

SUMMER INTERNSHIP PROGRAM

GALCARE PHARMACEUTICALS PVT. LTD.



From 12th MAY 2025 to 21st JULY 2025

A REPORT BY

Namit Kumar

Master of Business Administration

Pharmaceutical management

Roll No.- **0672**

2024-2026

UNDER THE MENTORSHIP OF

Dr. Kajal Sitlani

(Assistant Professor IIHMR University)





CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Namit kumar

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. Namit Kumar** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025,

She has carried out work as per the guidelines. Her poster is approved for presentation,

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'Kajal', written over the printed name.

Dr. Kajal Sitlani

Assistant Professor

BRAND PLAN FOR TOFANIB MOLECULE TOFACITINIB 5/11MG TABLETS

Name- Namit Kumar
Roll no.- 0672
Stream- MBA (PM-16)

Brief history and description about organization

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 earned 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.

Mission

Galcare strives to enhance people's 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.

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.

Product Profile:

- Brand name:- TOFANIB
- Generic name:- Tofacitinib
- Strengths:-5mg and 11mg
- Class:- Janus Kinase Inhibitor (JAK Inhibitor)
- USP:- Trusted, convenient oral JAK inhibitor for rapid symptoms relief and diseases control.

Mechanism of Action:

JAK Inhibitor: Reduces inflammation via cytokine signaling disruption

TOFANIB (Tofacitinib) is a selective JAK inhibitor Inhibits JAK1 and JAK3 enzymes involved in cytokine signaling

Blocks inflammatory pathways, reduces immune cell activity.

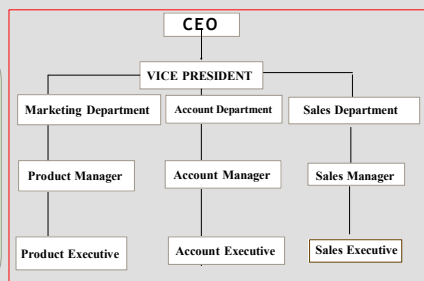
Safety & Monitoring:

Avoid with biologic DMARDs

Regular CBC, LFTs needed

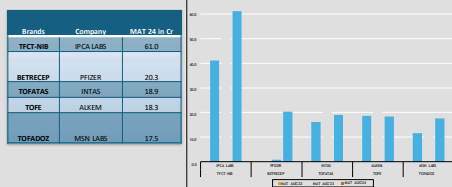
Use caution: elderly, smokers, CVD patients

Organisation Structure



Total Market size of Tofacitinib 5/11mg tablets according to IMS data in 2024 in Rs327 Cr, in 2023 Rs242.9 Cr & in 2022 is Rs163 Cr .

Competitor analysis



Procedure of Launch	
Phase	Activities
Pre-Launch	Conduct market research, establish branding, create marketing plans, Train sales team, set up distribution channels, Ensure regulatory compliance
Launch	Organize launch event, optimize websites for e-commerce, activate sales channels, Set up customer support
Post Launch	Track performance metrics (KPIs), Collect customer feedback, improve product and marketing strategies, Follow up with customers

REGULATORY REQUIREMENTS FOR LAUNCH OF TOFANIB

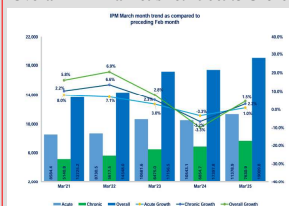
1. **Registration:** Obtain approval from the Central drug control standard organization (CDSCO) by submitting Clinical data of my product.
2. **Sales and Distribution License:** Secure a sales and distribution license for the marketing and distribution of the product in the region.
3. **Labeling and Packaging:** Ensure compliance with CDSCO guidelines for labeling and packaging, including accurate product information, clear instructions for use, and explicit identification of the manufacturer and distributor.
4. **Pharmacovigilance:** Establish a pharmacovigilance system to monitor and report any adverse events

MARKETING CAMPAIGN TOFANIB 5 & 11

- Brand Communication Good marketing doctor
- My name is Namit Kumar from GALCARE pharmaceuticals. On world Arthritis awareness day, celebrated on October 12th, 2025, I request you to consider prescribing TOFANIB, GALCARE trusted TOFANIB 5mg & 11mg tablets for autoimmune diseases.
- TOFANIB, a Janus Kinase (JAK inhibitor), offers rapid symptom relief, better disease control and convenient oral administration.
- Available in
 - TOFANIB 5mg: Pack of 10 tablets.
 - TOFANIB 11mg: Pack of 10 tablets.
- **TAGLINE: TOFANIB- Trusted, convenient oral JAK inhibitor for rapid symptoms relief and diseases control.**

Monthly Growth Trends –Mar'25

Overall IPM market size: 19009.8 Crore



Except Mar'24 when both acute and chronic segments sale was lower in March as compared to Feb; March sale has always been higher than Feb sale as shown in above chart.

PRICING:

Strength	Per tablet Price	Remarks
TOFANIB-5	₹24	15-20% below market leaders, improves affordability for chronic uses
TOFANIB-11	₹54	Competitive with lower-end market players economical for long-term therapy.

Sales Projection

Year	Sale target (RuCr)	Market share %	Assumptions
2025	Rs 5 Cr	+1.5%	Debut of the products and focused awareness.
2026	Rs 12 Cr	+3.7%	Aggressive market expansion.
2027	Rs 18 Cr	+5.5%	Established market presence achieved.

Tofacitinib Tablets
TOFANIB



PACK SIZE

University Mentor: Dr. Kajal Sidani
 (Assistant professor IIHMR University)
 Organisation Mentor: Mr. Shubham Saini
 (Product Executive, Galcare pharmaceutical)

SWOT Analysis

Strength	Weaknesses
• Oral formulation improves patient convenience and compliance. • Proven efficacy in RA, PsA, AS and UC with early symptom control. • Establish market awareness of JAK inhibitor • Indian autoimmune market is expanding quickly.	• Limited differentiation in a crowded market • Requires regular lab monitoring (CBC, URT, etc.) • Safety concerns: infection risk, thrombosis, cardiovascular risk.
Opportunity	Threats
• Increases RA prevalence, especially among women and urban population. • Demand for alternative to injectable biologics. • Expansion into off label and research indications (e.g., Vitiligo, Sarcoidosis). • Educating physicians about the early use of DMARDs in patients who have failed them.	• Intense competition from established brands (TNF-α inhibitors, etc.) • Price-sensitive market with emerging generic player. • Regulatory scrutiny around JAK inhibitors safety profile. • Patients are hesitant due to infection and malignancy warnings.

Key Learning from Internship

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Hands-On Experience: Direct engagement in tasks like RCPA, business communications, and marketing campaigns.	Knowledge Base: Learning foundational concepts, principles, and frameworks in brand communication and marketing strategies through mentorship and research.
Real-Time Problem Solving: Activities like data collection, LBL preparation, and market analysis.	Conceptual Frameworks: Understanding analysis methods like SWOT, PEST, and STP for strategic planning and decision-making.
Skill Application: Analyzing graphs and reports to apply theoretical knowledge in market trends and strategies.	Analytical Skills: Developing the ability to interpret data and make informed decisions, forming the basis for practical tasks like business communication and marketing campaigns.

Challenges faced during internship

- The most challenging task was to perform RCPA in field and the analyze the market data to get the complete information.
- I faced difficulties while creating a brand plan and conducting several analysis such as SWOT, PESTLE, 4Ps analysis.
- I had to complete all my assignments within the allocated time, which made time management another challenge

Usefulness of Internship

- Exposure to the procedures and products of the pharmaceutical industry.
- Opportunities for networking with professionals in this field.
- Improve my resume with relevant work experience.
- Improve my skills in areas like creating brand plans, conducting market campaigns, and preparing brand communication.
- I gained extensive information regarding field activities such as performing RCPA and pitching our product to healthcare professionals.

Learnings during an Internship

- Developed proficiency in corporate etiquette through professional interactions and adhering to company standards and protocols.
- Enhanced professional communication skills through practice and experience in diverse workplace interaction.
- Gained analysis of RCPA data and understanding of brand planning concepts and strategies for the TOFACITINIB molecule.

Suggestions / Recommendations

- Encourage intern to regularly improve their skills through networking, mentorship, and staying informed about industry trends in brand planning.

Brand Name Molecule-
TOFACITINIB Brand
Name:- TOFANIB
Indication:-

- Rheumatoid arthritis.
- psoriatic arthritis
- Vitiligo
- Psoriasis.

Reporting Format (Week-01)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt. Ltd.**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **01**

From: **12 May 2025 to 18 May 2025**

Activity Done	• Understanding of Market reflection reports like Iqvia, Pharma-rack, and know about the market terminology and know about the top brands and top companies in pharmaceutical industry. • Competitor analysis of top 5 five brands which is used to treat cardiovascular and anti-diabetic from Torrent Pharmaceuticals. • Managed IMS data to find the current sale of the drugs and their competitors.
Linking theory (Classroom learning) with practice at your organisation	• I gained a better understanding of market dynamics and strategic planning in the classroom by learning about pharmaceutical market analysis, IMS data interpretation, and competitive benchmarking. I put this information to use at work by examining leading cardiovascular and anti-diabetic brands from Torrent Pharmaceuticals using market reflection reports like IQVIA and Pharma-rack. To make well-informed decisions, I connected theoretical ideas with practical business operations by using IMS data to evaluate current sales and identify major competitors.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	• The organization will provide a molecule and its clinical reports and after that, I will find the key insights of it. • Prepare of questionnaire for RCPA (Retail Chemist Prescription adult). • Prepare brand plan & make a presentation of it. • Present the brand plan in front of the internship mentor which you have prepared.

Ramit

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Week-02)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt Ltd**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **02**

From: **19 May 2025 to 25 May 2025**

Activity Done	• Basics term of Marketing & Sales. • Studied Common Sales Terminologies. • Understanding Sales Operations in the Pharma Industry. • Study of molecule in depth and understand the mechanism of action, indications, dosage forms, safety profile, and efficacy data. • Prepared a Doctor Survey Questionnaire for RCPA
Linking theory (Classroom learning) with practice at your organisation	• I gained knowledge of basic marketing and sales principles, typical sales terminology, and the organization of sales operations, particularly in the pharmaceutical industry, in the classroom. Throughout my internship, I put these ideas into practice by learning how sales teams operate in actual situations, especially in pharmaceutical marketing. In-depth study of molecules enabled me to apply my understanding of pharmacology to evaluate their safety, efficacy, dose, mechanism of action, and indications. This is crucial when getting ready for medical visits. Furthermore, developing a Doctor Survey Questionnaire for RCPA (Retail Chemist Prescription Audit) gave me the opportunity to put the methods and tools I had learnt in class into practice while collecting useful field data. This synthesis of theory and practice improved my comprehension of the dynamics of pharmaceutical sales and marketing in the actual world.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	• Field visit for conducting RCPA. (Retail Chemist Prescription audit).

Samit

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Week-03)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt Ltd**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **03**

From: **26 May 2025 to 31 May 2025**

Activity Done	• RCPA conducted across 20 chemist stores in Sitamarhi, Bihar, focusing on Minoxidil and Minoxidil + Finasteride lotions.
Linking theory (Classroom learning) with practice at your organisation	• Through initiatives like RCPA (Retail Chemist Prescription Audit), I was able to link classroom instruction with practical applications during my internship. While gathering information from 20 pharmacists in Sitamarhi, Bihar, concepts taught in marketing and pharmaceutical management classes—such as market research, product segmentation, and customer behavior—were used. I looked at the availability, cost, and appeal of products containing minoxidil and found that Hair 4U, Mintop, Morr 5%, and other well-known brands were among them. My understanding of how prescription patterns and doctor influence affect sales has improved because of this hands-on experience. I also looked at how businesses set up their brands in a competitive industry. I was able to evaluate brand performance, price strategies, and market coverage more successfully because of the data interpretation abilities I learned in class.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	• Prepare LBL (Leave behind literature) & Visual ads for assign molecules. • To know about the marketing promotional input. • Plan a marketing activity for a brand.



Signature of the Student

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Reporting Format (Week-04)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt Ltd**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **04** From: **01 June 2025 to 07 June 2025**

Activity Done	• Prepared LBL (Leave behind literature) & Visual ads for assign molecules. • Understanding of marketing promotional input. • Performed a doctor survey and RCPA on Immunomodulator molecules.
Linking theory (Classroom learning) with practice at your organisation	• while working as a marketing intern at Galcare Pharmaceuticals for the summer. When creating Leave Behind Literature (LBL) and visual aids, marketing concepts including brand positioning, promotional tactics, and visual communication were all directly applied. Activities related to RCPA, and market research were in line with courses on physician engagement strategies and sales analysis. Furthermore, I was able to comprehend the strategic planning that goes into sample distribution and promotional input selection thanks to ideas from pharmaceutical product management. By providing me with practical exposure to brand promotion in the pharmaceutical industry, the experience helped close the gap between academic learning and practical application. My comprehension of product perception and market segmentation was also improved by conducting doctor surveys, which reinforced ideas I had learned in marketing and consumer behavior classes.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	• Price Calculation • Promotogram Planning • Sample Allocation • LBL Designing & Finalization • Marketing Campaign Design



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Reporting Format (Week-05)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt Ltd**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **05**

From: **09 June 2025 to 14 June 2025**

Activity Done	• Promotogram Planning. • Sample Allocation • LBL Designing, Poster for brand communication & Finalization • Created Marketing Campaign.
Linking theory (Classroom learning) with practice at your organisation	• During my internship at Galcare Pharmaceuticals, I successfully utilized the solid basis in pharmacology, therapeutic categories, and marketing concepts that I had learned in the classroom. My fieldwork was influenced by ideas like the 4Ps of marketing, communication strategy, and STP (Segmentation, Targeting, Positioning). I helped create the brand of antifungal medication. Raising awareness through Leave-Behind Literature (LBL), posters, and marketing messaging supported by science. My ability to successfully interact with healthcare experts was aided by my understanding of the product's formulation, mode of action, and patient benefits. By exposing me to real-time market dynamics, promotional techniques, and physician interaction, this hands-on experience strengthened my academic understanding while improving my strategic and people abilities.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	• PCPM (Per Capita Per Month) analysis through Sales data. • Analyse zone wise sales data. • Select one state and find key insights from the data. • Recreate the poster for brand communication. • Create brand communication.



Signature of the Student

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Reporting Format (Week-06)

Name of the Organization: **Galcare Pharmaceuticals Pvt Ltd.**

Area/ Department/ Project of Summer Internship Program: **Marketing Intern** Name of the

Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA Pharmaceutical Management (PM-16)**

Week no: **06**

From: **16/06/25 to 21/06/25**

Activity Done	• LBL Designing. • Poster for brand communication & Finalization • Recreated Marketing Campaign.
Linking theory (Classroom learning) with practice at your organization	• Designing LBLs and posters utilized branding and communication theories from marketing courses. Recreating a marketing campaign allowed me to implement strategies from Integrated Marketing Communication (IMC) and pharmaceutical brand management. Theoretical knowledge of consumer behavior and product positioning helped tailor messages for healthcare professionals. This hands-on experience bridged the gap between academic learning and practical execution, enhancing my understanding of pharma marketing. It reinforced the importance of adapting theoretical models to suit market dynamics and organizational goals in the pharmaceutical industry.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Price calculation - PTR & PTS & the Scheme ratio • Sales analysis - Zone wise and Region wise and Find the PCPM of individual HQ. • Preparation of Sales Training for any new Product.



Signature of the Student

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Reporting Format (Week-07)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt Ltd**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **07**

From: **23rd June 2025 to 28th June 2025**

Activity Done	• Price calculation - PTR & PTS & the Scheme ratio. • Sales analysis - Zone wise and Region wise and the Find the PCPM of individual HQ. • Prepared sales Training for any new Product. • Created strategy for lower performing headquarters.
Linking theory (Classroom learning) with practice at your organisation	• I had studied in class, including pricing processes, sales performance analysis, marketing principles, and strategic decision-making. I was able to realistically apply academic knowledge to actual business circumstances by completing duties like calculating PTR (Price to Retailer) and PTS (Price to Stockist), analyzing sales data by area, and figuring out PCPM (Per Capita Per Month) for individual headquarters. In addition, I applied my knowledge of market segmentation and sales strategy development to develop focused plans for underperforming headquarters. This improved my analytical and problem-solving abilities and showed how classroom instruction can be translated into quantifiable results in a pharmaceutical workplace.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	• Preparation of Brand plan for the allocated molecule. • Presentation of Prepared Brand plan.



Signature of the Student

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Reporting Format (Week-08)

Name of the Organization: **GALCARE PHARMACEUTICALS PVT LTD.**

Area/ Department/ Project of Summer Internship Program: **Marketing Intern** Name of the

Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA Pharmaceutical Management (PM-16)** Week no: **08**

From: **30th June 2025 to 05th July 2025**

Activity Done	• Preparation of Brand plan for the allocated molecule
Linking theory (Classroom learning) with practice at your organisation	Linking classroom theory with practice in our brand plan involves applying concepts like market research, STP, and brand equity models to real-world strategies. We use tools such as SWOT and IMC to guide brand positioning, ensure consistent messaging, and align campaigns across channels. Performance metrics like ROI and brand awareness help evaluate effectiveness, ensuring our brand efforts are both strategic and result driven.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Preparation of Brand plan for the allocated molecule. • Presentation of Prepared Brand plan.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Week-09)

Name of the Organization: **GALCARE PHARMACEUTICALS PVT LTD.**

Area/ Department/ Project of Summer Internship Program: **Marketing Intern** Name of the

Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA Pharmaceutical Management (PM-16)** Week no: **09**

From: **07th July 2025 to 12th July 2025**

Activity Done	• Prepared a Brand plan for the allocated molecule.
Linking theory (Classroom learning) with practice at your organization	I had the opportunity to connect the theoretical knowledge gained in the classroom with real-time industry practices. The most significant task assigned to me was the preparation of brand plan for an allocated molecule, which allowed me to apply key marketing concepts such as STP, SWOT analysis and Marketing mix. While working on this brand plan, I evaluated competitor products, analyzed the market environment, identified the appropriate target audience, and proposed promotional strategies suitable for the molecule. These responsibilities reflected the practical application of classroom learning, particularly in pharmaceutical brand management and marketing strategy formulation. Creating a brand plan also required an understanding of product life cycle management and crafting a unique selling proposition, which I had studied in theory but could now experience in a practical setting. This experience deepened my understanding of how strategic marketing decisions are made in the pharmaceutical industry and how theoretical models are adapted to real-world situations considering market dynamics, organizational goals, and practical limitations.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Preparation of Brand plan for the allocated molecule. • Presentation of Prepared Brand plan. • Create a poster and compile internship report.

Samit

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Week-10)

Name of the Organisation: **GAICARE PHARMACEUTICALS Pvt Ltd**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA (PM-16)**

Week no: **10**

From: **14 July 2025 to 19 July 2025**

Activity Done	• Prepared a Brand plan for the allocated molecule. • Prepared a Poster of Brand plan. • Presented a poster of Brand plan.
Linking theory (Classroom learning) with practice at your organisation	• During my internship at Galcare Pharmaceuticals, I applied classroom concepts like SWOT analysis, brand planning, and marketing strategies in real-time. Preparing and presenting the brand plan helped me connect theory with practice, giving me a better understanding of how pharmaceutical marketing works in the industry.
Gaps identified on the working area.	NA
Suggestions for improvement	No Suggestions
Plan for the next week	NA



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: **Galcare Pharmaceuticals Pvt. Ltd.**

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

Name of the Student: **Namit Kumar**

Roll no: **0672**

Stream: **MBA Pharmaceutical management (PM-16)**

Activity Done	• learned how to assess sales data and market trends using market reports like PharmaRack, IMS, and IQVIA. • Analyzed competitors for leading brands in the anti-diabetic and cardiovascular markets. • Thoroughly examined the allocated compounds' mechanism of action, dose, safety, efficacy, and indications (e.g., minoxidil, antifungals, immunomodulators). • Created and carried out a Retail Chemist Prescription Audit (RCPA) in more than 20 pharmacies in Sitamarhi, Bihar. • Created a survey questionnaire for doctors to gather information about prescription habits. • Produced posters, visual promotional materials, and Leave Behind Literatures (LBLs) for a range of brands. • Covers the sales cycle, including price strategy planning, PTR, PTS, PCPM (per capita per month), and sample allocation. • Analyzed sales data by region and zone to produce ideas for improvement. • Created strategic plans and a marketing strategy for underperforming headquarters. • Created a thorough brand strategy with all the necessary marketing elements for a designated chemical • Created and displayed a polished poster as a component of the presentation of the brand plan. • Took part in the development of new product sales training modules.
Linking theory (Classroom learning) with practice at your organization	• Marketing Concepts: When developing brand planning and promotional strategies, the 4Ps of marketing, SWOT analysis, Integrated Marketing Communication (IMC), and STP (Segmentation, Targeting, Positioning) were all used. • Pharmacology & Product Lifecycle: Preparing LBLs and communicating products were made easier by classroom knowledge of dosage forms, modes of action, safety profiles, and efficacy. • Sales & Data Analysis: PCPM, market potential, and sales performance were all calculated using IMS and IQVIA data. • Field Research & Communication: Surveys and audits were carried out utilizing market mapping, physician engagement, and customer behavior theoretical frameworks. • Visual branding: is the process of creating powerful marketing materials and campaigns by applying theories of perception, positioning, and brand equity.
Gaps identified on the working area.	• No significant operational gaps were identified during the internship. The work environment was structured, and I received timely support and resources to execute my tasks effectively.

Suggestions for improvement	• No suggestions for internal improvement, as the internship was well-organized and provided comprehensive exposure to the pharmaceutical marketing process.
Key Learnings	• Developed strong competency in sales data interpretation and real-time decision-making using IMS and IQVIA. • Learned how to convert molecule information into compelling brand narratives through promotional aids. • Gained confidence in conducting field research, interacting with pharmacists and doctors, and interpreting their feedback. • Understood the full cycle of brand development from molecule analysis to final poster and campaign presentation. • Improved communication, planning, and time management skills through project deadlines and presentations.
Personal Feedback & Experience	• This internship has been one of the most significant learning experiences of my MBA journey. It allowed me to apply theoretical knowledge in real business environments and work closely with professionals who mentored me throughout. • I particularly enjoyed the responsibility of preparing a full-fledged brand plan, where I could see my classroom learning come to life from sales analytics to strategic brand positioning and visual storytelling. Working on doctor surveys and RCPA helped me gain practical understanding of doctor prescription behavior, market gaps, and field-level challenges. • The internship not only refined my marketing and analytical skills but also gave me clarity about my career interest in pharmaceutical brand management. The experience was both challenging and rewarding, and I am deeply grateful to Galcare Pharmaceuticals and my mentor, Mr. Shubham Saini, Sir, for this opportunity.



Signature of the Student

Approved by the IIHMR University's Mentor