

SUMMER INTERNSHIP PROGRAM

At

Galcare Pharmaceutical Pvt. Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Unmesh Anil Patil

Master of Business Administration

Pharmaceutical Management

Roll No.: 0682

2024-26

Under the Mentorship of

Dr. Sudhinder Singh Chowhan

Associate Professor

IIHMR University, Jaipur





CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Unmesh Patil

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. Unmesh Anil Patil** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May 2025 - July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 25/07/2025

A handwritten signature in black ink, appearing to read 'Sudhinder Singh Chowhan'.

Dr. Sudhinder Singh Chowhan

Associate Professor

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



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

LBL

Indications:

- Diabetic Peripheral Neuropathy
- Post-Herpetic Neuralgia
- Neuropathic Pain in Elderly
- Sciatica

Neurexa

Pregabalin 75mg + Nortriptyline 10mg + Mecobalamin 1500mcg TABLETS

Why Prescribe Neurexa?

- Triple-action: Pain relief, mood support & nerve repair
- Clinically proven doses for neuropathic pain
- Once-daily tablet ensures better compliance
- Mecobalamin 1500 mcg supports nerve regeneration
- Well-tolerated & suitable for long-term use

"REPAIR NERVES. RELIEVE PAIN. RESTORE LIFE."

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.

ABOUT ORGANIZATION:

Galcare Pharmaceuetical Pvt. Ltd. is a Jaipur-based private pharmaceutical company, incorporated in 2008, with an authorized capital of ₹1 million. Guided by the motto “*Excellence through People & Innovation,*” it focuses on ethical, high-quality therapeutic solutions—especially in dermatology and neuropsychiatry.

With a workforce of 200–500 employees, Galcare Pharmaceuetical Pvt. Ltd. operates a GMP-certified facility producing up to 500,000 tablets daily. Its core strengths include third-party manufacturing of tablets, capsules, derma, and cosmetic products. Known for several "first-in-India" product launches, the company actively participates in medical conferences and offers internships to nurture emerging talent.

GAP ANALYSIS:

This section highlights key unmet needs and strategic opportunities in the current neuropathic pain landscape, paving the way for differentiation and value creation.

1. Incomplete Pain Relief in Existing Therapies

- **Current Scenario:** First-line treatments like **Pregabalin** or **Nortriptyline** monotherapy provide only **40–60% partial relief**.

2. Nerve Repair is Often Overlooked

- **Current Scenario:** Most therapies focus solely on pain relief, overlooking long-term **nerve regeneration**, especially crucial in **Diabetic Peripheral Neuropathy (DPN)**.

3. Pricing Mismatch & Market Polarization

- **Current Scenario:** Market is split:
 - **Premium brands:** ₹270–₹285 (e.g., Nortripan-M, GB-29)
 - **Deep-discount brands:** < ₹150, but with **weak clinical positioning**

4. Prescription Loyalty Driven by Legacy Sales Push

- **Current Scenario:** Leading brands retain share through **legacy MR networks** and **KOL loyalty**, not necessarily better efficacy.

RESEARCH OBJECTIVES:

Each objective below includes its intent and relevance for the overall brand strategy:

- **Understand Market Size and Growth Potential**
Analyze MAT data (Aug '22 to Aug '24) to assess growth trends in the neuropathic segment. Help in assessing market readiness and target potential.
- **Identify High-Burden Indications**
Focus on conditions like **Diabetic Peripheral Neuropathy (20–24 million Indians affected)**, Post-Herpetic Neuralgia, and Sciatica to align product relevance with disease burden.
- **Analyze Therapy Gaps**
Evaluate current treatment limitations—only 40–60% of patients get partial relief, nerve repair often unaddressed. Validates the need for a triple-action solution.
- **Map Prescriber Behavior via RCPA**
Understand doctor preferences, price tolerances (₹239–₹285), and brand loyalty triggers to define targeting and messaging strategy.
- **Benchmark Competitor Offerings**
Study top brands (Nortripan-M, Dubinor, GB-29, Prelin MNT) on pricing, growth rates, market share. Identifies whitespace for value-positioned entrants.
- **Set Realistic Sales and Distribution Targets**
Convert ₹1.5 Cr revenue into strip targets (~68,500/year), define monthly/weekly goals, and ABE productivity benchmarks.
- **Assess Field Insights from MRs & Retailers**
Include chemist and MR feedback to align messaging tools and promotional strategies with field realities.
- **Align Launch with Seasonal/Strategic Moments**
Choose impactful activity days to build brand visibility and prescriber engagement.

LEARNINGS - RCPA TO BRAND PLAN:

1. Importance of Ground-Level Market Intelligence

The RCPA exercise provided firsthand information on doctor preferences, top-selling brands, prescription frequency, and pricing tolerances.

Learning: Direct field insights are more actionable than secondary research when developing practical marketing strategies.

2. Price Band Awareness Defines Brand Positioning

Analyzing the MRP range of leading brands (₹239–₹285) highlighted a clear pricing gap. This helped in identifying an opportunity to introduce a value-for-efficacy brand at ₹219.20.

Learning: Strategic pricing must be based on competitor mapping and not assumptions.

3. Identifying Therapy Gaps Sharpens Product Differentiation

While many brands offered symptom relief (pain/mood), few addressed nerve repair. This clinical gap gave Neurexa a unique selling proposition (USP).

Learning: Therapy-level gaps lead to meaningful differentiation—not just features.

4. Brand Planning Begins with the Prescriber, Not the Product

The RCPA findings shaped segmentation (Neurologists, Diabetologists), influenced the doctor engagement tools, and finalized the activity calendar based on actual prescribing patterns.

Learning: Brand plans should be prescriber-backward, not product-forward.

5. Strategic Calendarization Enhances Brand Recall

Aligning promotional activities with key healthcare days (e.g., Doctor's Day, World Diabetes Day) ensures topical relevance and emotional connection.

Learning: Calendar-based brand triggers improve visibility and memorability.

6. Quantifiable Goals Enable Realistic Brand Launches

The insights translated into clear KPIs: revenue targets, monthly strip sales, ABE productivity, and MR call averages.

Learning: A strong brand plan is rooted in field-validated, measurable objectives.

BRAND PLAN:

Overview:

The brand plan for *Neurexa* is designed to penetrate the neuropathic pain market with a data-backed, insight-driven strategy rooted in physician engagement, patient-centric positioning, and cost-effectiveness.

1. Market Positioning

Neurexa enters a ₹257.4 Cr segment dominated by high-MRP combos (₹270–₹285), offering an alternative at ₹219.20. This positions the brand below the average price point, but above value disruptors—balancing **clinical efficacy** and **affordability**.

2. Unique Value Proposition

Neurexa offers threefold benefits in one tablet:

- **Pain relief** (Pregabalin)
- **Mood stabilization** (Nortriptyline)
- **Nerve regeneration** (Mecobalamin)

Message: “**Complete Neuropathy Control – Once Daily. All-in-One.**”

3. Launch Strategy

- Launch synchronized with **Doctor’s Day** (Jul 1), leveraging respect and visibility.
- Use branded items (Desk Organizers, Diaries, Pouches) to establish desk presence.
- Align with healthcare awareness days to tap into emotional and clinical relevance.

4. Sales

Area	Plan
Sales Target	₹1.5 Cr in Year 1
MR Force	120 ABEs

Each MR is expected to deliver ~86 strips/month initially

5. Promotional Activities

- Printed & Digital LBLs
- Engagement Calendar:

Date	Event	Collaterals
Jul 1	Doctor's Day	Organizer
Sep 12	Pain Awareness	Pen Stand
Nov 14	World Diabetes Day	Medicine pouch
Jan 1	New Year	Calendar

Weekly Reporting

Name of the Organisation: Galcare Pharmaceutical Pvt. Ltd.

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

Name of the Student: Unmesh Anil Patil

Roll no: 0682

Stream: MBA in Pharmaceutical Management

Week no: 1 From: 13/05/2025 to 17/05/2025

Activity Done	In my first week at Galcare Pharmaceutical Pvt. Ltd., I got a detailed overview of how the company is structured and how the marketing department works. I learned about my roles and responsibilities for the internship. I was also introduced to important industry data sources the company uses, like IQVIA reports, Market Reflection, Pharmatrac report, and IMS data. Most of the week was spent understanding how these data sources help in analyzing the pharmaceutical market. I specifically worked on IMS data and successfully completed an assignment based on it, which helped me understand how to identify key market trends.
Linking theory (Classroom learning) with practice at your organisation	The initial exposure to market analysis tools and techniques closely matched the concepts taught in pharmaceutical marketing. The marketing theories and pharmaceutical data analysis techniques, such as competitor analysis and data interpretation, were directly applicable when working with tools like IMS data and IQVIA reports.
Gaps identified on the working area.	Being in the initial phase of the internship, my focus has mainly been on understanding the company's processes, team structure, and the tools used for market analysis. So far, I haven't observed any major gaps in the workflow.
Suggestions for improvement	At this stage, I'm still getting settled into the work environment and learning how things operate.

Plan for the next week	Next week, the company will help us learn the basic terminologies commonly used in the pharmaceutical market and industry. We will be assigned specific molecules to study, where we'll need to understand each molecule in detail along with the therapies it is used for. Additionally, we will prepare questionnaires related to RCPA and other relevant market research tools. By the end of the week, we will also be expected to create and present a PowerPoint presentation summarizing the work and learnings from the week.
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Week no: 2 From: 19/05/2025 to 24/05/2025

Activity Done	In the second week, I gained practical exposure to pharmaceutical marketing and field operations. Key training modules included: • Basics of Pharma Marketing & Sales • Stockist Role in Supply Chain • Sales Terminologies (Rx, RCPA, Primary/Secondary Sales) • Market Dynamics & Stakeholder Engagement I was also introduced to key molecules for Androgenic Alopecia: 1. Minoxidil 2. Dutasteride 3. Minoxidil + Finasteride 4. Redensyl + Procapil + Anagain I studied their mechanisms, indications, forms, safety, and efficacy. Based on this, I began designing a doctor survey to understand dermatologists' treatment preferences and prescription behavior.
Linking theory (Classroom learning) with practice at your organisation	Topics like Sales & Distribution Management, Pharmaceutical Marketing, and Product Management from classroom learning were directly relevant to the modules we studied this week. Terms such as secondary sales, brand recall, stockist operations, and field force productivity helped me practically understand market strategies that were taught earlier in theory.
Gaps identified on the working area.	No gaps were observed.
Suggestions for improvement	As I am learning and gaining experience during the internship, I do not have any suggestions for improvement.
Plan for the next week	For the third week, I will conduct the Doctor Survey on Androgenic Alopecia, interacting with dermatologists to capture their insights on treatment patterns and product usage. The week will also include preparing reports based on field findings and gaining hands-on exposure to stakeholder engagement.

Week no: 3 From: 26/05/2025 to 31/05/2025

Activity Done	1. Conducted Doctor Survey to understand the current prescribing trends and clinical practices in the management of Androgenic Alopecia. Personally visited and interacted with doctors using a structured survey form. 2. Carried out RCPA (Retail Chemist Prescription Audit) at various chemist shops with a focus on Androgenic alopecia treatments. This included tracking prescriptions and sales trends for: • Minoxidil • Minoxidil + Finasteride 3. Analysed RCPA Data to study market trends in detail. This involved identifying the top prescribed brands and noting the preferred molecules among doctors, mainly Minoxidil and Minoxidil + Finasteride. Observations also included sales volume trends. 4. Performed HQ-wise Data Analysis. This helped in understanding Zonal, Regional and HQ's sales performance.
Linking theory (Classroom learning) with practice at your organisation	• Got hands-on with real-world pharma marketing—surveying doctors revealed their treatment preferences and what drives their brand choices. • RCPA visits to chemists gave me a ground-level view of prescription flow and demand. Analyzing sales data showed market trends, brand performance, and regional differences—great practical exposure
Gaps identified on the working area.	No gaps were observed.
Suggestions for improvement	As I am learning and gaining experience during the internship, I do not have any suggestions for improvement.
Plan for the next week	For next week of internship, we will: • Start working on LBL (Leave Behind Literature). • Design a Visual Aid (VA). • Learn about promotional inputs such as: Promotogram, Marketing campaigns etc.

Week no: 4 From: 02/06/2025 to 07/06/2025

Activity Done	1. Created LBL (Leave Behind Literature) and Visual Aid for two molecules: • Mupirocin • Aceclofenac + Paracetamol 2. Designed Doctor Survey Form for Vitiligo and Psoriasis (Autoimmune Skin Diseases) and conducted doctor surveys. 3. Conducted RCPA (Retail Chemist Prescription Audit) for Immunosuppressants used in Autoimmune Skin Diseases prescribed by Dermatologists (Focus on Vitiligo and Psoriasis).
Linking theory (Classroom learning) with practice at your organisation	1. Applied Product Management concepts by creating LBL and Visual Aid, understanding how products are positioned and promoted in the market. 2. Used knowledge of Market Research & Consumer Insights while conducting RCPA and Doctor Surveys. 3. Applied understanding of Marketing Communication during survey form creation and promotional material designing.
Gaps identified on the working area.	No gaps were encountered during the week.
Suggestions for improvement	I am actively learning and adapting to the processes. At this point, I do not have any specific suggestions for improvement.
Plan for the next week	1. Price Calculation of products. 2. Promotogram Planning. 3. Sample Allocation strategy preparation. 4. Continue LBL Designing & Finalization. 5. Design Marketing Campaign concept.

Week no: 5 From: 09/06/2025 to 14/06/2025

Activity Done	In this week, I was actively involved in designing a marketing campaign for a hypothetical product named MupiHeal, intended for treating skin conditions such as impetigo. The campaign was designed as an exercise to apply marketing concepts in a practical manner. As part of this project, I worked on the following: 1. Marketing Campaign Design: • Created Brand Communication for MupiHeal. • Designed Promotional Inputs: • Created an awareness message aligned with World Skin Health Day to highlight skin hygiene and MupiHeal's benefits. 2. Promotogram: • Worked on a promotogram draft to visually display the flow and focus of promotional strategies for MupiHeal.
Linking theory (Classroom learning) with practice at your organisation	This week's work was strongly related to our classroom topics such as branding, product positioning, and marketing communications. The development of LBL, e-card, and the overall campaign reflected our lessons in Marketing Communication and promotional strategy planning. Designing these promotional materials helped me apply theoretical knowledge in a practical way.
Gaps identified on the working area.	No significant gaps were observed during the assigned tasks. The work process was well-structured, and necessary guidance and support were consistently provided. The resources and tools available were sufficient to execute the hypothetical marketing campaign effectively.
Suggestions for improvement	At this stage, no improvements are required. The current workflow, mentorship, and learning environment are supportive and aligned with the internship objectives. The activities are well-planned and contribute effectively to practical skill development.

Plan for the next week	In the upcoming week, I will be working on: • Price Calculation: Learning how prices are set for pharmaceutical products considering manufacturing cost, market competition, and regulatory requirements. • Sales Data Analysis: Analyzing hypothetical sales data to understand sales performance, growth trends, and identify key strategic areas for marketing decisions.
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Week no: 6 From: 16/06/2025 to 21/06/2025

Activity Done	This week, I focused on refining and improving the marketing campaign for MupiHeal, based on feedback and suggestions provided by our mentor. The changes were aimed at improving clarity, messaging, and promotional alignment. Here are the key tasks completed: • Modified Brand Communication: Refined the positioning statement and key brand messages for MupiHeal to better align with the product's benefits and dermatologists' expectations. • Updated Promotional Inputs: Revised the Leave Behind Literature (LBL) with clearer content, improved visuals, and enhanced product messaging.
Linking theory (Classroom learning) with practice at your organisation	The activities were connected /.with classroom learning on brand strategy, promotional planning, and market communication. Applying mentor feedback taught me how industry professionals refine campaigns to improve messaging, which strengthened my understanding of real-time campaign execution and adaptability in pharma marketing.
Gaps identified on the working area.	No gaps were observed during this week's work. Continuous feedback and availability of reference materials helped ensure smooth and productive execution.
Suggestions for improvement	As I continue learning through real-time tasks and feedback, I currently do not have any suggestions for improvement. The internship is providing practical exposure and timely guidance.
Plan for the next week	In the upcoming week, I will be working on: Sales Data Analysis

Week no: 7 From: 23/06/2025 to 28/06/2025

Activity Done	This week, I worked on creating a Sales Training Presentation and conducting Sales Data Analysis. The sales data analysis helped identify underperforming regions and trends for strategic intervention.
Linking theory (Classroom learning) with practice at your organisation	These tasks directly reflected classroom topics such as Sales, Market Strategy, and Pharmaceutical Sales Management. Preparing the training material and analyzing sales metrics helped me connect theoretical concepts to real-world decision-making.
Gaps identified on the working area.	No major gaps were encountered. Timely guidance from mentors and access to past sales data ensured smooth execution of assigned responsibilities.
Suggestions for improvement	No immediate suggestions. The current framework offers a good blend of guidance and hands-on learning, enhancing my exposure to sales enablement tools and decision-making frameworks.
Plan for the next week	In the upcoming week, I will be working on developing a comprehensive Brand Plan. A list of molecules will be provided, and based on the selected molecule, I will create a strategic brand plan.

Week no: 8 From: 30/06/2025 to 05/07/2025

Activity Done	This week, I worked on the brand planning project for the combination of Pregabalin 75 mg + Nortriptyline 10 mg + Mecobalamin 1500 mg (Tablet formulation). I decided the Mission and Vision statements for my brand and carried out Market Analysis and Competitor Analysis. Additionally, I conducted a detailed study of the disease and individual molecules involved in the combination. I also explored on-label and off-label treatment options currently available in the market for the respective indication.
Linking theory (Classroom learning) with practice at your organisation	This week's tasks helped me apply classroom concepts such as Brand Planning, Market Analysis, and Strategic Marketing. The theories of Pharma Product Management were practically experienced during the market and competitor analysis.
Gaps identified on the working area.	No significant gaps were observed. The clear project brief and guidance from mentor ensured a structured and efficient approach to the brand plan development.
Suggestions for improvement	The current framework offers a good blend of guidance and hands-on learning. Also, current approach is well-organized and informative.
Plan for the next week	Next week, I will proceed with developing Marketing Strategies, STP (Segmentation, Targeting, and Positioning), Sales Forecast for the next 3 years, Marketing Mix (4Ps) etc.

Week no: 9 From: 07/07/2025 to 12/07/2025

Activity Done	This week, I Worked on the brand plan Neurexa . Key activities included: Competitor and therapy area analysis, SWOT analysis and USP definition, Finalized positioning, communication tools (LBL), Prepared market sizing.
Linking theory at your organisation	Applied concepts of Pharma Brand Planning, Market Analysis from Pharmaceutical Product Management classes.
Gaps identified on the working area.	No significant gaps were observed. The clear project brief and guidance from mentor ensured a structured and efficient approach to the brand plan development.
Suggestions for improvement	The current framework offers a good blend of guidance and hands-on learning. Also, current approach is well-organized and informative.
Plan for the next week	I will begin poster design and content development for Neurexa's brand plan.

Week no: 10 From: 14/07/2025 to 19/07/2025

Activity Done	This week, I designed the presentation poster for Neurexa's brand plan. Key tasks included: • Finalizing structure and layout of the poster • Summarizing mission, vision, SWOT, STP, and market data • Ensuring visual appeal and clear messaging for each section. • Aligning the poster with sales projections, therapy landscape, and competitor insights
Linking theory (Classroom learning) with practice at your organisation	Applied knowledge of Visual Communication, Brand Communication, and Strategic Planning from classroom sessions to create a compelling and informative brand poster.
Gaps identified on the working area.	No major gaps identified. The work was well-guided and structured, with clear expectations and supportive mentorship.
Suggestions for improvement	The current framework offers a good blend of guidance and hands-on learning. Also, current approach is well-organized and informative.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Galcare Pharmaceutical Pvt. Ltd.

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

Name of the Student: Unmesh Anil Patil

Roll no: 0682

Stream: MBA in Pharmaceutical Management

Activity Done	During my 10-week internship at Galcare Pharmaceutical Pvt. Ltd., I actively participated in: • Orientation & Market Tools: Understood company structure and key data sources (IMS, IQVIA, Pharmatrac). • Sales & Therapy Training: Gained knowledge of the pharma supply chain, sales terminologies (Rx, RCPA), and molecules for Androgenic Alopecia. • Fieldwork: Conducted doctor surveys and RCPA to assess treatment patterns and brand-wise prescriptions. • Marketing Material Design: Created LBLs, visual aids, and survey forms for conditions like Psoriasis and Vitiligo. • Campaign Development: Designed a full promotional campaign and promotogram for “MupiHeal” aligned with World Skin Health Day. • Sales Training & Analytics: Analyzed sales data and developed training modules for field teams. • Strategic Brand Plan – Neurexa: Built a comprehensive brand plan including Mission-Vision, SWOT, STP, Competitor Analysis, Forecast, Marketing Mix. • Final Presentation: Presented the brand plan through a visually informative poster using data insights and marketing principles.
Linking theory (Classroom learning) with practice at your organisation	The internship offered me a perfect blend of theory and practice. I could clearly relate academic knowledge with field-level activities:

	• Marketing & Sales Concepts: Topics like segmentation, targeting, promotional tools, and sales funnel directly reflected in campaign planning and doctor engagement. • Product Management: Classroom sessions on LBLs, product positioning, and lifecycle management were applied while designing brand materials. • Strategic Planning & Forecasting: I applied concepts of sales projections, pricing strategy, and marketing mix while drafting Neurexa's brand plan. • Consumer & Market Research: Conducting surveys and RCPA matched our training on primary data collection and analysis. • Communication & Design: The final poster reflected learning from visual communication and storytelling principles.
Gaps identified on the working area.	No significant gaps were observed. The clear project brief and guidance from mentor ensured a structured and efficient approach to the brand plan development.
Suggestions for improvement	The current framework offers a good blend of guidance and hands-on learning. Also, current approach is well-organized and informative.
Key Learnings	• Developed practical understanding of pharma marketing lifecycle — from molecule analysis to brand launch strategy. • Improved my communication and design skills while working on promotional material and brand communication tools.

	• Learned how to analyze market data (sales, RCPA, IMS) to derive actionable insights. • Gained insights into therapy-specific challenges such as Diabetic Peripheral Neuropathy (DPN), Sciatica, and Post-Herpetic Neuralgia. • Understood the importance of strategic segmentation, sales planning in pharma. • Realized the value of mentorship, structured planning, and continuous learning in a corporate setup.
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Signature of the Student

Approved by the IIHMR University's Mentor