

SUMMER INTERNSHIP PROGRAM

at

GALCARE PHARMACEUTICALS

From 14-05-2025 to 21-07-2025

A REPORT BY

Ballekari Sai Krishna

Master of Business Administration

PHARMACEUTICAL MANAGEMENT

Roll no – 0623

2024 - 26

Under the Mentorship of

Dr. Sudhinder Singh Chowhan-

Associate Professor

IIHMR UNIVERSITY, JAIPUR





CERTIFICATE

OF RECOGNITION



This is to certify that
Mr. Ballekari Sai Krishna

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. Ballekari Sai Krishna** of academic year 2024-26 **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: 28/07/2025

A handwritten signature in black ink, appearing to read 'Sudhinder Singh Chowhan'.

Dr. Sudhinder Singh Chowhan

Associate Professor

IIHMR University Jaipur

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

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

Galcare Pharmaceuticals

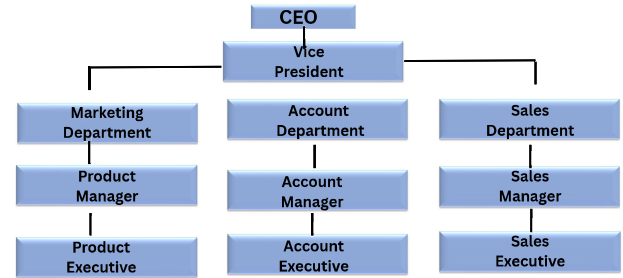
Galcare Pharmaceuticals Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of "Excellence through People & Innovation". This dictum forms the basis of all thinking & action at Galcare.

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

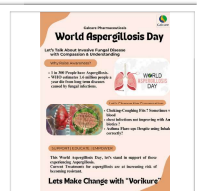
It is important to Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously enhance skills through networking, mentorship, and staying updated with industry trends in brand planning.

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.



Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

Week no: 01 From:13/05/2025.....to...17/05/2025.....

Activity Done	Studied the Indian Pharma Market through IQVIA 2024 & 2025 reports as well as Pharmarack reports and its terminologies and conducted the competitive analysis of leading brands of Cipla and its 5 competitors in Respiratory and Anti-Infectives therapies based on IMS data.
Linking theory (Classroom learning) with practice at your organisation	• Market Segmentation and Targeting • Forecasting the market trends • Product life cycle management • Competitive analysis • Physician prescribing behaviour.
Gaps identified on the working area.	No gaps identified till now.
Suggestions for improvement	No suggestions for now.
Plan for the next week	• Study on Androgenic alopecia • Study on 4 new molecules of Androgenic alopecia • PPT for training to sales team • Preparing the Questionnaire.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

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Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

Week no: 02 From:18/05/2025.....to.....24/05/2025.....

Activity Done	• Learned the terminologies used by sales and marketing team in the market • Studied about Androgenic Alopecia. • Studied about 4 molecules i.e., 1. Minoxidil, 2. Dutasteride, 3. Finasteride + Minoxidil combination, 4. Redensyl + procapil an again combination. • Prepared PPT on Androgenic Alopecia & its treatment with above 4 molecules for the training of sales team • Prepared a doctor survey questionnaire based on Androgenic Alopecia & drug prescription behaviour
Linking theory (Classroom learning) with practice at your organisation	Links with Prescription Behaviour Patterns, Brand Management, Prevalence & epidemiological studies of Androgenic Alopecia.
Gaps identified on the working area.	No gaps identified till now.
Suggestions for improvement	No suggestions for now.
Plan for the next week	Conducting RCPA of Minoxidil in Hyderabad region.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

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Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

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

Activity Done	Conducted RCPA of Minoxidil across 20 pharmacies and analysed the data and the market trends of various brands of minoxidil.
Linking theory (Classroom learning) with practice at your organisation	• Linked with Market research activity. • Analysis of Market Trends. • Negotiation skills.
Gaps identified on the working area.	No gaps identified till now.
Suggestions for improvement	Make wide reach of Galcare products as they weren't seen in the pharmacies
Plan for the next week	• Designing of Visual aids & LBL. • Creating a Promotogram • Sample Allocation.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

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

Activity Done	Prepared and submitted Visual aids and LBLs of Minoxidil and Benzoyl peroxide and Clindamycin phosphate combination and conducted a doctor survey questionnaire to 5 dermatologists in my locality regarding the treatment preferences and prescription patterns of immunomodulators in case of autoimmune disorders and conducted RCPA of Tofacitinib molecule in 5 pharmacies.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Research. • Doctor Prescribing behaviour. • Negotiation skills. • Presentation skills.
Gaps identified on the working area.	Difficulty in finding the USP of my product.
Suggestions for improvement	No Suggestions for now.
Plan for the next week	• Price calculation • Promotogram Planning • Sample Allocation. • LBL Redesigning. • Marketing campaign Re-design.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

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

Activity Done	Created a Promotogram and a Marketing Campaign and a Brand Communication on MinoxForce on International Alopecia Day.
Linking theory (Classroom learning) with practice at your organisation	• Brand Communication • Pitching of Product • Marketing Management • Product Allocation
Gaps identified on the working area.	Faced Difficulty in Promotogram designing in allocation of inputs to ABE's.
Suggestions for improvement	No Suggestions for now.
Plan for the next week	Correction of Visual aids, LBL's, Poster, Marketing activities and Gifts.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

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

Activity Done	Created a Marketing Campaign on MinoxForce with a Brand Communication and a Poster on International Alopecia Day and an LBL.
Linking theory (Classroom learning) with practice at your organisation	• Brand Communication • Pitching of Product • Marketing Management • Product Allocation
Gaps identified on the working area.	No Gaps identified.
Suggestions for improvement	No suggestions for now.
Plan for the next week	• Price Calculation: PTR & PTS & Scheme ratio • Sales Analysis: Zone wise and Region Wise and Finding the PCPM of Individual HQ. • Preparation of Sales Training for any new Product.

Signature of the Student

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Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

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Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

Week no: 07 From:22/06/2025.....to.....27/06/2025.....

Activity Done	Done with Sales Analysis of Nationwide Head Quarters and Telangana state Headquarters and identified the trends and gaps and key insights that can support your strategy and decision making and made a presentation to train the sales team.
Linking theory (Classroom learning) with practice at your organisation	• SWOT Analysis on Sales Performance • Trend identifications • Sales forecasting methods • Key Performance indicators.
Gaps identified on the working area.	Faced challenge in Sales forecasting.
Suggestions for improvement	No Suggestions for now.
Plan for the next week	• Working on Brand Plan for a molecule allotted • Final Internship Presentation of Brand Plan.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

Week no: 08 From:29/06/2025.....to.....04/07/2025.....

Activity Done	Working on Final Brand plan on voriconazole 200mg tablets and sales training ppt and learned about marketing and sales budgeting allocation and Sales Forecasting.
Linking theory (Classroom learning) with practice at your organisation	• Brand plan designing. • Budgeting and Forecasting • Research and analysis • Strategy formation.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for now.
Plan for the next week	• Final brand plan presentation • Final Internship Poster preparation.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

Week no: 09 **From:**05/07/2025.....**to:**.....12/07/2025.....

Activity Done	Working on Final Brand plan on voriconazole 200mg tablets and sales training ppt about Voriconazole.
Linking theory (Classroom learning) with practice at your organisation	• Brand plan designing. • Research and analysis • Strategy formation.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for now.
Plan for the next week	• Final brand plan presentation • Final Internship Poster preparation with the Marketing Team Head, Galcare.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna

Roll no: 0623

Stream: Pharmaceutical Management

Week no: 10 From:14/0/2025.....to.....21/0/2025.....

Activity Done	Prepared and submitted final brand plan of VoriKure and a SIP Poster.
Linking theory (Classroom learning) with practice at your organisation	• Brand plan designing. • Research and analysis • Strategy formation.
Gaps identified on the working area.	Faced difficulty in inculcating the whole SIP Learnings in the poster.
Suggestions for improvement	No suggestions for now.
Plan for the next week	Final submission of SIP learnings i.e., reports and poster and presentation in the university.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor

Compiled SIP Report

Name of the Organisation: Galcare Pharmaceuticals (P) Ltd

Area/ Department/ Project of Summer Internship Program: Product Management Department.

Name of the Student: Ballekari Sai Krishna.

Roll no: 0623

Stream: Pharmaceutical Management

Activity Done	• Acquired essential skills in IQVIA & Pharमारack report interpretation. • Developed and conducted RCPA across Pharmacies of Minoxidil and assessing the market trends. • Conducted a Doctor Survey Questionnaire regarding the Immunomodulators in managing Auto immune Diseases and Prescription patterns of Tofacitinib molecule. • Designing of Visual aid & Leave behind Literature of Minoxidil and Benzoyl peroxide + Clindamycin phosphate combination. • Saled data Analysis of Nationwide Headquarters and identified the gaps & trends. • Acquired knowledge on Budgeting & Sales Forecasting. • Developed a Brand plan pf VoriKure (Voriconazole 200 mg Tablets IP). • Created a final poster on brand plan & learning values of SIP.
Linking theory (Classroom learning) with practice at your organisation	• Market Segmentation and Targeting • Forecasting the market trends • Product life cycle management • Competitive analysis • Physician prescribing behaviour. • Linked with Market research activity. • Analysis of Market Trends. • Brand Communication • Pitching of Product

	• Marketing Management • Product Allocation • SWOT Analysis on Sales Performance • Trend identifications • Sales forecasting methods • Key Performance indicators. • Brand plan designing.
Gaps identified on the working area.	• Challenges in reading complex reports and graphs. • Faced challenge 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 my tasks.
Suggestions for improvement	• Seek feedback from the RCPA & Questionnaire developed. • Identify the target audience and establish measurable goals for the product launch. • Develop an effective strategy for monitoring and controlling the brand plan. • During my RCPA visits in my area, I observed lower awareness of Galcare products which could be attributed to limited time allocation to dermatologists.

Signature of the Student

Saikrishna.

Approved by the IIHMR University's Mentor