand positioning, and brand recall value.
Gaps identified on the working area.	Poor Integration with Doctor Prescription Insights: There was little direct analysis of prescribers' prescription behavior.
Suggestions for improvement	Boost LBL and Visual Aid Content with Evidence from Science
Plan for the next week	- Pricing computation for both new and current product lines. - Create a Promotogram for important molecules. - Complete the LBL layout and design for the products that have been identified.



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Week 5 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

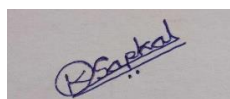
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Week no: 05

From: 9th June to 14th June

Activity Done	Acquired hands-on experience in creating a Promotogram in Excel, which includes budgeting, activity timelines, material distribution schedules, and systematic planning of promotional activities for pharmaceutical brands.
Linking theory (Classroom learning) with practice at your organisation	Applied marketing theory by developing a marketing campaign plan that included key components such as: a) b) Brand communication: outlining the main points of the product, the advantages for patients, and the points of engagement for doctors. c) Gift Design and Distribution: organizing doctor's gifts and promotional items to boost prescription support and recall in line with brand goals.
Gaps identified on the working area.	- Insufficient ROI-Based Assessment in Gift Planning. - Limited Market-Driven Personalization in Promotogram
Suggestions for improvement	Include input from the sales and field teams in the design of the promotogram.
Plan for the next week	Using sales volume, prescription trends, and market reaction for specific products, analyze sales reports by region (East, West, North, and South) and determine the most viable headquarters in each.



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Week 6 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

Roll no: 0700

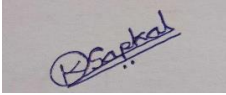
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Week no: 06

From: 16th June to 21st June

Activity Done	• Creating activity timelines specifically for the promotion of pharmaceutical brands, budgeting, planning the distribution of marketing materials, and methodically describing promotional strategies.
Linking theory (Classroom learning) with practice at your organisation	• Applied marketing theory by developing a marketing campaign plan that included key components such as: a) Things to do, which enumerates particular field operations and promotional activities. b) Brand communication: outlining the main points of the product, the advantages for patients, and the points of engagement for doctors. c) Gift Design and Distribution: organizing doctor's gifts and promotional items to boost prescription support and recall in line with brand goals.
Gaps identified on the working area.	• Inadequate Market Reality Adaptation: The promotional strategy was not in line with current regional sales patterns or prescriber requirements, which limited its practicality.
Suggestions for improvement	• Incorporate Field Insights into Promotional Planning: To guarantee market-relevant promotional strategies, future promotogram development should incorporate direct input from regional managers and medical representatives.
Plan for the next week	• Compute prices using the following methods: a) Price to Retailer (PTR) b) Price to Stockist (PTS) c) Product Scheme Ratios. • Perform zone- and region-level sales analyses and determine each headquarters' (HQs') PCPM (per capita per month) productivity. • Create the framework and content for a sales training session on a new product, covering topics such as

	target audience profiling, competition briefing, product knowledge, and objection-handling techniques.
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Week 7 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

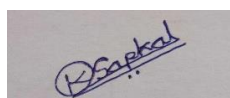
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Week no: 07

From: 23rd June to 28th June

Activity Done	- Actively participated in a number of operational sales and marketing initiatives, such as: - Price Calculation: understanding and computing PTR (Price to Retailer) and PTS (Price to Stockist) - Sales Analysis: computing PCPM (Per Capita Per Month) and analyzing sales data at the zone and region levels. - Creating a thorough presentation for the Mupirocin molecule's sales training program.
Linking theory (Classroom learning) with practice at your organisation	I was able to incorporate theoretical knowledge from courses like pharmaceutical pricing models, sales operations management, brand planning, sales force training techniques, and performance analytics.
Gaps identified on the working area.	Sales analysis does not use competitive benchmarking.
Suggestions for improvement	Add Market Competitor Analysis to Sales Reports
Plan for the next week	The next week will be devoted to developing the brand strategy. This will entail creating a thorough brand strategy that addresses product positioning, doctor targeting, sales goals, competitor analysis, promotional tools, and an activity calendar.



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Week 8 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

Roll no: 0700

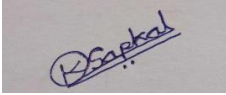
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Week no: 08

From: 30th June to 5th July

Activity Done	• Promogram Design: creating a planned, cycle-based strategy for the brand's promotional activities. • Creating engaging, scientifically sound materials for prescriber communication through LBL (Leave Behind Literature) and Visual Aid Preparation. • Sales Training Program (Presentation) Preparation: creating a thorough training module that covers positioning statements, competitor insights, product details, and objection-handling strategies for the field force. • The process of shortlisting promotional tools, aids, and activity ideas in order to improve prescriber engagement and brand recall is known as promotional inputs planning.
Linking theory (Classroom learning) with practice at your organisation	• Stressed how crucial it is to incorporate competitor benchmarking and market analysis into the brand planning process in order to create a competitive marketing strategy.
Gaps identified on the working area.	• Module for Sales Training Not Adapted to Field Conditions.
Suggestions for improvement	• Incorporate Field Simulation into Sales Education.
Plan for the next week	• Compiling comparative information on rival brands, evaluating prescription trends, and conducting an RCPA (Retail Chemist Prescription Audit) for Hydroxyzine. Creating an estimated marketing expenditure plan based on suggested promotional activities and inputs is known as budget allocation for marketing activities. • Compiling research data, sales insights, promotional strategies, and strategic recommendations into a

	comprehensive, workable document to finalize Hydroxyzine's structured brand plan.
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Signature of the Student

Approved by the IIHMR University's Mentor

Week 9 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

Roll no: 0700

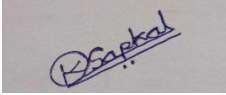
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Week no: 09

From: 7th July to 12th July

Activity Done	- Finished developing the brand strategy for the molecule "Hydroxyzine," which included the following essential components: - A.) Developed the brand's mission and vision statement in accordance with market objectives and therapeutic positioning. - B.) Developed a thorough Molecule Overview that included the safety profile, dosage forms, indications, and mechanism of action. - C.) Developed the Marketing Mix's Four Ps - D.) Created a plan for allocating funds to marketing and promotional initiatives. - E.) Projected sales for the next three years based on field inputs, competitive analysis, and the estimated size of the market.
Linking theory (Classroom learning) with practice at your organisation	Key ideas from sales forecasting, pharmaceutical marketing strategy, and brand management were applied in this week's activities. establishing the goals and objectives in accordance with the theory of strategic management.
Gaps identified on the working area.	Inadequate Use of Field-Level Input in Strategic Planning
Suggestions for improvement	Incorporate Field Simulation into Sales Education
Plan for the next week	- Create the final poster presentation for the SIP project using the format that the college has supplied. - Include forecasting data, promotional designs, and brand plan insights in the final presentation layout before submitting it.

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Signature of the Student

Approved by the IIHMR University's Mentor

Week 10 Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Sapkal Kunal Suryakant

Roll no: 0700

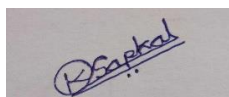
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Week no: 10

From: 14th July to 19th July

Activity Done	• Creating a Poster Presentation: For Hydroxyzine's brand plan, a methodical and eye-catching poster was made, making sure to include all necessary components like the product profile, mission-vision, 4Ps, competitor analysis, and forecasting. • Presenting the brand plan to the marketing head, Mr. Irfan Sir • Presented the marketing head with a formal brand plan presentation that included strategy, ideas for promotions, and market positioning in order to get their input. • Correcting Errors Using Input: Based on Mr. Irfan Sir's helpful suggestions, the brand plan was updated and improved, especially about data accuracy, alignment of the promotional strategy, and the refinement of key messages.
Linking theory (Classroom learning) with practice at your organisation	• Strategic Brand Management Concepts: Using brand planning theories (like target segmentation, brand positioning, and promotional mix) to create a succinct and understandable poster presentation. • Theory of Visual and Marketing Communication: When creating the poster, the principles of visual hierarchy, clarity, and content prioritization were applied to ensure that the main points were effectively conveyed in accordance with what was learned in class. • Loop of Presentation and Feedback. • Use of Promotional Strategies. • Market analysis and decision-making-Making Theory: Correcting errors demonstrated the use of managerial decisions in real time. -developing frameworks—adjusting tactics in light of more advanced insights and making sure they are in line with corporate objectives.
Gaps identified on the working area.	• Inadequate Data Support The marketing head provided feedback because some budgetary and forecasting figures lacked clear support from field inputs or market data.

	• Limited Incorporation of Real-World Market Situations. There weren't enough examples of real-time market execution or field applicability in the presentation, which was more centered on academic models.
Suggestions for improvement	• Include feedback loops in your plan. Include a section outlining the process for gathering and using prescriber or field staff input to improve the brand strategy after launch. • Better Complement Market Execution. For greater on-ground relevance, tie promotional tactics to realistic, field-level initiatives (such as CMEs, physician involvement, and chemist activation).



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Kunal Suryakant Sapkal

Roll no: 0700

Stream: PM - 16

Activity Done	Week 1 (12th May – 17th May) - Carefully read and comprehended IQVIA and Pharmarack reports, analyzing their use in pharmaceutical marketing and brand management. Week 2 (19th May – 24th May) - Performed extensive research on the causes, symptoms, and psychological effects of androgenic alopecia. - Acquired thorough understanding of therapeutic agents, such as Anagain, Redensyl, Procapil, Finasteride, Dutasteride, and Minoxidil, with a focus on their efficacy data, safety profiles, dosage forms, and mechanisms of action. - Developed a survey questionnaire for physicians with the goal of determining treatment obstacles and comprehending prescription practices associated with androgenic alopecia. Week 3 (26th May – 31st May) - Performed Retail Chemist Prescription Audits (RCPAs) for two categories of brands: Formulations based on minoxidil b) Products that combine finasteride and minoxidil. - Gathered market information on product availability, retailer feedback, prescription patterns, pricing, and sales trends. - Used fundamental ideas in pharmaceutical marketing and sales management to assess how demand creation, brand positioning, and promotional tactics affect market performance. - Associated pharmacological ideas with actual product combinations to examine how they impact patient preferences and prescription behavior. Week 4 (2nd June -7th June)
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- Created Leave Behind Literature (LBL) and scientifically sound visual aids for the following:
a) Beclomethasone, Clotrimazole, and Neomycin combination therapy b) Mupirocin alone.
- Interacted with physicians during survey-based research on important immunosuppressive molecules, determining the best brands to recommend for: a) Tofacitinib; b) Azathioprine; c) Tacrolimus; and d) Cyclosporine.
- Performed RCPAs at neighborhood pharmacies to evaluate the aforementioned molecules' availability, brand movement, cost, and prescription trends.

Week 5 (9th June -14th June)

- Gained practical experience creating promotograms with Microsoft Excel, which included scheduling marketing materials, budget planning, activity timelines, and brand promotion strategy.

Week 6 (16th June – 21st June)

- Timelines for promotional activities, including budgeting, planning the distribution of materials, and meticulously organizing marketing campaigns for pharmaceuticals, were independently developed.

Week 7 (23rd June – 28th June)

- Took part in operational marketing and sales initiatives, such as:
1. Price computation tasks involving PTS (Price to Stockist) and PTR (Price to Retailer)
2. Sales performance evaluation at the zone and regional levels using PCPM (Per Capita Per Month) metrics.
- Helped create a thorough sales training presentation that highlighted the Mupirocin molecule.

Week 8 (30th June – 5th July)

- Created a cycle-based, structured promotogram that outlines the main marketing initiatives for brand expansion.
- Developed interesting and scientifically sound content for prescriber communication using visual aids and LBLs.
- Created a thorough module for the Sales Training Program that addressed competitor benchmarking, product positioning, in-depth product knowledge, and objection-handling strategies.

	- To increase prescriber engagement and brand recall, I took part in the shortlisting and planning of promotional inputs, including tools, aids, and activity ideas. Week 9 (7th July – 12th July) - Finished creating a comprehensive brand strategy for the molecule Hydroxyzine, which included the following: A) Creating mission and vision statements in line with market goals and therapeutic positioning B) Creating a thorough overview of the molecule, including the MOA, indications, dosage forms, and safety profile C) Creation of the Four Ps of the Marketing Mix D) Developing a plan for allocating activities and a promotional budget E) Forecasting sales for the next three years using market sizing, competitive analysis, and field insights Week 10 (14th July – 19th July) - For Hydroxyzine's brand plan, I made an eye-catching and informative poster presentation that included key elements like the product profile, mission-vision, marketing mix, competitor analysis, and sales forecasts. - Presented a formal brand plan that included market mapping, promotional ideas, and strategic positioning to Mr. Irfan, the marketing head. - Mr. Irfan's helpful criticism was incorporated into the brand plan to improve data accuracy, promotional strategy alignment, and key messaging clarity.
Linking theory (Classroom learning) with practice at your organisation	Pharmaceutical Marketing & Brand Management: - - In-class instruction on the four Ps of marketing, brand positioning, and product lifecycle management. Real-world Use: - Created a brand strategy for Hydroxyzine that integrated strategic positioning, promotional planning, and the 4Ps. - Developed promotional materials such as LBLs and Visual Aids, coordinating content with brand positioning tactics covered in class. Market Research & Consumer Insights: - Instruction in survey creation, data interpretation, and primary and secondary market research in the classroom.

	• Useful Application: A. To learn more about prescription behavior in androgenic alopecia, a Doctor Survey Questionnaire was created and distributed. B. Performed Retail Chemist Prescription Audits (RCPAs) to learn about brand availability, price sensitivity, and market demand.
	3. Pharmacology and Therapeutics: • Comprehensive examination of drug mechanisms, indications, combinations, and safety profiles in the classroom. • Practical Application: A. Used pharmacological expertise to compare the prescription trends of minoxidil and minoxidil + finasteride in the real world. B. Developed thorough molecule summaries, complete with MOA and safety information, for immunosuppressants, hydroxyzine, and mupirocin.
	4. Operations & Sales Management: - • Learning in the classroom: A. Ideas like territory management, sales target planning, and PCPM (per capita per month). • Real-world Use: A. Performed regional and zonal sales analyses. B. Gained an understanding of operational terms through real-time exercises, such as PTR (Price to Retailer) and PTS (Price to Stockist).
	5. Campaign Planning & Promotional Strategy: - • Classroom Learning: A. Researched budget allocation, activity schedules, and promotional input planning frameworks. • Useful Application: A. Created an Excel promotogram that included timetables, budgeting, and activity monitoring for product promotion. B. Selected resources and tools for successful brand recall and prescriber engagement.

	6. Training and Communication Development: - • In-class instruction includes: A. Scientific communication techniques, presentation skills, and training program design. • Real-World Use: A. Developed and delivered field force sales training modules that covered competitor analysis and objection management. B. Created brand plan presentations and organized posters for internal stakeholders.
Gaps identified on the working area.	7. Strategic Brand Planning: - • In-class instruction: A. Subjects such as forecasting, competitive analysis, and mission-vision development. • Useful Application: A. Developed a three-year sales forecast, budget, and market objectives for Hydroxyzine's strategic brand plan. 1. Limited Application of Data Analytics for Decision- • Making Despite the availability of IQVIA and Pharmarack data, their sophisticated analytical capabilities (such as trend forecasting and segmentation analysis) were not fully utilized. 2. Promotional Input Planning Is Not Always Evidence-Based: • Rather than using ROI analysis or insights into prescriber behavior, the choice of visual aids and promotional materials occasionally depended on personal preferences. 3. Absence of Initiatives for Digital Engagement: - • Very little use of digital tools for doctor engagement, such as webinars, emailers, and e-detailing Strategies for brand recall mainly relied on conventional tools like visual aids and LBL.

Suggestions for improvement	1. To improve and customize promotional content, gather and evaluate field force insights and doctor feedback on a regular basis. 2. Create a monthly competitor tracker that includes field feedback, pricing, promotional campaigns, and new launches. 3. Invest in CRM software and tools that facilitate automated follow-ups, virtual interactions, and performance monitoring of digital initiatives. 4. Create a framework for ROI analysis of all promotional inputs using data on prescriber engagement, feedback, and historical performance. 5. Create interactive dashboards that show market share, trends, prescription behavior, and insights from segmentation. 6. To improve and customize promotional content, gather and evaluate field force insights and doctor feedback on a regular basis. 7. Present digital marketing techniques, such as email campaigns, webinars, and e-detailing platforms, for HCP engagement. 8. Include data-driven KPIs in conversations about brand strategy to make sure that analytical insights inform choices.
Key Learnings	1. Analytical & Critical Thinking Skills: - • Performed prescription audits (RCPA) to obtain useful insights regarding price sensitivity, brand movement, and prescriber behavior. 2. Clinical & Product Knowledge: - • Performed prescription audits (RCPA) to obtain useful insights regarding price sensitivity, brand movement, and prescriber behavior. 3. Marketing & Strategic Planning Skills 4. Communication & Presentation Skills 5. Digital & Technical Skills 6. Interpersonal & Cross-Functional Collaboration: - • Worked in coordination with the product management, marketing, and sales teams, gaining insight into the value of cross-functional communication and teamwork. 7. Sales Operations & Commercial Acumen: -

	• Recognized the structure of pharmaceutical performance metrics (PCPM) and pricing models (PTR, PTS). • Linking financial insights with promotional strategy, we assessed the return on investment (ROI) of marketing inputs. 8. Survey Design & Field Research: - • Developed and implemented a questionnaire for a doctor survey, learning how to formulate behavioral and clinical inquiries and evaluate field data.
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Signature of the Student

Approved by the IIHMR University's Mentor