

SUMMER INTERNSHIP PROGRAM

at
Galcare Pharmaceuticals.

11th of May 2025 – 21st of July 2025

A REPORT BY

Bhadoriya Mohit N.

Master of Business Administration

Pharmaceutical MBA

2024-2026

Under the mentorship of

Dr. Himadri Sinha

Professor & Dean SDS





Galcare

CERTIFICATE

OF RECOGNITION



This is to certify that

Mr. Bhadoriya Mohit Netrapal

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 & wish him great
success in future endeavors.



Date :- 21/07/2025

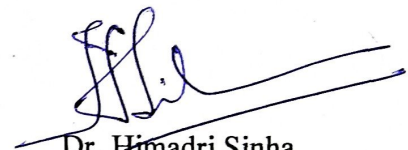
Mr. Irfan Ahmad
Senior Marketing Head

IIHMR University Faculty Mentor Approval

This is to certify that Mr. Bhadoriya Mohit N. 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.

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

Date: 25/7/25

A handwritten signature in blue ink, appearing to be 'H. Sinha', written over a horizontal line.

Dr. Himadri Sinha
Professor & Dean SDS

BRAND PLAN OF TACROLIMUS MOLECULE (TACTIS)

Stream - MBA PM

Roll no. - 0628

Organization – Galcare Pharmaceuticals

Name – Bhadoriya Mohit N.

Faculty Mentor – Dr. Himadri Sinha

Organization Mentor – Mr. Shubham Saini

Galcare Pharmaceuticals

Galcare was incorporated in 2008. Head office of Galcare is located in Jaipur. The main objective of the company is to provide Innovative Therapeutic Approach. The Portfolio of the organization is described as follows:

- The portfolio is majorly based on Dermatological Products, but it contains the Neuropsychiatric products as well.
- The company is Famous for the brands like PYNOMAX.

VISION

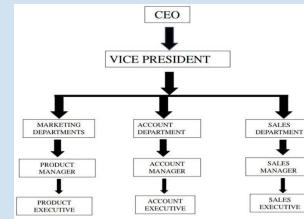
Our Vision is to be celebrated as a Premier & beloved leader in the Dermatology sector of India, Igniting Positive Transformation and groundbreaking innovation for a brighter tomorrow.

MISSION

Galcare strives to enhance People health through offering quality Therapeutic Solutions. They achieve this through continuous innovation and excellence in their products.

Organization structure

Our organization follows a well-structured functional design mentioned as below:



The Marketing Department Drives Brand Visibility & Sales Secures Customers & Revenue.

Basic Strengths and Values

Strengths

- Empathy
- Adaptability

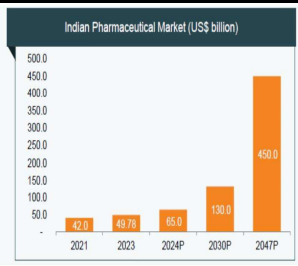
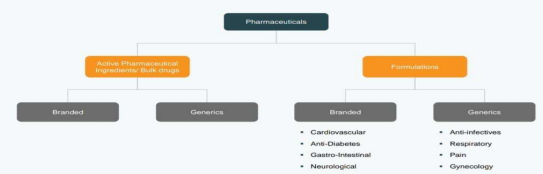
Values

- Generosity
- Punctuality

Role of Time Management in Corporate

- Enhancement of Productivity
- Improvement in Decision making
- Boosts Work Life balance

Structure of pharmaceuticals sector in India



7 P's In Marketing

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence

Learnings during Internship

- The best thing I have learned from Galcare is about self-care, strengths, values and how much time management is important for us.
- I have learned power of etiquettes in corporate culture
- I have learned how to make impactful brand plan.
- I have learned about marketing and branding.
- Exposure of RCPA & Doctor survey.

Usefulness of Internship

- As I am always eager to going to the marketing, sales, branding etc., I am sure that whatever I have learned from this 2.5 months will help me in my future endeavors.
- Under the guidance of Shubham sir we learned the value of life and how we can make it more successful.
- I saw the conversion to my 1st year academics module to practice exposure. I learned almost everything about brand plan and market research.

Challenges faced during Internship

The main challenge for me was about adapting the work culture and the Time management aspect. Understanding new rules, meeting the expectations and deadlines belongs to the effective time management, adaptability and professional discipline during my internship period of 2.5 months.

Thank you note

At last I would like to thank my Mentor Mr. Shubham sir for always supporting me and providing a continuous guidance to me. At last, I would also like to thank my mentors, family members and my dear friends to always help me.

How to build yourself as a **BRAND**?
Self discovery ► Online presence ► Target audience ► Networking
Consistency ► Personal development & visibility ► Monitor ► Adopt
Work, Work, Work,

Brand Plan Of Tacrolimus Molecule (Calcineurin Inhibitor)

- Corporate company – **Galcare Pharmaceuticals**.
- Rationale- "Tis" is a suffix used to represent inflammation and here "Tac" represents Tacrolimus molecule and since this molecule is indicated for Atopic Dermatitis, therefore Tactis is kept as a brand name.
- Brand Tag line- **"Say Goodbye to Eczema"**.
- Tacrolimus is an Immunosuppressant molecule.
- Tactis brand has a composition of 0.1% w/w Tacrolimus in the form of an Ointment.

In Atopic Eczema

Tactis
Tacrolimus 0.1% w/w Ointment

Tacrolimus is an Immunosuppressant which acts by inhibiting Calcineurin pathway

Tacrolimus Ointment 0.1% w/w
Tactis

Say Goodbye to Eczema...

Mechanism Of Action

Inhibition of the Calcineurin enzyme inhibits the Calcineurin Pathway, which leads towards the suppression of the immunity.

Tacrolimus Ointment 0.1% w/w
Tactis

STRENGTH	WEAKNESS
- Non-steroidal therapy - Effective in steroid-phobic patients - Long-term use possible - Limited players in the market vs steroids	- High cost as compared to steroids - Slow symptom relief initially - Boxed warning (black box) in the US - Off-label use in vitiligo - Limited awareness among general practitioners
OPPORTUNITY	THREAT
- Growing awareness about steroid side effects - Rising prevalence of atopic dermatitis - Market expansion in vitiligo therapy - Pediatric segment growth	- Strong indirect competition from steroids (Doctors still prefer steroids as first-line therapy due to low cost) - Emerging competitors (Pimecrolimus (Elidel) - Biosimilars or cheaper generics) - Regulatory concerns (Cancer warnings affect prescribing confidence)

SWOT ANALYSIS

suggestions

As the internship was online although we learned a lot but didn't get exposure of field work so I would like to suggest to please give at least 2 week exposure to next interns.

Connecting Dot's

In marketing, "connecting the dots" refers to identifying and understanding the relationships between various elements to create a cohesive and effective strategy.

COMPETITOR ANALYSIS

a. Direct Competition

MOLECULE	BRANDS	PACK DESCRIPTION	COMPANY	PRICE (RS)
TACROLIMUS	TACROZ	TACROZ OINT 0.1% 10 G x 1 (FORT)	GLENMARK PHARMA	550
TACROLIMUS	TECUM	TECUM OINT 0.1% 10 G x 1	KLM LABS	390
TACROLIMUS	TAKFA	TAKFA OINT 0.1% 20 G x 1 (FORT)	INTAS PHARMA*	398
TACROLIMUS	IMOGRAP	IMOGRAP OINT FORT 0.1% 30 G x 1	CANDRA LIFESCIENCE	634
TACROLIMUS	TACROVERA	TACROVERA OINT 0.1% 15 G x 1 (FORT)	ALKEM	615

YOY Trend Analysis

BRANDS	MAT AUG'22	MAT AUG'23	MAT AUG'24	Growth (%) of MAT AUG'23	Growth (%) of MAT AUG'24
TACROZ	19.3	21.0	21.6	8.81	2.85
TECUM	2.2	3.5	3.9	62.52	11.04
TAKFA	2.5	3.2	3.8	27.95	18.88
IMOGRAP	2.8	3.4	4.2	18.29	24.83
TACROVERA	2.8	3.2	3.4	14.87	4.15

MOM Trend Analysis

BRANDS	AUG'22	AUG'23	AUG'24	Growth (%) of AUG'23	Growth (%) of AUG'24
TACROZ	1.7	1.8	2.0	6.6	9.3
TECUM	0.3	0.3	0.3	11.7	-14.9
TAKFA	0.3	0.3	0.4	32.0	1.4
IMOGRAP	0.3	0.4	0.3	36.0	-28.9
TACROVERA	0.3	0.3	0.3	-11.0	11.4

b. Indirect Competition

MOLECULE	BRANDS	PACK DESCRIPTION	COMPANY	PRICE (RS)
MOMETASONE FUROATE	MOMATE	MOMATE CREAM 0.1% 20 G x 1	GLENMARK PHARMA	292
PIMECROLIMUS	PARCOMA	PARCOMA CREAM 1% 10 G x 1	AJANTA PHARMA	633
HYDROCORTISONE ACETATE	CUTISOFT	CUTISOFT CREAM 1% 15 G x 1	IPCA LABS	155

YOY Trend Analysis

BRANDS	MAT AUG'22	MAT AUG'23	MAT AUG'24	Growth (%) of MAT AUG'23	Growth (%) of MAT AUG'24
MOMATE	25.0	28.0	30.3	12.04	5.21
PARCOMA	11.4	13.1	14.6	14.88	11.52
CUTISOFT	6.3	7.6	8.4	21.03	11.05

MOM Trend Analysis

BRANDS	AUG'22	AUG'23	AUG'24	Growth (%) of AUG'23	Growth (%) of AUG'24
MOMATE	2.4	2.5	2.5	6.4	-0.8
PARCOMA	1.2	1.2	1.3	-2.1	11.9
CUTISOFT	0.5	0.6	0.7	21.6	13.9

Market size of Tacrolimus

MARKET SIZE				
2024	2023	2022	GROWTH 2024 (%)	GROWTH 2023 (%)
112	104	96	7.69	8.33

Market size (Cr)

Prevalence of Eczema in Adults is around 2-10% at global level and 1-3% in India.

Tacrolimus is Contraindicated in Immunocompromised patients, Patients with skin infections & in hypersensitivity reactions.

Compiled Reporting Format

Name of the Organisation: Galcare Pharmaceuticals

Area/ Department/ Project of Summer Internship Program: Marketing & Sales

Name of the Student: BHADORIYA MOHIT N.

Roll no : 0628

Stream: Pharmaceutical Management (PM 16)

Activity Done	Learned Important Terminologies of Marketing & Sales. During the initial phase of the internship, I familiarized myself with key marketing and sales terminologies commonly used in the pharmaceutical industry. Understanding terms like "Primary & Secondary Sales," "Topline," "MR Coverage," "Doctor Call Average," and "Conversion Ratio" helped me comprehend the strategies and discussions within the marketing team more effectively. Conducted competitor analysis to evaluate market positioning and brand performance. I Studied competing brands in the same therapeutic segment to assess their market share, positioning strategies, pricing, and promotional tactics. This allowed me to understand how differentiation is established in a competitive landscape and how a brand can maintain or improve its performance. Performed RCPA (Retail Chemist Prescription Audit) focused on Minoxidil and related molecules, followed by data compilation and analysis using MS Excel. As part of market analysis, I visited retail chemists and collected prescription data for Minoxidil and similar molecules. This hands-on fieldwork gave me insights into prescription trends, doctor preferences, and competitor brand movement. The collected data was then analyzed using Excel to draw meaningful conclusions regarding brand visibility and sales patterns. Developed a structured questionnaire for field surveys and market data collection. I created a well-structured questionnaire aimed at gathering relevant information from the field. Designing the questionnaire taught me how to frame questions objectively and ensure they align with the survey's goals while being easy for respondents to answer.
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Carried out a dermatologist survey focused on immunosuppressants, with data interpretation and documentation done in MS Word.

I conducted one-on-one interviews with dermatologists to understand their preferences and experiences with immunosuppressants. The findings were interpreted to highlight common prescribing behaviors and documented in a professional format using MS Word for team review and strategy alignment.

Designed key promotional materials including Leave-Behind Literature (LBL), visual aid, posters, and gift concepts.

I was actively involved in the creative aspect of brand promotion by designing LBLs, visual aids, and promotional posters. This helped me understand the importance of visual communication, brand recall elements, and the role of promotional materials in influencing doctors' prescription habits.

Created a promotogram and gained practical understanding of sample allocation strategies.

A promotogram outlines the product flow during sales calls. I created a complete promotogram and learned how promotional sequences are planned. Additionally, I got exposure to how product samples are allocated across different regions, factoring in demand, strategy, and resource optimization.

Analyzed sales data using MS Excel to identify top and bottom performing headquarters and state-wise trends.

I worked with real-time sales data to track performance across geographies. Through Excel-based analysis, I could identify the most and least performing regions, helping the team strategize focused interventions and resource deployment.

Prepared a comprehensive PowerPoint presentation for Area Business Executives (ABEs) covering product knowledge and sales strategy training.

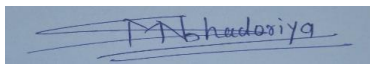
I compiled a detailed training presentation aimed at ABEs. It included product features, competitor comparison, key selling messages, and call objectives. This task helped me align classroom learning (like 4Ps of marketing) with field-level strategy communication.

Designed a complete brand plan for the Tacrolimus molecule, incorporating all concepts learned during the internship period.

Toward the end of the internship, I consolidated my learning by designing an entire brand plan for Tacrolimus. This included

	market segmentation, target audience, positioning statement, promotional strategies, budgeting, and growth roadmap—applying the theoretical frameworks in a real-world brand planning exercise.
Linking theory (Classroom learning) with practice at your organisation	The internship exposed me to practical aspects that go beyond our current classroom discussions, making direct linkage slightly challenging. However, it offered a valuable glimpse into the real-world application of concepts we will be studying in future semesters.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	NA

Signature of the Student :



Approved by the IHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals

Area/ Department/ Project of Summer Internship Program:

Name of the Student: BHADORIYA MOHIT N.

Roll no: 0628

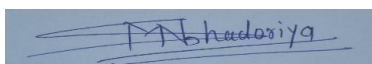
Stream: Pharmaceutical Management

Week no 1

From 12/5/25 **to** 17/5/25

Activity Done	1.Self SWOT Analysis 2.Understanding of competitive analysis 3.IQVIA & PharmaRac Reports.
Linking theory (Classroom learning) with practice at your organisation	If there exists a link between classroom theory and organization practice then it was SWOT analysis & the rest of the aspects like Terminologies of Pharma reports like IQVIA were practical aspects.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Yet to be announced.

Signature of the Student :



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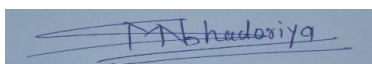
Stream: Pharmaceutical Management

Week no 2

From 18/5/25 **to** 24/5/25

Activity Done	1. Basic Terminologies used in Sales & Marketing 2. Understanding of Molecules used in Androgenic Alopecia. Preparation of their Questionnaire & presentation.
Linking theory (Classroom learning) with practice at your organisation	If there exists a link between classroom theory and organization practice then it was the basic Terminologies used in marketing & the rest of the aspects like Questionnaire & Presentation of Molecules are totally practical.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Yet to be announced.

Signature of the Student :



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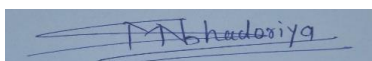
Stream: Pharmaceutical Management

Week no 3

From 25/5/25 **to** 31/5/25

Activity Done	1.RCPA (Retail Chemist Prescription Audit) 2. Preparation of Analysis Report of RCPA.
Linking theory (Classroom learning) with practice at your organisation	RCPA is totally a practical approach. Hence it can't be linked with classroom theory.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Preparation of LBL, Visual Aid, Marketing campaigns & Promotional Inputs.

Signature of the Student :



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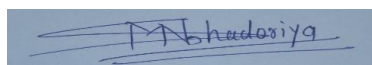
Stream: Pharmaceutical Management

Week no 4

From 1/6/25 **to** 6/6/25

Activity Done	Conducted a structured doctor survey focusing on autoimmune skin conditions including Vitiligo, Alopecia Areata, Atopic Dermatitis.
Linking theory (Classroom learning) with practice at your organisation	T-cell-mediated immune responses causing destruction of melanocytes (Vitiligo) or hair follicles (Alopecia Areata) are directly linked to our class discussions on Type IV hypersensitivity and autoimmune reactions.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Price Calculation Promatogram Planning Sample Allocation LBL designing & Finalization Marketing Campaign & Design

Signature of the Student :



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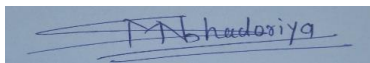
Stream: Pharmaceutical Management

Week no 5

From 7/6/25 **to** 14/6/25

Activity Done	1. Promatogram Designing. 2. Market campaign designing.
Linking theory (Classroom learning) with practice at your organisation	Marketing belongs to Positioning aspect of STP.. Meanwhile, promatogram deals with the allocation of the promotional Aids to the sales team. So both are basically dealing with the positioning concept of marketing.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Data Analysis of Sales.

Signature of the Student :



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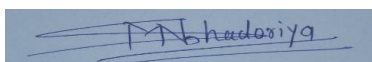
Stream: Pharmaceutical Management

Week no 6

From : 16/6/25 to 21/6/25

Activity Done	1. Re evaluation of the Marketing Campaign of previous week. 2. Rectifying the errors of Marketing Campaign. 3. Elimination of errors & improvement of the weak aspects in that marketing campaign.
Linking theory (Classroom learning) with practice at your organisation	Marketing belongs to Positioning aspect of STP. Meanwhile, promatogram deals with the allocation of the promotional Aids to the sales team. So both are basically dealing with the positioning concept of marketing.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	1-Price calculation - PTR & PTS & the Scheme ratio 2-Sales analysis - Zone wise and Region wise and the Find the PCPM of individual HQ. 3- Preparation of Sales Training for any new Product.

Signature of the Student :



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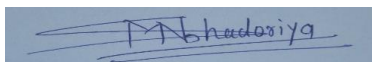
Stream: Pharmaceutical Management

Week no 7

From: 22/6/25 to 28/6/25

Activity Done	1-Price calculation - PTR & PTS & the Scheme ratio 2-Sales analysis - Zone wise and Region wise and the Find the PCPM of individual HQ. 3- Preparation of Sales Training for any new Product.
Linking theory (Classroom learning) with practice at your organisation	Price Calculation is associated with various types of costs like manufacturing cost, marketing cost, PTC, PTR, Tax etc. PCPM & Sales Training are the Practical Aspects of PMT Team.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Brand plan creation of the Tacrolimus molecule.

Signature of the Student :



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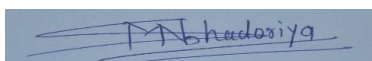
Stream: Pharmaceutical Management (PM 16)

Week no 8

From: 29/6/25 to 5/7/25

Activity Done	Components of a brand plan are prepared like Vission & mission, Medical brief, Product brief, Competetor Analysis, Price Calculation , Budgeting, Promatogram, Forecasting for next 5 years, SWOT Analysis, LBL, visual aid, marketing strategy, Market size & growth.
Linking theory (Classroom learning) with practice at your organisation	All the above components mentioned are totally based on practical approach, but SWOT Analysis belongs to classroom theory. So, SWOT Analysis of the allotted Molecule was done.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	To prepare the presentation based on this brand plan. Poster preparation on the brand plan.

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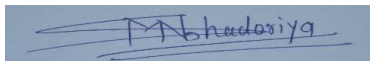
Stream: Pharmaceutical Management (PM 16)

Week no 9

From: 6/7/25 to 12/7/25

Activity Done	Preparation of the power point presentation based on this brand plan. Poster preparation on the brand plan.
Linking theory (Classroom learning) with practice at your organisation	If I want to link Classroom learning with practice of my organization, then there are lot of differences between corporate presentations & classroom presentations. Like corporate presentations are on point, not too descriptive as classroom presentations.
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Presentation at the front of our Marketing Head, HR and more members of our organization.

Signature of the Student :



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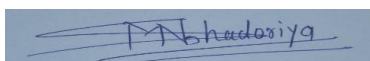
Stream: Pharmaceutical Management (PM 16)

Week no 10

From: 13/7/25 to 20/7/25

Activity Done	Presentation at the front of our Marketing Head, HR and more members of our organization.
Linking theory (Classroom learning) with practice at your organisation	NA
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	NA

Signature of the Student :



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