

Galcare Pharmaceutical Pvt. Ltd.

Brief History & Description

- Galcare Pharmaceutical Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions.
- Its Head office is in Jaipur.
- Galcare pharma's products include Dermatology and Neuropsychiatric.
- The guiding principle at Galcare is pursuit of "Excellence through People & Innovation".
- Trust- Build and retain trust among the medical fraternity.
- Customer-Centric Approach-Consistently exceeds customer expectations.

Mission

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

Vision

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

ORGANISATIONAL STRUCTURE

Managing Director / CEO

Vice President –Strategy / Business Head

General Manager (GM) – Marketing / Sales

Senior Manager – Brand Planning

Product Manager / Area Sales Manager

Assistant Product Manager / Executive – Sales & Marketing

Management Trainee – Brand / Research

Product Details: Neurexa

- Composition:** Pregabalin 75mg + Nortriptyline 10mg + Mecobalamin 1500mcg
- Formulation Type:** Oral Tablet (Once-daily dose)
- Pack Size:** Strip of 10 Tablets
- MRP:** ₹219.20
- Indications:**
 - Diabetic Peripheral Neuropathy (DPN)
 - Sciatica
 - Post-Herpetic Neuralgia (PHN)
 - Trigeminal Neuralgia
 - General chronic nerve-related pain

Competitor Analysis:

Top Players (40% market share):

MECOBALAMIN + NORTRIPTYLINE HYDROCHLORIDE + PREGABALIN

Sr. No.	BRANDS	COMPANY	MAT AUG' 22	MAT AUG' 23	MAT AUG' 24	MRP (Per Strip)	MRP (Per Tablet)
1	NORTIPAN -M	MEDLEY PHARMA	29.1	28.7	29.7	₹270.0	₹27.00
2	DUBINOR	INTEGRACE HEALTH.	30.5	29.4	28.1	₹273.0	₹27.30
3	GB-29 TOTAL	CORONA REMEDIES	18.4	20.6	23.4	₹285.5	₹28.55
4	RESNER	LUPIN LIMITED	24.9	23.9	22.6	₹239.3	₹23.93
5	PRELIN MNT	INTAS PHARMA*	0.1	10.1	13.9	₹281.5	₹28.15

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Key Learnings

Gained hands-on experience in the pharma marketing lifecycle from molecule study to brand launch.

Enhanced communication and design skills through promotional material creation.

Learned to interpret sales, RCPA, and IMS data for strategic insights.

Recognized the importance of segmentation, sales planning, and budgeting.

SWOT Analysis

Strength

- Smart Price-Value Positioning
- Strategically Positioned for Multiple Neuropathic Conditions
- Distinctive, Memorable Brand Name

Weakness

- New Brand in Market
- Smaller initial reach and presence
- No patient-level differentiation yet

Opportunity

- Growing Neuropathy Market (14.05% CAGR)
- Room for Differentiation Beyond Ingredients
- High Growth Scope in Tier 2 and 3

Threats

- High Competition
- Doctor Loyalty to Big Brands
- Urban market saturation

STP Framework

SEGMENTATION

Doctors: Neurologists, Diabetologists, and General Physicians seeking effective, affordable, and easy-to-prescribe solutions for neuropathic pain.

TARGETING

Specialists managing chronic nerve pain Neurologists, Diabetologists, and high-volume GPs.

POSITIONING

"Neurexa delivers 360° neuropathy care — fast pain relief and nerve repair — in one smartly priced product."

Product Image: Neurexa



Comparison:

Practical Exposure vs. Theoretical Learning

Aspect	Theoretical	Practical during SIP
Marketing Strategy	STP, 4Ps, Market	Applied while drafting Neurexa's brand positioning and visual aid messaging
Market Research Tools	IQVIA, IMS, Pharmatrac	Hands-on RCPA surveys, competitor benchmarking, and field data analysis
Sales and Supply Chain	Primary & Secondary sales; Rx generation	Learned actual MR activities, distribution network
Brand Planning	Frameworks for new product launch	Developed activity calendar and worked on launch for Neurexa brand
SWOT / Competitor Analysis	Case studies and assignments	Real-life SWOT for Neurexa + benchmarking

Suggestions

The internship was well-structured with clear goals and strong mentor support.

Activities closely aligned with academic learning, enhancing practical understanding.

Guidance was consistent, constructive, and motivating throughout.

I appreciated the openness to ideas, flexibility in tasks, and space for independent thinking.

Balanced structure and creativity made the experience enriching.

Overall, I am highly satisfied and grateful to the Galcare team for a memorable internship.