

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt Ltd.

14th of May 2025- 21st of July 2025

A REPORT BY

Saarthak Kumbkarni

Master of Business Administration

Pharmaceutical Management

2024-2026

Under the mentorship of

Dr. Rahul Sharma

Asst. Professor





CERTIFICATE

OF RECOGNITION



This is to certify that

Mr Saarthak Kumbkarni

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. Saarthak Kumbkarni** 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: 25/07/2025


Signature of Faculty Mentor

Name: **Dr. Rahul Sharma**

Designation: **Asst. Professor, IIHMR University**

About Organization:-

Galcare Pharmaceuticals 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 the thinking & action at Galcare.

Our Products:-

Alocal Lotion, Azaprin, Others etc

Vision:-

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

Mission:-

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

Theory vs Practical

Theory:-

Theoretical understanding provide foundation of knowledge about the marketing strategies and the enhance the practical understanding with the theoretical understanding.

Practical:-

Practical exposure to the Pharma market and focus on the real-world experience skill development and learning from the Field work as interaction with doctor and chemist.

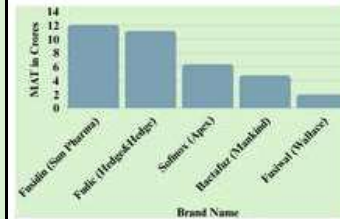
Project Description:-

This project involved creating a comprehensive brand plan for a dermatology product based on Fusidic Acid under the guidance of my mentor. Through fieldwork and RCPA surveys, I explored real-time challenges like limited access to doctors, inconsistent chemist data, and tracking competitor brands. I analysed the product's strengths, market gaps, and growth opportunities, especially in rural areas. I also observed unique branding strategies in the field and contributed to designing visual aids, LBLs, doctor gifts, and sales materials. The project helped me blend theoretical knowledge with practical exposure, sharpened my communication and analytical skills, and gave me a clear understanding of how pharmaceutical marketing works on the ground.

Suggestions:-

A marketing activity was observed by me during my RCPA field visit, a local company of Ludhiana Leeford provides free of cost as well as bnw flex board rand to chemists with its company name as well as the shop's name. This is a two-way benefit both for the retailer as well as the company as the patients visiting the chemist will read the company's name and it'll be a perfect image building strategy in patient's mind and the retailers get a free of cost as well as brand new flex board for their shop depicting the name of the shop.

The market size of Fusidic acid molecule for year 2024 is 52.1 Crores.



Strengths

1. “GALFIDIC” is derived from the trusted molecule Fusidic Acid.
2. “GAL” integrates the company identity, Galcare.
3. The name ensures easy recall for dermatologists and general physicians.
4. Doctors meet many MRs, so integrated names enhance memorability.
5. A unified brand name reinforces both product and company identity.

Weakness

1. Limited to Fusidic Acid, restricting therapeutic scope.
2. Rising resistance may affect long-term effectiveness.
3. Faces tough competition in crowded antibiotic segment.
4. Lower awareness in Tier 2/3 cities among general practitioners.
5. May face pricing challenges against cheaper generics.

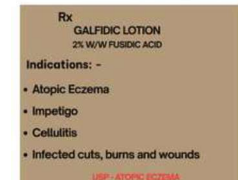
Challenges faced during

SIP :-

1. Difficult to cover all the doctors during field work.
2. Chemists sometimes withheld the complete information during RCPA.
3. Some doctors were unavailable or unwilling to engage due to time constraints.
4. Difficulty in tracking competitor brand's exact sales volume.

Major Learnings during Internship:-

1. Learnt about market survey & questionnaire (RCPA & Doctor's survey), excel analysis.
2. Learnt to prepare product training & sales strategy PPT for sales team.
3. Learnt to design Visual aids, LBLs, Posters, Product image and doctor's gift.
4. Learnt about pricing like setting of MRP & budgeting .
5. Learnt to prepare an entire brand plan for a molecule.



Organisational Structure :-

CEO

Vice President

Marketing Department

Account Department

Sales Department

Product Manager

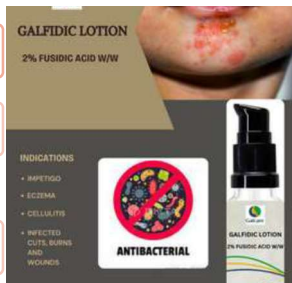
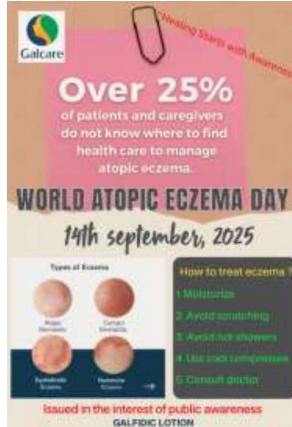
Account Manager

Sales Manager

Product Executive

Account Executive

Sales Executive



Opportunity

1. Rural India remains underpenetrated by existing fusidic acid brands.
2. High incidence of bacterial infections in rural areas during summer and monsoon.
3. Majority rural population presents a large untapped market.
4. Expanding MR coverage and pharmacy reach can drive rural penetration.

Threats

1. Intense competition from established and low-cost generic brands.
2. Rising antibiotic resistance could reduce clinical effectiveness.
3. Regulatory scrutiny on topical steroid-antibiotic combinations may impact usage trends.
4. Limited brand loyalty in rural markets due to price-driven prescriptions.

Weekly Report

Name of the Organization: Galcare Pharmaceutical Pvt Ltd.

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

Name of the Student: Saarthak Kumbkarni

Roll no: 0693

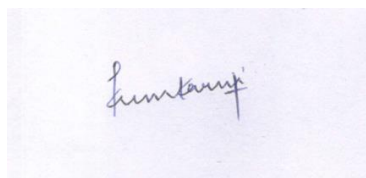
Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	1. SWOT analysis of self was given as the first assignment where we analyzed our strengths, weaknesses, opportunities and threats. 2. Read and came to know about various data reports and understood different terminologies that enhanced my knowledge. Various reports included the IQVIA market reflection and feedback reports, Pharmarack acquaint and pharma monitor reports were also read and understood by me. 3. Then in assignment 2, IMS data is being studied and analysed by us where we learnt about top therapies , brands etc. 4. 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. 5. 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 pharmacology in the classroom on real data of therapies that was mentioned in IMS report. Thereby, the 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. To study about Androgenic Alopecia 2. To study about 4 drug molecules 3. Prepare a questionnaire 4. Prepare a PPT 5. To study about some basic terminologies.

Signature of the Student –



Weekly Report

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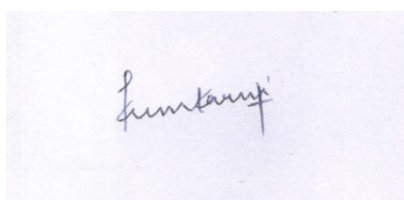
Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	1. Studied about Androgenic Alopecia 2. Studied about 4 drug molecules 3. Prepared a questionnaire 4. Prepared a PPT 5. Studies about some basic terminologies
Linking theory (Classroom learning) with practice at your organisation	Linked with pharmacology classroom learning where I learnt about MOA, side effects and efficacy.
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 & RCPA) & Questionnaire will be prepared for the same.

Signature of the Student -



Weekly Report

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Name of the Student: Saarthak Kumbkarni

Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	1. Completed RCPA at 20 retail pharmacy shops. 2. Asked questions & made short notes for the same. 3. Clicked pictures of the retail shops. 4. Entered data in excel and made an analysis for it.
Linking theory (Classroom learning) with practice at your organisation	Linked with market research assignment of RCPA assigned by Rahul sir and applied same pattern during our internship.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.

Plan for the next week	1. Designing Visual Aid. 2. Designing LBL. 3. Designing Marketing campaign. 4. Promotogram. 5. Sample allocation.
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Signature of the Student -

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Weekly Report

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

Name of the Student: Saarthak Kumbkarni

Roll no: 0693

Stream: MBA-PM16

Week no:04

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

Activity Done	• Doctor's survey • RCPA • Analysis of doctor's survey on MS word. • Analysis of RCPA on MS excel.
Linking theory (Classroom learning) with practice at your organisation	Linked with classroom learning when Dr Rahul sir sent us for RCPA. Was able to link the marketing concepts taught in class by Dr Sudhinder sir 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 • Promotogram Planning • Sample Allocation • LBL Designing and Finalization • Marketing Campaign Design
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Signature of the Student

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Weekly Report

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

Name of the Student: Saarthak Kumbkarni

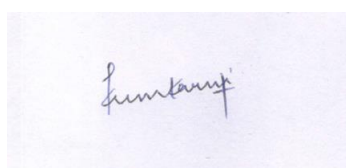
Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 05 **From:** 08/06/25 to 14/06/25

Activity Done	1. Pricing calculation 2. Promotogram Planning 3. Sample Allocation 4. LBL Designing and Finalization 5. Marketing Campaign Design
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.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	Correction of marketing activity, promotogram, LBL, Poster and gift.

Signature of the Student –



Weekly Report

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Name of the Student: Saarthak Kumbkarni

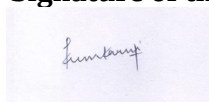
Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	Correction of marketing activity, promotogram, LBL, Poster and gift.
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.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	• Sales data analysis on excel. • Sales team training PPT.

Signature of the Student –



Weekly Report

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Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	• Sales data analysis on excel. • Sales team training PPT.
Linking theory (Classroom learning) with practice at your organisation	• 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.
Plan for the next week	Prepare Brand Plan for the molecule allocated. Final internship presentation preparation.

Signature of the Student –



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Roll no: 0693

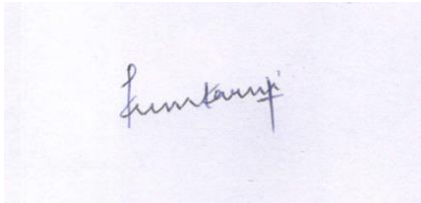
Stream: MBA Pharmaceutical Management (PM-16)

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	• Completion of the remaining brand plan. • Preparation of sales training PPT. • Promotogram.
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Signature of the Student –



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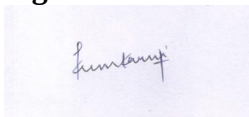
Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 09 From: 6/07/25 to 12/07/25

Activity Done	• Completion of the remaining brand plan. • Preparation of sales training PPT. • Promotogram.
Linking theory (Classroom learning) with practice at your organisation	• Presentation preparation skills that we learnt during classroom presentations applied the same.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	• Poster Making. • Report writing. • Viva preparation (to be given in company).

Signature of the Student –



Weekly Report

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

Name of the Student: Saarthak Kumbkarni

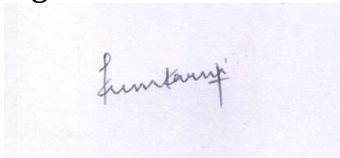
Roll no: 0693

Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	• Poster Making. • Report writing. • Viva preparation (to be given in company).
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 –



Complied Report

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

Name of the Student: Saarthak Kumbkarni

Roll no: 0693

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. • Prepared LBL and brand communication. • Prepared a marketing campaign. • 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. • Completed Brand plan and budget estimation.
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 –