

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt Ltd.

14th of May 2025- 21st of July 2025



A REPORT BY

Aastha Misra

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Dr. Sudhinder Singh Chowhan

Associate Professor





CERTIFICATE

OF RECOGNITION



This is to certify that

Miss. Aastha Misra

a student of **IIHMR University**, has successfully completed internship
as a Marketing Intern from May, 2025 to July, 2025.

During this period, she demonstrated excellent performance, contributing
effectively to marketing initiatives, brand development, and market research.

We appreciate her valuable contribution to the team and wish her 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 **Ms. Aastha Misra** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May 2025 - July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 25/07/2025

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

Dr. Sudhinder Singh Chowhan

Associate Professor

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 stimulation.
 - 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 cure 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

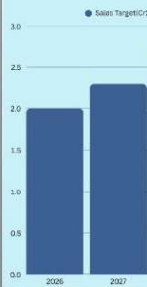
Pre-Launch

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

Launch

Post-Launch

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.

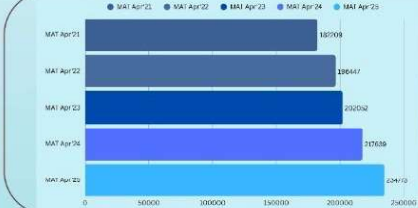
Year 2: Penetrate & Expand

- 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

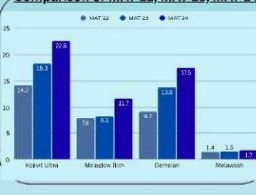
Pack Image



Competitor Analysis

Sr. No.	Brand Name	Company Name	Brand Value (Cr)	Growth Rate	Market Share (in %)	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	Fris DermNet	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



SWOT Analysis

- | Strengths | Weaknesses |
|---|--|
| <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 | Threats |
| <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

- Involved in tasks such as RCPA, brand communications, and campaign execution.
- Managed tasks like data collection, LBL creation, and market analysis.
- Interpreted market data and created actionable strategies.

Theoretical Understanding

- Learned fundamental marketing frameworks through mentorship and study.
- Applied tools like SWOT, and STP for strategic insights.
- 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.

Reporting Format (Weekly)

Name of the Organisation: Galcare Pharmaceutical Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Aastha Misra

Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

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

Activity Done	1. SWOT analysis of self was given as the first assignment. 2. Understood how to read various data reports and understood different terminologies. Various reports included the IQVIA market reflection and feedback reports, Pharmarack acquaint and pharma monitor reports. 3. As assignment 2, IMS data is being studied and analysed by us where we separated 2 therapies and one brand. Comparison of our brand was done with five different competitors. 4. Analysis was based on 3-year MAT, Pack size, price, market share, unit growth and value growth. 5. We also as group are sharing latest pharma industry trends and news which is helping us developing better insights w.r.t latest changes in pharma industry globally and in terms of regulatory changes. 6. We are also asked to send a video detailing of all the learning from the whole week.
Linking theory (Classroom learning) with practice at your organisation	Throughout the whole week, I could use the concepts of marketing taught in the classroom on real data. Thereby, the organisation is helping in creating a link between text book and reality.
Gaps identified in the working area.	N/A

Suggestions for improvement	No suggestions till now.
Plan for the next week	1. We must study Androgenic Alopecia and gain in-depth knowledge of the same, including its mechanism of action. 2. Four molecules will be assigned to us. We will study in detail its therapies, benefits, and how they work. 3. We will have to prepare a questionnaire for the same disease and how the four molecules can help for the treatment process. 4. Presentations will also be conducted for the same.

Signature of the Student –



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Week no: 02 From: 18/05/25 to 25/05/25

Activity Done	1. We studied about Androgenic Alopecia and gained in-depth knowledge of the same, including its mechanism of action. 2. Four molecules were assigned to us. We studied in detail its therapies, benefits, and how they work. 3. We prepared a questionnaire on the same disease and how the four molecules can help in the treatment process. 4. Presentations were also submitted for the same.
Linking theory (Classroom learning) with practice at your organisation	Throughout the week, I understood how to use my pharmacology knowledge while learning about the disease and the molecules. Thereby, the organisation is helping in creating a link between text book and reality.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	Next week, we will have the field visit. (Doctor's Survey) Proper Questionnaire will be prepared for the same.

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Week no: 03 From: 25/05/25 to 31/05/25

Activity Done	1. Participated in a Retail Chemist Prescription Audit (RCPA) as part of a practical learning initiative on 28th and 29th May 2025. 2. Conducted one-on-one interactions with retail chemists to audit prescriptions. 3. Understood how medical reps build long-term chemist relationships that influence dispensing behavior. 4. Noted the invisible influence of brand perception and patient counseling on product movement. 5. Performed analysis of the data collected.
Linking theory (Classroom learning) with practice at your organisation	Realized the strategic value of market research in areas like: • Brand positioning • New product launches • Competitor benchmarking • Sales force planning Gained deep respect for on-ground pharmaceutical marketing realities and stakeholder interdependence, and how they are linked with the terms we studied in the classroom.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.

Plan for the next week	For Next week, 1. We have been given one molecule and one combination of molecules. 2. We must create 1 LBL and 1 visual aid for each. 3. We will also learn how promotional inputs are made and how marketing activity is created. 4. We will also learn about manufacture retail Prize.
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Name of the Student: Aastha Misra

Roll no: 0595

Stream: MBA-PM16

Week no:04

From:01/06/2025 to 07/06/2025

Activity Done	During week 04 of the internship, important tasks included creating a visual aid and leaving behind material on a single molecule. • Created a visual aid and leave-behind literature on the conjunction of two molecules. • Developed a doctor survey questionnaire for immunosuppressants in autoimmune skin conditions. • Conducted RCPA (Retail Chemist Prescription Audit) in pharmacy outlets in Lucknow, Uttar Pradesh, following doctor surveys. • Generated an Excel file from data collected during RCPA in drugstore outlets. • Analyse RCPA data and provide insights.
Linking theory (Classroom learning) with practice at your organisation	Realized the importance of market research in dynamic market, prescription behaviour and brand positioning. Was able to link the marketing concepts taught in class as well as understand the people's buying behaviour in real world.
Gaps identified on the working area.	N/A
Suggestions for improvement	No Suggestions till now.

Plan for the next week	Next week's task are topics to learn are as follow: • Pricing calculation • Promatogram Planning • Sample Allocation • LBL Designing and Finalization • Marketing Campaign Design -We will also learn about MRP, PTS, PTR, NP, and profit margin for different stakeholders.
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Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 05 From: 08/06/25 to 14/06/25

Activity Done	1. As the first assignment for this week, the concept of a promotogram was introduced. We developed a promotogram, a visiting promotogram, and a sample allocation table in MS Excel. 2. The second assignment was to create a marketing activity for a product assigned while creating an awareness campaign regarding the disease it cures. This assignment is detailed about the concept of • Brand communication • Things to do list • Promotional inputs 3. Information was gathered regarding the diseases, and also created Leave leave-behind literature and a Promotional poster for the same.
Linking theory (Classroom learning) with practice at your organisation	• These activities help in building theoretical concepts with real-world applications. • Developing a promotogram and sample allocation table helps in understanding the planning of resources and the strategy used in the field. • LBL and posters help in reinforcing the importance of visual aids and HCP engagement.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	For Next week, • Sales data analysis using per capita per month. (PCPM) The analysis will be done for the top ten and the lowest ten headquarters according to month-to-month trends.

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Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 06 From: 15/06/25 to 21/06/25

Activity Done	1. This week, we were tasked with making all possible corrections to the marketing activity for a product assigned to us while developing an awareness campaign about the disease it is focused on. This assignment was regarding the concept of • Brand communication • Things to do list • Promotional inputs 2. Corrections were also made in the Leave leave-behind literature and a Promotional poster for the same.
Linking theory (Classroom learning) with practice at your organisation	• These activities assist in enhancing theoretical concepts while also allowing us to reflect on real-world practicality. • Constructing a promotogram and a sample allocation table assists in both understanding the planning of resources and strategy in the field. • LBL and posters reinforce the importance of visual aids and HCP engagement.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	In the upcoming week, the topic of discussion is as follows, • Price calculation- PTR and PTS, and the scheme ratio • Sales analysis- Zone wise and region-wise wise and find the PCPM of individual headquarters. Preparation of Sales training for any new product.

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Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 07 From: 22/06/25 to 28/06/25

Activity Done	This week, i.e., during my week 07 of my internship, I worked extensively on the sales data provided by the organization. The main activity is as follows: • Calculating PCPM (Per Capita Per Month) for every headquarters. • Identifying the top 10 and lowest 10 performing HQs. • Dividing HQs into categories based on PCPM ranges. • Conducting zone-wise as well as regional analysis. • Created a report based on the outcomes of the analysis done, as well as mentioning the strategies used to overcome the record of low-performing HQs. • Developed a sales training PowerPoint Presentation on the assigned molecule combination.
Linking theory (Classroom learning) with practice at your organisation	• PCPM calculation helps to assess HQ- level productivity, aligning with marketing tactics learned in classrooms. • Segmentation of HQs based on PCPM ranges helped us relate to customer segmentation strategies taught in marketing. • Preparation of data-driven report with actionable strategies helped in demonstrating the practical use of strategic planning models. • Developing the sales training PPT on a product combination by applying brand communication and product knowledge.
Gaps identified on the working area.	N/A

Suggestions for improvement	No suggestions till now.
Plan for the next week	In the upcoming week, we will begin working on the brand plan for the molecule allocated to us individually.

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Week no: 08 From: 29/06/25 to 5/07/25

Activity Done	This week, i.e., during my week 08 of my internship, I have started working on the brand plan assigned to me. The main activity is as follows: • Worked on deciding the mission and vision of the brand plan, both qualitatively and quantitatively. • Worked on situational analysis which included market research, competitor analysis, Trend analysis, prevalence of the disease, on-label and off-label indications, etc. • Worked on developing a market strategy which included STP and SWOT analysis. • Strategy also included developing the budget which included Sales allocation budget and sales projection of our product. • Created marketing mix including the 4Ps for our product
Linking theory (Classroom learning) with practice at your organisation	• Applied strategic management concepts as explained to us through classroom learning. • Implementing core marketing models like STP, SWOT as being taught to us in marketing modules. • Used financial planning skills • Helped us to understand real-world integration of theory.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.

Plan for the next week	In the upcoming week, • I will start working on the launch segment of the brand plan, which will include promotograms and sales training. • Followed by development of brand tracker as the post launch segment.
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Signature of the Student –

A handwritten signature in blue ink that reads "Aastha". The signature is written in a cursive style with a horizontal line underneath the name.

Approved by the IIHMR University's Mentor

Name of the Organisation: Galcare Pharmaceutical Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing intern

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Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 09 From: 6/07/25 to 12/07/25

Activity Done	This week, i.e., during week 09 of my internship, I have completed the brand plan assigned to me, completing the rest of the activities. The main activity is as follows: • Worked on sales training presentation explaining the molecule, the product, and its competitors. • Made promotogram quarter-wise for the whole year. • Developed a brand tracker as a part of the post-launch segment.
Linking theory (Classroom learning) with practice at your organisation	• Applied strategic management concepts as explained to us through classroom learning. • Brand tracker helped us identify how unit sales are tracked month on month basis. • Used financial planning skills • Helped us to understand real-world integration of theory.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	In the upcoming week, • We are working on making the final poster representing the brand plan for our individual product. • We will also work on preparing an internship report putting our insights about everything we learnt.

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Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

Week no: 10 From: 13/07/25 to 21/07/25

Activity Done	This week, i.e., during week 10th week of my internship, I have Completed the final part and completed the rest of the activities. The main activity is as follows: • Completed my final poster representing the brand plan for the individual product. • Prepared an internship report putting our insights about everything we learnt.
Linking theory (Classroom learning) with practice at your organisation	• Helped us to understand real-world integration of theory. • Poster making enhanced our creativity and taught us to explain things concisely.
Gaps identified on the working area.	N/A
Suggestions for improvement	No suggestions till now.
Plan for the next week	N/A

Signature of the Student –



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Complied Report

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Roll no: 0595

Stream: MBA Pharmaceutical Management (PM-16)

Activity Done	• Essential graph analysis, as well as report interpretation, is easily understood. • Developed questionnaire for Retail Chemist Prescription Audit (RCPA) and for doctor surveys for various molecules, which included Minoxidil, finasteride, dutasteride, tofacitinib, etc. • Learned effective communication with doctors about the molecules assigned. • Prepared Leave Behind Literature (LBL) for the molecules assigned. • Collected data from Pharmacists to understand competitors' strategies. • Prepared LBL for MelaCURE-TX • Prepared LBL and brand communication for MelaCURE-TX • Prepared a marketing campaign for MelaCURE-TX • Collected data on various molecules like Minoxidil, finasteride, dutasteride, tofacitinib, Tranexamic acid, Kojic acid, Hydroquinone, Mometasone furoate, tretinoin, etc., from pharmacists • Completed SWOT analysis, marketing strategy, and marketing mix for MelaCURE-TX • Completed Brand plan and budget estimation for MelaCURE-TX.
Linking theory (Classroom learning) with practice at your organisation	• Effective communication with doctors helped us understand about benefits of certain molecules and compare them to competitors. • Sales Data from pharmacists helped us understand the market space. • Used competitor data analysis to inform strategic decision-making. • Found USPs (unique selling points) to promote the product.

	• Used field data and secondary research data to generate insights for brand strategy. • Acquired a foundational understanding of brand plans, including finances and marketing tactics. • Developed communication skills while interacting with doctors and pharmacists. • Presented a Poster for a product brand plan with strong public speaking abilities.
Gaps identified on the working area.	• Challenges were faced in understanding reports fir the first time. • Difficulty was faced in catching doctors as well as pharmacists' attention while in the field. Clinic hours are subject to timing constraints. • Deciding on the perfect name for the product was challenging. • Analyzing huge data sheets was challenging in a positive way.
Suggestions for improvement	• Seek feedback from mentors on the RCPA questionnaire. • Explain accomplishments and learnings through specific examples or scenarios. • Include specific data or metrics from RCPA. • Maintain consistency in tense and terminology throughout the report. • Develop an effective strategy for monitoring and controlling the brand plan. • Prepare the poster to visually represent the brand plan and budget

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