

Galcare Pharmaceuticals Pvt.Ltd

- Galcare Pharmaceuticals 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.

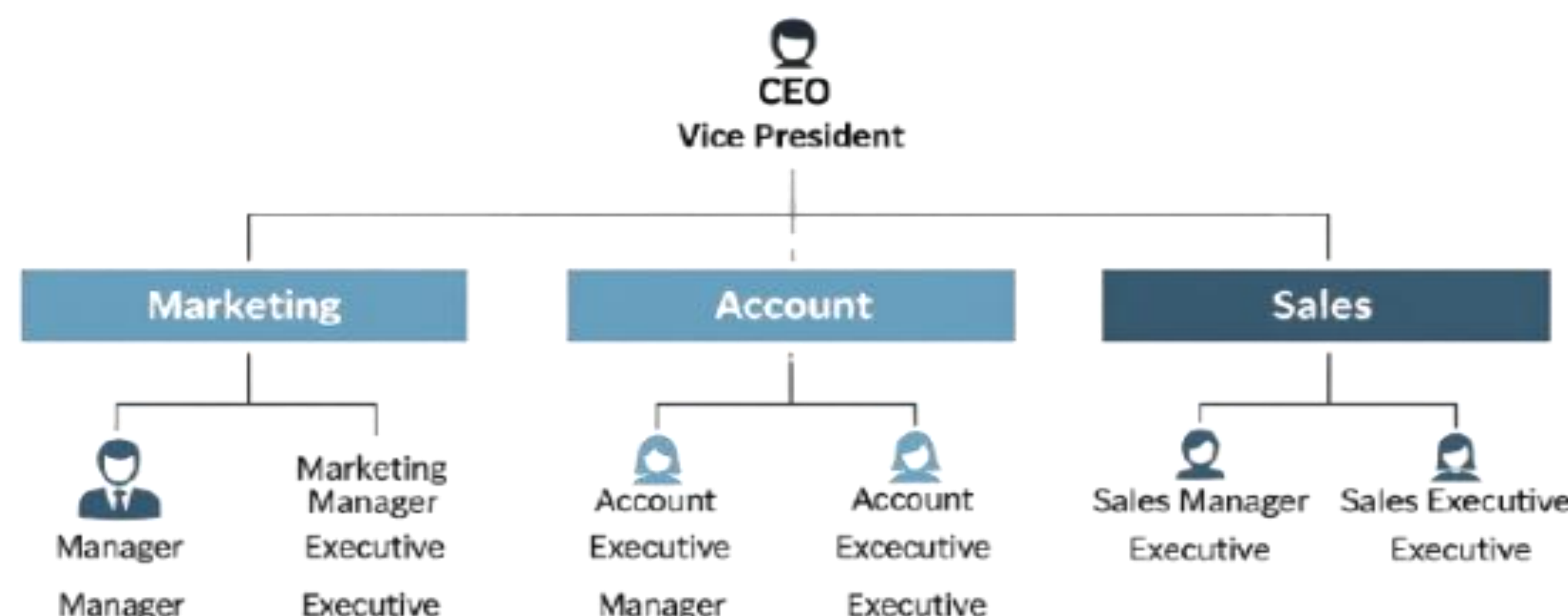
VISION

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

ORGANISATIONAL STRUCTURE



Brand Plan

Product Profile – Valcare

Molecule: Valacyclovir Hydrochloride

Brand Name: Valcare

Strengths Available: 500 mg / 1000 mg

Form: Tablet

Therapeutic Class: Antiviral Agent



Marketing Mix

1. Product: Valcare

Form: Oral Tablet | **Molecule:** Valacyclovir

Indications:

- Genital Herpes (Initial & recurrent)
- Herpes Zoster (Shingles)
- Cold Sores (Herpes Labialis)
- Chickenpox in children
- CMV prevention post-transplant

Benefits:

- Rapid onset & long-lasting relief
- Convenient once/twice daily dosing
- Higher oral bioavailability
- Strong recurrence suppression

2. Price:

Affordable pricing to enter a crowded market
Cost-effective option with quality results

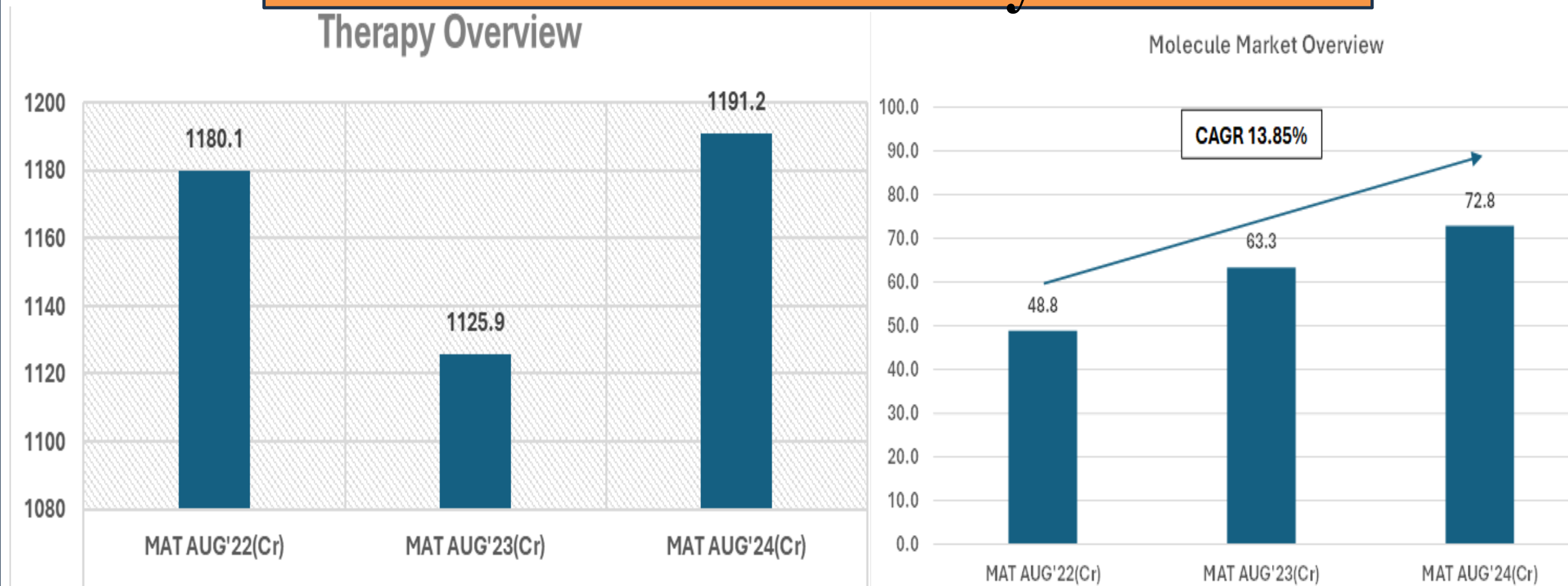
3. Place: Distribution Strategy

- Focus on Tier 1 & Tier 2 cities.
- Ensure stock in retail chains, specialty, and hospital pharmacies.
- Collaborate with regional distributors for better reach.
- Partner with e-pharmacies like Tata 1mg & NetMeds to reach online consumers.

4. Promotion: Key Promotional Activities

- 1st August – Launching Day Brand launch
- 13th October – Herpes Awareness Day
- 1st January – New Year Activity

Situational Analysis



Competitor Analysis

Valacyclovir						
BRANDS	COMPANY	MAT AUG'22(Cr)	MAT AUG'23(Cr)	MAT AUG'24(Cr)	MRP	Price/Tab
VALCIVIR	CIPLA	10.2	13.3	15.1	223.6	74.5
VALANEXT	MANKIND	0.8	0.8	1.1	177.1	59
HERPIVAL	KLM LABS	0.3	0.8	1.1	147	49
VALTOVAL	SUN*	0.9	1.1	1	213	71
ZIMIVIR	GLAXOSMITH KLINE*	0.6	0.7	0.7	181.9	60.6

SWOT Analysis

Strengths

- Safe for long-term suppressive therapy.
- Reasonably priced.
- Coverage for multiple indications (HSV, CMV, shingles).
- Good Safety Profile.
- Once-daily Dosing Convenience.
- Strong digital presence.

Weaknesses

- No product differentiation.
- Limited reach in non-metro areas.
- Low awareness among general practitioners.

Opportunities

- Cost advantage in a competitive market.
- Untapped Tier 2 & 3 cities.
- Rising HSV, shingles & CMV cases.
- Target key prescribers (Gynae, Derma, GP).

Threats

- Brand switching due to similar profiles.
- Generic price wars.
- Retailer preference for high-margin brands.
- Emerging therapies (e.g., Pritelivir).

Product Image



STP Analysis for Valcare

Element	Details
Segmentation	Dermatologists – Treat recurrent HSV (oral/genital) and shingles (Herpes Zoster). Gynecologists – Manage genital herpes in women. General Practitioners (GPs) – First-line care for viral infections, especially in Tier 2 cities.
Targeting	Targeting 15 high-potential doctors (Dermatologists, Gynecologists, and GPs) based on prescription potential, patient volume, and openness to evidence-based antiviral therapy.
Positioning	Valcare – The trusted oral antiviral for fast healing, strong protection, and high compliance in HSV, shingles, and CMV. Offers better bioavailability and long-term safety for both episodic and suppressive therapy.

Theory into Practice: My Internship Experience

Aspect	Theoretical Exposure (IIHMR University)	Practical Exposure (Galcare Pharmaceuticals Pvt. Ltd.)
Learning Approach	Classroom lectures and workshops	Fieldwork and on-the-job learning
RCPA	Studied RCPA methods and importance	Conducted real-time RCPA with pharmacists
Brand Planning	Learned LBL formation and brand planning concepts	Applied brand planning in a real market scenario
Product Knowledge	In-depth study of Valacyclovir molecule	Market analysis and competitor comparison for Valacyclovir
Professional Skills	Gained theoretical understanding of communication and marketing etiquette	Practiced corporate etiquette and stakeholder communication etiquette

Key Challenges faced during Internship

- ✓ Conducting competitor analysis and assessing Valacyclovir market presence.
- ✓ Limited interaction during doctor visits due to unavailability or reluctance.
- ✓ Managing tight deadlines, which improved task prioritization and time management.

Major Learnings during Internship

- Real-world brand planning and positioning.
- Product lifecycle management and market segmentation.
- Interdepartmental coordination for launching promotional campaigns.
- Hands-on experience with designing brand visual aids and posters.
- Understanding doctor-patient dynamics in antiviral treatment choices.

Suggestions

- The overall workflow and departmental operations at Galcare Pharmaceuticals Pvt. Ltd. were well-structured, efficient, and professionally managed. The working environment was highly conducive to learning, and all processes were executed smoothly.
- As interns, we gained valuable insights and had a fulfilling experience — hence, we do not have any specific suggestions for improvement.