

SUMMER INTERNSHIP PROGRAM
at
GALCARE PHARMACEUTICALS

From 14/05/2025 to 21/07/2025

A REPORT BY

JUHI JAIN

Master of Business Administration

Pharmaceutical Management

Roll no: 0657

2024-26

Under the Mentorship of

Dr Goutam Sadhu





CERTIFICATE

OF RECOGNITION



This is to certify that

Miss. Juhi Jain

a student of **IIHMR University**, has successfully completed internship
as a Marketing Intern from May, 2025 to July, 2025.

During this period, she demonstrated excellent performance, contributing
effectively to marketing initiatives, brand development, and market research.

We appreciate her valuable contribution to the team and wish her 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 **Ms. Juhi Jain** 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: 28/7/2025

Signature of Faculty Mentor

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

Name: Dr. Goutam Sadhu

Designation: Professor and Dean (Student Welfare)

IIHMR University, Jaipur



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 dedicated 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

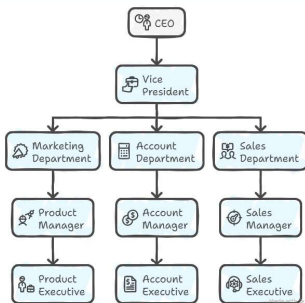
Vision

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+Finasteride, Tofacitinib, 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: Athletes foot, Tinea Cruris, Tinea Corporis
Target Specialty: Dermatologist and General Physician
Total Market Size (Luliconazole)- MAT Val'24: 432



SWOT Analysis

- STRENGTHS**
- Once-Only Easy better patient compliance, no mess of multiple applications.
 - Skin-Friendly Formula: Safe even on sensitive skin and folds.

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

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

- 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 later-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

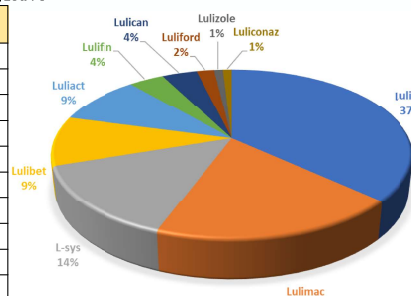
Implement continuous doctor engagement and feedback loops to reduce resistance and improve prescription generation.

Figure:1

RCPA ANALYSIS

Regional analysis
Total Pharmacies Analyzed : 8

Brands	Total Qty/Month
Lulitec	39
Lulimac	20
L-sys	15
Lulibet	10
Lulilact	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 D 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, Athlete's foot
- Tinea Cruris, Jock Itch

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

Direct Competitor Analysis

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.358
2	GLENNMARK PHARMA	LULICAN	LULICAN CREAM XL 1% 50 G x 1	Rs.385
3	MACLEODS PHARMA	LULIMAC	LULIMAC CREAM 1% 30 G x 1	Rs.379

In-Direct Competitor Analysis

S.No	Category	Competition	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 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.

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1. Certificate of Completion from the Organization



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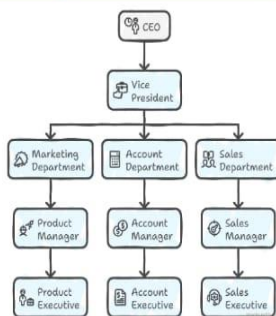
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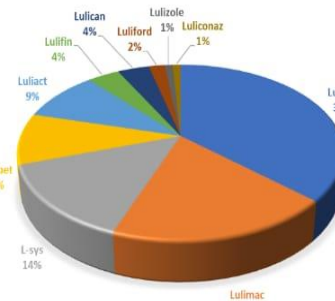
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LBL

Anti-fungal infection

Rx Lulicoderm Cream

Luliconazole 1%

Inhibitor of Lanosterol 14 alpha demethylase for stopping Ergosterol synthesis and sterile 2' alpha hydroxylase.

Benefits of Cream

- Powerful Antifungal Action
- Fast onset of Action
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- Tinea Corporis, Ringworm
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- Tinea Cruris, Jock Itch

From Itch to Relief - LULICODERM Works Where It Hurts...

Direct Competitor Analysis

MAT VAL'24: 363.8

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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.280 Rs.290 Rs.310
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.29

In-Direct Competitor Analysis

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

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Suggestions

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

3. Compiled Report

3.1 Activity Done

During the internship, I was actively involved in a wide range of tasks that helped me understand how pharmaceutical marketing operates on the ground as well as strategically.

- I started by analyzing market data using IQVIA and IPM reports. I learned to interpret MAT values, therapy growth, and brand performance. These data insights formed the backbone of all future marketing decisions.
- Developed analytical skills through IPM and sales data interpretation.
- I also gained hands-on experience in designing and conducting Retail Chemist Prescription Audits (RCPA) and doctor surveys. This fieldwork helped me understand prescription behavior and real-time market dynamics.
- One of the major learnings was creating promotional strategies. I also worked on developing visual aids and leave-behind literature (LBLs), ensuring communication aligned with the brand's clinical benefits. I understood how strategic messaging, sample allocation, and brand positioning come together to influence prescribing behavior.

LBL for Galminox-F:

- ❖ Molecule: Minoxidil+ Finasteride
- ❖ Brand: Galminox-F
- ❖ Indication: Androgenic Alopecia



Introducing Galminox-F Solution, formulated with Minoxidil and Finasteride

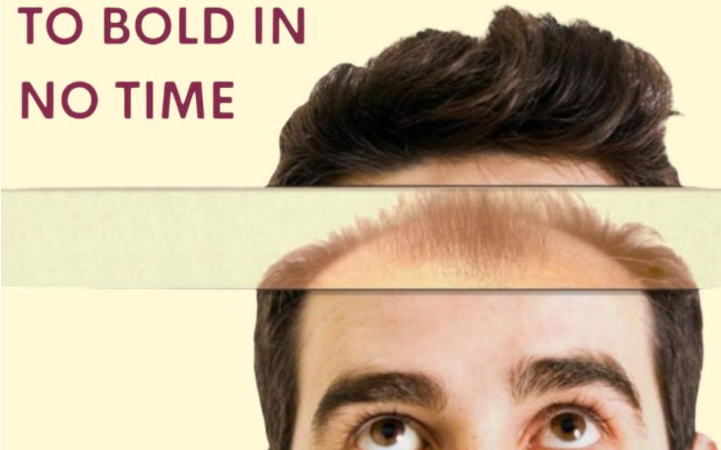
Rx Galminox-F
Minoxidil 5% ;Finasteride 0.1%
Minoxidil 10%; Finasteride 0.1%
Solution

**FROM BALD
TO BOLD IN
NO TIME**

Available in 5% & 10%



Key Benefits of Galminox-F



- Dual Mechanism of Action
- Increased Hair Regrowth and Density
- Maintains Long-Term Results

Androgenic Alopecia

Rx

Galminox-F

Minoxidil (5% w/v) + Finasteride (0.1% w/v)

Solution

Use
Galminox-F



Before It's
Too Late

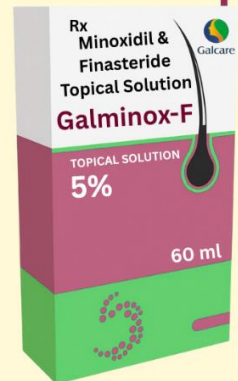
Minoxidil

Potassium channel opener and allows more oxygen, blood and nutrients to follicle

Finasteride

Blocks the action of the 5 α -reductase enzymes that convert testosterone into DHT, prevent and even reverse hair loss in people with male pattern baldness

Also available in 10%



From Half Hair to Full Hair Confidence

Say goodbye to Hair fall , Hello to new growth
With the power of dual-action therapy: Galminox-F



Galminox-F

Solution

Reference:

- Chen, L., Zhang, J., Wang, L. et al. The Efficacy and Safety of Finasteride Combined with Topical Minoxidil for Androgenetic Alopecia: A Systematic Review and Meta-analysis. Aesth Plast Surg 44, 962–970 (2020). <https://doi.org/10.1007/s00266-020-01621-5>
- Sheikh S, Ahmad A, Ali SM, Ahmad MU, Paithankar M, et al. (2015) A New Topical Formulation of Minoxidil and Finasteride Improves Hair Growth in Men with Androgenetic Alopecia. J Clin Exp Dermatol Res 6: 253. doi:10.4172/2155-9554.1000253

Visual Aid for Galminox-F:



Androgenic Alopecia

Rx Galminox-F
Solution
Minoxidil (5% w/v) + Finasteride (0.1% w/v)

Minoxidil

- Potassium channel opener and allows more oxygen, blood and nutrients to follicle
- Telogen phase sheds and then are replaced by thicker hairs in new anagen phase.

Finasteride

- Blocks the action of the 5 α -reductase enzymes that convert testosterone into DHT, prevent and even reverse hair loss in people with male pattern baldness

Benefits of Solution

- Dual Mechanism of Action
- Increased Hair Regrowth and Density
- Maintains Long-Term Results
- Suitable for all scalp types
- Regrowth of Healthy and thick Hair

Rs 650/- 60 ml



Double the Power, Double the Growth

- The most enriching part was preparing a comprehensive brand plan for “Lulicoderm” Cream containing Luliconazole 1%. This included therapy analysis, competitor research, budgeting, and promotional ideas. It helped me integrate everything I had learned including data, communication, field insights, and commercial planning into one meaningful output.



Anti-fungal infection

Rx Lulicoderm
Cream
Luliconazole 1%

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...

- Additionally, I contributed to calculating pricing structures including MRP and scheming. I also analyzed regional sales data, giving me a sense of how products perform across territories.
- I learned how to create an effective Promotogram by sequencing brand messages through visual aids for impactful doctor interaction, and how to allocate samples strategically based on doctor potential, therapy alignment, and regional sales performance to maximize brand reach."
- Understood the end-to-end process of brand planning, from research to budgeting.
- Also Improved communication by interacting with doctors and chemist.

3.2 Linking theory:

My summer internship at Galcare Pharmaceuticals allowed me to apply core theoretical knowledge gained during my MBA in Pharmaceutical Management to real-world marketing practices. Here is how key classroom concepts are translated into hands-on learning in the field:

1. **Marketing Strategy & Brand Management:** Product, Price, Place, and Promotion and their strategic importance in pharmaceutical brand building.
Internship Application: I practically implemented these concepts while working on the brand plan for Lulicoderm Cream, where I analyzed competitor brands (Product), calculated MRP and schemes (Price), assessed regional sales data (Place), and designed promotional tools like LBLs and VAs (Promotion).
2. **Pharmaceutical Market Research**
Classroom Learning: We learned about market research methodologies such as primary surveys and prescription audits.
Internship Application: I conducted RCPA and clinician surveys to understand prescription patterns, doctor preferences, and market dynamics. These insights were crucial in refining brand communication and positioning.
3. **Data Interpretation and Decision-Making**
Classroom Learning: Through courses like Business Analytics and Pharmaceutical Sales Management, we were trained to read and interpret data from IQVIA and IPM.
Internship Application: I used IQVIA and IPM reports to assess brand performance, market share, and therapy trends. This data helped shape decisions on promotional budgeting and regional focus areas.
4. **Promotional Strategy and Communication**
Classroom Learning: The concept of AIDA (Attention, Interest, Desire, Action) and message sequencing in promotion was part of our coursework.
Internship Application: I applied this while creating a Promotogram to strategically sequence visual aid messaging and sample allocation based on doctor potential and therapeutic alignment.
5. **Sales and Distribution Management**
Classroom Learning: We studied the structure of pharmaceutical distribution channels and regional sales analysis.
Internship Application: I analyzed territory-wise sales performance, which gave me a deeper understanding of regional product acceptance and the influence of field force effectiveness.
6. **Pricing and Commercial Strategy**
Classroom Learning: Pricing concepts including cost-plus pricing, competitor-based pricing, and value-based pricing were taught.
Internship Application: I was involved in calculating MRP, net pricing, and trade schemes, gaining insights into how pricing impacts both sales and channel motivation.
7. **Communication and Stakeholder Engagement**
Classroom Learning: Soft skills and stakeholder management were part of our personality development sessions.
Internship Application: I interacted directly with doctors and retail chemists, improving my communication skills and understanding of customer psychology in a B2B healthcare environment.

3.3 Gaps identified on the working area:

During my internship at Galcare Pharmaceuticals, I had the opportunity to closely observe and participate in several marketing and field-related activities. While the experience was enriching, I also identified a few operational and strategic gaps that could be areas for improvement:

1. Limited Digital Marketing Integration

Despite the increasing relevance of digital channels in pharmaceutical marketing, there was minimal use of digital tools (like WhatsApp campaigns, e-detailing platforms, or CRM systems) to support brand promotion and doctor engagement.

2. Data Overload without Dashboard Tools

While IQVIA and IPM reports are available, there was a lack of user-friendly dashboards or visual analytics tools to help quickly identify trends, gaps, and opportunities. Much of the data was analyzed manually, which is time-consuming and prone to oversight.

3. Lack of Customization in Visual Aids

Visual Aids were largely standardized, with little tailoring to specific doctor segments or regions. Customized communication could have improved relevance and engagement during detailing.

3.4 Suggestions for improvement

Based on the gaps identified during my internship at Galcare Pharma, I would like to propose the following suggestions to enhance marketing efficiency, brand planning, and field operations:

1. Adopt Digital Marketing Tools

Introduce e-detailing, doctor engagement apps, and digital communication tools (like WhatsApp marketing or email campaigns) to improve doctor reach and brand recall, especially in digitally active zones.

2. Structured Feedback Collection from Field

Create a standardized format or app-based system for field force to report real-time feedback from doctors and chemists. Regular analysis can lead to dynamic promotional adjustments and faster decision-making.

3. Develop Interactive Dashboards

Implement BI tools (e.g., Power BI or Tableau) to visualize IQVIA/IPM data, regional sales trends, and brand performance metrics. This will enable quicker insights and strategic responses.

4. Customized Visual Aid Strategy

Design region-specific or doctor-segmented visual aids to ensure more relevant and impactful communication. Tailoring content to local needs and preferences could improve detailing outcomes.

5. Competitor Intelligence Mechanism

Develop a formal competitor tracking system where MR inputs on competitor strategies, offers, and new launches are regularly recorded and reviewed during regional meetings.

6. Improve Documentation for Surveys and RCPA

Digitize survey and RCPA data collection through mobile forms or tablets to ensure better data quality, secure storage, and easier analysis.

3.5 Key Learnings:

- **Understanding of Market Data Analytics**

Gained hands-on experience with IQVIA and IPM data, MAT analysis, therapy trends, and brand performance interpretation to support marketing strategy.

- **Real-World Brand Planning Exposure**

Developed a comprehensive brand plan for Lulicoderm cream, integrating competitive analysis, budgeting, promotional strategy, and communication design.

- **Field Insights through RCPA and Surveys**

Learned how primary research (via RCPA and doctor surveys) generates actionable insights that drive brand positioning and campaign adjustments.

- **Improved Communication and Stakeholder Engagement**
Developed professional communication skills through direct interactions with doctors, chemists, and marketing managers, understanding how to convey brand value effectively.
- **Practical Knowledge of Pricing and Trade Schemes**
Understood how MRP, PTR, PTS, and retailer schemes are calculated and strategically used in product pricing and market penetration.
- **Strategic Thinking in Sample Allocation and Messaging**
Learned how promotograms are created by sequencing brand messages and allocating samples based on therapy alignment and doctor segmentation.
- **Integration of Classroom Theories into Practice**
Successfully applied concepts like the 4Ps, STP (Segmentation, Targeting, Positioning), and AIDA model in day-to-day brand planning and promotion work.

4. WEEKLY REPORT

4.1 WEEK-1 REPORT

Name of the Organisation: Galcare Pharma

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

Name of the Student: Juhi Jain

Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 1

From: 14-05-2025 To 17-05-2025

Activity Done	• Reviewed IQVIA reports to gain insights into market trends and industry dynamics. • Analysis done for Pharmatrac reports to understand prescription patterns and market share. • Studied IMS data to gather information on sales, market size, and growth. • Learned basic terminology used in the industry. • Learned to conduct competitor analysis for various therapy areas, identifying key players and market share.
Linking theory (Classroom learning) with practice at your organization	• Implementing learning from Pharmaceutical Marketing classes in interpreting IQVIA reports. • Strategic models which we learned in the class like SWOT analysis, Porter's five forces and BCG matrix helped to understand the data more quickly and efficiently.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• We will be provided with Sales data to study, analyze and to learn new terminologies. • We will be given a disease-''Androgenic alopecia'' and we will be working on four molecules individually for the treatment of the disease. • Also, we will prepare a presentation on How to train the Sales person.



Signature of the student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

4.2 WEEK-2 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 2

From: 19-05-2025 To 24-05-2025

Activity Done	• Basics of Marketing & Sales • Common Sales Terminologies • Did a deep research analysis on the disease “Androgenic Alopecia” and also did analysis on its key therapeutic molecules for treating this disease. • Made Presentation on Androgenic Alopecia and its key therapeutic molecules • Did competitor analysis for all the treatment molecules. • Prepared a Doctor Survey Questionnaire for RCPA
Linking theory (Classroom learning) with practice at your organization	• Implementing learning from Pharmaceutical Marketing classes in understanding sales and marketing terminologies.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• Field visit for conducting RCPA. (Retail Chemist Prescription audit)



Signature of the Student

Approved by the IIHMR University's Mentor

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4.3 WEEK- 3 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 3

From: 26-05-2025 To 31-05-2025

Activity Done	• Conducted RCPA (Retail Chemist Prescription Audit) on “Androgenic Alopecia” for Minoxidil and in combination with Finasteride. • Great on ground learning experience for Data Collection • Performance metrics Evaluation • Identification of KPIs and Trends • Understood the market dynamics between doctors, chemists and medical representatives. • Enhanced my knowledge of brand positioning and competitor strategies.
Linking theory (Classroom learning) with practice at your organization	• Implementing In-class learning for understanding the market dynamics and map doctor-chemist-patient flow.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• To learn and create Promotional inputs (LBL and Visual Aids) • Promotogram • How to design a marketing campaign. • How Sample allocation happens.



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4.4 WEEK-4 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 4

From: 02-06-2025 To 07-06-2025

Activity Done	• Learnt about various types of Promotional Inputs. • Created Visual Aids and LBL (Leave behind Literature) on Single therapy and combination therapy molecules. • Performed Doctor survey on complex therapy: Immunomodulators with special focus on the disease Vitiligo and Psoriasis. • Along with that also conducted RCPA for Immunomodulators in parallel.
Linking theory (Classroom learning) with practice at your organization	• Implementing In-class learning for understanding the market dynamics and map doctor-chemist-patient flow.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• To learn Price Calculation. • Promotogram Planning. • Sample Allocation. • LBL Designing & Finalization. • How Marketing Campaign is designed.



Signature of the Student

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4.5 WEEK-5 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

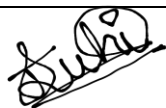
Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 5

From: 09-06-2025 To 14-06-2025

Activity Done	• Learned how to make Promotogram. • Made Promotogram for Single molecule therapy • LBL Designing & Finalization. • Sample Allocation • Learned how Marketing Campaign is designed. • Created Marketing Campaign for combinational molecule therapy
Linking theory (Classroom learning) with practice at your organization	During my MBA in Pharmaceutical Management, I gained theoretical knowledge in areas like marketing strategy, product lifecycle management, sales and distribution, and integrated brand communication. At my internship organization, I was able to practically apply these concepts by designing promotogram, finalizing LBLs, managing sample allocation, and creating a marketing campaign for a combinational therapy.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• To rework on Marketing Campaign • Sales data analysis



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4.6 WEEK-6 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

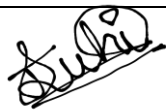
Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 6

From: 16-06-2025 To 21-06-2025

Activity Done	Reworked on Marketing Campaign.
Linking theory (Classroom learning) with practice at your organization	In the classroom, I learned about pharma marketing principles, and integrated marketing communication. While reworking the marketing campaign at my organization, I practically applied these theories redefining target doctor segments, refining product positioning, and selecting suitable promotional tools.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	- Price calculation - PTR & PTS & the Scheme ratio - Sales analysis - Zone wise and Region wise and the Find the PCPM of individual HQ. - Preparation of Sales Training for any new Product.



Signature of the Student

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4.7 WEEK-7 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

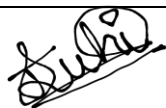
Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 7

From: 23-06-2025 To 28-06-2025

Activity Done	• Studied Price calculation - MRP, PTR & PTS & the Scheme ratio • Sales analysis - Zone wise and Region wise and the Found the PCPM of individual HQ. • Preparation of Sales Training for a single molecule therapy.
Linking theory (Classroom learning) with practice at your organization	I learned theoretical understanding of pricing models helped me compute product prices and scheme ratios. Knowledge of sales metrics enabled me to conduct zone-wise and HQ-wise sales evaluations, including calculating PCPM, to identify performance gaps.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• Brand plan for the molecule allotted.



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4.8 WEEK-8 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

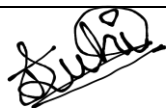
Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 8

From: 30-06-2025 To 05-07-2025

Activity Done	• Working on Brand Plan for the Brand “Lulicoderm” • Done In depth analysis and studied it’s on label and off label Indications. • Analyzed the market trends and done competitor analysis. • Created LBL (Leave behind Literature) for the Brand. • Planned what marketing activity needs to be done for different quarters. • Created Promotogram for four different quarters.
Linking theory (Classroom learning) with practice at your organization	In the classroom, I gained theoretical knowledge of brand planning, market analysis, promotional strategies, and the product life cycle, which I effectively applied while working on the brand plan for Luliconazole.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• Continuing working on Brand plan for “Lulicoderm”



Signature of the Student

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4.9 WEEK-9 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

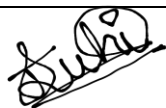
Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 9

From: 07-07-2025 To 12-07-2025

Activity Done	• Worked on Brand Plan for the Brand “Lulicoderm” • Prepared Price and marketing strategies. • Prepared Budget Allocation and three years sales projection for the brand. • Also made Promotogram for different quarters. • Conducted RCPA for competitor analysis. • Prepared Sales Training PPT. • Prepared Post-Launch strategies for monitoring and follow up.
Linking theory (Classroom learning) with practice at your organization	In the classroom, I gained theoretical knowledge of brand planning, market analysis, promotional strategies, and the product life cycle, which I effectively applied while working on the brand plan for Luliconazole.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	• Poster preparation • Report of Learning and Analysis.



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4.10 WEEK-10 REPORT

Name of the Organization: Galcare Pharma

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

Name of the Student: Juhi Jain

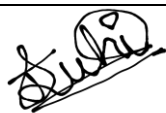
Roll no: 0657

Stream: MBA in Pharmaceutical Management

Week no: 10

From: 13-07-2025 To 21-07-2025

Activity Done	• I have completed the final part and rest of the activities which includes: • Completion of final poster representing my Brand Plan. • Prepared an Internship Report putting insights about everything we learnt.
Linking theory (Classroom learning) with practice at your organization	• Helped to understand real world integration of theory. • Poster making enhanced our creativity and taught us to explain things concisely.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	NA



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