

GALCARE PHARMACEUTICAL PVT. LTD.

Galcare Pharmaceutical Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of “Excellence through People & Innovation”. This dictum forms the basis of all thinking & action at Galcare.

At Galcare, we work hard to keep and grow the trust of doctors and healthcare professionals. We focus on always doing more than what our customers expect and keeping patient care as our top priority. Doctors from many different fields regularly prescribe our products, and we are known as a trusted prescription-based company. Proud to have introduced many medicines for the first time in India, and our skills in creative marketing are well recognized in the industry.

The company has strong people development programs & a commitment towards promotion from within

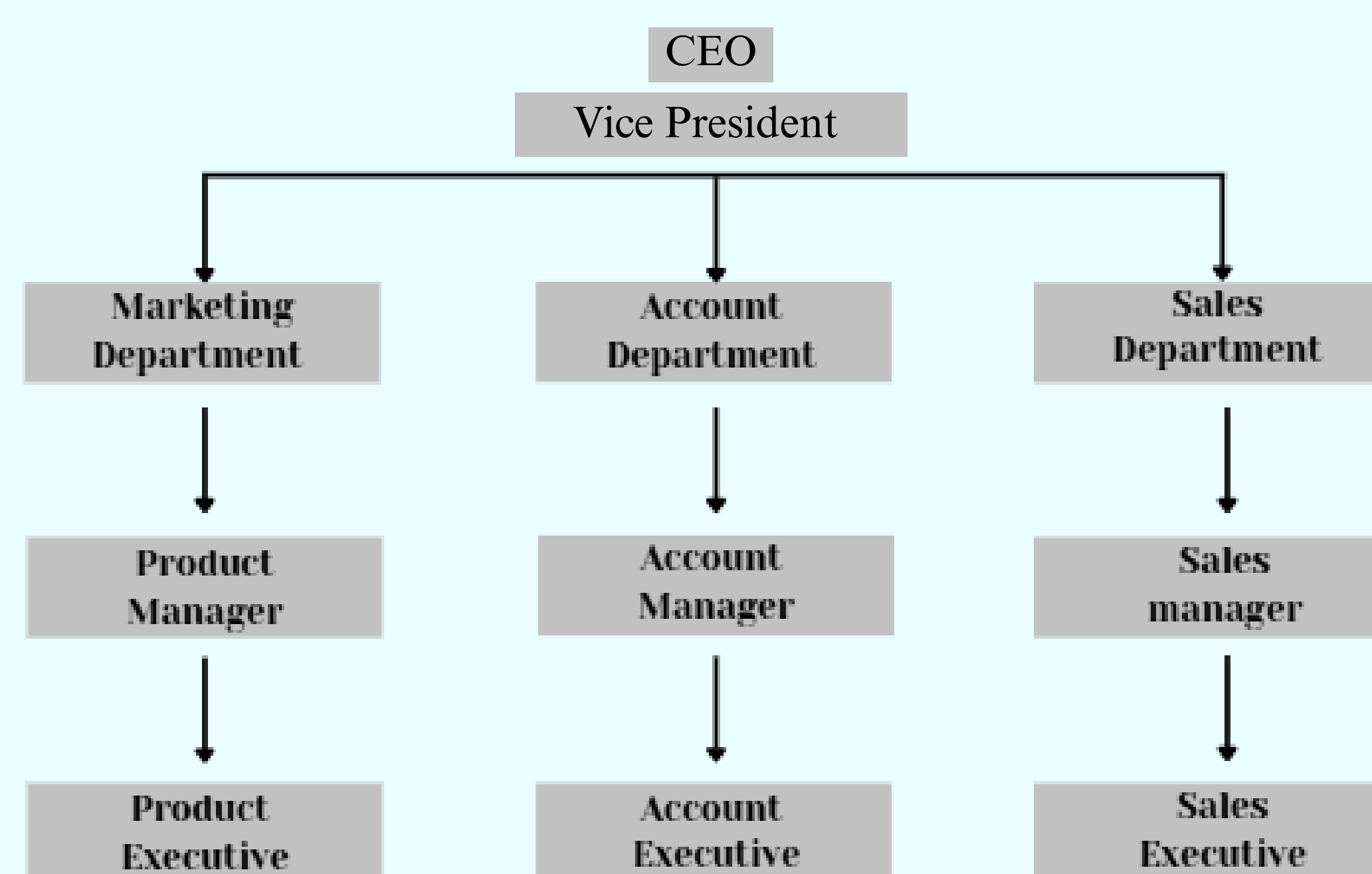
Vision

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.

Mission

Galcare strives to enhance people's health by offering quality therapeutic solutions.They achieve this through continuous innovation and excellence in their products.
Values Excellence - Pursue excellence through people and innovation.Trust-Build and retain trust among the medical fraternity: Customer-Centric Approach-Consistently extols customer expectations

ORGANISATION STRUCTURE



Major Learning During Internship

- Understanding IQVIA and Pharmarack Terminologies
- RCPA on Minoxidil and Minoxidil + Finasteride molecules and RCPA analysis.
- Questionnaire preparation for RCPA and doctor's survey.
- Doctor's survey on immunosuppressants used in skin care treatment.
- Designing of LBL, visual aid, gift and poster.
- Preparation of promotogram and learnt about sample allocation.
- Sales data analysis according to PCPM of Head Quarters.
- Sales training PPT for ABE and sales strategy training for product launching.
- Understood and prepared brand plan of GALBEC-C and its contents beclomethasone dipropionate + clotrimazole.

Brand Plan Of GALBEC-C

Product Profile

Brand Name: GALBEC-C

Composition: Beclomethasone Dipropionate 0.025% + Clotrimazole 0.5%

Strength & Dosage Form: GALBEC-C Lotion 0.025% 30 ML x 1 (0.5%)

Therapeutic Category: Topical Antifungal Infection

Indication: Tinea corporis and tinea cruris

USPs: Dual action with affordable price

Company Name: Galcare Pharmaceuticals PVT LTD

MRP: Rs. 145 /-



Product

Awareness Poster

LBL

Market Overview

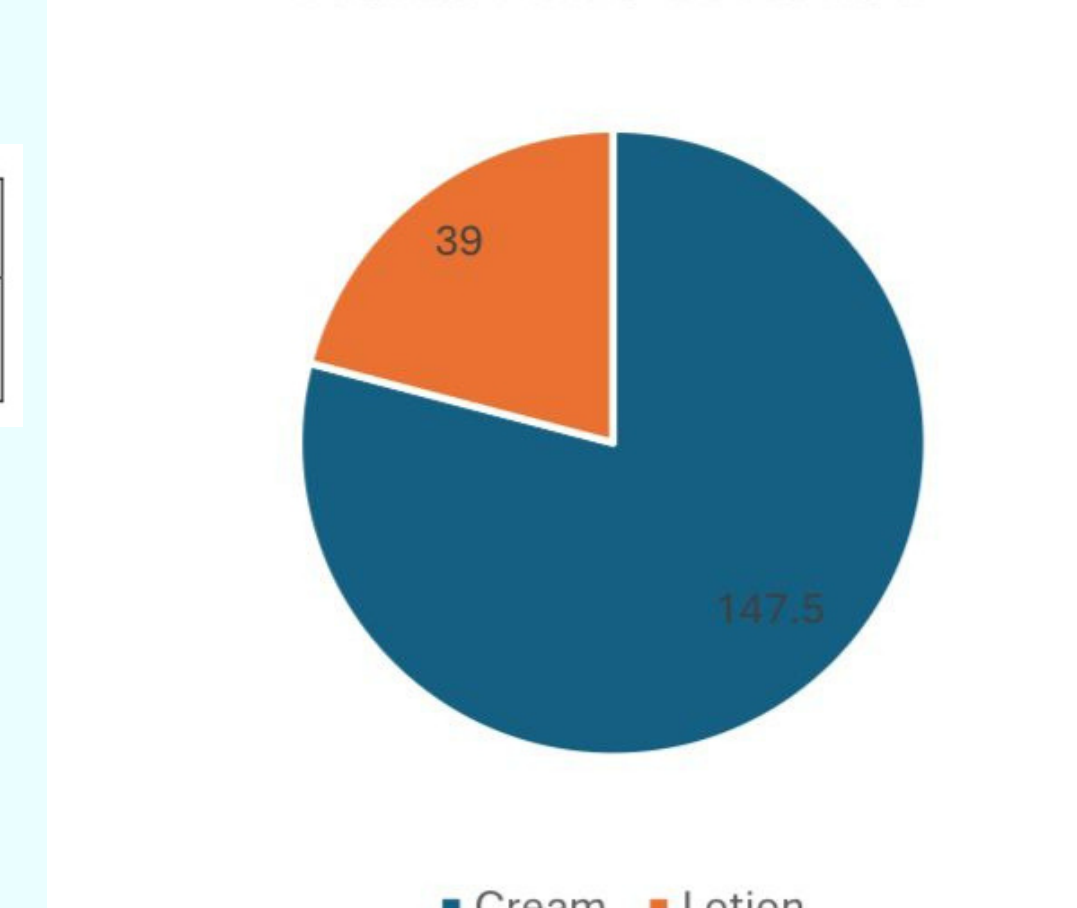
Total market size of Beclomethasone Dipropionate + Clotrimazole

MAT	Market Size	Growth
2023-24(Aug)	186.5	10.4%

Total Market Size of Beclomethasone Dipropionate + Clotrimazole (Cream and Lotion)

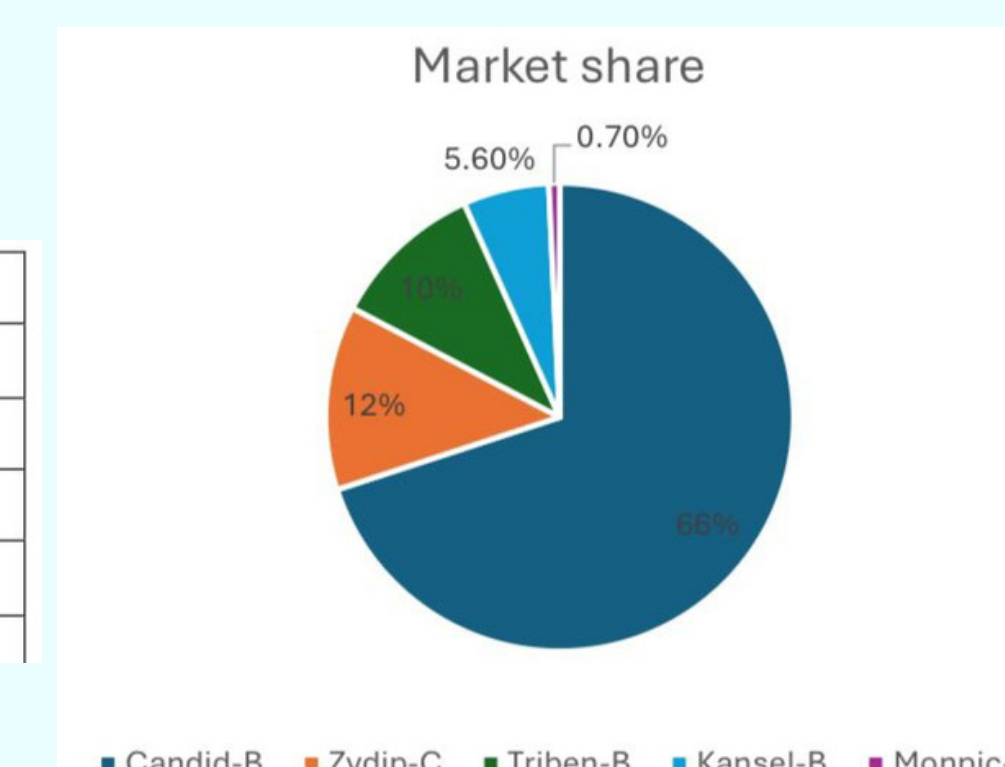
MAT	Market Size
Cream	147.5
Lotion	39

Market Size of Lotion



Competitor Analysis

Brand	Company	MRP	Market share
Candid-B	Glenmark	230	66%
Zydep-C	Kim Labs	159	12%
Triben-B	Jenburkt	154	10%
Kansel-B	Palsons Derma	249	5.6%
Monpic-B	Dermacare	126	0.7%



Strength

1. It contains beclomethasone for anti-inflammatory and clotrimazole for anti-fungal.
2. There are no competitors on this dose (clotrimazole 0.5%) hence lead to doctor prescriptions.
3. It reduces itching and redness quickly.

Weakness

1. Lack of similar formulation in the market.
2. If beclomethasone uses for long-term may cause skin thinning
3. Product is newly launched in market

S W O T

Opportunity

1. Run marketing campaigns on this day for awareness.
2. Top brands may not penetrate that place.
3. For promotion use e-pharmacy platforms.

Threats

1. Established brands have gained trust from doctors and chemists.
2. Generic brands reduce margins and market share.

STP

Segmentation

- In India over 57 million people affect in fungal diseases (Around 4.1% of India).
- Demographically in the 15-60 age group people have mostly chance to fungal infections in both genders.
- Geographically in hot & humid cities/states have a high incidence of fungal infections.

Targeting

- Primary target: Dermatologists and general practitioners for creating prescription generation.
- Secondary target: Follow up from retail pharmacists and consumers awareness.

Positioning

- Gentle on Skin, Strong on Fungal Infections

Difference between Theoretical and Practical understanding

- Real-world experience, skill development, and learning via field work, including interactions with chemists and doctors, are the main objectives of this practical exposure to the pharmaceutical industry.
- A theoretical understanding of marketing strategies serves as a foundation for practical understanding, which is then enhanced by theoretical understanding.

Usefulness of Internship

- Practical exposure to pharmaceutical marketing and brand management.
- Strengthening of market research and analytical skills.
- Enhanced understanding of disease and therapeutic areas.
- Development of professional communication and presentation skills.
- Comprehensive insight into sales operations and pricing mechanisms.

Challenges face during intership

- During the RCPA activity, chemists appeared reluctant to share accurate information.
- Doctors were unwilling to disclose details regarding their prescription pattern.

Outcomes

- Hands on experience for conducting competitive analysis.
- Enhancing my skills in market research and strategic planning.