

**Name:** Ballekari Sai Krishna  
**Roll no:** 0623  
**Stream:** MBA PM 16

**Faculty mentor:** Mr. Sudhinder Singh Chowhan  
**Organization mentor:** Mr. Shubham Saini

## Galcare Pharmaceuticals

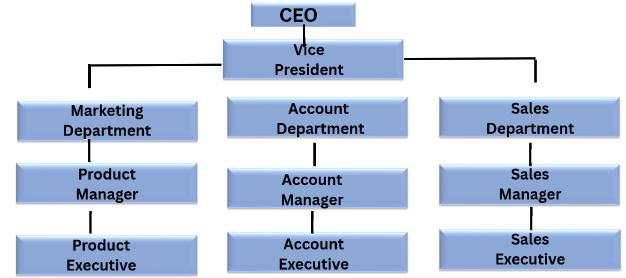
Galcare Pharmaceuticals Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of "Excellence through People & Innovation". This dictum forms the basis of all thinking & action at Galcare.

We at Galcare strive hard to retain & build on the goodwill and trust of the medical fraternity earned by us. The basis of which is consistently exceeding customer expectations & keeping patients interest on-top. Practitioners across varied medical specialties patronize our formulations & recognizing our status as a prominent prescription oriented company. There are many "a first time in India" introductions to our credit. Our marketing innovation expertise is well recognized within the industry.

**Vision:**  
"Our Vision is to be celebrated as a Premier and beloved Dermatology Sector in India, Igniting Transformation and Groundbreaking innovation for Brighter Tomorrow".

**Mission:**  
"Our mission is to create innovative and specialty dermatology products with world class quality Providing a homely and rewarding work environment for our associates Delivering Superior Customer Satisfaction".

## Organization Structure



## Learning Objectives

### Key Learnings From SIP

- Initially gained knowledge about IQVIA report and Pharmarack Reports and significance of it.
- Conducted RCPA of Minoxidil In Hyderabad Region to find the Market trends.
- Conducted Doctor survey Questionnaire regarding Immunomodulators in managing Auto immune diseases.
- Designing Visual Aid & LBL's for Marketing Activities.
- Assisted in Marketing Activities with Sales Training ppts.
- Prepared Brand plan of VoriKure (Voriconazole 200mg Tablets IP)

### Product Profile

**Brand Name:** VoriKure  
**Generic Name:** Voriconazole 200mg  
**Form:** Film-coated tablets  
**Category:** Systemic antifungal  
**Packaging:** Strip of 4 tablets  
**Storage:** Below 25°C



### PESTEL Analysis

#### Political:

- Telangana state health policies support public-private partnerships in healthcare.
- Procurement policies for government hospitals (e.g., Osmania, Gandhi Hospital) can affect institutional sales.
- Drug control regulations strictly enforced—CDSCO licensing and Telangana FDA compliance is essential

#### Economical:

- Hyderabad is a metro with a large middle-class and affluent population—supporting both private hospital and retail market demand.
- Presence of top hospitals allows premium positioning.
- Economic affordability varies—pricing strategy must balance MNC competition and generic accessibility.

#### Social:

- High awareness and demand for quality healthcare and branded antifungals in urban and semi-urban Hyderabad.
- Post-COVID rise in fungal infections has increased clinical vigilance for serious fungal conditions.
- Preference among HCPs for clinically backed brands with support materials

#### Technological:

- Hyderabad is a medical and biotech hub—high acceptance of newer molecules and branded therapies.
- Doctors are digitally active—scope for e-detailing, webinars, and digital brand engagement.
- Pharmacies increasingly using inventory tech—smoother retail distribution.

#### Environmental:

- Environmental clearance required for storage and distribution facilities within the city.
- Compliance with biomedical and pharma waste disposal norms, especially for institutional sales.

#### Legal:

- Must comply with Drugs & Cosmetics Act, DPCO if applicable, and Telangana Pharmacy Council guidelines.
- Ensure proper pharmacovigilance and documentation for sales in tertiary care hospitals.
- Local approvals or NOCs may be needed for promotional activities in hospitals or clinics.

### SWOT Analysis

#### Strength

- Broad-spectrum antifungal (effective against IA & candidiasis)
- Proven clinical efficacy & fast action
- Strong brand backing (Galcare Pharma)
- Cost-effective vs. MNC brands

#### Weakness

- Limited to immunocompromised patient group
- Side effects (visual issues, liver impact)
- Generic competition
- Requires monitoring

#### Opportunity

- Rise in fungal infections post-COVID
- Hospital & ICU tie-ups
- Rural & semi-urban market penetration
- Digital doctor engagement
- New formulations (injectable/pediatric)

#### Threats

- Heavy market competition
- Price regulation (DPCO risk)
- Risk of resistance
- Regulatory scrutiny

### Market Insights

- The global antifungal drugs market size was calculated at USD 17.39 billion in 2024 and is projected to surpass around USD 24.51 billion by 2034, growing at a CAGR of 3.49% from 2025 to 2034.
- The global Voriconazole Market market stood at USD 1.2 billion in 2024 and is forecasted to achieve USD 2.5 billion by 2033, growing steadily at a CAGR of 9.1% from 2026 to 2033.
- Rising resistance to fluconazole = increased use of Voriconazole
- Hospitals and tertiary care centers = key growth drivers

Global Voriconazole Market Size and Scope



### Marketing campaigns

- Webinars for Continuous Medical education CME's.
- Mobile Apps for Antifungal Guidance.
- Creating Awareness by Posters on World Aspergillosis Day.
- Special inputs for Dermatologists and Physicians.



### Competitive Landscape

| BRAND    | COMPANY       | PRICE / PACK OF 4TAB | MAT-2024 | REMARKS                              |
|----------|---------------|----------------------|----------|--------------------------------------|
| Vorier   | Zydus Cadila  | 4257.44/-            | 26.0     | Innovator Brand, Premium Segment     |
| Voritek  | Cipla         | 4611.68/-            | 12.4     | Highly Prescribed, Established Trust |
| Vorizol  | Natco Pharma  | 2974.96/-            | 11.0     | Competitive pricing                  |
| Voritrol | Lupin Limited | 2513.70/-            | 8.5      | Emerging Generics                    |

### Challenges During Internship

- Faced difficulty in reaching out the Doctors regarding the surveys, majorly due to time constraints and the schedule of the respective doctors which led to delay in the tasks and ultimately failed to meet the target.
- During RCPA, some of the pharmacists were reluctant to share the information which was a bit challenging.

### Suggestions

It is important to Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously enhance skills through networking, mentorship, and staying updated with industry trends in brand planning.

### Difference between Practical Exposure & Theoretical understanding

- Gained Practical Exposure to the Pharma market and Real time Experience in Analyzing the Market trends by Performing RCPA and Doctor Survey with the help of classroom Theories like strategy development and the Foundations of the Market Studies.
- Theoretical concepts like STP, Marketing mix, Customer behavioral studies, & SWOT analysis bridged gap between Theory and Practical Knowledge.

### Usefulness of Internship

- Helped in practical Application of classroom knowledge.
- Gained Corporate & Market exposure.
- Gained Market Research skills by conducting RCPA & Doctor Surveys.
- Developed Strategic thinking & Creativity.
- Frequent NEWS sharing with colleagues helped in personality and interpersonal skill development.

