

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt. Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Anand Raj

Master of Business Administration

Pharmaceutical Management

Roll no.: 0606

2024-26

Under the Mentorship of

Dr. Himadri Sinha

(Professor, Provost & Dean -SDS)



CERTIFICATE

OF RECOGNITION



This is to certify that
Mr. Anand Raj

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. Anand Raj of academic year 2024-26 of School of Pharmaceutical Management has prepared 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: 26/07/2025

A handwritten signature in blue ink, appearing to read 'H. Sinha', with a long horizontal stroke extending to the right.

Dr. Himadri Sinha
(Professor, Provost & Dean – SDS)

BRIEF PLAN FOR BILACARE MOLECULE BILASTINE 20/40MG TABLETS

Brief history and description about organization

Founded in 2008, Galcare Pharmaceutical Pvt. Ltd. focuses on delivering advanced therapeutic solutions, particularly in dermatology and neuropsychiatry. Guided by the philosophy of "Excellence through People and Innovation," the company emphasizes quality and patient-centric care.

Galcare has earned the trust of healthcare professionals by consistently offering effective, prescription-based products—many being firsts in India. With strong marketing expertise and a focus on innovation, Galcare remains a reliable name in the pharmaceutical industry.

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 exceeds customer expectations.

Vision

Our vision is to be celebrated as a premier and beloved leader in the dermatology sector in India, Ignition Positive information and groundbreaking innovation for a brighter tomorrow.

Brand Name: Bilacare
Molecule: Bilastine
Indications:

- Allergic rhinitis
- Chronic urticaria
- Skin allergies (off-label)
- Eye irritation (off-label)

Product Profile

Brand Name: Bilacare
Generic Name: Bilastine

Strengths: 20mg and 40mg

Class: Second-generation, Non-sedative Antihistamine
USP: Fast-acting, non-drowsy oral antihistamine for long-lasting allergy relief with excellent patient compliance

Mechanism of Action:

Bilastine is a peripheral H1 receptor antagonist that blocks the effects of histamine, a key mediator in allergic responses.

- Selectively inhibits peripheral H1 receptors
- Does **not cross the blood-brain barrier**, avoiding sedation
- Offers **24-hour efficacy** with once-daily dosing

Safety & Monitoring:

No hepatic/renal adjustment, minimal interactions. Long-term use safe with supervision. Monitor compliance and symptom improvement.

Organisation Structure



Total Market Size of Bilastine (20mg/40mg tablets):
According to IMS data, the Bilastine market has grown steadily, reaching ₹154.3 Cr in 2024, up from ₹140.4 Cr in 2023 and ₹119.2 Cr in 2022.

Competitor analysis



Procedure of Launch	
Phase	Activities
Pre-Launch	Gather market insights, craft brand identity, prepare promotional materials, train 120 sales reps, and ensure smooth supply chain and regulatory compliance.
Launch	Initiate doctor outreach with samples and visual aids, boost visibility through digital CMEs and in-store branding, and distribute patient education content.
Post Launch	Monitor key performance indicators, gather prescriber feedback, continue awareness efforts, and strengthen presence through ongoing follow-ups and regional expansion.

REGULATORY REQUIREMENTS FOR LAUNCH OF TOFANIB

- CDSCO Approval:** Submit clinical data and obtain product registration.
- Licensing:** Acquire sales and distribution permits.
- Labeling & Packaging:** Follow CDSCO norms for dosage, instructions, and manufacturer info.
- Pharmacovigilance:** Establish adverse event monitoring and reporting system.

MARKETING CAMPAIGN

Bilacare Marketing Campaign

Theme: World Allergy Week (June 29 – July 5, 2025)

Campaign: "Allergy-Free India – Powered by Bilacare"

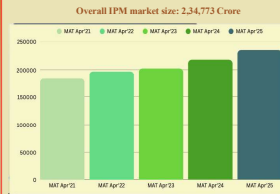
Communication:

Good morning doctor, I'm Anand Raj from Galcare Pharmaceuticals.

As allergies like rhinitis and urticaria impact daily life, consider Bilacare, our once-daily, non-sedating antihistamine with fast, long-lasting relief.

Available in: 20mg & 40mg packs (10 tablets each)

Tagline: Bilacare – Relief That Keeps You Awake, Not Life

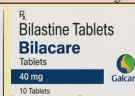


PRICING:

Strength	Per tablet Price	Per Strip Price	Remarks
BILCARE 20MG	₹11.0	₹110.0	Priced lower than top brands; enhances access for routine allergy care.
BILCARE 40MG	₹19.0	₹190.0	Competitive pricing; ideal for moderate to severe allergy relief.

Sales Projection

Year	Sale target (Rs/Cr)	Market share %	Assumptions
2025	₹12.96 Cr	~1.1%	National launch year; 120 ABEs; target 13,000 doctors; 70% dermatologists; PTS ₹74.25/128 for 20/40 mg; ~2.7 lakh strips planned
2026	₹16.20 Cr	~1.4%	25% growth; improved Rx conversion from awareness campaigns; retention from early adopters; expansion in ENT segment; digital + field synergy
2027	₹19.44 Cr	~1.4%	20% growth; deeper market penetration; loyalty-building; strong post-launch branding; repeat Rx from chronic urticaria & AR segments



PACK SIZE

SWOT Analysis

Strength	Weaknesses
• Non-sedating, 24-hour relief with rapid onset and high compliance. • Backed by global clinical data, ideal for active lifestyles.	• Late market entry with low initial recall; • needs strong prescriber re-engagement.
Opportunity	Threats
• Growing demand for non-drowsy, once-daily antihistamines. • Expansion scope in dermatology, ENT, and future combinations.	• Intense generic competition, physician inertia, and regulatory pricing pressure.

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Actively participated in RCPA activities, doctor interactions, and field promotions for Bilacare.	Gained a solid foundation in marketing frameworks such as SWOT, PEST, and STP through mentorship and study.

Contributed to brand communication, including crafting leave-behind literature (LBHs), campaign messaging, and awareness materials for World Allergy Week.	Applied these tools to assess Bilacare's brand strengths, market challenges, and growth opportunities.
Collected and analyzed market data to develop actionable strategies for positioning Bilacare in the antihistamine segment.	Strengthened data interpretation and strategic thinking skills, translating theoretical concepts into real-world pharmaceutical marketing practices.

MARKET CAMPAIGN

Focused on promoting awareness, efficacy, and affordability of Bilacare through targeted CMEs, OPD posters, QR-code videos, and pharmacy engagement kits. The campaign aimed to position Bilacare as a trusted, non-sedating solution for daily allergy relief.

Challenges faced during internship

- Conducting RCPA in real-world field conditions and extracting actionable market insights was a key challenge.
- Faced initial difficulty in structuring brand plans and applying analytical tools like SWOT, and 4Ps effectively for Bilacare.
- Managing time efficiently was demanding due to the need to complete multiple tasks within tight deadlines.

Usefulness of Internship

- Gained hands-on experience in brand planning and positioning for Bilacare.
- Conducted RCPA and presented the product to healthcare professionals.
- Learned practical aspects of pharmaceutical marketing and field operations.
 - Enhanced skills in campaign execution and brand communication.
- Networked with industry professionals, adding strong value to my resume.

Learnings during an Internship

- Gained practical understanding of brand planning strategies and market analysis by working on Bilacare, including interpretation of RCPA data and positioning in the competitive antihistamine segment.
- Improved professional communication and corporate etiquette through field coordination, team interactions, and adherence to brand promotion protocols during campaign activities.

Suggestions / Recommendations

- It is recommended that company managers provide interns with hands-on opportunities to apply brand planning strategies in real-life projects, enhancing their practical understanding.
- Interns should be encouraged to develop professionally through active networking, mentorship, and keeping up with current trends and best practices in brand management.

Compiled Report

Name of the Organisation: Galcare Pharmaceutical Pvt Ltd.

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

Name of the Student: Anand Ra

Roll no: 0606

Stream: Pharmaceutical Management

Activity Done	Week 1 – Laying the Groundwork My internship began with a personal SWOT analysis to assess where I stood professionally. It helped me understand my strengths—like analytical thinking and communication—and also the areas where I needed development. During this week, I was introduced to several data sources like IQVIA market reports, Pharma Monitor, and Pharmarack. I also took part in an assignment where we studied two treatment options and benchmarked one brand against five competitors using KPIs such as market share, value growth, and MAT. Week 2 – Deep Dive into Androgenic Alopecia The focus of Week 2 was to thoroughly understand androgenic alopecia, a common yet complex condition. We were assigned four different molecules used in its treatment. Our task was to study the mechanism of action, patient benefits, and application of each molecule. We designed a detailed questionnaire aimed at gathering insights on these molecules and conducted a group presentation to consolidate our findings. This combination of science and storytelling helped me grow both intellectually and interpersonally. Week 3 – Field Insights and Prescription Audit This week brought me closer to the ground reality. I conducted an RCPA (Retail Chemist Prescription Audit)
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and interacted with chemists to understand **doctor prescribing behaviors** and **patient purchase trends**.

Some interesting insights surfaced:

- **Single-molecule products** were more commonly prescribed, particularly in the early stages of treatment.
- **Combination therapies**, although costlier, were preferred for chronic or resistant cases.
- **Brand popularity** was largely influenced by doctors' preferences and customer feedback.

This field experience gave me a nuanced understanding of how branding, price, and availability play crucial roles in product movement.

Week 4 – Visual Aids, LBLs & Doctor Surveys

I worked on the development of **Visual Aids (VAs)** for Immunosuppressants and JAK Inhibitors. My role involved ensuring that the materials were not only visually attractive but also scientifically accurate and aligned with brand messaging.

We also created **Leave-Behind Literature (LBLs)** that helped reinforce the communication between medical representatives and doctors. Simultaneously, I conducted a **doctor survey**, capturing valuable insights into prescription habits and preferences.

Week 5 – Building a Campaign

Week 5 was all about communication strategy. I collaborated with the design team to create a **poster** for a brand campaign, helped plan **sample allocation**, and finalized LBL content for circulation.

What made this week special was how closely we aligned the promotional strategy with **scientific rationale**, ensuring that our materials not only sold a product but also served a purpose—improving patient outcomes.

Week 6 – Price, PCPM & Campaign Refinement

This week was a dive into sales metrics and campaign analytics. I calculated:

- **PTR (Price to Retailer)**
- **PTS (Price to Stockist)**
- **Scheme Ratios**

Using real sales data, I performed **zone-wise analysis** and calculated the **PCPM (Per Capita Per Month)** at the headquarter level. We also **refined our marketing campaign** based on early feedback and brand message alignment.

Week 7 – Sales Training & Strategic Planning

I worked on preparing a **sales training module** for a newly launched product. This involved simplifying scientific concepts and product USPs for field-level sales staff. I also analyzed underperforming HQs and proposed **corrective strategies** to improve their sales output.

This experience helped me understand the importance of internal communication and strategic decision-making in pharma marketing.

Week 8 – Brand Planning

During Week 8, my focus was on developing a comprehensive **Brand Plan** for the allocated molecule. This involved using a blend of strategic marketing tools and research insights. I began with conducting a detailed **SWOT analysis**, followed by applying **STP (Segmentation, Targeting, and Positioning)** models to determine the optimal brand strategy.

The plan also incorporated **Integrated Marketing Communication (IMC)** frameworks to ensure consistency across promotional channels. I aligned all brand messages with the target healthcare professionals' expectations and patient needs. The process challenged me to think critically

about positioning, branding narratives, and how to differentiate in a competitive therapeutic market.

Week 9 – Brand Plan Presentation & Refinement

Week 9 was dedicated to **refining and presenting** the brand plan. After receiving initial feedback, I worked on

strengthening the **core messaging**, ensuring scientific accuracy, commercial feasibility, and alignment with Galcare's broader marketing vision.

I also emphasized **performance evaluation metrics** such as **ROI, brand recall, and awareness indices** to make the plan results-driven. Preparing for the final presentation taught me how to communicate a complex strategy in a clear, engaging, and persuasive manner, which will be invaluable in future professional roles.

Week 10 – Final Presentation

In the final week, I compiled all my work into a **poster** and completed my **internship report**. Presenting the entire brand strategy in a structured format was the perfect way to conclude this enriching journey.

**Linking theory
(Classroom learning)
with practice at your
organisation**

The internship truly served as a **laboratory of learning**.

Here's how my academic learning translated into real work:

- **Pharmacology & Therapeutics:** Helped in creating precise and effective LBLs and VAs.
- **Marketing Concepts:** Brand planning and campaign creation drew heavily from STP, IMC, and market segmentation theories.
- **Sales Analytics:** Courses in pharma sales gave me the confidence to calculate and interpret PTR, PTS, and PCPM accurately.
- **Consumer Behavior:** Understanding HCP decision- making patterns helped me build more relatable marketing messages.

	• Ethics & Communication: Played a crucial role in doctor surveys and team collaboration, ensuring professionalism and respect.
Gaps identified on the working area.	I didn't come across any major gaps during the internship. The experience was well-rounded and gave me solid exposure to both the strategic and practical sides of pharma marketing. Every week brought something new to learn, and I always felt like I was growing professionally.
Suggestions for improvement	The internship was thoughtfully designed and genuinely rewarding. Everything—from the structure to the support—felt intentional and impactful. If anything, a small peek into other departments could add extra perspective, but overall, it was a complete and enriching experience.
Key Learnings	• Gained practical exposure to pharma branding, pricing strategy, and HCP engagement. • Strengthened data analysis, critical thinking, and problem-solving capabilities. • Developed an ability to communicate scientific knowledge effectively to different audiences. • Understood the importance of strategic alignment in brand messaging and product positioning. Learned how real-time decisions in marketing can directly impact patient health outcomes and business goals

Signature of the Student

Approved by the IIHMR University's Mentor

Anand Raj final report

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to University of Queensland

Student Paper

<1%

Exclude quotes On

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Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceuticals Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Intern Name of the Student: Anand Raj

Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 01 From:14/05/25 to 17/05/25

Activity Done	• The first task was to do a SWOT analysis of oneself. • Comprehended many terminologies and knew how to interpret a variety of data reports. The IQVIA market reflection and feedback reports, Pharmarack familiar, and Pharma monitor reports were among the many reports. • " We are studying and analysing IMS data for assignment 2, where we have divided two treatments and one brand. Five distinct rivals were used to compare our brand. ○ Pack size, price, market share, unit growth, value growth, and three-year MAT served as the basis for the analysis. • To improve our understanding of the most recent developments in the pharmaceutical sector both worldwide and in terms of legislative changes, we as a group are also exchanging the most recent news and trends in the industry. • Additionally, we must submit a film that summarizes everything we learned over the course of the week.
Linking theory (Classroom learning) with practice at your organisation	During the week, I was able to apply the marketing concepts I had learned in class to actual data. The gap between textbook understanding and real-world application was lessened because to this experience.

Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Androgenic alopecia must be thoroughly studied to understand its mechanism of action. ○ We will be given four molecules to work with. We shall examine its treatments, advantages, and mechanism of action in depth. • To find out how the four molecules can aid in the therapy process, we will need to create a ○ questionnaire about the same illness. ○ For the same, presentations will be held as well.



Signature of the Student

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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: Marketing Intern Name of the Student: Anand Raj

Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 02 From:19/05/25 to 24/05/25

Activity Done	• Androgenic alopecia had to be thoroughly studied to understand its mechanism of action. • We were given four molecules to work with. We examined their treatments, advantages, and mechanisms of action in depth. • To find out how the four molecules could aid in the therapy process, we needed to create a questionnaire about the same illness. • For the same, presentations were held as well.
Linking theory (Classroom learning) with practice at your organisation	During the week studying androgenic alopecia gave me valuable insights into how this condition works and how different molecules might help treat it. Exploring the mechanisms, benefits, and treatment options for each molecule helped me understand their real potential. Creating a questionnaire and taking part in presentations made the learning process even more engaging and practical. Overall, it was a great learning experience that deepened my knowledge and boosted my confidence in researching medical topics..
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions

Plan for the next week	1. Field Visit(Doctor Survey)
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Area/ Department/ Project of Summer Internship Program: Marketing Intern Name of the Student: Anand Raj

Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 03 From:2/06/25 to 07/06/25

Activity Done	• Conducted a RCPA. • Met with several chemists to understand product movement and doctor prescription trends. • Found that single-ingredient solutions are more commonly available and frequently sold. • These are often the first choice of doctors, especially for early-stage cases. • Combination products are also available and used more in serious or long-term conditions. • Single products are more affordable and better known among customers. • Combination options are priced slightly higher but are preferred when stronger results are needed. • Chemists mentioned that brand popularity depends on doctor prescriptions and customer feedback. • Fast-moving brands are given more shelf space to avoid expiry issues. • Overall, single-ingredient solutions lead in sales, but combination products are gaining ground steadily.
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Linking theory (Classroom learning) with practice at your organisation	Product Knowledge from class helps in explaining and understanding prescriptions during field visits. Marketing Concepts like RCPA and competitor analysis are applied directly in real market scenarios. Communication Skills developed in class are used while interacting with doctors and chemists. Sales Techniques learned are put into practice during product promotion and objection handling. Data Analysis Skills help in interpreting field data and making informed decisions.
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	Teamwork and Reporting experience from class aids in effective coordination and timely reporting.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	I have to make Visual Aid ,LBL, Sample allocation and Marketing Campaign



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Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 04 From:09/06/25 to 14/06/25

Activity Done	• Development of Visual Aids ○ Created informative and visually appealing visual aid materials for promotional use. ○ Focused on highlighting the mechanism of action, clinical efficacy, and patient outcomes of Immunosuppressants and JAK Inhibitors. ○ Ensured scientific accuracy and alignment with brand messaging. • LBL (Leave-Behind Literature) Preparation ○ Designed concise and targeted LBLs to support field force interactions with healthcare professionals (HCPs). ○ Included key product benefits, dosage, safety profile, and clinical data summaries. ○ Collaborated with the design and medical content teams for review and approval processes. • Doctor Survey Execution ○ Conducted a structured survey among doctors using a pre-approved questionnaire. ○ Focused on gathering insights about prescription preferences, awareness, and usage patterns of Immunosuppressants and JAK Inhibitors. ○ Captured qualitative feedback and quantitative data for analysis. ○ Maintained ethical standards and confidentiality throughout the process.
Linking theory (Classroom learning) with practice at your organisation	This week, I applied classroom concepts directly to practical tasks: • Pharmacology knowledge supported the creation of accurate visual aids and LBLs for immunosuppressants and JAK inhibitors.

	• Medical ethics and communication skills guided the ethical execution of a doctor survey and development of compliant promotional materials. • Research methodology helped in designing the questionnaire and collecting quality data. • Marketing principles were useful in aligning materials with HCP needs and patient-centric messaging.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Price Calculation • Promotogram Planning • Sample Allocation • LBL Designing & Finalization • Marketing Campaign Design



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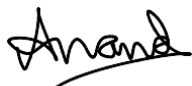
Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 05 From:16/06/25 to 21/06/25

Activity Done	• Promotogram Planning. • Sample Allocation • LBL Designing, Poster for brand communication & Finalization • Created Marketing Campaign.
Linking theory (Classroom learning) with practice at your organisation	During my internship at Galcare Pharmaceuticals, I applied my academic knowledge of pharmacology, therapeutic categories, and marketing principles to practical fieldwork. I contributed to the branding of an antifungal medication by developing scientifically supported marketing materials, including Leave- Behind Literature (LBL), posters, and targeted promotional messaging. My understanding of the product's formulation, mechanism of action, and patient benefits enabled me to communicate effectively with healthcare professionals. This experience strengthened my strategic thinking, enhanced my communication and interpersonal skills, and deepened my understanding of real-world market dynamics, promotional strategies, and physician engagement..
Gaps identified on the working area.	N/A

Suggestions for improvement	No suggestions
Plan for the next week	• PCPM (Per Capita Per Month) analysis through Sales data. • Analyse zone wise sales data. • Select one state and find key insights from the data



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Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 06 From:16/06/25 to 21/06/25

Activity Done	• LBL Designing. • Poster for brand communication & Finalization • Recreated Marketing Campaign.
Linking theory (Classroom learning) with practice at your organisation	• Designing LBLs and posters utilized branding and communication theories from marketing courses. Recreating a marketing campaign allowed me to implement strategies from Integrated Marketing Communication (IMC) and pharmaceutical brand management. Theoretical knowledge of consumer behavior and product positioning helped tailor messages for healthcare professionals. This hands-on experience bridged the gap between academic learning and practical execution, enhancing my understanding of pharma marketing. It reinforced the importance of adapting theoretical models to suit market dynamics and organizational goals in the pharmaceutical industry.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions

Plan for the next week	• Price calculation - PTR & PTS & the Scheme ratio • Sales analysis - Zone wise and Region wise and the Find the PCPM of individual HQ. • Preparation of Sales Training for any new Product.
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Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 07 From:23/06/25 to 28/06/25

Activity Done	• Price calculation - PTR & PTS & the Scheme ratio. • Sales analysis - Zone wise and Region wise and the Find the PCPM of individual HQ. • Prepared sales Training for any new Product. • Created strategy for lower performing headquarters.
Linking theory (Classroom learning) with practice at your organisation	I applied classroom concepts like pricing, sales analysis, marketing, and strategy to real business scenarios by calculating PTR, PTS, and PCPM, and analyzing regional sales data. I also used market segmentation and sales strategies to improve performance in underperforming areas, strengthening my analytical and problem-solving skills while demonstrating the practical value of academic learning in a pharmaceutical setting.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions

Plan for the next week	• Preparation of Brand plan for the allocated molecule. • Presentation of Prepared Brand plan.
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Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 08 From:30/06/25 to 05/07/25

Activity Done	• Preparation of Brand plan for the allocated molecule
Linking theory (Classroom learning) with practice at your organisation	Linking classroom theory with practice in our brand plan involves applying concepts like market research, STP, and brand equity models to real-world strategies. We use tools such as SWOT and IMC to guide brand positioning, ensure consistent messaging, and align campaigns across channels. Performance metrics like ROI and brand awareness help evaluate effectiveness, ensuring our brand efforts are both strategic and results-driven.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Preparation of Brand plan for the allocated molecule. • Presentation of Prepared Brand plan.



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Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 09 From:07/06/25 to 12/07/25

Activity Done	• Preparation of Brand plan for the allocated molecule
Linking theory (Classroom learning) with practice at your organisation	Linking classroom theory with practice in our brand plan involves applying concepts like market research, STP, and brand equity models to real-world strategies. We use tools such as SWOT and IMC to guide brand positioning, ensure consistent messaging, and align campaigns across channels. Performance metrics like ROI and brand awareness help evaluate effectiveness, ensuring our brand efforts are both strategic and results-driven.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	• Preparation of Brand plan for the allocated molecule. • Presentation of Prepared Brand plan.

A handwritten signature in black ink, appearing to read 'Anand', with a long horizontal stroke extending from the end.

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Anand Raj

Roll no: 0606

Stream: MBA Pharmaceutical Management (PM-16) Week no: 10

From: 13/07/25 to 21/07/25

Activity Done	- Completed my final poster representing the brand plan for the individual product. - Prepared an internship report.
Linking theory (Classroom learning) with practice at your organisation	Help to understand real world integration of theory.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions
Plan for the next week	N/A.



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