



Outlook

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

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

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IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Know Your Alumni Episode 76”

EVENT: “Know Your Alumni Episode 76”

TOPIC: “Marketing Strategy in the Pharmaceutical Industry: Challenges and Opportunities

DATE: Monday 19th January 2026 from 10:00 am to 01:00 pm.

VENUE: IIHMR University, Jaipur, India

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

NUMBER OF PARTICIPANTS: 129

INTRODUCTION: 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.

OBJECTIVES:

The primary objectives of the session were:

- To strengthen interaction and engagement between current students and alumni through the Know Your Alumni Series.
- To provide practical insights into marketing strategy within the pharmaceutical industry.
- To help students understand the challenges, trends, and growth opportunities in pharma marketing.
- To bridge the gap between academic learning and real-world industry practices.
- To expose students to corporate expectations, roles, and responsibilities in pharmaceutical organizations.
- To highlight career pathways available in pharma marketing, product management (PMT), and allied domains.
- To create awareness about strategic thinking, market analysis, and brand-building in the pharma sector.
- To motivate students to develop industry-relevant skills and professional competencies.
- To encourage networking and mentorship through alumni interaction.
- To guide students in aligning their career goals with evolving industry requirements.

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 19th 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 (NSAID), used for managing pain in Osteoarthritis/Rhe back pain/A.S. It works by selectively inhibiting COX-2 formation of Pro-inflammatory markers.
Market Definition	Total MKT-Patients suffering from Acute & Chronic Pain conditions. Covered MKT-Patients who need Oral NSAID & Combi pain relief.
Target Market Segment	Adult Patients with OA/RA/LBP/Ankylosing/Cervical sp operative pain.
No. of MRs	900
Location	G.P./Ortho Surgeons

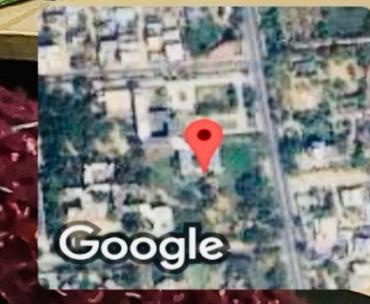
GPS Map Camera

Jaipur, Rajasthan, India

lihmr University, 1, Prabhu Dayal Marg, Near Sanganer Airport, Maruti Nagar, Jaipur, Rajasthan 302029, India

Lat 26.820778° Long 75.816522°

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







Thank you

Know Your Alumni 76

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

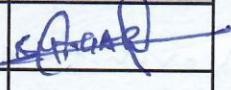
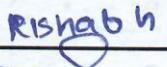
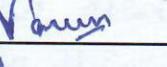
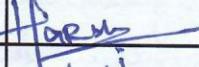
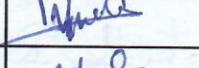
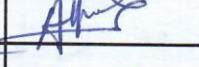
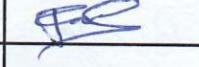
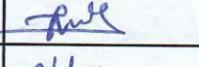
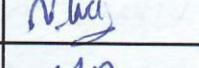
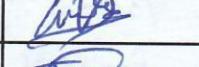
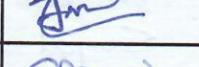
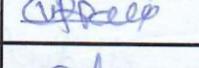
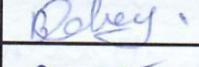
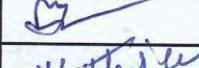
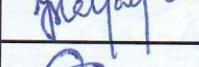
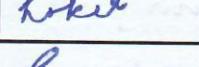
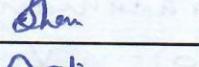
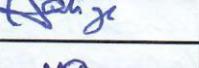
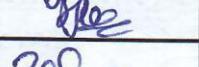
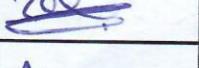
Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Ramashankar Salvi	PM	Eas
2	Tanya Mani	MBA - PM	Y M
3	Deepsukh Sharma	MBA - PM	Deepsukh
4	Shreya Ghosh	MBA - PM	Shreya
5	Sankhael Pandit	MBA - PM	Sankhael
6	Shweta N. Wankhade	MBA - PM	S
7	Mansi Jitendra Tuge	MBA - PM	Mansi
8	Aum Palan	MBA - PM	Aum Palan
9	Achish Ranjan Mishra	MBA - PM	Achish
10	Pankaj Prajapati	MBA - PM	Pankaj
11	Shashank - Pcl	MPA - PM	Shashank
12	Prutham - Sonar	FIBA - PM	Prutham
13	Silkyra - Pwz	FIBA - PM	Silkyra
14	Pvarkhut + aifadav	MBA - PM	Pvarkhut
15	Sengar Anjana. R	MBA - PM	Sengar
16	Jaydeep Solanki	MBA - PM	Jaydeep
17	Shashank Singh	MBA - PM	Shashank
18	Ishika Patidam	MBA - PM	Ishika
19	Janhavi Ahen	MBA - PM	Janhavi
20	Omkar Jadhav	MPA - PM	Omkar
21	Jaideep Singh	MBA - PM	Jaideep
22	Amisha Sharma	MBA - PM	Amisha
23	Khushi Srivastva	MBA - PM	Khushi
24	Shweta Tomar	MBA - PM	Shweta
25	Sathvi Chowdhury	MBA - PM	Sathvi

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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	
53	Rajendra Rayput	MBA - PM	
54	Varun Sharma	MBA - PM	
55	Harsh Dwivedi	MBA - PM	
56	Yuvraj Humbe	MBA - PM	
57	Akshay Shinde	MBA - PM	
58	Bhagyashree Shinghate	MBA - PM	
59	Pooja Chouhan	MBA - PM	
60	More Tejas Ashok	MBA - PM	
61	Chaudhari Ved Vijay	MBA - PM	
62	Fawaz Chantay Manohar	MBA - PM	
63	M. Joicee Gueul	MBA - PM	
64	Patil Veerbhav Sanjeev	MBA - PM	
65	Chaudhari Bhushan	MBA PM	
66	Muskaan Gupta	MBA PM	
67	Sritiha Bhattacharya	MBA PM	
68	Shrawani Tikekar	MBA PM H	
69	Vishnani - R. Bhuj	MBA PM H	
70	Lokesh Ranjan Mahto	MBA PM	
71	Shruti Bhagwani	MBA PM	
72	Aaliya Mishra	MBA PM	
73	Mohite Hrishikesh Pramod	MBA PM	
74	Tash	MBA PM	
75	Geetika Potnuru	MBA PM	

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

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
106	Tilokar Ghrawani	MBA - PM	Shrawani
107	Vipin pal	—+—	Vipin
108	Amresh Mishra	MBA - PM	Amresh
109	Dibyam	HBA - PM	D
110	Rithika Gupta	MBA - PM	Rithika
111	Naseemuddin	MBA - PM	Naseemuddin
112	Vishal Kumar	MBA - PM	Vishal
113	Priti Yadav	"	Priti
114	manish	"	manish
115	Nikhil	"	Nikhil
116	Scansidhi	"	Scansidhi
117	Vaishali	"	Vaishali
118	Aditi Gupta	MBA - PM	Aditi
119	Neyana Sahu	MBA - PM	Neyana
120	Krishna Bhatia	MBA - PM	Krishna
121	Axijit Dey	MBA - PM	A. Dey.
122	Anisha Tuli	"	Anisha
123	Kira Bhumi Gauri	"	Kira
124	Suvendu kav	MBA - PM - 17	Suvendu
125	Ankush Patwari	MBA PM 17	Ankush
126	Shruti Rathaur	MBA PM 17	Shruti
127	Amresh Vnishi	MBA PM 17	Amresh
128	Jayaram Patel	MBA PM 17	Jay
129	Purshottam Tutekar	MBA - PM 17	Purshottam
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