

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt. Ltd.

12th of May 2025 – 21st of July 2025

A REPORT BY

Drishti Mohaniya

Master of Business Administration

Pharmaceutical Management

0643

2024-2026

under the Mentorship of

Dr. Kajal Sitlani

Assistant Professor





CERTIFICATE

OF RECOGNITION



This is to certify that

Miss. Drishti Mohaniya

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

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date : 28/07/2025

A handwritten signature in blue ink, appearing to read 'Kajal', with a long horizontal stroke extending to the right.

Dr. Kajal Sitlani
Assistant Professor

Name- Drishti Mohaniya
Department- PMT
Position- Marketing Intern
Organisation Mentor- Mr. Shubham Saini

Brand Plan of Clinecare-B



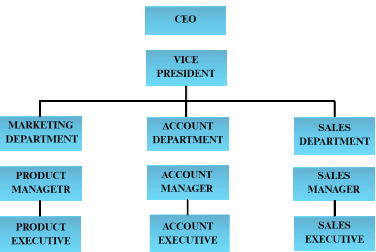
Galcare Pharmaceutical Pvt. Ltd

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 promogram for the given molecule.
- Learned how to analyze the IQVIA reports and Pharmack 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 systemically
- Common side effects: Local irritation, dryness, burning, erythema, and peeling
- It's important to consult the product's label and 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

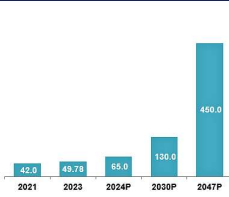
Direct Competitors

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	Acind 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, Eranic, Azac	Mild-moderate acne, pigmentation
Other Topical Antibiotics	Erytop, Nadiabaet, Acedap	Inflammatory acne, clindamycin allergy
Salicylic Acid	Salicylic 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)



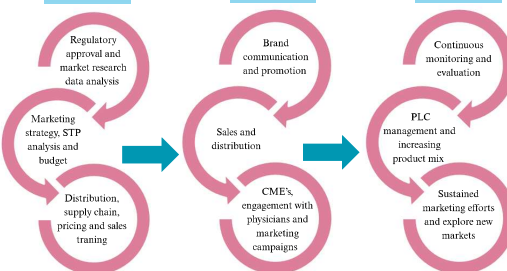
Brand Positioning

- 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

Pre-Launch

Launch

Post-Launch



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

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.

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

THREATS

- Competitor brand threats e.g., Peroclin, Acind 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 treatment e.g., salicylic acid, niacinamide, azelaic acid.

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 work practice 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

Reporting Form (Week 01)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA- Pharmaceutical Management

Week no: 01 From: 14/05/2025 to 17/05/2025

Activity Done	• Posting daily pharmaceutical updates on the state of the pharmaceutical sector. • Analysis and discussion of Pharmarack data, IMS-TSA data, and the Iqvia Market Reflection Report. • Data analysis of Alkem Pharmaceutical's two therapeutic areas—anti-infective and gastrointestinal—where we calculated market share, unit growth, value growth, competitive analysis, and MAT (3 years).
Linking theory (Classroom learning) with practice at your organisation	The theoretical knowledge covered in class was put to productive usage and produced results when applied on the company's assigned duties.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Studying and discussing marketing terminology. • Research on the disease: Androgenic Alopecia and its management • Research and create a PowerPoint presentation and a questionnaire on the four chemicals that the company uses to treat androgenic alopecia.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 02)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 02 **From:** 20/05/2025 to 24/05/2025

Activity Done	• Studying and discussing marketing and sales terminology. • Researched Androgenic Alopecia (AGA) and its management using molecules mentioned below: ➤ Minoxidil, ➤ Dutasteride, ➤ Minoxidil + Finasteride, ➤ Anagain+procapil+Redensyl • Presented on Androgenic Alopecia and its treatment. • Prepared a doctor survey questionnaire on AGA to understand the preferred therapy and brands favoured by most dermatologists.
Linking theory (Classroom learning) with practice at your organisation	The theoretical knowledge covered in class was put to productive usage and produced results when applied to the company's assigned duties, especially the prescription audit we did during our semester.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Field visit to the doctors assigned and doctor's survey.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 03)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 03 **From:** 26/05/2025 to 31/05/2025

Activity Done	• Conduct ed Retail Chemist Prescription Audit (RCPA) on Minoxidil and Minoxidil + Finasteride for Androgenic Alopecia treatment. • Analyse top brands and physician preferences. • Identify key issues for sales growth in this therapeutic area.
Linking theory (Classroom learning) with practice at your organisation	From the format of RCPA and how it is done all basics helped in making this activity successful. Analysing trends and gaps thoroughly while using marketing analytics.
Gaps identified in the working area.	Difficulty faced during collecting data from pharmacists and doctors
Suggestions for improvement	Seek feedback from mentors on the RCPA
Plan for the next week	Research and create promotional materials (leave-behind literature (LBL) and visual aids) for specific molecules provided by the organization. Study about planning marketing activity/campaign.

Signature of the Student

Drishti Mohaniya

Approved by the IIMR University's Mentor

Reporting Form (Week 04)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 04 **From:** 02/06/2025 to 07/06/2025

Activity Done	• Research and create promotional materials (leave-behind literature (LBL) and visual aids) for specific molecules provided by the organization. • Completed Doctor survey and RCPA of dermatologists present in my area for diseases like Alopecia areata, vitiligo, dermatitis and psoriasis. • Analyzed the data and prepared a document on recent findings from doctorsurvey.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical knowledge, we learnt in class to the company's assigned work was beneficial and aided in performing better.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	• Price Calculation • Promotogram Planning • Sample Allocation • LBL Designing & Finalization • Marketing Campaign Design

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 05)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 05 **From:** 09/06/2025 to 14/06/2025

Activity Done	• Created a promotogram for specific brand provided by the organization involving LBL, case studies, gifts and sample allocation. • Designed a Marketing Campaign for Fungal Disease Awareness Week which involves opening and closing statements, things to do list, leave behind literature (LBL), poster for fungal disease awareness and token of appreciation under specified budget for the doctors.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical knowledge, we learnt in class to the company's assigned work was beneficial and aided in performing better. Especially in the preparation of LBLs and visual aids.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	• Learn about the Price Calculation (MRP) of a pharmaceutical product. • Sales Data Analysis of given demo data by the company on excel. Finding out the highest/ lowest revenue generating headquarters state wise and region wise.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 06)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 06 From: 16/06/2025 to 21/06/2025

Activity Done	• Modification in Marketing Campaign for Fungal Disease Awareness Week which involves opening and closing statements, things to do list, leave behind literature (LBL), poster for fungal disease awareness and token of appreciation under specified budget for the doctors.
Linking theory (Classroom learning) with practice at your organisation	It was advantageous and helped us perform better when we used the theoretical knowledge we learned in class to the company's given tasks, particularly when it came to creating LBLs and visual aids.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	• Learn about the Price calculation – PTR, PTS & The Scheme ratio • Sales Data Analysis of given demo data by the company on excel. Finding out the PCPM of individual HQ Zone wise and Region wise. • Preparation of Sales Training for any New Product.

Signature of the Student

Drishti Mohaniya

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Reporting Form (Week 07)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 07 From: 23/06/2025 to 28/06/2025

Activity Done	• Learned how to calculate a pharmaceutical product's pricing using the PTR, PTS, MRP, and scheme ratio. • Worked on sales data analysis of the company's provided demo data in Excel, determining the PCPM of each headquarters (HQ) zone-wise and region-wise. Trend and gap analyses of the sales data were also conducted. Determine which region has the lowest and highest sales headquarters by conducting an analysis of it. planned tactics to boost the lowest-selling headquarters' sales. • Prepared and submitted a sales training presentation of Luliconazole 1% (w/v) cream in the treatment of athlete's foot and ringworm for the sales team.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical information we learned in class to the duties assigned by the company—specifically, the data analysis of the sales data on Excel—was beneficial and improved our performance.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Preparation of a brand plan for the molecule allocated by the company

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 08)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 08 From: 30/06/2025 to 05/07/2025

Activity Done	• Preparation of a brand plan for Clincare-B (Clindamycin 1% w/v and benzoyl peroxide 2.5%w/v) cream used to treat acne vulgaris with complete pre- launch, launch and post launch strategy. • Preparation of poster on brand plan of Clincare-B cream and with report.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical information we learned in class to the duties assigned by the company especially the preparation of elements for a complete brand plan and practical usage of marketing mix with data analysis.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Presentation of poster on brand plan of Clincare-B cream to the panel of Galcare pharmaceuticals with report.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 09)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 09 From: 07/07/2025 to 12/07/2025

Activity Done	- Completed the of a brand plan for Clincare-B (Clindamycin 1% w/v and benzoyl peroxide 2,5%w/v) cream used to treat acne vulgaris including the situational analysis, market research, competitor analysis, sales goal, forecasting for next 5 yrs, 3 year projection and key strategies to overcome any gap, budget preparation, marketing budget preparation, pricing, launch strategy and post launch monitoring tracker. - Prepared of poster, LBL, visual aids, sales training presentation on brand plan of Clincare-B cream.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical information, we learned in class to the duties assigned by the company especially the preparation of elements for a complete brand plan and practical usage of marketing mix with data analysis, visual aid and LBL preparation, budget preparation and pricing of a product.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Presentation of poster on brand plan of Clincare-B cream prepared in front of the panel from Galcare Pharmaceutical team

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 10)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

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

Activity Done	• Prepared the poster of the brand plan of Clincare- B cream with organisation structure, vision& mission statement, SWOT analysis, Product details, market data of IPM, what I did during my internship, Usefulness of internship, difference between theoretical and practical knowledge and challenges faced during internship. • Prepared a report on the complete internship as working as a marketing intern at Galcare pharmaceuticals • Presented the prepared poster on brand plan of Clincare-B cream prepared in front of the panel from Galcare Pharmaceutical team.
Linking theory (Classroom learning) with practice at your organisation	Incorporating the SWOT analysis, marketing mix, and other elements of marketing to complete brand plan. Used various marketing tools to prepare budget and pricing of our product.
Gaps identified in the working area.	Preparing budget and setting pricing was a complex affair especially, taking competitor pricing and company's profit into consideration
Suggestions for improvement	• Develop an effective strategy for monitoring and controlling the brand plan. • Prepare budget and pricing with more focus on visual representation

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Activity Done	• Data analysis of Alkem Pharmaceutical's therapeutic areas—anti-infective and gastrointestinal—where we calculated market share, unit growth, value growth, competitive analysis, and MAT (3 years). • Conduct a Retail Chemist Prescription Audit (RCPA) and analysis top brands and physician preferences. • Presented on Androgenic Alopecia and its treatment. • Prepared a doctor survey questionnaire. • Created promotional materials (leave-behind literature (LBL) and visual aids) for specific molecules provided by the organization. • Created a promotogram for specific brand provided by the organization involving LBL, case studies, gifts and sample allocation. • Designed a Marketing Campaign. • Learned how to calculate a pharmaceutical product's pricing using the PTR, PTS, MRP, and scheme ratio. • Sales data analysis of the company's sales data. • Prepared and submitted a sales training presentation. • Preparation of a brand plan on given molecule
Linking theory (Classroom learning) with practice at your organisation	• Learned about how to interpret IQVIA and Pharmarack reports to understand market trends and consumer behaviour. • Understanding how primary market research is done to analyze the trend and gaps. • LBL and visual aid preparation strategies worked in favour. • The theories and principles learned in class like 4 P's, product mix were used while working on brand plan preparation • Learning strategic planning based on data analysis which assisted in creating effective marketing strategies. • Improved communication skills helped in direct interaction with pharmacists and doctors. • Preparing a budget and estimating returns for a brand plan while creating key strategies and forecasting.

Gaps identified on the working area.	• Difficulty faced when interpreting reports or in understanding and memorizing marketing terminologies. • Sometimes it was no easy collecting data from pharmacists and doctors • Difficulty faced when interpretation and analysis of raw data was done to find market trends and gaps. • Preparing budget and setting pricing was a complex affair especially, taking competitor pricing and company's profit into consideration. • It was difficult overcome rejection faced during market survey.
Suggestions for improvement	• Seek feedback from mentors on the RCPA questionnaire developed. • Provide specific examples or scenarios to illustrate points in accomplishments and learnings. • Include specific data or metrics from RCPA for more impact. Ensure consistency in tense and terminology throughout the report. • Identify the target audience and establish measurable goals for product launch. Develop an effective strategy for monitoring and controlling the brand plan. • Prepare a poster to visually represent the brand plan and budget.
Key Learnings	• Data Analysis from primary and secondary data. • Learned about preparation of brand plan and all the elements required to complete a brand plan • I learned to conduct RCPA and improved communication skills. Preparation of budgeting and pricing • Learned how to prepare visual aid, marketing campaign, LBL and posters. • Learned how a PMT department works and what roles and responsibilities they handle.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Drishti Mohaniya

SIP-Report-Drishti Mohaniya.pdf



SIP-1



Summer Internship Report 2024-26



IIHMR University

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Miss. Drishti Mohaniya

*a student of **IIHMR University**, has successfully completed internship
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*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

Name- Drishti Mohaniya
Department- PMT
Position- Marketing Intern
University Mentor- Dr. Kajal Sitlani
Organisation Mentor- Mr. Shubham Saini



Brand Plan of Clinecare-B

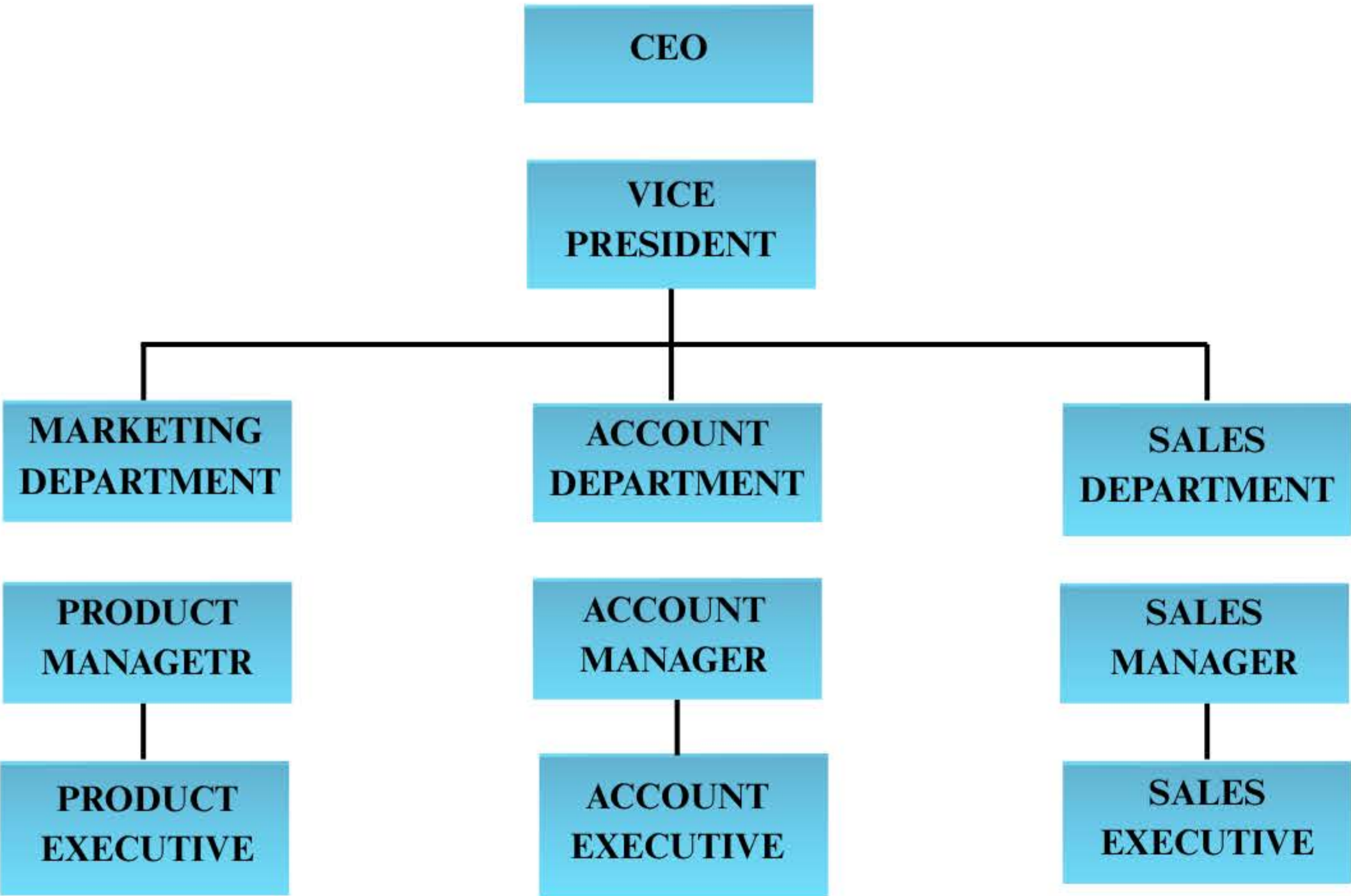
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ORGANISATION STRUCTURE



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%
India Clindamycin and BPO Market	₹16.6 crore	19.10%

Product Image



Competitor Analysis

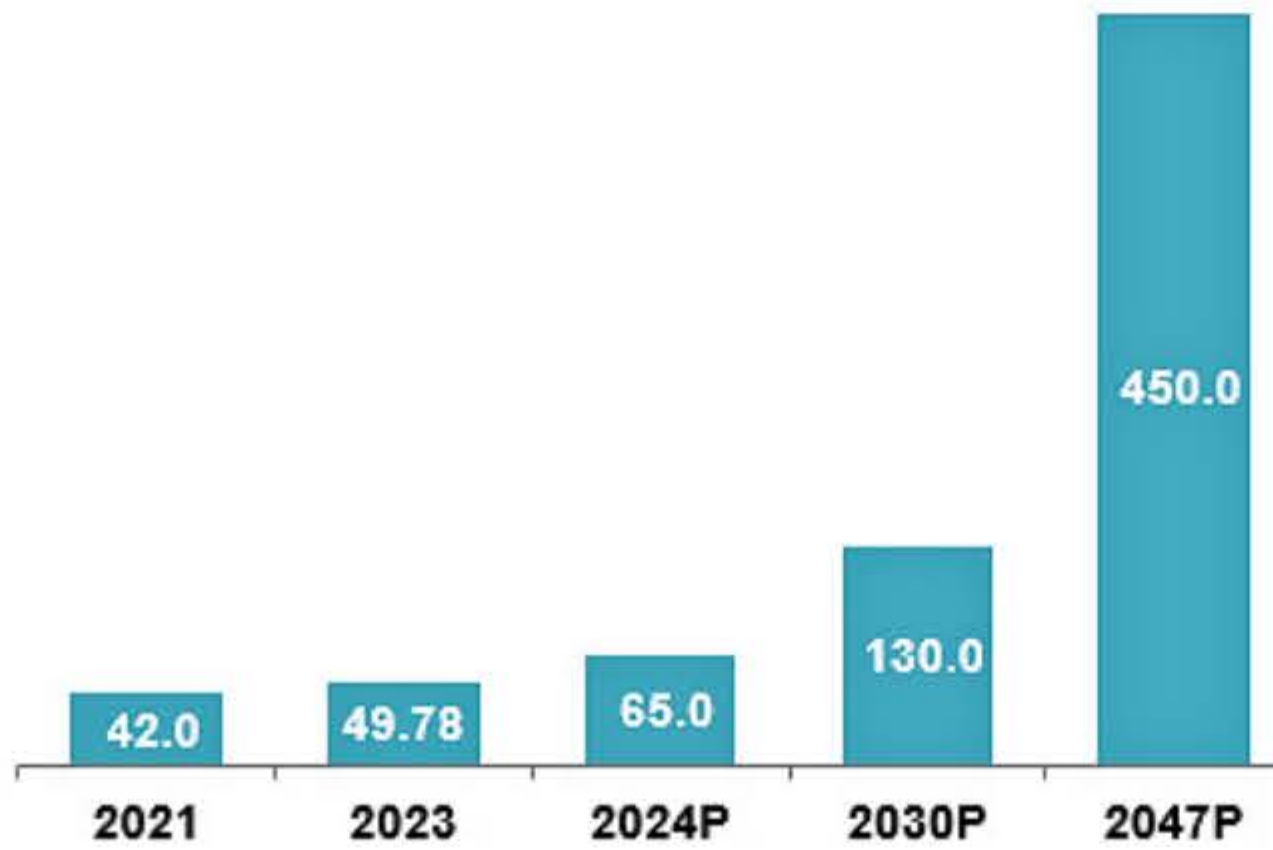
Direct Competitors

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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

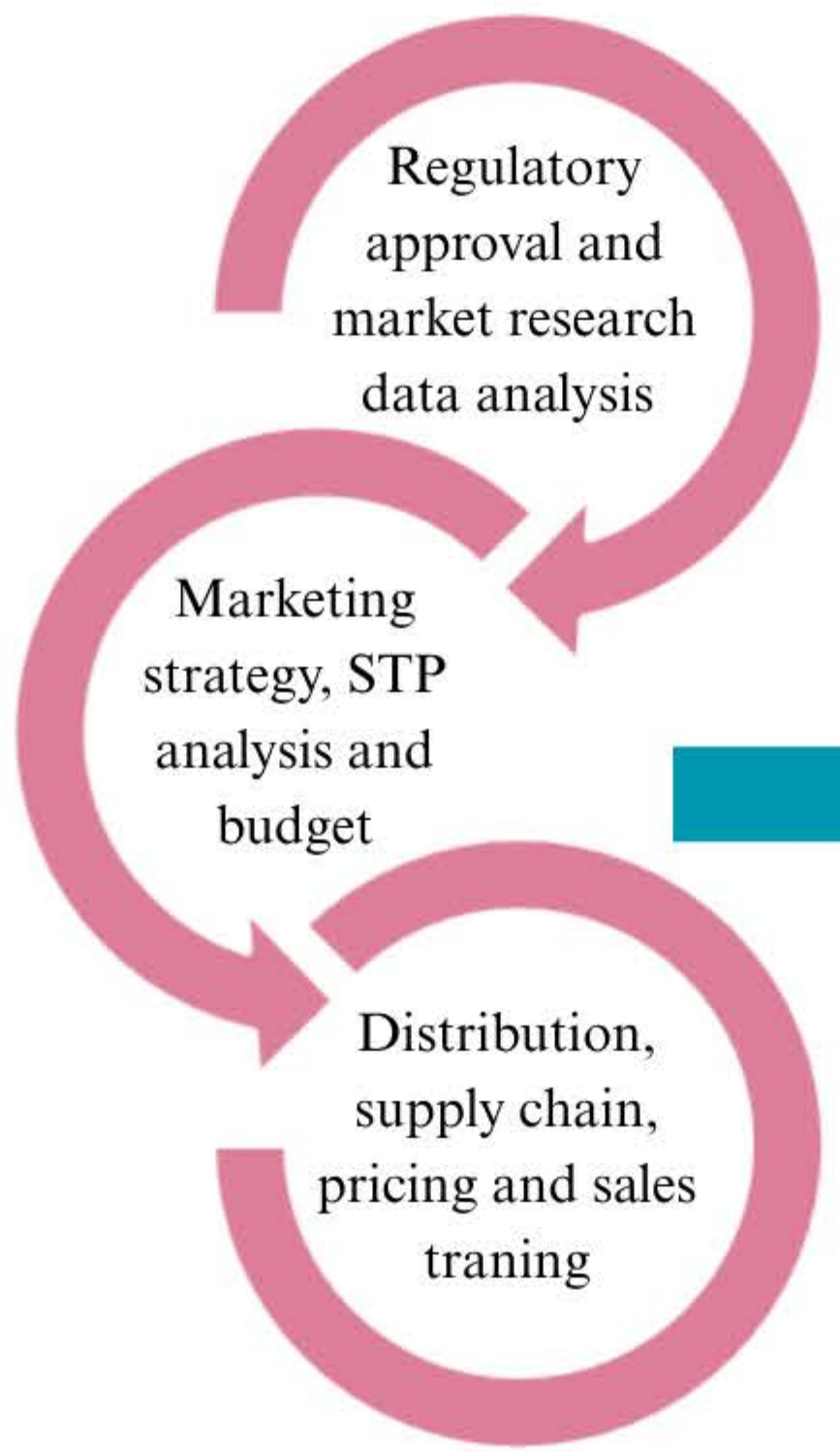
Indian Pharmaceutical Market (US\$ billion)



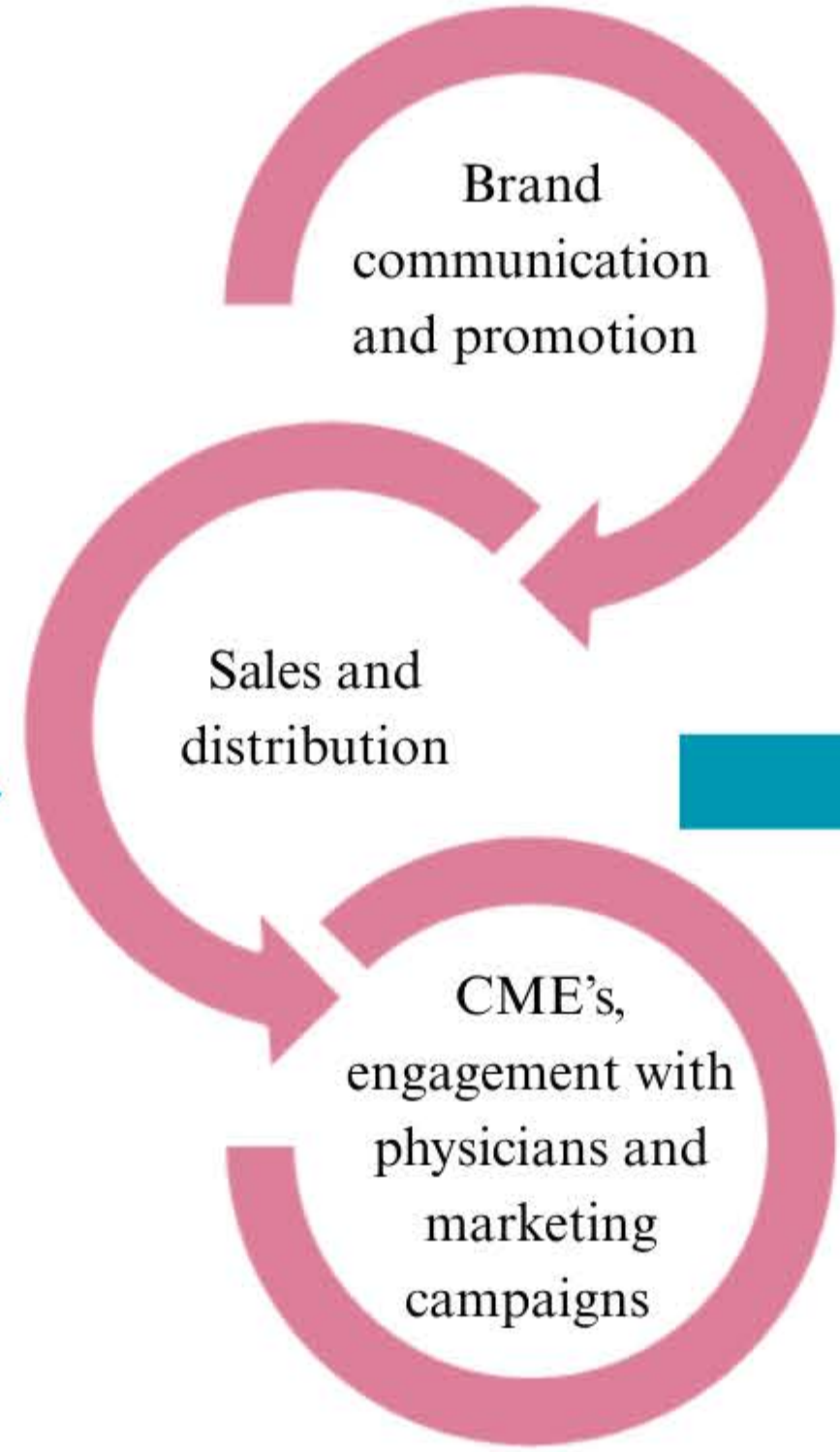
Brand Positioning

- 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

Pre- Launch



Launch



Post- Launch



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
- Cosmaceutical 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

Reporting Form (Week 01)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA- Pharmaceutical Management

Week no: 01 From: 14/05/2025 to 17/05/2025

Activity Done	• Posting daily pharmaceutical updates on the state of the pharmaceutical sector. • Analysis and discussion of Pharmarack data, IMS-TSA data, and the Iqvia Market Reflection Report. • Data analysis of Alkem Pharmaceutical's two therapeutic areas—anti-infective and gastrointestinal—where we calculated market share, unit growth, value growth, competitive analysis, and MAT (3 years).
Linking theory (Classroom learning) with practice at your organisation	The theoretical knowledge covered in class was put to productive usage and produced results when applied on the company's assigned duties.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Studying and discussing marketing terminology. • Research on the disease: Androgenic Alopecia and its management • Research and create a PowerPoint presentation and a questionnaire on the four chemicals that the company uses to treat androgenic alopecia.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 02)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 02 From: 20/05/2025 to 24/05/2025

Activity Done	- Studying and discussing marketing and sales terminology. - Researched Androgenic Alopecia (AGA) and its management using molecules mentioned below: ➤ Minoxidil, ➤ Dutasteride, ➤ Minoxidil + Finasteride, ➤ Anagain+procapil+Redensyl - Presented on Androgenic Alopecia and its treatment. - Prepared a doctor survey questionnaire on AGA to understand the preferred therapy and brands favoured by most dermatologists.
Linking theory (Classroom learning) with practice at your organisation	The theoretical knowledge covered in class was put to productive usage and produced results when applied to the company's assigned duties, especially the prescription audit we did during our semester.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Field visit to the doctors assigned and doctor's survey.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 03)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 03 **From:** 26/05/2025 to 31/05/2025

Activity Done	- Conduct ed Retail Chemist Prescription Audit (RCPA) on Minoxidil and Minoxidil + Finasteride for Androgenic Alopecia treatment. - Analyse top brands and physician preferences. - Identify key issues for sales growth in this therapeutic area.
Linking theory (Classroom learning) with practice at your organisation	From the format of RCPA and how it is done all basics helped in making this activity successful. Analysing trends and gaps thoroughly while using marketing analytics.
Gaps identified in the working area.	Difficulty faced during collecting data from pharmacists and doctors
Suggestions for improvement	Seek feedback from mentors on the RCPA
Plan for the next week	Research and create promotional materials (leave-behind literature (LBL) and visual aids) for specific molecules provided by the organization. Study about planning marketing activity/campaign.

Signature of the Student

Drishti Mohaniya

Approved by the IIMR University's Mentor

Reporting Form (Week 04)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 04 **From:** 02/06/2025 to 07/06/2025

Activity Done	- Research and create promotional materials (leave-behind literature (LBL) and visual aids) for specific molecules provided by the organization. - Completed Doctor survey and RCPA of dermatologists present in my area for diseases like Alopecia areata, vitiligo, dermatitis and psoriasis. - Analyzed the data and prepared a document on recent findings from doctorsurvey.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical knowledge, we learnt in class to the company's assigned work was beneficial and aided in performing better.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	- Price Calculation - Promotogram Planning - Sample Allocation - LBL Designing & Finalization - Marketing Campaign Design

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 05)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 05 From: 09/06/2025 to 14/06/2025

Activity Done	- Created a promotogram for specific brand provided by the organization involving LBL, case studies, gifts and sample allocation. - Designed a Marketing Campaign for Fungal Disease Awareness Week which involves opening and closing statements, things to do list, leave behind literature (LBL), poster for fungal disease awareness and token of appreciation under specified budget for the doctors.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical knowledge, we learnt in class to the company's assigned work was beneficial and aided in performing better. Especially in the preparation of LBLs and visual aids.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	- Learn about the Price Calculation (MRP) of a pharmaceutical product. - Sales Data Analysis of given demo data by the company on excel. Finding out the highest/ lowest revenue generating headquarters state wise and region wise.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 06)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 06 From: 16/06/2025 to 21/06/2025

Activity Done	Modification in Marketing Campaign for Fungal Disease Awareness Week which involves opening and closing statements, things to do list, leave behind literature (LBL), poster for fungal disease awareness and token of appreciation under specified budget for the doctors.
Linking theory (Classroom learning) with practice at your organisation	It was advantageous and helped us perform better when we used the theoretical knowledge we learned in class to the company's given tasks, particularly when it came to creating LBLs and visual aids.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	- Learn about the Price calculation – PTR, PTS & The Scheme ratio - Sales Data Analysis of given demo data by the company on excel. Finding out the PCPM of individual HQ Zone wise and Region wise. - Preparation of Sales Training for any New Product.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 07)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 07 From: 23/06/2025 to 28/06/2025

Activity Done	- Learned how to calculate a pharmaceutical product's pricing using the PTR, PTS, MRP, and scheme ratio. - Worked on sales data analysis of the company's provided demo data in Excel, determining the PCPM of each headquarters (HQ) zone-wise and region-wise. Trend and gap analyses of the sales data were also conducted. Determine which region has the lowest and highest sales headquarters by conducting an analysis of it. planned tactics to boost the lowest-selling headquarters' sales. - Prepared and submitted a sales training presentation of Luliconazole 1% (w/v) cream in the treatment of athlete's foot and ringworm for the sales team.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical information we learned in class to the duties assigned by the company—specifically, the data analysis of the sales data on Excel—was beneficial and improved our performance.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Preparation of a brand plan for the molecule allocated by the company

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 08)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 08 From: 30/06/2025 to 05/07/2025

Activity Done	• Preparation of a brand plan for Clincare-B (Clindamycin 1% w/v and benzoyl peroxide 2.5%w/v) cream used to treat acne vulgaris with complete pre- launch, launch and post launch strategy. • Preparation of poster on brand plan of Clincare-B cream and with report.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical information we learned in class to the duties assigned by the company especially the preparation of elements for a complete brand plan and practical usage of marketing mix with data analysis.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Presentation of poster on brand plan of Clincare-B cream to the panel of Galcare pharmaceuticals with report.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 09)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Week no: 09 From: 07/07/2025 to 12/07/2025

Activity Done	- Completed the of a brand plan for Clincare-B (Clindamycin 1% w/v and benzoyl peroxide 2,5%w/v) cream used to treat acne vulgaris including the situational analysis, market research, competitor analysis, sales goal, forecasting for next 5 yrs, 3 year projection and key strategies to overcome any gap, budget preparation, marketing budget preparation, pricing, launch strategy and post launch monitoring tracker. - Prepared of poster, LBL, visual aids, sales training presentation on brand plan of Clincare-B cream.
Linking theory (Classroom learning) with practice at your organisation	Applying the theoretical information, we learned in class to the duties assigned by the company especially the preparation of elements for a complete brand plan and practical usage of marketing mix with data analysis, visual aid and LBL preparation, budget preparation and pricing of a product.
Gaps identified in the working area.	None
Suggestions for improvement	None
Plan for the next week	Presentation of poster on brand plan of Clincare-B cream prepared in front of the panel from Galcare Pharmaceutical team

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Reporting Form (Week 10)

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

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

Activity Done	- Prepared the poster of the brand plan of Clincare- B cream with organisation structure, vision& mission statement, SWOT analysis, Product details, market data of IPM, what I did during my internship, Usefulness of internship, difference between theoretical and practical knowledge and challenges faced during internship. - Prepared a report on the complete internship as working as a marketing intern at Galcare pharmaceuticals - Presented the prepared poster on brand plan of Clincare-B cream prepared in front of the panel from Galcare Pharmaceutical team.
Linking theory (Classroom learning) with practice at your organisation	Incorporating the SWOT analysis, marketing mix, and other elements of marketing to complete brand plan. Used various marketing tools to prepare budget and pricing of our product.
Gaps identified in the working area.	Preparing budget and setting pricing was a complex affair especially, taking competitor pricing and company's profit into consideration
Suggestions for improvement	- Develop an effective strategy for monitoring and controlling the brand plan. - Prepare budget and pricing with more focus on visual representation

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Galcare Pharmaceuticals

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

Name of the Student: Drishti Mohaniya

Roll no: 0643

Stream: MBA—Pharmaceutical Management

Activity Done	• Data analysis of Alkem Pharmaceutical's therapeutic areas—anti-infective and gastrointestinal—where we calculated market share, unit growth, value growth, competitive analysis, and MAT (3 years). • Conduct a Retail Chemist Prescription Audit (RCPA) and analysis top brands and physician preferences. • Presented on Androgenic Alopecia and its treatment. • Prepared a doctor survey questionnaire. • Created promotional materials (leave-behind literature (LBL) and visual aids) for specific molecules provided by the organization. • Created a promotogram for specific brand provided by the organization involving LBL, case studies, gifts and sample allocation. • Designed a Marketing Campaign. • Learned how to calculate a pharmaceutical product's pricing using the PTR, PTS, MRP, and scheme ratio. • Sales data analysis of the company's sales data. • Prepared and submitted a sales training presentation. • Preparation of a brand plan on given molecule
Linking theory (Classroom learning) with practice at your organisation	• Learned about how to interpret IQVIA and Pharmarack reports to understand market trends and consumer behaviour. • Understanding how primary market research is done to analyze the trend and gaps. • LBL and visual aid preparation strategies worked in favour. • The theories and principles learned in class like 4 P's, product mix were used while working on brand plan preparation • Learning strategic planning based on data analysis which assisted in creating effective marketing strategies. • Improved communication skills helped in direct interaction with pharmacists and doctors. • Preparing a budget and estimating returns for a brand plan while creating key strategies and forecasting.

Gaps identified on the working area.	• Difficulty faced when interpreting reports or in understanding and memorizing marketing terminologies. • Sometimes it was no easy collecting data from pharmacists and doctors • Difficulty faced when interpretation and analysis of raw data was done to find market trends and gaps. • Preparing budget and setting pricing was a complex affair especially, taking competitor pricing and company's profit into consideration. • It was difficult overcome rejection faced during market survey.
Suggestions for improvement	• Seek feedback from mentors on the RCPA questionnaire developed. • Provide specific examples or scenarios to illustrate points in accomplishments and learnings. • Include specific data or metrics from RCPA for more impact. Ensure consistency in tense and terminology throughout the report. • Identify the target audience and establish measurable goals for product launch. Develop an effective strategy for monitoring and controlling the brand plan. • Prepare a poster to visually represent the brand plan and budget.
Key Learnings	• Data Analysis from primary and secondary data. • Learned about preparation of brand plan and all the elements required to complete a brand plan • I learned to conduct RCPA and improved communication skills. Preparation of budgeting and pricing • Learned how to prepare visual aid, marketing campaign, LBL and posters. • Learned how a PMT department works and what roles and responsibilities they handle.

Signature of the Student

Drishti Mohaniya

Approved by the IIHMR University's Mentor