

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals

14th May 2025 - 21st July 2025

A REPORT BY

Devangan Bharat Jeevan

Master of Business Administration

Pharmaceutical Management

Roll no: 0639

2024-2026

Under the Mentorship of

Dr. Sanjay Gupta

Professor

IIHMR UNIVERSITY,

JAIPUR.





CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Devangan Bharat Jeevan

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

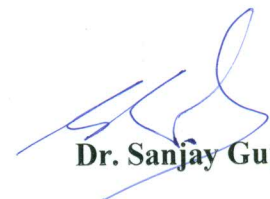
Mr. Irfan Ahmad
Senior Marketing Head

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Devangan Bharat Jeevan** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May 2025 - July 2025.

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

Date: 25/07/2025

A blue ink signature of Dr. Sanjay Gupta, consisting of stylized initials and a surname.

Dr. Sanjay Gupta
Dean

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

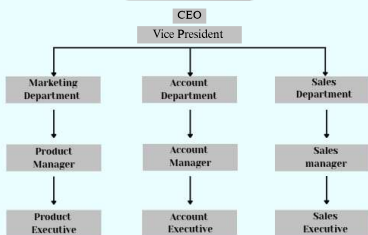
Vision

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 RCRA analysis.
- Questionnaire preparation for RCRA 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

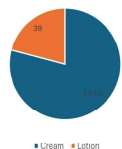
Total market size of Beclomethasone Dipropionate + Clotrimazole

MAT	Market Size	Growth
2023-24(Avg)	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	Glaxosmith	240	64%
Zylip-C	Kim Labs	159	12%
Tribes-B	Jenbucki	154	10%
Kandel-B	Palsons Dermo	249	5.6%
Mopico-B	Dermacare	126	0.7%



Suggestion

- Enhance communication tools and training for better remote collaboration.
- Provide clear guidelines and regular feedback to ensure intern progress.
- Improve technical support to minimize disruptions in remote work.
- Develop interactive virtual training modules to simulate hands-on experience

Strength

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

Weakness

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

S W O T

Opportunity

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

Threats

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

STP

Segmentation

- In India over 57 million people affect in fungal diseases (Around 4.1% population 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 internship

- During the RCRA 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.

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

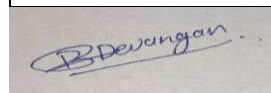
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no: 1

From: 13/05/2025 to 17/05/2025

Activity Done	During my first week of internship at Galcare Pharmaceuticals Pvt. Ltd, I focused on my learning skills like graph analysis and interpretation of IQVIA and Pharmarack report. I learned how to study different types of graphs in IQVIA and Pharmarack reports, such as line graphs, bar graphs, pie charts, and scatter plots. This gave me valuable insights into the top therapies, brands, and companies in the pharmaceutical industry, helping me understand market trends and consumer behaviour better. I also learnt how to use this knowledge to develop effective marketing strategies. Overall, it was an incredibly insightful week, and I'm eager to apply these skills in upcoming weeks of my internship.
Linking theory (Classroom learning) with practice at your organisation	I can read all terms and understand the meaning of all abbreviations term used in the IQVIA report. IQVIA report helps to understand the Indian Pharmaceutical Market. Some abbreviations discussed in classroom, so it helps me.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Organization provides a molecule for market research. Prepare questionnaires for market research and prepare PPT on molecules.



Signature of the Student

Approved by the IHHMR University's Mentor

2nd Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

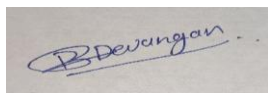
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:2

From: 19/05/2025 to 24/05/2025

Activity Done	Understand the basics of Marketing and Sales, Common sales terminologies. Understanding Sales operations in the pharma industry and market dynamics and stakeholder engagement. Study of Androgenic Alopecia (Hair Baldness) disease and molecules use in this disease, like Minoxidil, Dutasteride, Finasteride, Redensyl, Procapil and Anagain. Also prepare a Doctor Survey Questionnaires focused on disease.
Linking theory (Classroom learning) with practice at your organisation	I can read all terminologies and understand the meaning of all terminologies used in the common sales and marketing. This term helps to understanding Sales Operations in the Pharma Industry. Some terminologies discussed in classroom, so it helps me.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Field visit (Doctor Survey). The aim is to gather insights from dermatologists regarding their prescription behavior, treatment preferences and challenges related to hair loss management.



Signature of the Student

Approved by the IIHMR University's Mentor

3rd Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

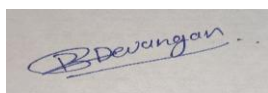
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no: 3

From: 25/05/2025 to 31/05/2025

Activity Done	Understand the terminology used in RCPA. Organization provides a molecule i.e. minoxidil and minoxidil + finasteride for doing a RCPA on the field and analysis the competitor brand available in the market. I have done 20 RCPA in 2 days. During the RCPA learns a lot from the things like how to communicate with chemist and see the market leader on both molecules minoxidil as well as minoxidil + finasteride. The understanding how to make effective power point presentation for easy understanding to sales persons.
Linking theory (Classroom learning) with practice at your organisation	Real-world experience, skill development, and learning via field work, including interactions with chemists, is the main objectives of this practical exposure to the pharmaceutical industry.
Gaps identified on the working area.	During the RCPA activity, chemists appeared reluctant to share accurate information.
Suggestions for improvement	None as of now.
Plan for the next week	Learning of promotional inputs like LBL (leave behind literature), Visual aids, sample allowance, USP (unique selling point) and other marketing activity



Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

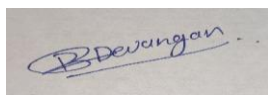
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:4

From: 01/06/2025 to 07/06/2025

Activity Done	Understand the design of LBL (Leaving Literature Behind) and visual aids. Make LBL and visual aids on the molecules of clindamycin phosphate and nicotinamide. Last 3 days of the week I am in the field for doctor survey. To understand prescribing patterns, treatment preferences, safety perceptions, and brand choices among dermatologists in the management of autoimmune skin diseases using immunosuppressive therapy.
Linking theory (Classroom learning) with practice at your organisation	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.
Gaps identified on the working area.	Doctors were unwilling to disclose details regarding their prescription pattern.
Suggestions for improvement	None as of now.
Plan for the next week	Understand the Price Calculation, Promotogram Planning, Sample Allocation, LBL Designing & Finalization and Marketing Campaign Design



Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

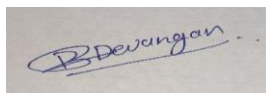
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:5

From: 08/06/2025 to 14/06/2025

Activity Done	Understanding and preparation of promotogram, quarterly cycles, sample allocation and marketing campaign activity are crucial for effective brand planning and execution. Create promotional inputs for Marketing campaign and create a list of things like brand communication, LBL (leave behind literature), campaign doctor's selection, gifts, posters and things to do list.
Linking theory (Classroom learning) with practice at your organisation	A theoretical understanding of marketing strategies serves as a foundation for practical understanding, which is then enhanced by theoretical understanding.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Understand analysis and interpretation of sales data.



Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

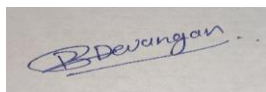
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:6

From: 15/06/2025 to 21/06/2025

Activity Done	Understanding and preparation of again marketing campaign activity on National Acne Positivity Day are crucial for effective brand planning and execution. In which the create marketing campaign activity for Brand Clincare that contain Clindamycin phosphate and create a list of things like brand communication, LBL (leave behind literature), campaign doctor's selection, gifts, posters and things to do list.
Linking theory (Classroom learning) with practice at your organisation	None as of now.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Understand analysis and interpretation of sales data, price calculation and preparation of sales training for any new product.



Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

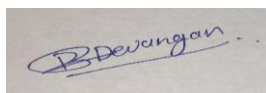
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:7

From: 22/06/2025 to 28/06/2025

Activity Done	Understood and interpreted sales data, calculated product pricing, and prepared PowerPoint presentations for sales training for new product. Identified the top 10 highest and lowest sales HQs in the sales data and determined the top sales HQs by regions and make a strategy on those HQs where sales are low and how we can make these low sales higher.
Linking theory (Classroom learning) with practice at your organisation	None as of now.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Understanding and preparing brand plan.



Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

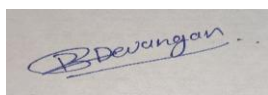
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:8

From: 29/06/2025 to 05/07/2025

Activity Done	Understood and prepare the brand plan of GALBEC-C. it contains beclomethasone dipropionate 0.025% + clotrimazole 0.5%. In this week detail study of molecules and market size of molecules as well as prepare LBL (leave behind literature), visual aids, marketing campaign and sales training.
Linking theory (Classroom learning) with practice at your organisation	A theoretical understanding of marketing strategies serves as a foundation for practical understanding, which is then enhanced by theoretical understanding.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Understand and prepare the remaining portion of brand plan.



Signature of the Student

Approved by the IIHMR University's Mentor

9th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

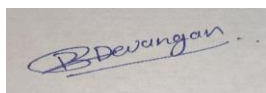
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:9

From: 06/07/2025 to 12/07/2025

Activity Done	Understood and prepare complete brand plan of GALBEC-C. it contains beclomethasone dipropionate 0.025% + clotrimazole 0.5%. In this week detail study of price calculation, SWOT analysis, market size, competitive analysis, forecasting & projection sales and budget for one year of GALBEC-C.
Linking theory (Classroom learning) with practice at your organisation	None as of now.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Understand and prepare the poster on brand plan.



Signature of the Student

Approved by the IIHMR University's Mentor

10th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

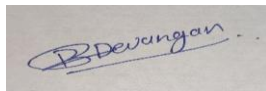
Roll no: 0639

Stream: MBA (Pharmaceutical Management)

Week no:10

From: 06/07/2025 to 12/07/2025

Activity Done	Understood and prepare poster on brand plan. Presented poster on “Brand Plan Of GALBEC-C” in the evaluation panel at Galcare Pharmaceuticals in front of Marketing Head and Product executive at Galcare Pharmaceuticals
Linking theory (Classroom learning) with practice at your organisation	I learned how to present a poster for a product in front of higher authorities of industry, it also helped me to learn how to present USP and critical points of brand plan effectively and built an effective public speaking skill.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.



Signature of the Student

Approved by the IIMR University's Mentor

Compiled Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Devangan Bharat Jeevan

Roll no: 0639

Stream: MBA (Pharmaceutical Management)

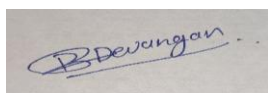
Week no: 1-10

From: 14/05/2025 to 21/07/2025

Activity Done	• Understanding IQVIA and Pharमारack terminologies. During my first week of internship at Galcare Pharmaceuticals Pvt. Ltd, I focused on my learning skills like graph analysis and interpretation of IQVIA and Pharमारack report. I learned how to study different types of graphs in IQVIA and Pharमारack reports, such as line graphs, bar graphs, pie charts, and scatter plots. This gave me valuable insights into the top therapies, brands, and companies in the pharmaceutical industry, helping me understand market trends and consumer behaviour better. I also learnt how to use this knowledge to develop effective marketing strategies. Overall, it was an incredibly insightful week, and I'm eager to apply these skills in upcoming weeks of my internship. • RCPA on Minoxidil and Minoxidil + Finasteride molecules and RCPA analysis. Understand the basics of Marketing and Sales, Common sales terminologies. Understanding Sales operations in the pharma industry and market dynamics and stakeholder engagement. Study of Androgenic Alopecia (Hair Baldness) disease and molecules use in this disease, like Minoxidil, Dutasteride, Finasteride, Redensyl, Procapil and Anagain. Also prepare a Doctor Survey Questionnaires focused on disease. • Questionnaire preparation for RCPA and doctor's survey. Understand the terminology used in RCPA. Organization provides a molecule i.e. minoxidil and minoxidil + finasteride for doing a RCPA on the field and analysis the competitor brand available in
----------------------	--

	the market. I have done 20 RCPA in 2 days. During the RCPA learns a lot from the things like how to communicate with chemist and see the market leader on both molecules minoxidil as well as minoxidil + finasteride. The understanding how to make effective power point presentation for easy understanding to salespersons. Doctor's survey on immunosuppressants used in skin care treatment. Understand prescribing patterns, treatment preferences, safety perceptions, and brand choices among dermatologists in the management of autoimmune skin diseases using immunosuppressive therapy. Designing of LBL, visual aid, gift and poster. Understand the design of LBL (Leaving Literature Behind), visual aids, gift and poster. Preparation of promotogram and learnt about sample allocation. Understand and preparation of promotogram, quarterly cycles, sample allocation and marketing campaign activity are crucial for effective brand planning and execution. Create promotional inputs for Marketing campaign and create a list of things like brand communication, LBL (leave behind literature), campaign doctor's selection, gifts, posters and things to do list. Sales data analysis according to PCPM of Head Quarters. Identified the top 10 highest and lowest sales HQs in the sales data and determined the top sales HQs by regions and make a strategy on those HQs where sales are low and how we can make these low sales higher. Sales training PPT for ABE and sales strategy training for product launching. Understood and interpreted sales data, calculated product pricing, and prepared PowerPoint presentations for sales training for new product. Understood and prepared brand plan of GALBEC-C and its contents beclomethasone dipropionate + clotrimazole.
--	--

	Understood and prepare complete brand plan of GALBEC-C. it contains beclomethasone dipropionate 0.025% + clotrimazole 0.5%. In this week detail study of price calculation, SWOT analysis, market size, competitive analysis, forecasting & projection sales and budget for one year of GALBEC-C.
Linking theory (Classroom learning) with practice at your organisation	• 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.
Gaps identified on the working area.	• During the RCPA activity, chemists appeared reluctant to share accurate information. • Doctors were unwilling to disclose details regarding their prescription pattern.
Suggestions for improvement	• Enhance communication tools and training for better remote collaboration. • Provide clear guidelines and regular feedback to ensure intern progress. • Improve technical support to minimize disruptions in remote work. • Develop interactive virtual training modules to simulate hands-on experience



Signature of the Student

Approved by the IIHMR University's Mentor