

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt. Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Patil Rishikesh Kishor

Master of Business Administration

Pharmaceutical Management

Roll no.: 0681

2024-26

Under the Mentorship of

Dr. Saurabh Kumar Banerjee

Dean

School of Pharmaceutical Management





CERTIFICATE

OF RECOGNITION



This is to certify that
Mr. Patil Rishikesh Kishor

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. Patil Rishikesh Kishor** of the 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: 28/07/2025

A blue ink signature of Dr. Saurabh Kumar Banerjee, consisting of a stylized 'S' and 'B' followed by a long horizontal stroke.

Dr. Saurabh Kumar Banerjee

Dean

School of Pharmaceutical Management

IIHMR University, Jaipur

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.

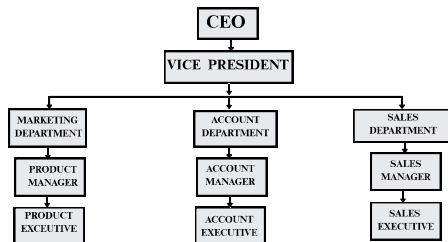
VISION

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 exceeds customer expectations.

ORGANIZATION STRUCTURE



INTERNSHIP ACTIVITIES

- Analyzed the IQVIA, Pharmarack 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 promogram.
- Created marketing campaigns for enhancing brand visibility
- Prepared the brand plan of DUTAGROW.

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

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%

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 strip

USP- Once a daily dose

PRODUCT



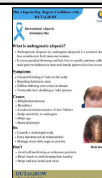
VISUAL AID



LBL



AWARENESS POSTER



COMPETITIVE ANALYSIS

DIRECT COMPETITORS

Sr. no.	Brands	Company	Market size 2024 (in cr)	Market share	Pack size	price
1	DUTAS	DR REDDY'S 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 REDDY'S LABS	24.8	38.3	64.7	379.5	
2	FINAST	TORRENT PHARMA*	14.4	22.3	64.7	1075.9	
3	MINTOP	DR REDDY'S 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)
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	1,65,000 prescriptions generated through more than previous year targeted doctors
2028-2029	2 cr	5.7	2,24,000 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 analysis.
- Enhancing my skills in market research and strategic planning

First Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 01 **From:** 13th May 2025 to 17th May 2025

Activity Done	● During the first week of internship, the all-important terminologies, graphs and charts from IQVIA, Pharमारack report & IMS data were studied. ● A personal SWOT analysis was conducted. ● A competitive analysis of Macleodes Pharmaceuticals Ltd.'s top brand of Gastrointestinal & Anti diabetic therapy was conducted.
Linking theory (Classroom learning) with practice at your organisation	● The theoretical concepts which learned in classroom were applied through the analysis of IQVIA, Pharमारack, and IMS data to understand market trends, valuable insights, the performance of brands and companies. ● A personal SWOT analysis was conducted to assess strengths, weaknesses, opportunities, and threats in alignment with career development goals. ● A detailed competitive analysis of Macleodes Pharmaceuticals Ltd.'s offerings the top brand in the gastrointestinal and anti-diabetic therapy was performed against five leading brands. This involved analysing market share, product positioning, and price.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The organization will assign specific molecules for market research. The initial task will involve a thorough understanding of all the important aspects of the assigned molecules. ● Based on this understanding, relevant questionnaires will be developed for market research purposes, along with the preparation of a detailed PowerPoint presentation to effectively communicate the findings and insights.

Ratil

Signature of the Student

Approved by the IIHMR University's Mentor

Second Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA in Pharmaceutical Management

Week no: 02 **From:** 19 May 2025 to 24 May 2025

Activity Done	● The understanding of sales and marketing terminologies in pharmaceuticals. ● The understanding of sales operations in the pharma industry and market dynamics and stakeholder engagement. ● The study of androgenic alopecia disease. ● The study of molecules such as Minoxidil, Dutasteride, Finasteride, Redensyl, Procapil and Anagain are involved to treat the androgenic alopecia disease. ● The preparation of doctor survey questionnaire based on above disease and molecules.
Linking theory (Classroom learning) with practice at your organisation	● The theoretical concept which learned in classroom were applied to understand and comprehend the various terminologies used in sales and marketing of pharmaceuticals, sales operation, market dynamics and stakeholder engagement. ● These terms have been instrumental in enhancing my understanding of sales and marketing work in the pharmaceutical industry. ● The classroom learning also helps to understand the androgenic alopecia disease and the molecules which involved to treat it.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● Field Visit (Doctor Survey): The purpose of the field visit was to gather insights from dermatologists concerning their prescribing behaviour, preferred treatment options, and the challenges they face in managing hair loss disease.

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Third Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 03 **From:** 26th May 2025 to 31st May 2025

Activity Done	● The thorough understanding of important sales & marketing terminologies including the calculation of conversion rate, per capita per month. ● The detailed understanding of customer-based brand equity (Keller Pyramid) model. ● The absolute understanding of AIDA model, product level, product mix & product strategy. ● The understanding of how to make effective power point presentation for easy understanding to salespersons. ● The complete understanding of retail chemist prescription audit (RCPA) process. ● The retail chemist prescription audit (RCPA) was done in 20 pharmacies for minoxidil, minoxidil and finasteride combination.
Linking theory (Classroom learning) with practice at your organisation	● The some of these above concepts discussed in the classroom. ● The classroom learning helped to understand important the sales & marketing terminologies. ● The classroom learning also helped to understand RCPA process.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The preparation of promotional inputs includes the visual aid, leave behind literature (LBL). ● The preparation of promotogram & designing of marketing activities.

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Fourth Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 04 **From:** 2nd June 2025 to 7th June 2025

Activity Done	● The preparation of visual aid & leave behind literature on a) mometasone furoate b) levocetirizine hydrochloride & montelukast sodium salt molecules. ● The understanding of auto immune diseases related to the skin. ● The preparation of questionnaire for doctor survey based on auto immune diseases related to the skin & their management. ● The doctor questionnaire survey and retail chemist prescription audit were conducted with the objective of understanding current prescribing patterns, treatment preferences, safety perception & brand choices.
Linking theory (Classroom learning) with practice at your organisation	● The some of these above concepts discussed in the classroom. ● The classroom learning of pharmaceutical marketing helped in the preparation of visual aid & leave behind literature. ● The classroom learning of pharmacology supported to understand the auto immune diseases related to skin and their management. ● The classroom learning of research methods guided in preparation of questionnaire for doctor survey.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The understanding of price calculation, promotogram planning & sample allocation. ● The leave behind literature designing, finalization & marketing campaign design.

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Fifth Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 05 **From:** 9th June 2025 to 14th June 2025

Activity Done	● The understanding of preparation of marketing campaign. ● The understanding and preparation of protomogram, promotional inputs, sample allocation and quarterly cycle. ● The preparation of marketing campaign for FURACARE (Mometasone furoate 0.1% w/w cream I.P.). ● The preparation of protomogram, promotional inputs, sample allocation and quarterly cycle for FURACARE.
Linking theory (Classroom learning) with practice at your organisation	● The some of these above concepts discussed in the classroom. ● The classroom learning of pharmaceutical marketing helped in the preparation of marketing campaign.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The understanding, analysis and interpretation of sales data.



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Sixth Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 06 **From:** 16th June 2025 to 21st June 2025

Activity Done	● The understanding of preparation of marketing campaign. ● The understanding and preparation of protomogram, promotional inputs, sample allocation and quarterly cycle. ● The preparation of marketing campaign for FURACARE (Mometasone furoate 0.1% w/w cream I.P.). ● The preparation of protomogram, promotional inputs, sample allocation and quarterly cycle for FURACARE.
Linking theory (Classroom learning) with practice at your organisation	● The some of these above concepts discussed in the classroom. ● The classroom learning of pharmaceutical marketing helped in the preparation of marketing campaign.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The understanding of price calculation – PTR (Price to Retailer), PTS (Price to Stockist) and Scheme ratio. ● The understanding of sales analysis – Zone wise, Region wise and find the PCPM (Per Capita Per Month) of individual headquarters. ● The understanding and preparation of sales training for any new product.



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Seventh Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 07 **From:** 23rd June 2025 **to** 28th June 2025

Activity Done	● The understanding of price calculation – PTR (Price to Retailer), PTS (Price to Stockist) and Scheme ratio. ● The understanding of sales analysis – Zone wise, Region wise and find the PCPM (Per Capita Per Month) of individual headquarters. ● The understanding and preparation of sales training for FURACARE (Mometasone furoate 0.1% cream)
Linking theory (Classroom learning) with practice at your organisation	● The classroom learning of pharmaceutical marketing and data analytics helped to understand these above concepts.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The understanding and preparation of brand plan.



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Eighth Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 08 **From:** 30th June 2025 to 5th July 2025

Activity Done	● The understanding and preparation of brand plan of DUTAGROW (Dutasteride 0.5 mg tablet). ● In this week, the preparation of brand plan involved the study of molecules, diseases in which this molecule is prescribed, market analysis, visual aid, leave behind literature & marketing campaign preparation.
Linking theory (Classroom learning) with practice at your organisation	● The classroom learning of pharmaceutical marketing helped to understand these above concepts.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	● The preparation of remaining part of brand plan.



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Nineth Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 09 **From:** 7th July 2025 **to** 12th July 2025

Activity Done	• The preparation of brand plan of DUTAGROW (Dutasteride 0.5 mg tablet). • In this week, the preparation of brand plan involved the prevalence data of disease, SWOT analysis for brand, price calculation, preparation of promotogram, budgeting, forecasting and brand tracker for the brand.
Linking theory (Classroom learning) with practice at your organisation	• The classroom learning of pharmaceutical marketing helped to understand these above concepts.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now
Plan for the next week	• The understanding and preparation of poster of brand plan for presentation.



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Tenth Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

Week no: 10 **From:** 14th July 2025 to 19th July 2025

Activity Done	● The complete preparation of brand plan and poster of DUTAGROW (Dutasteride 0.5 mg tablet). ● The presentation of poster based on brand plan.
Linking theory (Classroom learning) with practice at your organisation	● The classroom learning of pharmaceutical marketing helped to understand these above concepts.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now



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Compiled Internship Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Patil Rishikesh Kishor

Roll no: 0681

Stream: MBA PM 16

From: 13th May 2025 to 21st July 2025

Activity Done	● During the first week of internship, the all-important terminologies, graphs and charts from IQVIA, Pharmarack report & IMS data were studied. ● A personal SWOT analysis was conducted. ● A competitive analysis of Macleodes Pharmaceuticals Ltd.'s top brand of Gastrointestinal & Anti diabetic therapy was conducted. ● During the second week of internship, the understanding of sales and marketing terminologies in pharmaceuticals. ● The understanding of sales operations in the pharma industry and market dynamics and stakeholder engagement. ● The study of androgenic alopecia disease. ● The study of molecules such as Minoxidil, Dutasteride, Finasteride, Redensyl, Procapil and Anagain are involved to treat the androgenic alopecia disease. ● The preparation of doctor survey questionnaire based on above disease and molecules. ● During the third week of internship, the thorough understanding of important sales & marketing terminologies including the calculation of conversion rate, per capita per month. ● The detailed understanding of customer-based brand equity (Keller Pyramid) model. ● The absolute understanding of AIDA model, product level, product mix & product strategy. ● The understanding of how to make effective power point presentation for easy understanding to salespersons. ● The complete understanding of retail chemist prescription audit (RCPA) process. ● The retail chemist prescription audit (RCPA) was done in 20 pharmacies for minoxidil, minoxidil and finasteride combination. ● During the fourth week of internship, the preparation of visual aid & leave behind literature on a) mometasone furoate b) levocetirizine hydrochloride & montelukast sodium salt molecules. ● The understanding of auto immune diseases related to the skin.
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- The preparation of questionnaire for doctor survey based on auto immune diseases related to the skin & their management.
- The doctor questionnaire survey and retail chemist prescription audit were conducted with the objective of understanding current prescribing patterns, treatment preferences, safety perception & brand choices.
- During the fifth week of internship, the understanding of preparation of marketing campaign.
- The understanding and preparation of protomogram, promotional inputs, sample allocation and quarterly cycle.
- The preparation of marketing campaign for FURACARE (Mometasone furoate 0.1% w/w cream I.P.).
- The preparation of protomogram, promotional inputs, sample allocation and quarterly cycle for FURACARE.
- During the sixth week of internship, The understanding of preparation of marketing campaign.
- The understanding and preparation of protomogram, promotional inputs, sample allocation and quarterly cycle.
- The preparation of marketing campaign for FURACARE (Mometasone furoate 0.1% w/w cream I.P.).
- The preparation of protomogram, promotional inputs, sample allocation and quarterly cycle for FURACARE.
- During the seventh week of internship, the understanding of price calculation – PTR (Price to Retailer), PTS (Price to Stockist) and Scheme ratio.
- The understanding of sales analysis – Zone wise, Region wise and find the PCPM (Per Capita Per Month) of individual headquarters.
- The understanding and preparation of sales training for FURACARE (Mometasone furoate 0.1% cream)
- During the eighth week of internship, the understanding and preparation of brand plan of DUTAGROW (Dutasteride 0.5 mg tablet).
- In this week, the preparation of brand plan involved the study of molecules, diseases in which this molecule is prescribed, market analysis, visual aid, leave behind literature & marketing campaign preparation.
- During the ninth week of internship, the preparation of brand plan of DUTAGROW (Dutasteride 0.5 mg tablet).
- In this week, the preparation of brand plan involved the prevalence data of disease, SWOT analysis for brand, price calculation,

	preparation of promotogram, budgeting, forecasting and brand tracker for the brand. ● During the tenth week of internship, the complete preparation of brand plan and poster of DUTAGROW (Dutasteride 0.5 mg tablet). ● The presentation of poster based on brand plan.
Linking theory (Classroom learning) with practice at your organisation	● During my internship, I successfully applied the theoretical knowledge I had learned in the classroom to actual projects and duties at the company. ● This practical experience aided in bridging the knowledge gap between classroom theory and real-world pharmaceutical marketing application. ● Pharmaceutical marketing management concepts such as market analysis, product life cycle, segmentation, targeting & positioning (STP), SWOT analysis, and the AIDA model were used in tasks like brand strategy formation and competitor analysis. ● While creating the DUTAGROW brand plan, I was able to evaluate customer loyalty and brand perception thanks to my comprehension of Keller's Brand Equity Pyramid and the Customer-Based Brand Equity (CBBE) model. ● I used primary data collection methods and consumer behaviour research concepts I learned in class to create doctor survey questionnaires and carry out Retail Chemist Prescription Audits (RCPA). ● By using these tools, real-world market insights, current prescribing trends, treatment preferences, and brand perceptions were all studied. ● Visual aids, leave-behind literature, promotograms, marketing campaigns, and promotional materials for brands like FURACARE, LEVOCURE-M, and DUTAGROW were developed using theoretical knowledge from pharmaceutical marketing strategies sessions. ● The lessons learned in the classroom aided in understanding PTR (Price to Retailer), PTS (Price to Stockist), budgeting, scheme structures, and Per Capita Per Month (PCPM) analysis, which is used to calculate prices and analysed sales performance across zones and regions. ● I applied what I had learned about brand positioning and product strategy to the development of successful marketing campaigns that reflected actual market conditions. ● Finally, knowledge of forecasting, branding models, and market evaluation tools helped to build a structured brand plan and poster for presentation of DUTAGROW including elements like disease prevalence, promotional planning, budgeting and brand performance tracking.

Gaps identified on the working area.	During the internship, no notable operational gaps were found. The workplace was organized, and I got the help and materials I needed to do my tasks well on time.
Suggestions for improvement	Since the internship was well-structured and gave participants a thorough understanding of the pharmaceutical marketing process, there are no recommendations for improvement.
Key Learnings	- Acquired knowledge about how to analyse market data using IQVIA, Pharमारack, and IMS. - Acquired proficiency in evaluating competitor positioning and brand. - Understanding of the symptoms and available therapies for autoimmune skin diseases and alopecia. - Acquired expertise in field research through doctor surveys and RCPA. - Increased creativity through the creation of promotional materials and visual aids. - Acquired the knowledge to organize and carry out marketing campaigns using sample distribution. - Acquired expertise in developing sales training materials for salespeople. - Understood the terms used in pharmaceutical sales, such as scheme ratio, PCPM, PTR, and PTS. - Developed the DUTAGROW (Dutasteride 0.5 mg tablet) brand plan and poster.

Ratil

Signature of the Student

Approved by the IIHMR University's Mentor