

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt. Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Roshan Nitin Lathi

Master of Business Administration

Pharmaceutical Management

Roll No.: 0662

2024-26

Under the Mentorship of

Dr. Saurabh Kumar

Dean, School of Pharmaceutical Management

IIHMR University, Jaipur





CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Roshan Nitin Lathi

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

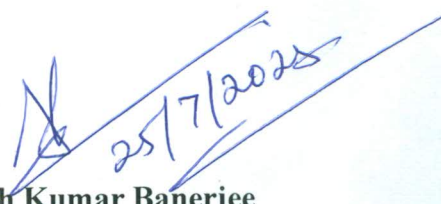
Mr. Irfan Ahmad
Senior Marketing Head

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Roshan Nitin Lathi** 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 blue ink, appearing to read 'Saurabh', followed by the date '25/7/2025' written diagonally across the signature.

Dr. Saurabh Kumar Banerjee

Dean School of Pharmaceutical Management,

IIHMR University, Jaipur

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.

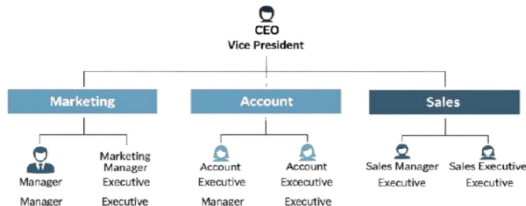
VISION

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

"Relief You Can Feel, Results You Can Trust"

Indications

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

Key Features

- Proven safety & long lasting relief
- Convenient once/daily dosing
- Higher oral bioavailability
- Strong recurrence suppression

"Stop the Virus. Start the Healing"

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

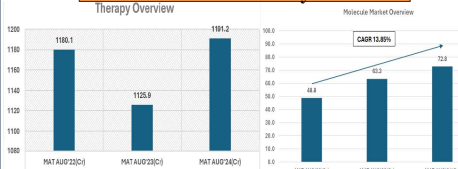
3. Place: Distribution Strategy

- 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(C)	MAT AUG'23(C)	MAT AUG'24(C)	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	KUM 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

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.

WEEKLY REPORTS

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Roshan Nitin Lathi

Roll no: 0662 Stream: MBA in Pharmaceutical Management

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

Activity Done	The first week at Galcare Pharmaceuticals involved a comprehensive introduction to the organization's structure, various roles within the marketing department, and the responsibilities expected during this internship. I was also introduced to key industry data sources utilized by the company, including IQVIA reports, IQVIA Market Reflection, Pharmatrac reports, and IMS data. A significant portion of the week was dedicated to understanding these databases and their applications in pharmaceutical market analysis. I specifically focused on the IMS data, learning how to navigate and utilize it to identify key market trends.
Linking theory (Classroom learning) with practice at your organisation	The initial introduction to market analysis tools and techniques aligns with concepts learned in pharmaceutical marketing. Understanding the practical application of data sources like IMS directly connects to theoretical discussions on market sizing, competitor analysis, and trend identification.
Gaps identified on the working area.	I didn't find any major issues this week. Ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.

Plan for the next week	The plan for the upcoming week includes a deeper dive into the IQVIA reports and Pharmatrac data. I aim to understand how these data sources complement the IMS data in providing a holistic view of the pharmaceutical market and understand how these databases help in devising a comprehensive marketing strategy.
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Week no: 2 From: 19/05/2025 to 24/05/2025

Activity Done	- Engaged in learning modules focused on pharmaceutical marketing and sales terminology. - Studied key molecules used in treating Androgenic Alopecia, including their mechanisms and efficacy. - Prepared a Doctor Survey Questionnaire to gather insights from dermatologists. - Prepare the PowerPoint presentation on the given molecule & disease. - Reading daily pharmaceutical news which help to know the market trend. - Study on the given 4 molecule: Minoxidil, Dutasteride, Minoxidil + finasteride & Redensyl + procapil + anagain. - Also find the competitor brand for the given molecules using IMS data provided.
Linking theory (Classroom learning) with practice at your organisation	- Applied marketing concepts to real-world pharmaceutical sales. - Linked drug mechanism theory to practical dermatology treatments. - Used classroom research methods in survey preparation.
Gaps identified on the working area.	I didn't find any major issues this week. Ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.

Plan for the next week	• Conduct RCPA fieldwork to apply learned concepts in a real-world setting. • Collect data from healthcare professionals to understand their experiences and challenges in treating Androgenic Alopecia. • Continue studying the molecules in-depth, focusing on their practical applications and patient outcomes. • Prepare a report based on the findings from the fieldwork to share with the team.
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Week no: 3 From: 26/05/2025 to 31/05/2025

Activity Done	This week, I visited 20 pharmacies to check how often products for treating hair loss, especially Minoxidil and Minoxidil + Finasteride, are prescribed and available. I also talked to 5 doctors to learn about their prescribing habits and reasons behind their choices. This experience helped me feel more confident and improved my communication skills, while also giving me a better understanding of the challenges the sales team faces when promoting these treatments. I analyzed the data from the audit to find important market insights and created a sales dashboard in Excel that included: • Monthly sales trend analysis • Comparison of sales performance by region • PCPM (Per Capita Per Month) calculation to measure productivity
Linking theory (Classroom learning) with practice at your organisation	I applied what I learned in Market Research, Business Communication, and Marketing Management during the audit, data analysis, and doctor interactions. I used Excel tools from my analytics course to build the sales dashboard and calculate PCPM. I also gained real-world experience in communication and product positioning challenges.

Gaps identified on the working area.	While working on the RCPA, doctor surveys, and data analysis, I am gaining practical experience in important marketing tasks like collecting data in the field, interpreting it, and generating insights. Since I am still learning and gaining experience, I didn't find any major issues this week. The ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.
Plan for the next week	Looking ahead, I plan to: • Look into different promotional tools used by the Product Management Team, like Leave-Behind Literatures (LBLs), posters, and visual aids, and learn how to create a promotogram • Examine how effective these tools are in influencing doctors' opinions and helping with communication • Explore various promotional strategies and marketing campaigns to increase product visibility and prescriptions • Start drafting a sample promotogram and suggest marketing ideas.

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

Activity Done	This week, we learned how to create Leave Behind Literature (LBL) and Visual Aids for pharmaceutical marketing. We also went on a field visit for a doctor survey on immunomodulator therapy, where we visited 15 doctors. We prepared a questionnaire to collect information and conducted RCPA (Retail Chemist Prescription Audit) to understand the brands of immunomodulators currently running in the market. We collected data specifically on vitiligo and psoriasis treatments. This activity helped us understand doctor interaction, market demand, and how to present a product professionally. Overall, it was a very good learning experience in the field.
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Linking theory (Classroom learning) with practice at your organisation	We applied our classroom knowledge of survey design, communication skills, and pharma marketing tools like LBL and Visual Aid during this field visit. Also, our understanding of autoimmune diseases and product positioning was useful during discussions with doctors.
Gaps identified on the working area.	I didn't find any major issues this week. Ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.
Plan for the next week	• Learn how to calculate product pricing. • Plan promotogram strategies for field visits. • Understand sample allocation techniques. • Finalize LBL and visual aid designs. • Learn how to plan a marketing campaign effectively. • Continue field visits to improve doctor interaction and data collection.

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

Activity Done	I worked on a marketing campaign for Nadiclear, which contain Nadifloxacin. My tasks included: • Creating Leave-Behind Literature (LBL) for doctors, explaining the product's key benefits. • Writing brand communication for medical representatives to use in meetings with doctors. • Making a Things To Do List to help organize the campaign. • Designing an E-card for International Day of Self Care to spread awareness. • Listing promotional materials to engage doctors. • Also design a promotional input image.
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Linking theory (Classroom learning) with practice at your organisation	This project helped me apply what I have learned about marketing, planning campaigns, and making promotional tools. Designing materials and crafting messages showed me how marketing teams promote products in real life.
Gaps identified on the working area.	I didn't find any major issues this week. Ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.
Plan for the next week	I will work with dummy sales data to analyze basic sales trends and track performance region wise. Also, I will work on the concept of Price Calculation.

Week no: 6 From: 16/06/2025 to 21/06/2025

Activity Done	- During this week, I created a comprehensive marketing campaign for the assigned product. After presenting the initial version, I received valuable feedback and suggestions for improvement. - I carefully incorporated the suggested changes and modified the campaign accordingly. - The revised version was more structured, targeted, and aligned with strategic objectives.
Linking theory (Classroom learning) with practice at your organisation	- This week's tasks helped me implement classroom concepts such as market analysis, campaign structuring, and promotional communication into practical work. - I applied theoretical models to segment the audience, position the product, and tailor campaign messaging. It enhanced my understanding of how theoretical knowledge translates into real-time marketing execution.

Gaps identified on the working area.	I didn't find any major issues this week. Ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.
Plan for the next week	• Learn and practice price calculation methods for pharmaceutical products. • Work on dummy sales data analysis to understand performance metrics and insights. • Start designing a sales training focused on product features, positioning, and key messages to equip the sales team.

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

Activity Done	This week, I was actively involved in creating a Sales Training Presentation for the field force. Additionally, I conducted Sales Data Analysis to interpret performance metrics and regional variations, which enhanced my analytical skills and practical understanding of pharma sales performance.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom concepts from pharmaceutical marketing, sales analytics, and communication strategy while preparing the Sales Training PPT. • Gained a practical understanding of sales performance metrics through data interpretation and analysis.
Gaps identified on the working area.	No specific gaps were identified this week. My current focus is on acquiring industry exposure and understanding practical aspects of pharma marketing.
Suggestions for improvement	At this stage of my internship, my focus remains on understanding the core aspects of marketing operations. While I do not have specific suggestions to offer currently, the experience is helping me build a strong foundation for meaningful contributions ahead.

Plan for the next week	In the upcoming week, I will focus on developing a Brand Plan based on the specific molecule that will be assigned to me.
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Week no: 8 From: 30/06/2025 to 05/07/2025

Activity Done	• This week, I concentrated on the brand planning project for the Valacyclovir tablet formulation. I established the Mission and Vision statements for my brand and carried out analyses of the market and competitors. • Additionally, I conducted a thorough examination of the disease and the specific molecules. I also looked into the on-label and off-label treatment options that are currently available for the relevant indication.
Linking theory (Classroom learning) with practice at your organisation	This week's tasks allowed me to practically apply classroom concepts like Brand Planning, Market Analysis, and Strategic Marketing. I gained hands on experience with Pharma Product Management theories while conducting market and competitor analysis.
Gaps identified on the working area.	I didn't find any major issues this week. Ongoing learning is helping me connect what I've learned in theory with real-life situations.
Suggestions for improvement	Because of this, I don't have any suggestions for improvement this week, as everything I did contributed positively to my knowledge and skills.
Plan for the next week	Next week, I plan to work on developing comprehensive Marketing Strategies, including STP, a three-year Sales Forecast, and the Marketing Mix (4Ps), among other key components.

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

Activity Done	Completed the comprehensive brand plan for the assigned molecule <i>Valacyclovir</i> , covering market analysis, positioning, promotional strategy, and distribution planning.
Linking Theory with Practice	Applied classroom concepts such as SWOT analysis, STP (Segmentation, Targeting, Positioning), 4Ps of Marketing (Product, Price, Place, Promotion), and marketing campaign designing while preparing the brand plan. This enabled the application of academic frameworks to real-world brand strategy development.
Gaps Identified in Working Area	No major issues identified this week. Ongoing learning is effectively bridging theoretical knowledge with practical implementation.
Suggestions for Improvement	No suggestions for improvement this week, as all tasks positively contributed to skill development and knowledge enhancement.
Plan for Next Week	Prepare a poster presentation based on the brand plan of <i>Valacyclovir</i> , focusing on visual representation of key components like market insights, brand positioning, promotional strategy, and distribution approach.

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

Activity Done	Designed and prepared a presentation poster for the brand plan of <i>Valacyclovir</i> molecule given , highlighting key elements such as market insights, brand positioning, promotional strategies, and distribution plan. The poster was developed for showcasing the brand strategy to the organization.
Linking Theory with Practice	This activity demonstrated the practical application of key marketing and pharmaceutical management theories. Concepts such as STP (Segmentation, Targeting, Positioning), 4Ps of Marketing (Product, Price, Place, Promotion), and brand communication strategies were translated into a visual and strategic format. The poster creation required synthesizing theoretical knowledge of brand planning with real-world skills like visual marketing, scientific communication, and audience-specific messaging. By aligning academic frameworks with industry-focused deliverables, this task bridged the gap between classroom learning and organizational expectations in pharmaceutical brand management.
Gaps Identified in Working Area	No major issues identified this week. Ongoing learning is effectively bridging theoretical knowledge with practical implementation.

Suggestions for Improvement	No suggestions for improvement this week, as all tasks positively contributed to skill development and knowledge enhancement.
Suggestions for Improvement	No suggestions for improvement this week, as all tasks positively contributed to skill development and knowledge enhancement.

Signature of the Student

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Approved by IIHMR University Mentor

Compiled Report (Annexure F)

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd.

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

Name of the Student: Roshan Nitin Lathi

Roll no: 0662

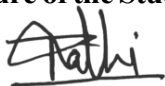
Stream: MBA in Pharmaceutical Management

Activity Done	Over the course of 10 weeks, I was actively involved in a wide range of practical activities that provided deep insights into real-time pharmaceutical marketing practices. • Market Data Tools Utilization: I gained hands-on experience with industry-standard pharmaceutical data platforms such as IMS, IQVIA, and Pharmatrac. I learned how to interpret these datasets to extract market trends, evaluate molecule performance, and identify top-performing competitor brands—skills that are vital for strategic decision-making in pharmaceutical marketing. • Product and Competitor Analysis in Dermatology: I conducted an in-depth study of dermatology-focused molecules such as Minoxidil, Dutasteride, Minoxidil + Finasteride, and Redensyl + Procapil + Anagain. This included researching their mechanisms of action, clinical relevance, and positioning in the market. I also analyzed existing competitor brands and benchmarked them using IMS data to understand their market presence and prescribing patterns. • Field-Based RCPA and Doctor Interaction: I engaged in Retail Chemist Prescription Audit (RCPA) activities and carried out structured surveys with dermatologists and general practitioners. These interactions helped me understand doctors' prescribing behavior, product preferences, and the real-world challenges in product communication and positioning. These experiences strengthened my professional communication and data-gathering skills. • Sales Dashboard Development and Pricing Models:
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	Using the data collected, I developed an interactive Excel-based sales dashboard to visualize monthly sales trends, regional performance comparisons, and calculated PCPM (Per Capita Per Month) to evaluate productivity. I also learned basic pricing calculation methods relevant to the pharmaceutical industry, which added financial understanding to my marketing perspective. Designing Promotional Materials: I designed multiple promotional tools including Leave-Behind Literatures (LBLs), visual aids, and E-cards tailored for medical representatives. These materials were aimed at supporting effective product detailing and reinforcing key brand messages. Through this, I gained a practical understanding of product communication and creative branding. Brand Planning for Valacyclovir (Valcare): I worked on a comprehensive Brand Plan for Valacyclovir, marketed under the brand name Valcare. The plan included detailed market and competitor analysis, STP (Segmentation, Targeting, Positioning) strategies, SWOT analysis, sales forecasting, and formulation of the marketing mix (4Ps: Product, Price, Place, Promotion). This task helped me apply theoretical brand management concepts to a real pharmaceutical product. Brand Poster Development: As a final step, I synthesized all elements of the brand plan into a visually engaging poster presentation, which highlighted the key aspects of market insights, brand positioning, promotional strategies, and distribution planning. This was prepared to be presented to the organization as a summary of the brand strategy and internship learning.
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Linking theory (Classroom learning) with practice at your organisation	Applied pharmaceutical marketing, research methodology, brand planning, and analytics theories to real-world activities. Utilized knowledge of drug mechanisms in dermatology to understand product use and positioning. Executed campaign design and sales strategies using STP, 4Ps, SWOT analysis, and communication tools taught during coursework. Translated marketing theories into actionable strategies in field surveys, promotional planning, and product branding.
Gaps identified on the working area.	No major gaps were identified during the internship. The organization maintained structured processes. No such gaps were identified, as the structured learning environment and mentor support ensured a smooth and effective learning experience throughout the internship.
Suggestions for improvement	No specific improvements were suggested during the internship as all assigned tasks contributed positively to skill-building. Continued guidance and hands-on feedback from mentors supported effective learning and development.
Key Learnings	• Gained a deep understanding of pharmaceutical brand planning and strategy. • Developed skills in data analysis, market research, and promotional material design. • Improved communication skills through doctor interactions and field visits. • Learned the practical applications of marketing theories in pharma industry. • Enhanced proficiency in tools like Excel for dashboards and performance tracking. • Understood the importance of visual marketing and scientific communication.

Signature of the Student



Approved by the IIMMR University's Mentor