

## Organization name: GALCARE PHARMACEUTICALS PVT. LTD.

### 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.

We at Galcare strive hard to retain & build on the goodwill and trust of the medical fraternity cared by us. The basis of which is consistently exceeding customer expectations & keeping patients' interest on-top. Practitioners across varied medical specialties patronize our formulations & recognizing our status as a prominent prescription-oriented company. There are many "a first time in India" introductions to our credit. Our marketing innovation expertise is well recognized within the industry.

The company has strong people development programs & a commitment towards promotion from within.

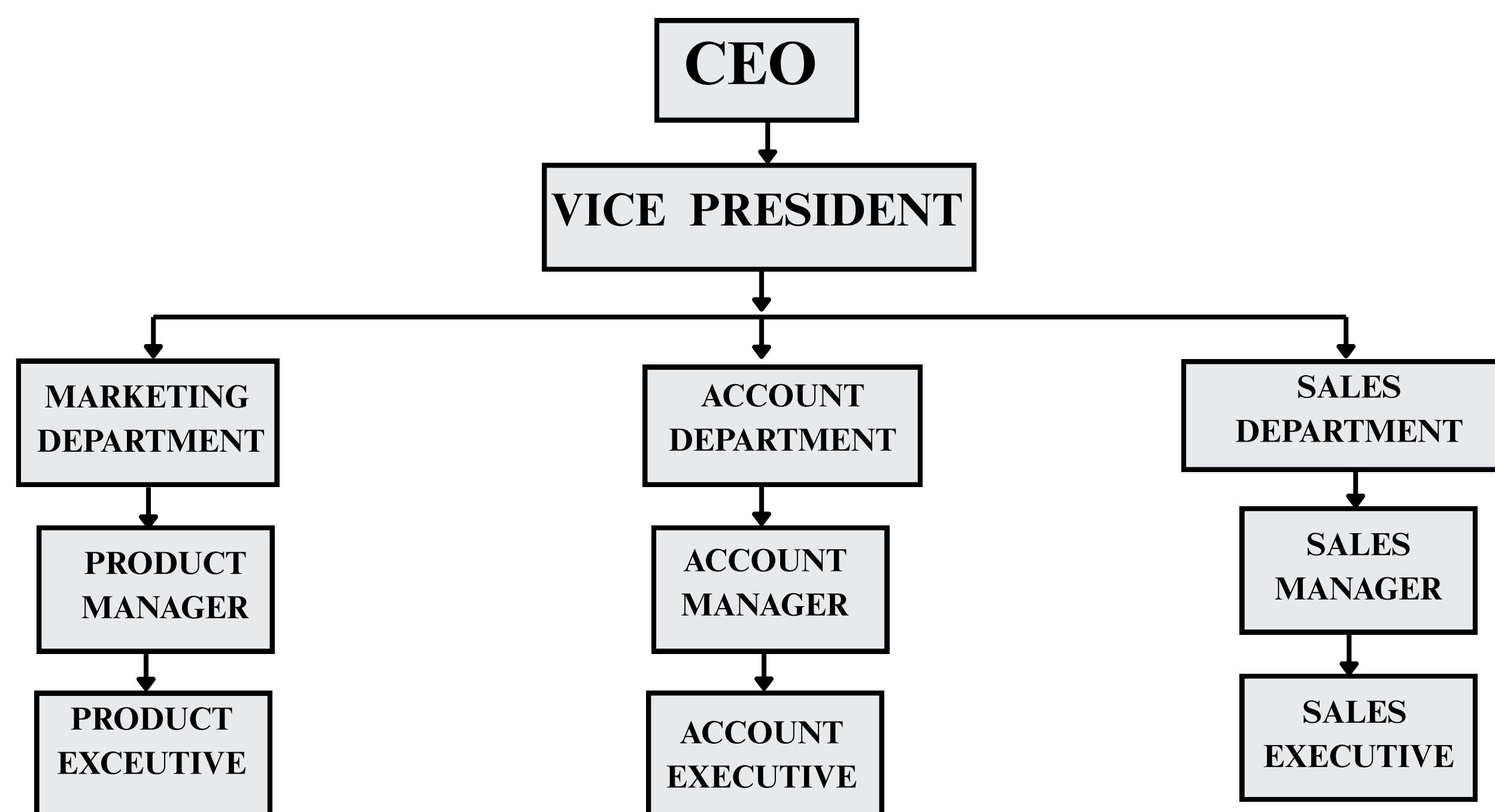
### VISION

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.

### MISSION

Galcare strives to enhance people health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products. Values Excellence- Pursue excellence through people and innovation. Trust- Build and retain trust among the medical fraternity. Customer-Centric Approach-Consistently extoods customer expectations.

### ORGANIZATION STRUCTURE



### INTERNSHIP ACTIVITIES

- Analysed the IQVIA, Pharमारack report
- Conducted the RCPA to analyse the market trend.
- Prepared promotional inputs like visual aids, leave behind literature, awareness poster and sample allocation.
- Conducted the doctor questionnaire survey for understanding prescribing behaviour.
- Prepared the promotogram.
- Created marketing campaigns for enhancing brand visibility
- Prepared the brand plan of DUTAGROW.

### MARKET OVERVIEW OF DUTASTERIDE

#### Market analysis

- MAT 22 Market Size: ₹26.7 crores
- MAT 23 Market Size: ₹29.8 crores
- Growth rate: 11.61%
- MAT 24 Market Size: ₹35.1 crores
- Growth rate: 17.79%
- Average Annual Growth Rate: 14.70%

#### RCPA conducted for following molecules:

- Minoxidil
- Minoxidil + Finasteride combination
- Tofacitinib
- Azathioprine
- Tacrolimus
- Cyclosporine
- Methotrexate
- Dutasteride

#### Visual aid, LBL prepared for

- Mometasone furoate cream
- Levocetirizine hydrochloride and Montelukast sodium salt tablet
- Dutasteride tablet

### BRAND INFORMATION

Brand name- DUTAGROW

Composition- Dutasteride

Strength- 0.5 mg

Dosage form- Tablet

Indication- Androgenetic alopecia, Benign prostatic hyperplasia

MRP Rs.- 117.80 per stripe

USP- Once a daily dose

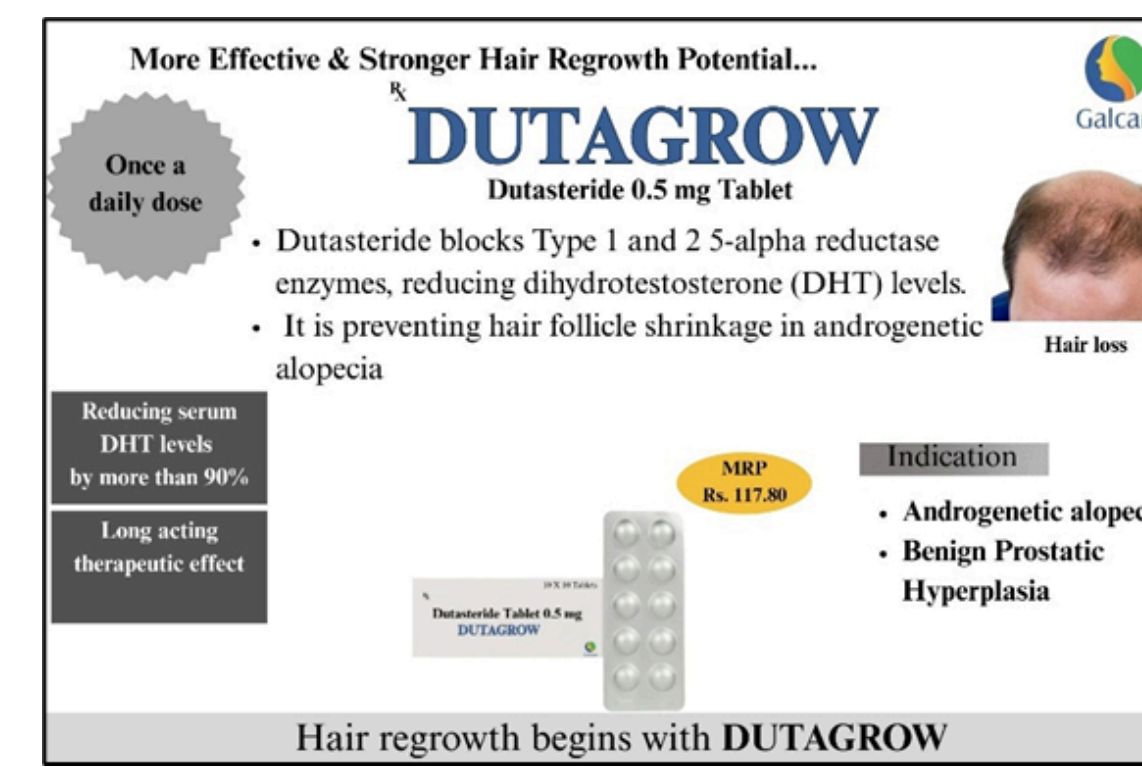
### PRODUCT



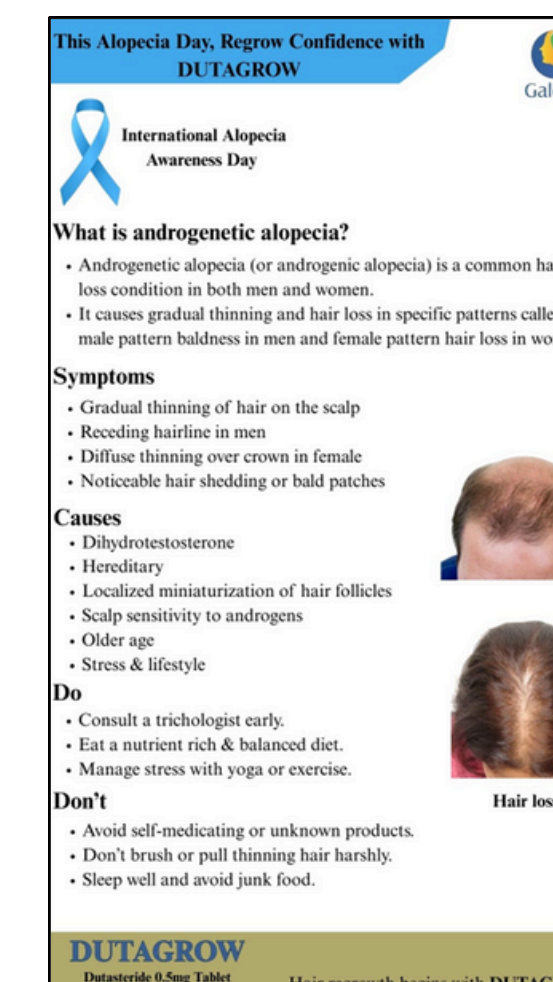
### VISUAL AID



### LBL



### AWARENESS POSTER



### COMPETITIVE ANALYSIS

#### DIRECT COMPETITORS

| Sr. no. | Brands    | Company          | Market size 2024 (in cr) | Market share | Pack size price |
|---------|-----------|------------------|--------------------------|--------------|-----------------|
| 1       | DUTAS     | DR REDDYS LABS   | 24.5                     | 69.9         | 1398            |
| 2       | DUTAGEN   | SUN*             | 2.6                      | 7.5          | 330             |
| 3       | DUMAN     | INTAS PHARMA*    | 2.6                      | 7.4          | 208             |
| 4       | DUTAPROST | EAST WEST PHARMA | 1.3                      | 3.7          | 194.37          |
| 5       | VELTRIDE  | INTAS PHARMA*    | 1.2                      | 3.5          | 208             |

#### INDIRECT COMPETITORS

| Sr. no. | Brands | Company         | Market size 2024 (in cr) | Market share | Market size of molecules (cr) | Pack size price |
|---------|--------|-----------------|--------------------------|--------------|-------------------------------|-----------------|
| 1       | FINAX  | DR REDDYS LABS  | 24.8                     | 38.3         | 64.7                          | 379.5           |
| 2       | FINAST | TORRENT PHARMA* | 14.4                     | 22.3         | 64.7                          | 1075.9          |
| 3       | MINTOP | DR REDDYS LABS  | 45.1                     | 14.5         | 311.5                         | 1271            |
| 4       | TUGAIN | CIPLA           | 15.1                     | 4.9          | 311.5                         | 915.07          |
| 5       | MORR-F | INTAS PHARMA*   | 55.1                     | 28.4         | 194.3                         | 850             |

### SWOT ANALYSIS

#### STRENGTH

- DUTAGROW contains dutasteride which more effectively reduce dihydrotestosterone by more than 90%
- Once a daily dosing which improves the patient compliance.

#### WEAKNESS

- The lack of awareness about dutasteride molecule in hair loss treatment.
- It may show some side effect on patients in some cases.

#### OPPORTUNITY

- The prevalence of hair loss in male and female is increasing day by day.
- Currently the market for dutasteride is growing at rate 14.70%

#### THREATS

- The other molecules like minoxidil, finasteride can treat hair loss also affecting growth of DUTAGROW brand.

### SEGMENTATION, TARGETING & POSITIONING

#### SEGMENTATION

- Androgenetic alopecia in males aged 30-50 years.
- Androgenetic alopecia in females especially after age of 40.

#### TARGETING

- Primary- Dermatologist, trichologist who consulting the high volume of patients having androgenetic alopecia.
- Secondary- General physician, Patient suffering from the androgenetic alopecia (hair loss)

#### POSITIONING

- Long lasting therapeutic effect in hair loss.

### FORECASTING

| Year      | Sales projection | Target market share (%) | Target quantity (Prescription generation)                                         |
|-----------|------------------|-------------------------|-----------------------------------------------------------------------------------|
|           |                  | 35.1 cr                 |                                                                                   |
| 2026-2027 | 1.09 cr          | 3.13                    | 1,22,817 prescriptions generated through 1440 doctors in 1 year                   |
| 2027-2028 | 1.5 cr           | 4.2                     | 1,68,068 prescriptions generated through more than previous year targeted doctors |
| 2028-2029 | 2 cr             | 5.7                     | 2,24,090 prescriptions generated through more than previous year targeted doctors |

### DIFFERENCE BETWEEN THEORETICAL & PRACTICAL UNDERSTANDING

- Real-world experience, skill development, and learning via field work, including interactions with chemists and doctors, are the main objectives of this practical exposure to the pharmaceutical marketing.
- A theoretical understanding of marketing strategies serves as a foundation for practical understanding, which is then enhanced by theoretical understanding.

### USEFULNESS of INTERNSHIP

- Practical exposure to pharmaceutical marketing and brand management.
- Strengthening of market research and analytical skills.
- Enhanced understanding of disease and therapeutic areas.
- Development of professional communication and presentation skills.
- Comprehensive insight into sales operations and pricing mechanisms.

### 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.

### OUTCOMES

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