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Department- PMT

Position- Marketing Intern

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Brand Plan of Clinecare-B

Galcare Pharmaceutical Pvt. Ltd

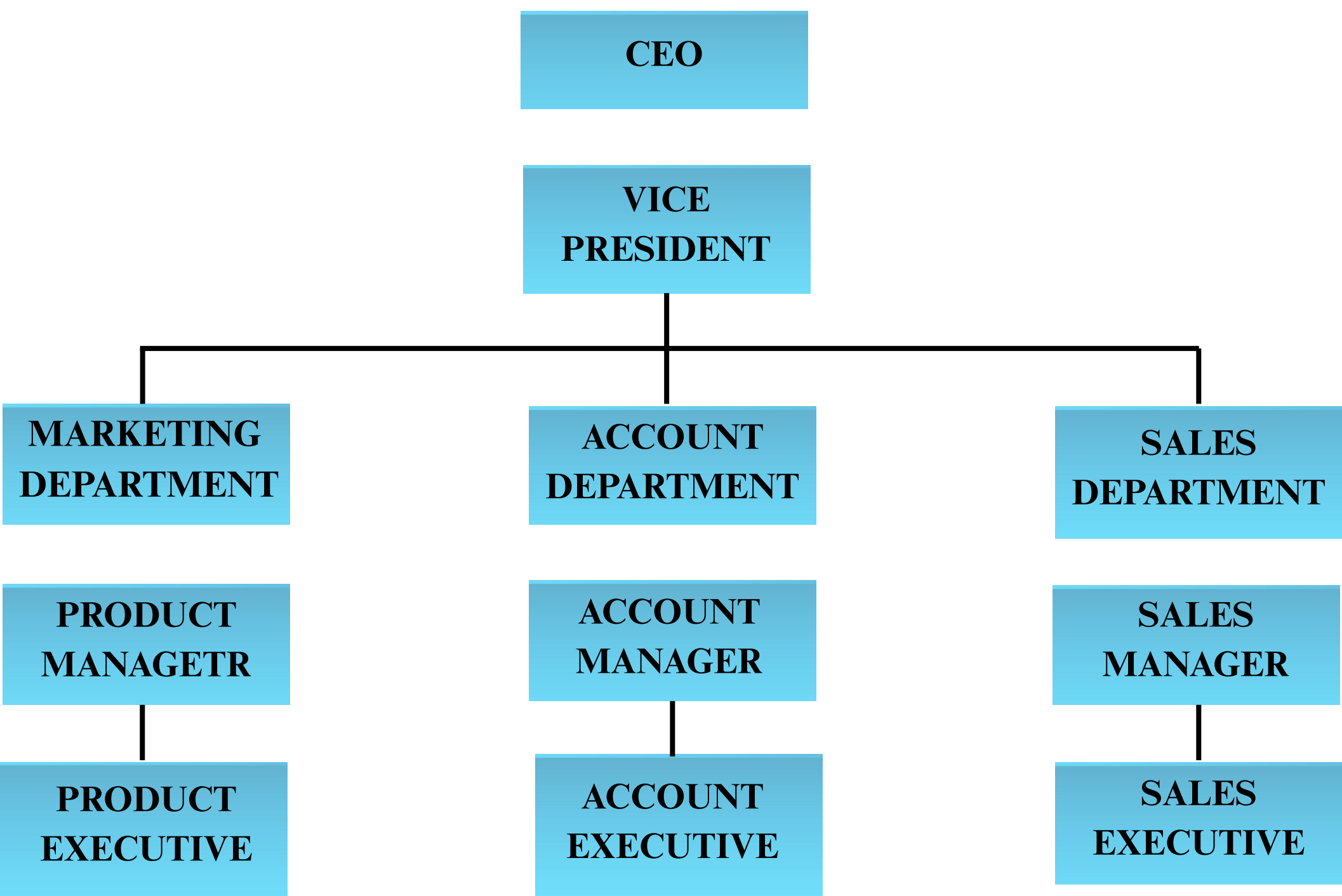
Galcare was incorporated in 2008 to provide quality, innovative therapeutic solutions. Our company’s guiding principle is “Excellence through People & Innovation,” focusing on exceeding customer expectations and prioritizing patients’ interests.

Creating innovative and specialty dermatology products with world-class quality, and providing a homely and rewarding work environment for our associates.

Vision: Our vision is to be known as a Dermatology giant in the domestic market with a positive environment and groundbreaking innovation.

Mission: At Galcare, we focus on providing high-quality and affordable pharmaceutical products to the people. This is achieved through ethical means, continuous innovation, and excellence in our products.

ORGANISATION STRUCTURE



What did I do in the internship

- Conducted a Doctor survey and RCPA to analyze market trends, gap in the market, and competitors in Prayagraj (U.P)
- Prepared brand plan, marketing campaigns, promotional materials, and brand communications for Clinecare-B Cream.
- Assisting in preparing promotional materials-LBL, visual aids, and posters. Prepared sales training presentation and promotogram for the given molecule
- Learned how to analyze the IQVIA reports and Pharmarack reports to find out the future trends and brands doing best

Product Profile

- Brand Name- Clinecare-B Cream
- Composition: Clindamycin Phosphate: 1% w/w
Benzoyl Peroxide: 2.5% w/w
- Used in the treatment of mild to moderate acne vulgaris
- Clindamycin is a bacteriostatic agent
- Inhibits the growth of acne-causing bacteria.
- Benzoyl Peroxide is a keratolytic agent that kills bacteria and helps to exfoliate the skin and reduce inflammation.
- Formulation: Cream
- Mode of administration: Topical
- Minimal absorption systematically
- Common side effects: Local irritation, dryness, burning, erythema, and peeling
- It's important to consult theproduct'slabeland healthcare professional for specific dosage and safety information.
- Dosage: Apply a thin layer once daily in the evening.

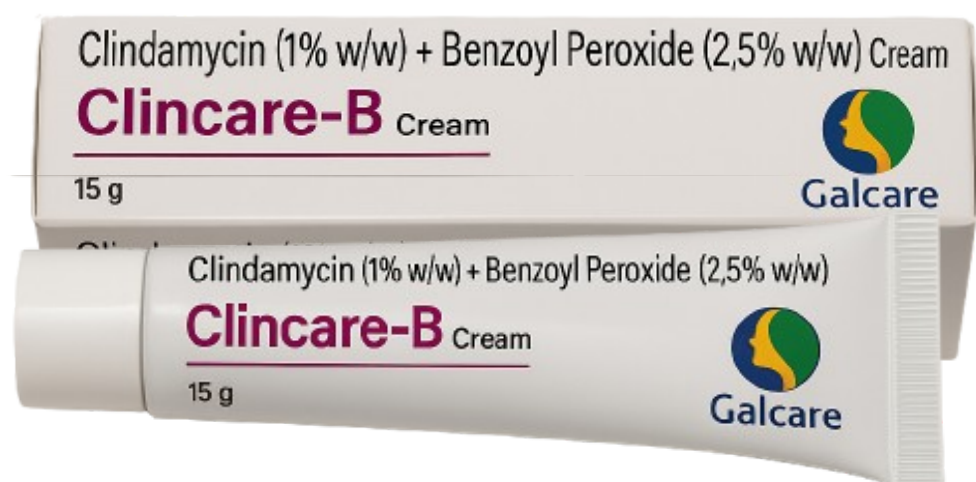
Molecules analyze in Market

- Minoxidil
- Minoxidil+ Finasteride
- Tofacitinib
- Tacrolimus
- Cyclosporine
- Clindamycin + Benzoyl Peroxide

Market Analysis

Segment	Market Size	CAGR
Total IPM value	₹2.30 lakh crore	9.80%
Total Dermatology Market	₹14,835 crore	13.90%
The India Anti-acne Market	₹3901.64 crore	11.50%
Total Clindamycin and BPO Market	₹1906 crore	6.50%

Product Image



Competitor Analysis

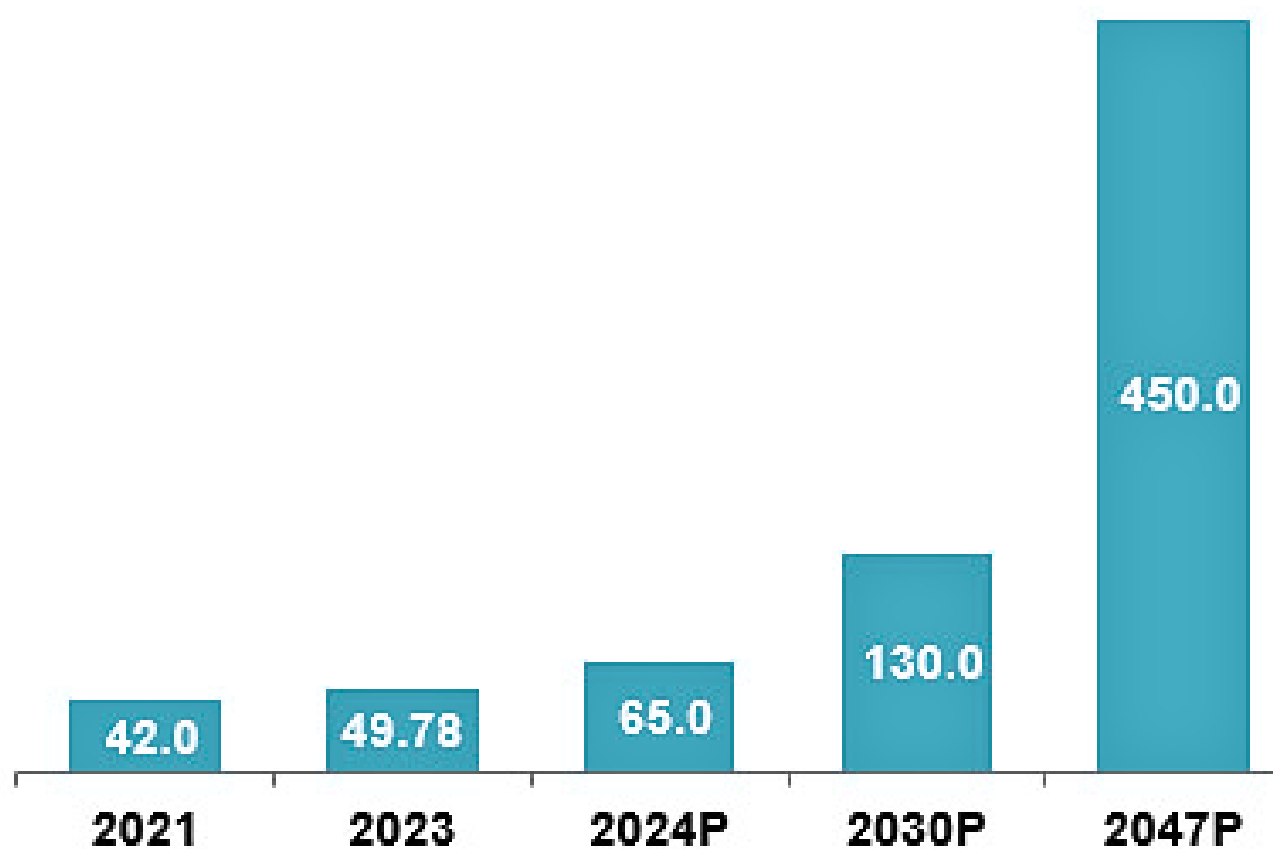
Direct Competitors

Sr. No	Brand	Manufacturer	MAT Aug'24	Price (₹)	Market Share (%)	Growth Rate (%)
1	Peroclin 2.5%	Ajanta Pharma	12.6	460	68.90%	16.67%
2	Peroclin 5%	Ajanta Pharma	3	525	16.40%	30.40%
3	Aclind BP	Mohrish Pharma	0.5	235	3%	25.00%
4	Tyret-B GF	Omin Life	0.1	240	1%	0%

Indirect Competitors

Category	Example Brands/Ingredients	Typical Use Case
Topical Retinoids	Differin, Deriva, Epiduo	Mild-moderate acne, comedonal acne
Azelaic Acid	Aziderm, Ezanic, Azac	Mild-moderate acne, pigmentation
Other Topical Antibiotics	Erytop, Nadibact, Acnedap	Inflammatory acne, clindamycin allergy
Salicylic Acid	Salicylix SF, Acnestar	Mild acne, adjunctive therapy
Oral Therapies	Doxycycline, Isotretinoin	Moderate-severe or resistant acne
Herbal/Alternative	Tea Tree Oil, Glam Mantra	OTC, natural preference

Indian Pharmaceutical Market (US\$ billion)



Brand Positioning

- Market Definition:** Clinecare-B from Galcare Pharmaceuticals offers a reliable dual-action formulation for stubborn acne, delivering visible results with minimal irritation.
- Target Audience:** Teens & young adults (12–35 yrs) with mild to moderate acne, especially those with sensitive skin.
- Market Segment:** Urban & semi-urban users, dermatology-focused practices, image-conscious & skin-aware individuals.
- Competitive Edge:**
More tolerable vs. higher strength combos (e.g., Peroclin 5%)
Cream base for a superior skin feel compared to harsh gels
Ideal for first-line acne therapy in India

SWOT Analysis

STRENGTHS

- Better proven efficacy than monotherapies for mild to moderate acne while preventing recurrence.
- Complementary action of Clindamycin and benzoyl peroxide on killing acne-causing bacteria and reducing oiliness
- Established the company's name and reputation in the dermatology market and among doctors

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WEAKNESSES

- Usually not recommended for sensitive skin
- Loyal customers of other brands are not open to new products
- Already, 14 generic brands are available in the market
- Patient compliance is difficult to achieve
- Cosmeceutical preparations are much more attractive and are non-prescription.

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OPPORTUNITIES

- Increasing awareness of skincare in India
- High demand for topical formulations for acne treatment in the market
- The target market is vast, including both men and women of different age groups
- Product development into different formulations suited for customer needs

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THREATS

- Competitor brand threats e.g., Peroclin, Aclind etc offering same formulations
- Antibiotic resistance from periodic long term usage of Clindamycin
- There is always a threat of newer and better formulations
- Alternatives are also available for acne tratment e.g., salicylic acid, niacinamide, azelicaicid etc.

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Marketing Campaign

- Increase awareness and promote the use of Clinecare-B for acne vulgaris
- Conduct a marketing campaigns on “#National Acne Positivity Day” on 1 September 2025, including LBL, posters, a token of appreciation, and case studies proving the safety and efficacy of clindamycin and benzoyl peroxide.
- Targeting top prescribers and KOLs through educational seminars, webinars, and other educational initiatives.
- .Ensuring maximum chemist coverage and organising CME programs.

Difference between Theoretical and Practical Understanding

- Practical exposure to the pharmaceutical industry and focus on the real-world experience, skill development, and learning how to interpret and analyze raw data to find useful information
- Field work enhances and improves communication skills, public speaking, and rejection handling, especially during interaction with doctors and chemists
- Theoretical understanding of marketing and management (e.g., 4Ps, BCG matrix, etc) provides the foundation of knowledge about framing targeted marketing strategies, LBL, visual aids and marketing campaign. This enhanced both the practical knowledge with the theoretical understanding.

Challenges Faced

- In field work, collecting data from pharmacists and doctors was challenging, and I faced multiple rejections.
- During the RCPA, chemists provided false information, and this was the most challenging part, where the analysis of the collected data became difficult.
- Doctors refused to indulge into giving any information
- It was challenging to complete the brand plan with perfection including all the elements.

Usefulness of Internship

- Practical experience in a real work environment
- Exposure to the pharmaceutical industry and its practices
- Skill development in areas such as corporate etiquette and brand planning
- Resume enhancement with relevant industry experience
- Insights into career possibilities and personal growth.

Learning Outcomes and Recommendations

- Learning outcomes:** Developed proficiency and enhanced professional communication skills while incorporating etiquette through professional interactions and adhering to company standards and protocols through practice and experience in diverse workplace interactions. Learned how the RCPA and doctor survey is done.
- Recommendations:** Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously improve skills through mentorship, networking, and being updated with industry trends

