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**Guest lecture by Mr. Ankit Bhatnagar, SPM Alumnus, Batch 3 ( 2011\_23) and working as AGM Marketing, Mankind Pharma, New Delhi , in THE TEACHING MODULE OF PHARMACEUTICAL MARKETING ON JAN 19, 2026**

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**From** Saurabh Kumar <saurabh@iihmr.edu.in>

**Date** Sun 18-01-2026 23:04

**To** MBA PM 17 <mbapm17@iihmr.in>

**Cc** IIHMRU Academics <academics@iihmr.edu.in>

Dear Students

Please attend the guest lecture as mentioned below

**Mr Ankit Bhatnagar, SPM Alumnus, Batch 3 ( 2011\_13) and working as AGM Marketing, in Mankind Pharma Ltd, New Delhi in the teaching module of Pharmaceutical Marketing for MBA PM 17 on Jan 19, 2026, Monday**

**10.00-1.00 pm**

Formulation of effective marketing strategy for Prescription Medicines, Practical Case studies from Market

Kindly attend the lecture

Thanks & Regards,



**Dr. Saurabh Kumar**

PhD., M.Pharm, M.B.A

Dean

School of Pharmaceutical Management

**A:** IIHMR University | 1, Prabhu Dayal Marg,

Near Sanganer Airport, Jaipur – 302029

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## IIHMR UNIVERSITY, JAIPUR

### EVENT OUTCOME REPORT

#### “Know Your Alumni Episode 76”

<b>EVENT: “Know Your Alumni Episode 76”</b>
<b>TOPIC:</b> “Marketing Strategy in the Pharmaceutical Industry: Challenges and Opportunities
<b>DATE:</b> Monday 19 <sup>th</sup> January 2026 from 10:00 am to 01:00 pm.
<b>VENUE:</b> IIHMR University, Jaipur, India
<b>SPEAKER:</b> Mr. Ankit Bhatnagar , AGM Marketing ,Mankind Pharma Limited ,New Delhi(Alumnus, MBA Pharmaceutical Management Batch 2011-13)
<b>NUMBER OF PARTICIPANTS:</b> 129
<b>INTRODUCTION:</b> IIHMR University, Jaipur conducted a Know Your Alumni Series session to foster alumni–student interaction and provide industry exposure. The session, led by Mr. Ankit Bhatnagar (AGM Marketing, Mankind Pharma Ltd.), focused on marketing strategy in the pharmaceutical industry, discussing key challenges, opportunities, and career insights. It offered students practical understanding and industry-aligned perspectives beyond classroom learning.
<b>OBJECTIVES:</b>  The primary objectives of the session were: <ul style="list-style-type: none"><li>• To strengthen interaction and engagement between current students and alumni through the Know Your Alumni Series.</li><li>• To provide practical insights into marketing strategy within the pharmaceutical industry.</li><li>• To help students understand the challenges, trends, and growth opportunities in pharma marketing.</li><li>• To bridge the gap between academic learning and real-world industry practices.</li><li>• To expose students to corporate expectations, roles, and responsibilities in pharmaceutical organizations.</li><li>• To highlight career pathways available in pharma marketing, product management (PMT), and allied domains.</li><li>• To create awareness about strategic thinking, market analysis, and brand-building in the pharma sector.</li><li>• To motivate students to develop industry-relevant skills and professional competencies.</li><li>• To encourage networking and mentorship through alumni interaction.</li><li>• To guide students in aligning their career goals with evolving industry requirements.</li></ul>

**Salient Novel Points Covered:**

**ROLE:** Mr. Ankit Bhatnagar , AGM Marketing ,Mankind Pharma Limited ,New Delhi(Alumnus, MBA Pharmaceutical Management Batch 2011-13)

**KEY TAKEAWAY POINTS FROM THE SESSION:**

- Gained practical insights into pharmaceutical marketing strategy and its role in driving brand growth and market leadership.
- Understood the importance of customer-centric marketing, particularly in engaging doctors and healthcare stakeholders.
- Learned how market research, data analysis, and field insights support effective marketing decisions in the pharma industry.
- Highlighted the significance of brand positioning and differentiation in a highly competitive pharmaceutical market.
- Emphasized the growing need for data-driven decision-making and analytical skills in modern pharma marketing roles.
- Gained clarity on current challenges faced by the pharmaceutical industry, including competition, compliance, and changing market dynamics.
- Explored career opportunities in pharma marketing, product management (PMT), and strategic roles.
- Understood industry expectations from MBA Pharmaceutical Management graduates, including skillsets and professional attitude.
- Appreciated the value of continuous learning, adaptability, and innovation for long-term career growth in the pharma sector.
- Recognized the importance of alumni mentorship and networking in shaping successful career paths.

**Q&A and Interactive Session**

During the interactive Q&A session, students raised queries related to real industry exposure, career opportunities in product management (PMT), essential skill sets, and the core responsibilities of a pharma marketing manager. In response, the expert shared practical industry experiences, explaining how marketing strategies are implemented in real-world pharmaceutical settings.

Guidance was provided on career growth in PMT, highlighting the importance of analytical thinking, communication skills, market understanding, and cross-functional coordination. The expert also elaborated on managerial responsibilities such as brand planning, performance tracking, stakeholder management, and compliance, offering students valuable clarity on industry expectations and career readiness.

**Appropriate caption for the webinar:** “From campus to corporate—gaining real-world insights through an alumni-led webinar on pharmaceutical marketing.”

## KNOW YOUR ALUMNI SERIES

To build strong connections  
between current and former  
students

### A Discussion on:

Marketing Strategy in the  
Pharmaceutical Industry:  
Challenges and Opportunities

Monday 19<sup>th</sup> Jan 2026

10.00 AM-01.00 PM (IST)

IIHMR University, Jaipur



WELCOME  
**Dr Saurabh Kumar**  
Dean SPM  
IIHMR University, Jaipur



OUR ALUMNUS  
**Mr Ankit Bhatnagar**  
SPM Alumnus, Batch 3 (2011-13)  
AGM Marketing, Mankind Pharma Ltd  
New Delhi



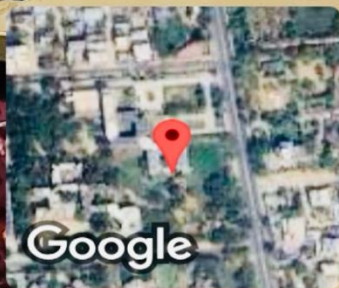
Student Coordinator  
**Ms Sengar Anjana Rajvindsingh**  
MBA PM - 17  
First year  
IIHMR University, Jaipur

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## Executive Summary

Brand Name	Brutaflam
Key Molecule	Etoricoxib & its Combination
Product Definition	Brutaflam (Etoricoxib & Comb.) is a non-steroidal anti-inflammatory drug (NSAID), used for managing pain in Osteoarthritis/Rheumatoid Arthritis/Back pain/A.S. It works by selectively inhibiting COX-2, thereby reducing the formation of Pro-inflammatory markers.
Market Definition	Total MKT-Patients suffering from Acute & Chronic Pain conditions. Covered MKT-Patients who need Oral NSAID & Combination therapy for pain relief.
Target Market Segment	Adult Patients with OA/RA/LBP/Ankylosing/Cervical spine pain/Post-operative pain.
No. of MRs	900
Key Stakeholders	G.P./Orthopedic Surgeons



Google

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302029, India

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Monday, 19/01/2026 12:57 PM GMT +05:30

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GPS Map Camera

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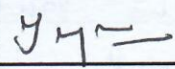
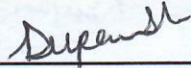
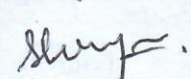
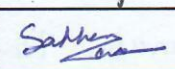
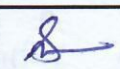
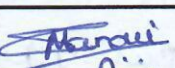
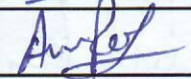
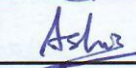



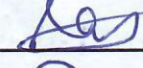
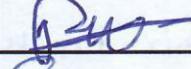
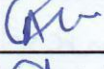
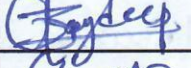
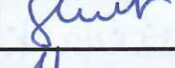
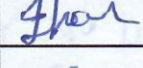
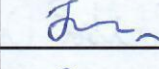
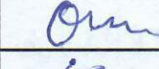
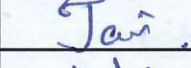
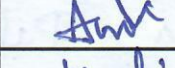
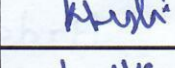
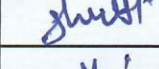
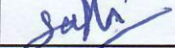
Thank you



# Know Your Alumni 76

Date: 19/01/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

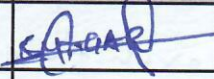

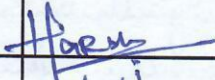
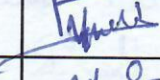



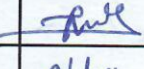

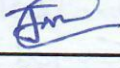
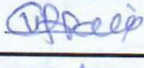

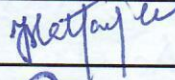

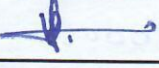





Sr. No.	Students Name	Stream with Batch	Sign
1	Ramashankar Salun	PM	
2	Tanya Mani	MBA - PM	
3	Deepanshu Sharma	MBA - PM	
4	Shreyas Yashwanth	MBA - PM	
5	Sankhanil Pandit	MBA - PM	
6	Shweta N. Wankhade	MBA - PM	
7	Mansi Jitendra Tupe	MBA - PM	
8	Aum Palan	MBA - PM	
9	Ashish Rangan Mishra	MBA - PM	
10	Pankaj Prajapati	MBA - PM	
11	Shashank R. Patel	MBA - PM	
12	Pratham Sonar	MBA - PM	
13	Siddharth Desai	MBA - PM	
14	Prabhat Talwar	MBA - PM	
15	Sengar Anjane R	MBA - PM	
16	Jaydeep Solanki	MBA - PM	
17	Shashank Singh	MBA - PM	
18	Ishika Patidar	MBA - PM	
19	Janhavi Aher	MBA - PM	
20	Omkar Jadhav	MBA - PM	
21	Jaideep Singh	MBA - PM	
22	Amisha Sharma	MBA - PM	
23	Krushika Srivastava	MBA - PM	
24	Shruti Tomar	MBA - PM	
25	Satish Chowdhury	MBA - PM	



# Know Your Alumni 76

Date: 19/01/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
51	Sagar Verma	MBA - PM	
52	Rishabh	MBA - PM	Rishabh
53	Rajendra Rayput	MBA - PM	
54	Vaun Sharma	MBA - PM	Vaun
55	Haash Dwivedi	MBA - PM	
56	Yuvraj Humber	MBA - PM	
57	Akshay shinde	MBA - PM	
58	Bhagyashree Shingate	MBA - PM	
59	Pooja choudhary	MBA - PM	
60	More Tejas Ashok	MBA - PM	
61	Chaudhari Ved Vijay	MBA - PM	N. V.
62	Pawar Chaitany Manohar	MBA - PM	
63	M. Joicee Gueul	MBA - PM	
64	Patil Veibhaw Sanjaya	MBA - PM	
65	Chaudhari Bhushan	MBA PM	Bhushan
66	Muskaan Gupta	MBA PM	
67	Shrishta Bhattacharya	MBA PM	
68	Shrawari Tilekar	MBA PM H	
69	Vaishnavi R. Bhuj	MBA PM H	
70	Lokesh Ranjan Mahto	MBA PM	Lokesh
71	Shruti Bhosmick	MBA PM	
72	Aaliya Mishra	MBA PM	
73	Mohite Hrishikesh Pramod	MBA PM	
74	Tash	MBA PM	
75	Geetika potnaru	MBA PM	



# Know Your Alumni 76

Date: 19/01/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
106	Tilakar shrawani	MBA - PM	
107	Vipin Paul	— 11 —	
108	Animesh Mishra	MBA - PM	
109	Dibyam	MBA - PM	
110	Rithik Gupta	MBA - PM	
111	Nauuddin	MBA - PM	
112	Vishal Kumar	MBA - PM	
113	Priiti Yadva	"	
114	mohit	"	
115	Nikhil	"	
116	Sannidhi	"	
117	Vaishali	"	
118	Aditi Gupta	MBA - PM	
119	Neyana Sahu	MBA - PM	
120	Krishna Bhatia	MBA - PM	
121	Arijit Dey	MBA - PM	
122	Anisha Tanti	"	
123	Kar Bhumi Gaud	"	
124	Swagata Kar	MBA - PM-17	
125	Ankush Patnare	MDA PM17	
126	Shruti Rathar	MBA PM17	
127	Animesh Mishra	MBA PM17	
128	Jayaram Patel	MBA PM17	
129	Purneet Tatar	MBA - PM17	
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