



Galcare Pharmaceuticals

- Galcare Pharmaceuticals 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 and Innovation”
- Galcare dedicatd itself to the Pursuit of:
- Creating innovative and specialty dermatology products with world class quality
- Providing a homely and rewarding work environment for our associates
- Delivering Superior Customer Satisfaction

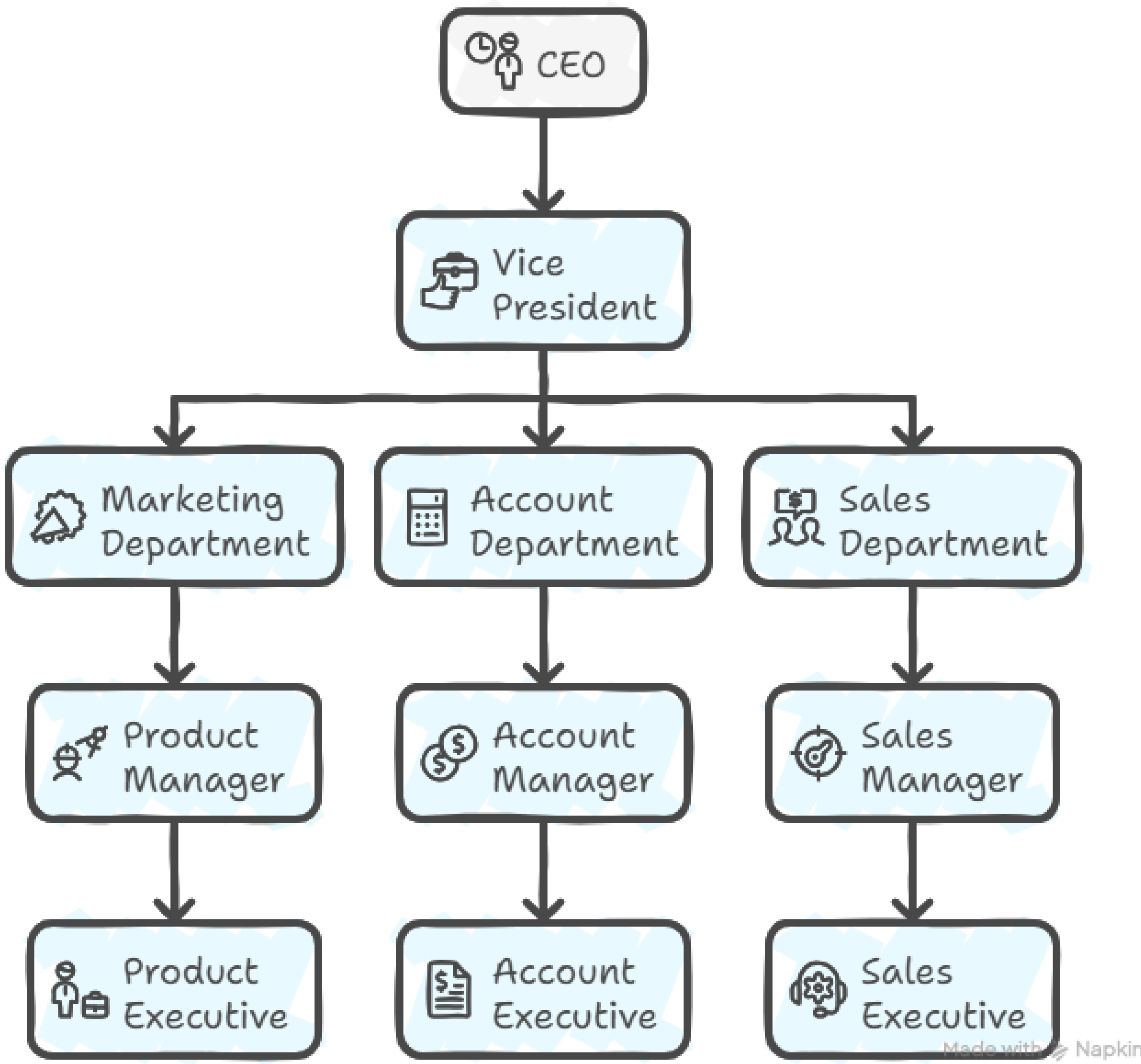
Vision

Producing innovative and specialty dermatology products with world class quality and providing a homely and rewarding work environment for our associates while delivering Superior Customer Satisfaction

Mission

Galcare's mission centers on delivering high-quality, innovative healthcare solutions while consistently exceeding customer expectations, particularly within the medical fraternity.

Organization Structure



Internship Activities

- Conducted Market and Field Research where I conducted RCPA, and doctor surveys to understand prescription behavior and market dynamics.
- Created brand plan for “Lulicoderm” including positioning, marketing strategies & campaigns, promotional tools (Visual Aid, LBL), and sample allocation.
- Researched therapies:** Androgenic Alopecia, Psoriasis, Vitiligo, and fungal Infection disease.
- Molecules analyzed:** Minoxidil+Fiinasteride, Tofacitanib, Tacrolimus, Azathioprine, Cyclosporin, Methotrexate

Challenges

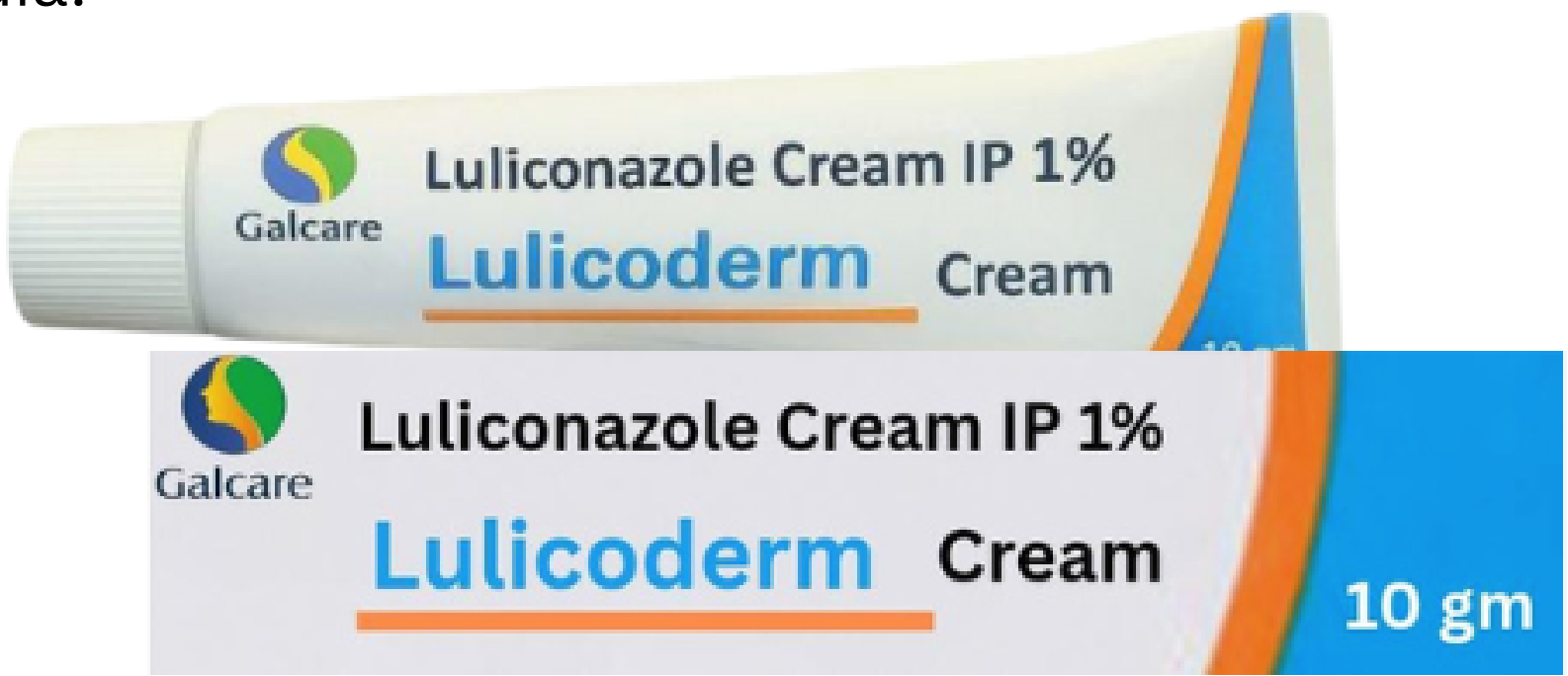
- Allocating samples and estimating budgets without prior experience required understanding.
- First time Market Exposure was also a challenging task during my Internship.
- Developing a comprehensive brand plan involved multiple components like positioning, promotional strategy, communication plan, and budgeting were quite challenging.
- Convincing doctors to participate in surveys was time-consuming and sometimes they resist due to their busy schedules.

Brand Plan for “Lulicoderm”

The Brand details strategic launch of “LULICODERM” Cream containing Luliconazole 1%, aimed at treating common skin fungal infections like ringworm and jock itch. With a sales target of ₹2 crore, the brand is backed by a robust promotional strategy including doctor engagement, patient awareness, and digital detailing. The goal is to establish “LULICODERM” as a trusted, effective, and dermatologist-preferred antifungal solution in India.

Product Profile

Brand Name: Lulicoderm
Composition: Luliconazole 1%
Dosage Form: Cream
Strength: 10 gm
Price: Rs. 159
Indication: Anti-Fungal Infection:Atheletes foot, Tinea Cruris, Tinea Corporis
Target Speciality: Dermatologist and General Physician
Total Market Size (Luliconazole)- MAT Val’24: 432



SWOT Analysis

STRENGTHS

- Once-Daily Ease: Better patient compliance, no mess of multiple applications.
- Skin-Friendly Formula: Safe even on sensitive skin and folds.

WEAKNESSES

- Late Market Entry: Competing against already-established brands.
- Price Sensitivity: May face pushback in price-conscious markets.
- Low Awareness in dermatologists

THREATS

- Generic Price War: Many cheaper alternatives can dilute value.
- Resistance of Doctors to new product.

OPPORTUNITIES

- Rising Fungal Cases: Every year, more patients need effective treatment.
- Tie-up with Hospitals, Clinics and Pharmacies.

TOWS Matrix

Strength/Opportunity

Leverage superior product quality to build awareness among dermatologists in untapped markets and gain early trust.

Strength/Threats

Use strong brand positioning to differentiate from established late-entry brands and maintain premium perception.

Weakness/Opportunity

Utilize field insights from rising fungal cases to improve positioning and address price sensitivity with value-based messaging.

Weakness/Threats

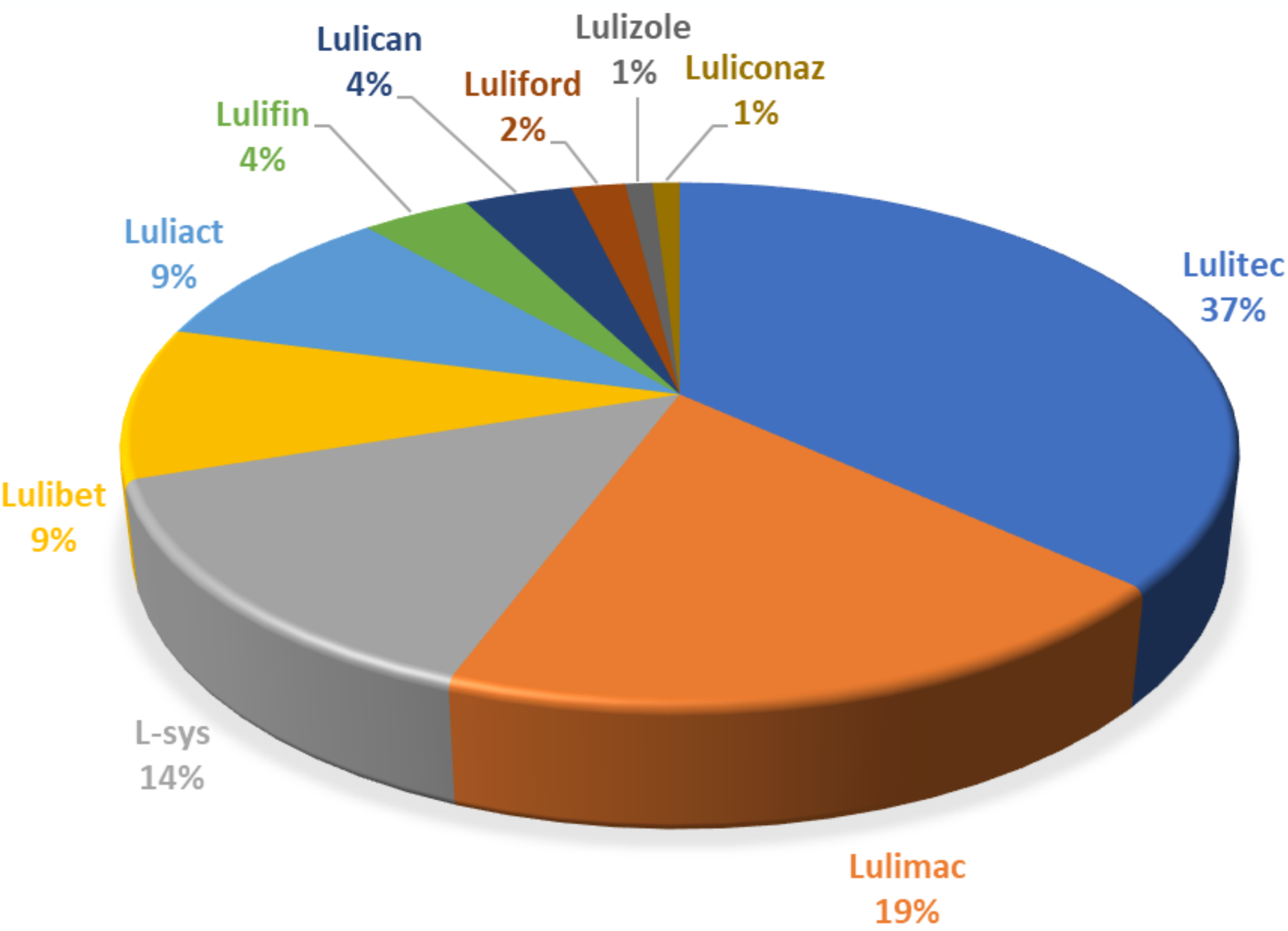
Implement continuous doctor engagement and feedback loops to reduce resistance and improve prescription generation.

Figure:1

RCPA ANALYSIS

Regional analysis
Total Pharmacies Analyzed : 8

Brands	Total Qty/Month
Lulitec	39
Lulimac	20
L-sys	15
Lulibet	10
Luliact	10
Lulifin	4
Lulican	4
Luliford	2
Lulizole	1
Luliconaz	1



LBL

Anti-fungal infection



Rx Lulicoderm
Luliconazole 1% Cream

Luliconazole

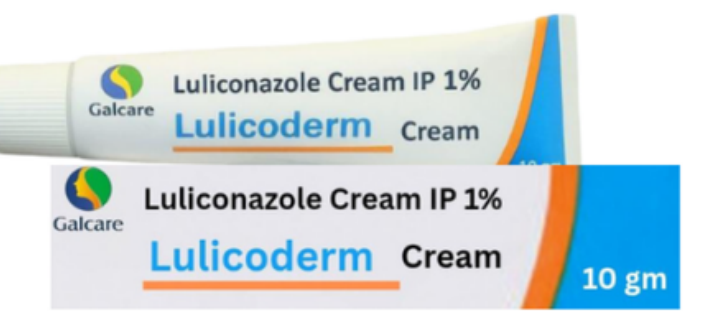
Inhibition of Lanosterol 14 alpha demethylase for stopping Ergosterol synthesis and steroid 17 alpha hydroxylase.

Benefits of Cream

- Powerful Antifungal Action
- Fast onset of Action
- Beneficial for all Skin types
- Quick Absorption and low risk of systemic side effects

Indication

- Tinea Corporis, Ringworm
- Tinea Pedis, Athletes foot
- Tinea Cruris, Jock Itch



From Itch to Relief – **LULICODERM** Works Where It Hurts...

Direct Competitor Analysis MAT VAL'24: 363.8

S.No	Competitor	Product (Brand)	Pack Size	Price
1	SUNPHARMA	LULIFIN	- LULIFIN CREAM 1 % 10 G x 1 - LULIFIN CREAM 1 % 20 G x 1 - LULIFIN CREAM 1 % 30 G x 1	Rs.168 Rs.299 Rs.338
2	GLENMARK PHARMA	LULICAN	LULICAN CREAM XL 1 % 50 G x 1	Rs.395
3	MACLEODS PHARMA	LULIMAC	LULIMAC CREAM 1 % 10 G x 1	Rs.179

In-Direct Competitor Analysis

Lotion MAT VAL'24: 66
Gel MAT VAL'24: 1.3

S.No	Category	Competitor	Product (Brand)	Pack Size	Price
1	Lotion	- Systopic - Hetero Healthcare - Macleods Pharma	- L-SYS - Lulibor - Lulimac	- L-sys lotion 1 % 30 ml x 1 - Lulibor lotion 1 % 30 ml x 1 - Lulimac lotion 1 % 15 ml x 1	Rs.220 Rs.290 Rs.250
2	Gel	- Apex - Macleods Pharma	- Lulipex - Lulimac	- Lulipex gel 1 % 30 g x 1 - Lulimac gel 1 % 50 g x 1	Rs.351 Rs.482

Major Learning during Internship

- Gained practical experience in pharmaceutical brand planning, including price setting, sales forecasting, and promotional strategy..
- Understood the importance of MR activity, doctor segmentation, and prescription generation in driving brand performance.
- Learned how to conduct RCPA to gather insights on doctor prescribing habits, competitor brands, and prescription trends at the retail level.
- Learned how to design and execute a marketing campaign, using tools like samples, LBLs and patient awareness materials.

Practical exposure vs Theoretical Understanding

- Moved from classroom understanding of marketing mix and positioning to preparing actual brand plans with pricing and promotions.
- Shifted from learning about promotional tools in books to creating LBLs and allocating samples for campaigns in the field.
- Applied theoretical survey methods during MBA to handle real challenges of convincing doctors and gathering data in the market.

Suggestions

- More exposure to market opportunities, such as field visits, customer insights, and competitor analysis, to better understanding of real-time market dynamics.
- Encourage Interns to regularly improve their skills through networking, mentorship and staying informed about Industry trends in Brand planning.