|| Know Your Alumni 83 || "Marketing and Brand Management of Medical Devices in India and at Global Level"|| 16th October 2026 – 10:00 AM- 01:00 PM || Offline

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From: IIHMRU President Office
presidentoffice@iihmr.edu.in
To: Tupe Mansi mansi.pm17@iihmr.in
Sent: Thursday, October 15 at 4:57 PM

Dear Tupe Mansi Jitendra,

Greetings for the day!!!

Hope this email finds you in great health.

IIHMR University takes the lead to organize a series of **Know Your Alumni Series** specially curated for the students to orient them with the current developments going in the industry and to enhance their skills for comprehending the challenges in the professional arena, as well as to build a strong connection between current and former students.

The University is conducting a session on 16th October 2026 – 10:00 AM to 01:00 PM IST.

The session will help students to understand "Marketing and Brand Management of Medical Devices in India and at Global Level**".**

Guest Speaker1: Mr. Shubham Jain, Product Manager, (Cardiovascular & New Modalities Medical Device), Translumina Therapeutics, New Delhi**,** MBA PM 12 (2020-22)

Title: "Marketing and Brand Management of Medical Devices in India and at Global Level"

Moderator: 1. Dr. Anupam Mehrotra, Assistant Professor, IIHMR University, Jaipur
2. Dr Saurabh Kumar, Dean, SPM, IIHMR University, Jaipur

Student Co- Ordinator: : Ms. Mansi Tupe, MBA PM 17

Date: 16th October 2026
Time: 10:00 AM to 01:00 PM IST
Venue: 202 (Second Floor), IIHMR University, Jaipur

With best wishes,

Dr. P.R. Sodani
President, IIHMR University, Jaipur
Co-Founder, IIHMR Foundation

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

"Know Your Alumni Series – Episode 83"

"Know Your Alumni Series – Episode 83"

TOPIC: Marketing and Brand Management of Medical Devices in India and at the Global Level

DATE: Friday, October 16, 2026 (10:00 a.m. to 1:00 p.m.)

VENUE: Classroom 202, Second Floor, IIHMR University, Jaipur

SPEAKER: Mr. Shubham Jain, Product Manager (Cardiovascular & New Modalities Medical Device), Translumina Therapeutics, New Delhi

NUMBER OF PARTICIPANTS: 98

INTRODUCTION: The Know Your Alumni Series – Episode 83 session on "Marketing and Brand Management of Medical Devices in India and at the Global Level" was held on October 16, 2026, at IIHMR University, Jaipur. The session featured Mr. Shubham Jain, MBA PM 12 (2020–22), currently working as Product Manager – Cardiovascular & New Modalities Medical Device at Translumina Therapeutics, New Delhi. The discussion was moderated by Dr. Anupam Mehrotra Sir, Assistant Professor, IIHMR University, Jaipur, and Dr. Saurabh Kumar Sir, Dean, School of Pharmaceutical Management, IIHMR University, Jaipur.

OBJECTIVE: To provide students with industry-oriented insights into marketing and brand management of medical devices in India and global markets. The session aimed to help students understand product positioning, market access, customer engagement, regulatory considerations, and the strategic role of brand management in the medical device industry.

Salient Novel Points Covered

1. Medical Device Industry: Indian and Global Landscape

The session topic focused on the medical device sector in India and international markets, highlighting the importance of understanding market needs, healthcare systems, competition, and evolving customer expectations when developing marketing strategies.

2. Product Management in Medical Devices

Product management connects customer needs, product value, and business objectives. For medical devices, this includes understanding clinical applications, product features, differentiation, and the needs of healthcare professionals and institutions**.**

3. Brand Positioning and Value Proposition

Effective brand management requires a clear value proposition and consistent communication of product benefits. Positioning should reflect the device's intended use, quality, reliability, clinical value, and relevance to healthcare providers.

4. Customer and Stakeholder Engagement

Medical device marketing involves engagement with multiple stakeholders, including clinicians, hospital administrators, procurement teams, distributors, and other healthcare decision-makers. Communication should be tailored to stakeholder needs and supported by credible product information.

5. Market Entry and Competitive Strategy

Strategies for India and global markets need to account for differences in market maturity, healthcare infrastructure, purchasing practices, competition, and local requirements. Market research and competitor analysis help identify opportunities and guide positioning.

6. Regulatory Compliance and Ethical Marketing
Medical device promotion must be responsible, accurate, and aligned with applicable regulatory requirements. Claims about device performance and benefits should be evidence-based, transparent, and appropriate for the intended audience.

7. Building Brand Trust and Long-Term Relationships
Trust is important in medical device markets because product quality, safety, service support, training, and reliability influence adoption. Consistent post-sale support can contribute to customer satisfaction and long-term brand credibility.

8. Career Opportunities and Industry Readiness
The session provided an opportunity for students to connect academic learning with industry practice and reflect on the skills relevant to medical device marketing and product management, including communication, market understanding, analytical thinking, and cross-functional collaboration**.**

Q&A and Interactive Session: The session provided an opportunity for students to engage with the speaker and moderators on the topic of medical device marketing and brand management. The discussion format encouraged students to connect classroom concepts with practical industry perspectives.

CONCLUSION: The Know Your Alumni Series – Episode 83 offered students an industry-focused perspective on marketing and brand management of medical devices in India and at the global level. The session highlighted the importance of customer understanding, product positioning, stakeholder engagement, market strategy, regulatory compliance, and brand trust in the medical device sector. It helped bridge academic concepts with practical considerations relevant to future roles in pharmaceutical and medical device management**.**

KNOW YOUR ALUMNI SERIES

To build strong connections between current and former students

A Discussion on:

Marketing and Brand Management of Medical Devices in India and at Global Level

Friday, 16th October 2026

10:00 AM- 01:00 PM (IST)

202 (Second Floor), IIHMR University, Jaipur



Student Co-Ordinator
Ms. Mansi Tupe
MBA PM 17
IIHMR University, Jaipur



OUR ALUMNUS
Mr. Shubham Jain
MBA PM 12 (2020-22)
Product Manager
(Cardiovascular & New Modalities Medical Device)
Translumina Therapeutics, New Delhi



MODERATOR
Dr.. Anupam Mehrotra
Assistant Professor
IIHMR University, Jaipur



MODERATOR
Dr. Saurabh Kumar
Dean, SPM
IIHMR University, Jaipur

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Know Your Alumni 83

Date: 16/10/2026 (10:00 AM to 01:00 PM)

Guest Speaker: Mr. Shubham Jain

Attendance Sheet

Sr. No.	Batch	Roll No.	Name	Program	Sign
1	PM-17	0849	Mansi Tupe	MBA PM	
2	PM-17	0789	Mushaan Gupta	MBA-PM	
3	PM-17	0807	Prashansa	MBA-PM	
4	PM-17	0735	Anjali Lakhera	MBA-PM	
5	PM-17	0796	Nivedika Bijani	MBA-PM	
6	PM-17	0834	Bhagyashree Sangale	MBA-PM	
7	PM-17	0788	Mudit Singh	MBA-PM	
8	PM-17	0818	Ritam Patil	MBA-PM	
9	PM-17	0787	Aditi Gupta	MBA-PM	
10	PM-17	0815	Rama Shankar Sahu	MBA-PM	
11	PM-17	0746	Vaishnavi R. Bhoj	MBA-PM	
12	PM-17	0736	Ankush patware	MBA-PM	
13	PM-17.	0838.	Shruti Rathour	MBA-PM	
14	PM-17	0859	Yash Shinde	MBA PM	
15	PM-17	0853	Vikas Balodiya	MBA-PM	
16	PM-17	0829	Sangar Anjana	MBA-PM	
17	PM-17	0800	Pankaj Prajapati	MBA-PM	
18	PM-17	0843	SOURABH BASARAGAON	MBA-PM	
19	PM-17	0860	Yash Sonvane	MBA PM	
20	PM-17	0858	Yash Kohil	MBA-PM	
21	PM-17	0775	Kriti Hada	MBA-PM	
22	PM-17	0798	Isha Palan	MBA-PM	
23	PM-17	0745	Tanushree Bhagat	MBA-PM	
24	PM-17	0730	Aishwarya P. Nair	MBA-PM	

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Sr. No.	Batch	Roll No.	Name	Program	Sign
25	PM-17	0814	Rajendra Rajput	MBA-PM	
26	PM-17	0732	Anisha Sharma	MBA-PM	
27	PM-17	0772	Khushi srivastava	MBA-PM	
28	PM-17	0845	Tamana Mishra	MBA-PM	
29	PM-17	0839	shruti Tomar	MBA-PM	
30	PM-17	0827	satti choudhary	MBA-PM	
31	PM-17	0817	Rishabh Pathak	MBA-PM	
32	PM-17	0842	Sonar Prathamesh	MBA-PM	
33	PM-17	0780	Mahantesh K	MBA-PM	
34	PM-17	0811	Probhat	MBA-PM	
35	PM-17	0805	Prachi	MBA-PM	
36	PM-17	0798	Isha Palan	MBA-PM	
37	PM-17	0743	Aum Palan	MBA-PM	
38	PM-17	0758	Geetika Sankhla	MBA PM	
39	PM-17	0752	Debanshu Shaw	MBA PM	
40	PM-17	0782	Raj Manthanwar	MBA-PM	
41	PM-17	0833	Akshay Shinde	MBA-PM	
42	PM-17	0777	Lokesh Ranjan Mehto	MBA PM	
43	PM-17	0750	Ved Chaudhari	MBA-PM	
44	PM-17	0837	Shruti Bhowmick	MBA-PM	
45	PM-17	0725	Aaliya Mishra	MBA PM	
46	PM-17	0786	Hrishikesh Mohite	MBA PM	
47	PM-17	0832	Shashank Singh	MBA PM	
48	PM-17	0831	Shashank Pal	MBA PM	

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Sr. No.	Batch	Roll No.	Name	Program	Sign
49	PM - 17	0770	Keshav Agrawal	MBA - PM	
50	PM-17	0737	Anuj Thakre	MBA -PM	
51	PM-17	0766	Jaydeep Solanki	MBA -PM	
52	PM-17	0806	Reddy Pradyuman	MBA PM	
53	PM-17	0860	Yash Sharma	MBA - PM	
54	PM-17	0797	Pal Vipin Sabhapati	MBA-PM	
55	PM-17	0830	Shaik Waseem	MBA-PM	
56	PM-17	0791	Nasruddin	MBA -PM	
57	PM -17	0855	Vrinda Menon	MBA - PM	
58	PM - 17	0810	Priyadharshini S	MBA - PM	
59	PM-17	0808	Praveen	MBA - PM	
60	PM-17	0754	Divya Tyagi	MBA - PM	
61	PM-17	0773	KOTHA VENKATA VARSHITH	MBA - PM	
62	PM 17	0757	Geetika Potnuru	MBA PM	
63	PM 17	0826	Sankhani L Pandit	MBA PM	
64	PM-17	0840	Shweta Wankhade	MBA-PM	
65	PM-17	0751	Deeksha Singh	MBA-PM	
66	PM-17	0823	Sai sulagna Das	MBA-PM	
67	PM-17	0835	Shreya Ghosh	MBA -PM	
68	PM-17	0846	Tanya Mani	PM - PM	
69	PM-17	0847	Shrawani Tilekar	MBA-PM	
70	PM-17	0728	Aditya Vyas	MBA - PM	
71	PM-17	0790	Yashika Jain	MBA PM	
72	PM-17	0851	Vansh Dawar	MBA PM	

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Sr. No.	Batch	Roll No.	Name	Program	Sign
73	PM-17	0781	Manisha Singh	PM	
74	PM-17	0816	Riddhi K. Vadthe	PM	
75	PM-17	0828	Sejal M Yadav	PM	
76	PM-17	0836	Shreya Khare	PM	
77	PM-17	0740	Arijit Dey.	PM	
78	PM-17	0771	Khan Abdul Rahim	PM	
79	PM-17	0744	Prathamesh Banker	PM	
80	PM17	0760	Harsh Dwivedi	PM	
81	PM17	0803	chaitanya pawar	PM	
82	PM17	0802	Vaibhav patil	PM	
83	PM-17	0783	Mathukumalli Sairaviteja	PM	
84	PM-17	0795	Nikhil Sharma	PM	
85	PM-17	0785	Mohit Rajput	PM	
86	PM-17	0748	Chalapathi Siva Krishna	PM	
87	PM-17	0765	Tanjperli Bhargav ram	PM	
88	PM-17	0854	VISHAL KUMAR	PM	
89	PM-17	0769	Katumuri Chethan Kumar	PM	
90	Pm-17	0734	Anisha Jain	Pm	
91	PM-17	0779	M. Joseph Clever	PM	
92	PM-17	0824	Samridhi	PM	
93	PM-17	0809	Riti	PM	
94	PM-17	0726	Aditi	PM	
95	PM-17	0767	Jitesh Yadav	PM	
96	PM-17	0801	Jayaram Patel	PM	
97	PM-17	0753	Dibyam	PM	
98	PM-17	0799	Mihir Panchal	PM	
99					