

Brief history and description about organization

Galcare Pharmaceuticals, established in 2008, focuses on providing innovative therapeutic solutions with a strong emphasis on skin and neuropsychiatric care. The company prides itself on quality, innovation, and maintaining the goodwill of the medical fraternity. Galcare also highlights its marketing expertise and commitment to excellence through people and innovation.

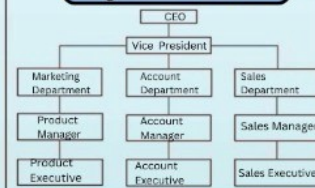
Mission

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

Vision

Our vision is to be celebrated as a premier and beloved leader in the dermatology sector in India

Organization Structure



Product Profile

- Combination therapy**
MelaCURE-TX contains Tranexamic Acid 10%, Kojic Acid 2%, Niacinamide 2%, Arbutin 0.5%, Licorice Extract 1%, Ginseng Extract 1%.
- Mechanism of Action**
Multi-targeted anti-melanogenesis pathway
• Tranexamic Acid (TXA) - Inhibits plasminogen, reduces melanocyte activation.
• Kojic Acid & Arbutin - Inhibit tyrosinase enzyme to reduce melanin synthesis.
• Niacinamide, Licorice & Ginseng - Anti-inflammatory, antioxidant, and barrier-protecting.
- Dosage & Usage Instructions**
• Adults: Apply thin layer twice daily
• Pediatrics: Not recommended under 12 years
- Adverse Effects:** Mild irritation, redness, dryness, rare - allergic reaction

Brand Name

Molecule	Tranexamic Acid, Kojic Acid, Niacinamide, Arbutin, Licorice Extract, Ginseng Extract.
Brand Name	MelaCURE-TX

Rationale for Proposed Name

- "Mela" directly reflects the core indication - melasma and melanin-related pigmentation issues.
- "CURE" conveys effectiveness and confidence, aligning with the product's promise of visible improvement in pigmentation.

Market trend

- Dermatology Market Size : ₹16,397 Cr
- Derma Growth Rate : 13.9% CAGR
- Vitamins/Nutrients : ₹20,742 Cr

Business Implications

- MelaCURE-TX enters the rapidly growing dermatology segment, capitalizing on the shift from hydroquinone to safer, multi-active, TXA-based cosmeceuticals.
- The product addresses melasma and hormonal pigmentation, allowing prescriptions from dermatologists.
- Its standout composition (TXA 10% + 5 synergistic actives) offers a strong USP.

Unique Selling Propositions

- Only brand with high TXA 10% + 5 synergistic botanical actives.
- Visible results after continuous usage.
- Hydroquinone-free, long-term safe use
- Multi-pathway action for pigmentation and inflammation

Indications

- On-label:**
- Melasma (epidermal & mixed)
 - Facial hyperpigmentation
- Off-label:**
- Freckles
 - Hormonal pigmentation

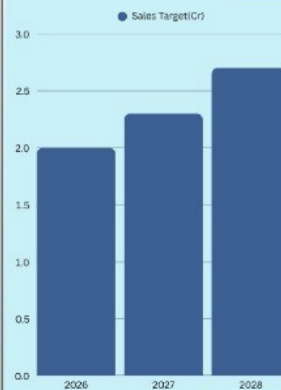
STP

- Demographic:** Women aged 20-45, most affected by melasma and pigmentation.
- Geographic:** Focus on Delhi, UP, Haryana, Bihar, Jharkhand, and Odisha due to high pigmentation incidence.
- Behavioral Segmentation:** Professionals seeking hydroquinone-free, effective solutions with visible results.
- Targeting**
 - Primary Target:** General Physicians, Dermatologists, Pharmacist
 - Secondary Target:** Patients with Melasma
- Positioning**
"Complete, fast-acting, and safe pigmentation solution powered by high-strength Tranexamic Acid and botanicals - a comprehensive approach to skin health and confidence."

Procedure of launch

Pre-Launch	Conduct market research, Establish branding, Create marketing plan, Train sales team, Set up distribution channels, Ensure regulatory compliance
Launch	Organize launch event, Optimize website for e-commerce, Activate sales channels, Set up customer support
Post-Launch	Track performance metrics (KPIs), Collect customer feedback, Improve product and marketing strategies, Follow up with customers

3 years Sales Projection and Strategies



Year 1 - Initiate and Build Foundation

- Launch MelaCURE-TX with high-impact tools: Visual Aids, LBLs, samples, MOA cards, digital PDFs.
- Target the top 20% dermatologist & gynecologist prescribers through a 120-member field force.
- Ensure retail availability in 80% of HQ chemists using a 10+2 trade scheme.
- Build brand recall through Melasma Awareness Month, in-clinic activities, and educational content.

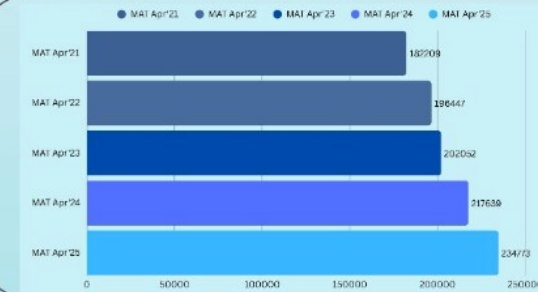
Year 2: Penetrate & Expand

- Deepen coverage in Tier 2 and semi-urban clusters with dermatology OPDs.
- Conduct region-wise CMEs, workshops, and influencer-led patient education to expand brand relevance.
- Introduce new engagement tools: pen stands

Year 3 - Strengthen Presence and Accelerate Expansion

- Strengthen Rx share leadership in top 5 zones with high melasma incidence.
- Launch line extensions (face serum, cleanser) under the MelaCURE brand family.
- Run seasonal campaigns (March-August) with 10+3 schemes in peak melasma season.

IPM MAT Progress from FY21 to FY25



Overall IPM Market Size (MAT Apr'25)

₹ 2,34,773 Cr



RCPA: Field visit glimpse

Pack Image



SWOT Analysis

- | Strengths (S) | Weaknesses (W) |
|---|--|
| <ul style="list-style-type: none"> Unique multi-active (TXA 10% + botanicals) High dermatologist preference for TXA Non-irritant, patient-friendly formulation | <ul style="list-style-type: none"> Price may exceed preferred range (<₹600) Low current brand awareness Requires strong prescriber education |
| Opportunities (O) | Threats (T) |
| <ul style="list-style-type: none"> Growing demand for prescription face serums Seasonal & cosmetic-driven demand spikes Cross-specialty prescribing (dermatology, gynaecology, GP) | <ul style="list-style-type: none"> Strong competition from established brands Intense price-based competition Surge in prescription face serums |

Practical Exposure vs Theoretical Knowledge

Practical Exposure	Theoretical Understanding
Involved in tasks such as RCPA, brand communications, and campaign execution.	Learned fundamental marketing frameworks through mentorship and study.
Managed tasks like data collection, LBL creation, and market analysis.	Applied tools like SWOT, and STP for strategic insights.
Interpreted market data and created actionable strategies.	Developed skills in data interpretation and evidence-based decision-making.

Market Campaign Strategy

- Melasma Awareness Campaign (July)
- "Wishing you a meaningful Melasma Awareness Week" with pen stand distribution
- LBLs + Posters + Patient Education Handouts
- Call to action: Request for Rx after demonstration
- Participate in conferences and promotional activities to connect directly with healthcare stakeholders.

Challenges Encountered During Internship

- Performing RCPA in field settings and conducting in-depth market data analysis posed significant challenges.
- Faced difficulties while designing brand plans and executing analytical models such as SWOT.

Internship Benefits

- Gained hands-on experience with pharmaceutical industry protocols and product positioning.
- Networked with industry professionals, enhancing my exposure and practical knowledge.
- Strengthened my resume with meaningful project experience.
- Understood the practical nuances of fieldwork including RCPA execution and product pitching.

Key Learnings from Internship

- Acquired strong corporate etiquette through professional interactions and adherence to organizational standards and protocols.
- Developed the ability to analyze RCPA data and gained insights into brand planning strategies for the assigned combination.

Suggestions & Recommendations

- Provide interns with opportunities to apply brand planning concepts in real-world scenarios for deeper learning.
- Promote continuous professional growth among interns by encouraging networking, mentorship.

Competitor Analysis

Sr. No.	Brand Name	Company Name	Brand Value (Cr)	Growth Rate	Market Share (%)	Pack Size	Price ₹
1	Kojivit Ultra	Micro Labs	22.6	59.20%	42.20%	30g	599
2	Melaglow Rich	Abbott	11.7	50.00%	21.80%	20g	552
3	Demelan	Eris Oaknet	17.5	90.20%	32.60%	20g	490
4	Mela wash	Torrent	1.7	21.40%	3.20%	100ml	481

Comparison of MAT'22, MAT'23, MAT'24

