

Galcare Pharmaceutical Pvt. Ltd.

Brief History & Description

- Galcare Pharmaceutical 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.

Mission

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

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.

ORGANISATIONAL STRUCTURE



Product Details: Adensyl Pro

- Composition:** Adenosine 0.75% + Redensyl 3% + Procapil 3% + Anagain 4%
- Formulation Type:** Hair Regrowth Serum
- Pack Size:** 50ml
- MRP:** ₹1090
- Indications:** Androgenic Alopecia

Competitor Analysis:

Top Players (Hair Restorer Segment):

Adenosine 0.75% + Redensyl 3% + Procapil 3% + Anagain4%

BRANDS	PACK SIZE	COMPANY	MAT JAN' 23	MAT JAN' 24	MAT JAN' 25	CAGR	MRP
Folirich	60ml	Regaliz	4.31	5	6.06	21%	1509
Redenser +	60ml	La Pristine	5.19	5.33	5.13	11%	1674
Mintop Pro Plus	50ml	Dr Reddy's	0	0	1.34	0	1250
Bontress Pro Plus	30ml/ 50ml	Glenmark	4.88	4.93	0.82	-32%	850/ 1500
Tugain Essential	50ml	CiplaHealth	0	0	0	0	1099

Key Learnings

Gained practical exposure from molecule research to brand launch in pharma marketing.

Improved communication and design abilities by creating promotional materials.

Developed the ability to analyze sales, RCPA, and IMS data to derive strategic insights.

Gained understanding of the significance of segmentation, sales planning, and budgeting.

Gained the ability to create impactful presentations for sales training and brand communication.

SWOT Analysis

Strength

- Differentiated Product
- Adenosine efficacy similar to minoxidil
- Better tolerance
- Lesser Side Effects
- Brand name trigger differentiation recall

Weakness

- Low awareness of Adenosine's role in treatment of AGA
- Prescriber based positioning requires high promotional spend

Opportunity

- Therapy growing at robust CAGR of 9.11%
- Increasing prevalence of AGA
- Educating doctors about Adenosine in treatment of AGA

Threats

- High prescription load towards Minoxidil & Finasteride
- Growing market for Minoxidil (3.77%) & Minoxidil + Finasteride (20.44%)

STP Framework

SEGMENTATION

Doctors: Dermatologists, Trichologists, and GPs actively treating Androgenic Alopecia (AGA) and seeking effective solutions for hair loss management.

TARGETING

Specialists treating AGA: Dermatologists, Trichologists, and high-potential GPs in Tier 1/2 cities prescribing hair loss therapies.

POSITIONING

"Adensyl-Pro – The safe switch from Minoxidil and Finasteride."

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"Adensyl-Pro – The safe switch from Minoxidil and Finasteride." Galcare

For ANDROGENIC ALOPECIA

Rx **ADENSYL PRO**
Adenosine 0.75% + Redensyl 3% + Procapil 3% + Anagain 4% Hair Growth Serum

Adenosine 0.75%
Clinically proven to match 5% Minoxidil efficacy with better scalp tolerance.

Redensyl 3%
Reactivates dormant follicles to boost hair density.

Procapil 3%
Blocks DHT and enhances blood flow to nourish hair roots.

Anagain 4%
Extends the growth phase (Anagen) for fuller, thicker hair.



Product Image: Adensyl Pro



Comparison:

Practical Exposure vs. Theoretical Learning

Aspect	Theoretical	Practical during SIP
Marketing Strategy	STP, 4Ps, Market	Applied brand positioning and planning for Adensyl Pro
Market Research Tools	IQVIA, IMS, Pharmatrac	Hands-on RCPA & Doctor surveys, competitor analysis
Sales	Primary & Secondary sales; Rx generation	Learned how to provide sales training and brand communication
Brand Planning	Frameworks for new product launch	Developed a brand plan for Adensyl Pro
SWOT / Competitor Analysis	Case studies and assignments	Real-life SWOT for Adensyl Pro and use of market research tools

Suggestions

The internship offered clear goals and strong guidance through a well-structured approach.

Activities were well-aligned with academic learning, boosting practical understanding.

Guidance was consistent, constructive, and motivating throughout.

I valued the openness to ideas, task flexibility, and encouragement for independent thinking.

The blend of structure and creativity made the experience truly enriching.

Overall, I am highly satisfied and grateful to the Galcare team for a memorable internship.