

SUMMER INTERNSHIP PROGRAM

At

Galcare Pharmaceutical Pvt. Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Manjish Arvind Gupta

Master of Business Administration

Pharmaceutical Management

Roll No.: 0647

2024-26

Under the Mentorship of

Dr. Kajal Sitlani

Assistant Professor

IIHMR University, Jaipur





CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Manjish Gupta

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. Manjish Arvind Gupta** of academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Kajal', with a stylized flourish extending from the end.

Dr. Kajal Sitlani
Assistant Professor

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% + Anagain 4%

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."

LBL

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

FOR ANDROGENIC ALOPECIA

Rx **ADENSYL PRO**

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.

Weekly Reporting

Name of the Organisation: Galcare Pharmaceutical Pvt. Ltd.

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

Name of the Student: Manjish Arvind Gupta

Roll no: 0647

Stream: MBA in Pharmaceutical management.

Week no: 1 From: 13/05/2025 to 16/05/2025

Activity Done	This week's activities focused on analysing pharmaceutical market data and developing a deeper understanding of market trends. I analysed various market data reports, including IQVIA reports, IQVIA Market Reflection, and Pharmatrac reports. I also focused on understanding how to analyse data and extract insights using IMS data. I gained hands-on experience performing trend analysis using IMS data. Furthermore, I expanded my understanding of key industry terminology, including SSA (Secondary Sales Audit), TSA (Tertiary Sales Audit), EI (Evolution Index), primary sales, secondary sales, tertiary sales, primary data, and secondary data. I created several videos to reinforce my understanding of the concepts, which significantly boosted my confidence in the subject matter.
Linking theory (Classroom learning) with practice at your organisation	The analysis of market trends using IMS data directly applies the principles of market research and forecasting learned in Pharmaceutical Marketing. Understanding the competitive landscape through IQVIA reports builds upon the concepts of competitive analysis taught in Marketing Analytics. Learning about primary and secondary sales relates directly to the distribution channel management concepts discussed in Pharmaceutical Marketing.
Gaps identified on the working area.	No major gaps identified yet, as the focus has been on understanding processes and gaining initial exposure.

Suggestions for improvement	As I continue to learn and engage with ongoing projects, I will actively look for opportunities to contribute suggestions based on my academic knowledge and observations.
Plan for the next week	Next week, I plan to further refine my skills in analysing IQVIA, Pharmatrac, and IMS data. A key objective is to apply this analytical knowledge in a practical setting through a field visit. This field visit will allow me to gain a better understanding of how the data translates into real-world market dynamics and to observe firsthand the application of the analytical skills I have been developing. I aim to enhance my understanding of how the insights derived from these reports are translated into actionable marketing plans.

Week no: 2 From: 19/05/2025 to 24/05/2025

Activity Done	• Referred to the Galcare Summer Internship Program (SIP) PDF and developed a clear understanding of pharmaceutical marketing terminologies such as primary/secondary/tertiary sales, brand recall, CRM, PJP, DCR, sales funnel, and Rx generation. • Studied the disease Androgenic Alopecia, its pathophysiology, prevalence, and treatment relevance in the Indian market. • Gained in-depth knowledge about the key molecules used for treatment: 1. Minoxidil 2. Dutasteride 3. Minoxidil + Finasteride combinations 4. Redensyl + Anagain + Procapil • Utilized IMS data to determine the top brands prescribed in the market under each molecule. • Designed a survey questionnaire to collect field data on physician prescribing preferences and brand choices. • Planned field visits using the questionnaire to gather primary insights and support CRM-based segmentation. • Prepared a PowerPoint presentation for internal training of Medical Representatives (MRs) to improve their detailing on the disease and related molecules.
Linking theory (Classroom learning) with practice at your organisation	• The analysis of market trends using IMS data directly applies the principles of market research and forecasting learned in Pharmaceutical Marketing. • Understanding the competitive landscape through IQVIA reports builds upon the concepts of competitive analysis taught in Marketing Analytics. • Learning about primary and secondary sales relates directly to the distribution channel management concepts discussed in Pharmaceutical Marketing.
Gaps identified on the working area.	• As I am currently in the learning phase of my internship, no specific gaps were identified during this week. My focus remains on observing, understanding, and gaining professional exposure to industry practices.
Suggestions for improvement	• As a student intern still undergoing training and development, no formal suggestions are being made at this stage. My observations are contributing to my learning and helping me build a strong foundation for future contributions.

Plan for the next week

- Initiate **field visits** and start data collection using the structured questionnaire.
- Begin **compiling physician responses** for analysis and segmentation.
- Finalize and review the **MR training presentation** with internal mentors.
- Draft an initial physician engagement and brand communication strategy based on findings.

Week no: 3 From: 26/05/2025 to 31/05/2025

Activity Done	This week, I conducted Retail Chemist Prescription Audit (RCPA) across 20 medical shops to assess prescription and availability trends of products used in the treatment of androgenic alopecia, particularly focusing on Minoxidil and Minoxidil + Finasteride. Additionally, I conducted a doctor survey with 5 doctors, which provided insights into their prescribing preferences and rationale. This interaction significantly helped me boost my confidence and communication skills, while also offering a deeper understanding of the on-ground realities and practical challenges faced by the sales team in promoting these therapies. Further, I conducted analysis of the RCPA data to derive key market insights. I also developed a sales data dashboard using Excel, which included: • Month-on-month sales trend analysis • Zone-wise sales performance comparison • PCPM (Per Capita Per Month) calculation to assess field productivity.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts from Market Research, Business Communication, and Marketing Management through RCPA execution, sales data analysis, and face-to-face doctor interactions. • Used Excel-based data visualization tools learned in analytics coursework to build the sales dashboard and calculate PCPM. • Gained real-world exposure to communication nuances and field-level product positioning challenges.
Gaps identified on the working area.	• As I am currently in the learning phase of my internship, no specific gaps were identified during this week. My focus remains on observing, understanding, and gaining professional exposure to industry practices.
Suggestions for improvement	• As a student intern still undergoing training and development, no formal suggestions are being made at this stage. My observations are contributing to my learning and helping me build a strong foundation for future contributions.

Plan for the next week	• Study various promotional tools used by the Product Management Team (PMT) such as LBLs (Leave-Behind Literatures), posters, visual aids, and understand how a promotogram is created. • Analyse the effectiveness of these tools in shaping doctor perception and aiding MR communication. • Explore different types of promotional inputs and marketing activities or campaigns used to boost product visibility and prescription. • Begin drafting a sample promotogram and suggesting marketing initiatives.
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Week no: 4 From: 02/06/2025 to 07/06/2025

Activity Done	This week, I was actively involved in designing Leave-Behind Literature (LBL) and visual aids for two key dermatological products – Benzoyl Peroxide and Minoxidil + Finasteride. This activity enhanced my understanding of the essential components of promotional inputs, such as scientific content, visual design, key messages, and brand consistency. In addition, I conducted a doctor survey with 15 physicians along with RCPA (Retail Chemist Prescription Audit) at the respective chemist shops to study prescribing patterns of immunosuppressant therapies in autoimmune conditions like vitiligo and psoriasis. These interactions helped improve my communication skills, professional conduct, and gave me exposure to field realities, including on-ground brand promotion techniques used by companies and the significance of beat planning in a Medical Representative's routine for effective territory coverage.
Linking theory (Classroom learning) with practice at your organisation	Applied knowledge from pharmaceutical marketing and branding in preparing LBLs and visual aids. Understood the role of market research and doctor engagement through survey execution. Observed practical aspects of field operations and beat planning, discussed in classroom sessions on sales management and pharma operations.
Gaps identified on the working area.	As I am currently in the learning phase of my internship, no specific gaps were identified during this week. My focus remains on observing, understanding, and gaining professional exposure to industry practices.
Suggestions for improvement	As a student intern still undergoing training and development, no formal suggestions are being made at this stage. My observations are contributing to my learning and helping me build a strong foundation for future contributions.

Plan for the next week

The upcoming week will focus on further building my understanding of key marketing operations and strategic tools:

1. **Price Calculation** – Learning cost structures, trade margins, and competitive pricing models.
2. **Promotogram Planning** – Structuring promotional sequences and core communication messages.
3. **Sample Allocation Strategy** – Understanding how to distribute product samples effectively.
4. **LBL Designing & Finalization** – Enhancing visual and content quality of promotional inputs.
5. **Marketing Campaign Design** – Planning campaigns that align with field activities and product goals.

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

Activity Done	During this week, I designed a hypothetical marketing campaign for a conceptual product named AcneBenz, a Benzoyl Peroxide gel formulation for acne. This learning activity involved: • Designing a Leave-Behind Literature (LBL) for doctors that highlights the key features and benefits of AcneBenz. • Preparing the brand communication message to be delivered by medical representatives during doctor calls. • Creating a “Things-to-do” checklist to ensure a structured approach to campaign execution. • Developing a campaign e-card aligned with World Acne Day to support awareness and engagement. • Listing down the promotional inputs that would be used for doctor engagement.
Linking theory (Classroom learning) with practice at your organisation	The tasks undertaken this week helped apply classroom concepts related to marketing communication, campaign planning, and preparation of promotional tools. Designing the LBL and drafting messages for medical representatives helped me understand how marketing teams support on-ground promotion in real scenarios.
Gaps identified on the working area.	No gaps were identified this week. Since this was a guided, hypothetical campaign, it allowed free exploration and practical learning without operational constraints.
Suggestions for improvement	As I am still in the early phase of learning, I do not have specific suggestions currently. The experience and mentorship are proving valuable in building my understanding of healthcare marketing.

Plan for the next week	In the upcoming week, we plan to work on dummy sales data to conduct basic sales analysis and learn performance tracking and price calculation to understand costing, margins, and final MRP . The marketing campaign for AcneBenz will also be reviewed and further refined based on insights and feedback.
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Week no: 6 From: 16/06/2025 to 21/06/2025

Activity Done	This week, I continued working on the AcneBenz marketing campaign. My activities focused on ensuring accuracy, completeness, and alignment with real-world marketing standards. Specifically, I worked on: • Finalizing the LBL content and layout to ensure that the product benefits, indications, and unique selling points are clearly communicated. • Reviewing and refining the campaign e-card prepared for World Acne Day, with attention to design consistency and message clarity. • Ensuring that all promotional elements, including MR communication scripts and the doctor engagement plan, align with the overall campaign objective. • Cross-verifying campaign components to avoid any gaps or inconsistencies, making the entire flow marketing-ready.
Linking theory (Classroom learning) with practice at your organisation	The refinement of promotional materials closely mirrored classroom case studies on dermatology product launches, making the learning highly practical.
Gaps identified on the working area.	No gaps were identified during this phase. The structured guidance and regular feedback provided ensured that all campaign materials were finalized accurately and met the set objectives.
Suggestions for improvement	As I continue to learn, I do not have any major suggestions.
Plan for the next week	In the upcoming week, I will begin analysing dummy sales data and will work on basic performance tracking metrics such as primary/secondary sales, ROI, and growth. I also plan to learn the basics of pricing strategy on how cost, margin, and MRP are interlinked in pharma marketing also creating understanding how to detail a brand to a Medical Representative.

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

Activity Done	This week, I prepared a sales training PPT for AcneBenz , covering disease overview, molecule (benzoyl peroxide), brand USPs, and competitor analysis. I also completed month-on-month sales analysis zone-wise, region-wise, and for top 10 and bottom 10 headquarters.
Linking theory (Classroom learning) with practice at your organisation	I applied classroom learning from marketing and sales analytics sessions while preparing the PPT and analyzing sales data.
Gaps identified on the working area.	No gaps were identified. As I am still learning, the data and guidance provided were sufficient to conduct the work.
Suggestions for improvement	No suggestions now, as I am gaining valuable insights through this internship experience.
Plan for the next week	Next week, we will begin working on brand plans for products that will be individually assigned to us.

Week no: 8 From: 30/06/2025 to 05/07/2025

Activity Done	In the first week of working on the brand plan, I was allotted a formulation comprising Adenosine 0.75% + Redensyl 3% + Procapil 3% + Anagain 4% (Hair Treatment Serum) . I focused on understanding each molecule's role in the formulation and studied the actual Indian market using IMS data . I also began shaping the mission and vision for my product, finalized a proposed brand name , and started analysing the market landscape . Additionally, I prepared a product image as part of the pre-launch activities required for a new brand introduction.
Linking theory (Classroom learning) with practice at your organisation	I used my classroom knowledge of market research, product branding, and understanding customer needs. The theory about how brands are created and positioned helped me start building the brand in real life.
Gaps identified on the working area.	No major gaps have been identified so far, as I am still in the initial learning phase of understanding the brand and its components
Suggestions for improvement	As I am still learning, I do not have any suggestions for improvement at this point. I will continue observing and gaining experience to contribute meaningfully to the upcoming stages.
Plan for the next week	I will continue working on the brand plan by focusing on competitor analysis, SWOT analysis, developing USPs, and finalizing the positioning and promotional strategies for this hair treatment serum.

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

Activity Done	This week, I completed the comprehensive brand plan for Adensyl Pro, which included the following components: • Situational Analysis • SWOT Analysis • STP (Segmentation, Targeting, Positioning) • Sales Forecast • Marketing Mix (4Ps)
Linking theory (Classroom learning) with practice at your organisation	I applied what I learned in brand management, marketing, and pharma product management to make the brand plan, sales forecast for my given formulation.
Gaps identified on the working area.	No major gaps were identified during this week as I am still in the learning phase and building my understanding of brand management in a practical setting.
Suggestions for improvement	At this moment, I do not have specific suggestions as I am still learning and absorbing the process of brand planning in real time.
Plan for the next week	Next week, the focus will be on final poster preparation of the brand plan and presentation in the organization.

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

Activity Done	This week, I completed the design and development of the final poster presentation for my brand plan. The poster includes a comprehensive summary of the entire report, covering all major sections such as market overview, competitor analysis, product strategy, positioning, promotional plan, and financial projections.
Linking theory (Classroom learning) with practice at your organisation	While working on the poster, I used marketing concepts like STP (Segmentation, Targeting, and Positioning), SWOT analysis, and brand strategy that we learned in class. It helped me understand how these theories are used in real work.
Gaps identified on the working area.	No gaps were found during this week's work.
Suggestions for improvement	No suggestions are required as everything is complete and on track.



Signature of the Student

Approved by the IHHMR University's Mentor

Compiled Report (Annexure F)

Name of the Organisation: Galcare Pharmaceutical Pvt. Ltd.

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

Name of the Student: Manjish Arvind Gupta

Roll no: 0647

Stream: MBA in Pharmaceutical management

Activity Done	During my 10-week internship at Galcare Pharmaceutical Pvt. Ltd., I actively participated in: • Market Data Analysis & Therapy Familiarization: Studied IQVIA, Pharmatrac, and IMS datasets to understand therapeutic trends in the Androgenic Alopecia market. Learned concepts like SSA, TSA, and PCPM. • Doctor Survey & Field Insights: Designed survey questionnaires and conducted RCPA and doctor interactions to assess brand preferences and field dynamics, gaining practical exposure to communication strategies and segmentation. • Visual Aids & Promotional Input Development: Created scientifically accurate and visually appealing LBLs and campaign materials for Acne and Dermatology brands, followed by structured review and finalization aligned with brand messaging. • Sales Training Preparation: Developed internal training content for MRs covering disease overview, key molecules, brand differentiators, and competitor landscape. • Campaign Planning: Conceptualized and executed a full-fledged marketing campaign for AcneBenz and later structured campaign phases for Adensyl Pro, including pre-launch teasers and key awareness days like World Hair Day. • Strategic Brand Plan – Adensyl Pro: Built a complete brand plan for the innovative hair serum combining Adenosine, Redensyl, Procapil, and Anagain. Included were: ○ Situational & Competitor Analysis ○ SWOT Analysis ○ Segmentation, Targeting, and Positioning ○ Marketing Mix (Product, Price, Place, Promotion) ○ Doctor targeting strategy and awareness campaign inputs
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	• Poster Presentation: Summarized the brand strategy into a final poster presentation using strategic insights, storytelling, and promotional visuals to communicate the product's value proposition effectively.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Analytics & Segmentation: Applied classroom models to IMS analysis and field segmentation for Adensyl Pro's prescriber focus. • Pharma Branding & Communication: Utilized academic concepts on STP, positioning, and LBL design to prepare scientifically aligned promotional content. • Field Research & CRM: Implemented RCPA and survey techniques learned in Market Research classes, validating brand preferences and aiding CRM-based targeting. • Sales Strategy & Product Launch: Campaign planning activities reflected real-world applications of sales funnel understanding, MR detailing support, and visual storytelling.
Gaps identified on the working area.	No major gaps were encountered during the internship. The structured weekly planning, clarity of tasks, and continuous mentor guidance ensured a smooth learning process.
Suggestions for improvement	The internship framework was well-designed, with a balance between guidance and independent execution. So, as such no suggestions are required and the workflow is quite smooth at this point of time.
Key Learnings	• Gained a full cycle understanding of brand planning, from market research to final product positioning. • Learned how to derive actionable insights from secondary and primary sales data.

	Strengthened design and communication skills through LBLs and awareness campaigns. Understood the nuances of therapy-specific communication (e.g., Androgenic Alopecia) and how to position safer, differentiated formulations like Adensyl Pro. Improved professional discipline, planning, and execution through structured timelines and review systems.
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Signature of the Student



Approved by the IIHMR University's Mentor

Manjish SIP Report.docx

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