

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**“Know your Alumni Episode 67”**

<b>“Know your Alumni Episode 67”</b>
<b>TOPIC: “Innovating Product Management in Pharma: From Concept to Market”</b>
<b>DATE:</b> 06 <sup>th</sup> January and 07 <sup>th</sup> January, 2025 from 2:00pm to 4:00pm.
<b>VENUE:</b> Room no 202 second floor, IIHMR University, Jaipur
<b>SPEAKER:</b> Mr. Abhinav Sharma Sir (SPM Alumnus Batch 1-2009-11), Product Manager (Marketing), Pharmascience, Canada
<b>NUMBER OF PARTICIPANTS:</b> 100 students from 1 <sup>st</sup> year, MBA (Pharmaceutical Management)
<b>INTRODUCTION:</b> The 67 <sup>th</sup> episode of the Know your Alumni titled – “Innovating Product Management in Pharma: From Concept to Market” held on 06th January and 07th January, at IIHMR University. This session featured as the guest speaker Mr. Abhinav Sharma Sir (SPM Alumnus Batch 1-2009-11), Product Manager (Marketing), Pharmascience, Canada. The event was moderated by Dr Saurabh Kumar, Dean, SPM and Associate Professor and student moderator Ms. Aastha Misra from the PM-16. The session focus on “Innovating Product Management in Pharma: From Concept to Market”
<b>OBJECTIVE:</b> The session titled “Innovating Product Management in Pharma: From Concept to Market” aims to equip participants with the insights and strategies needed to navigate the complexities of pharmaceutical product management. It will focus on leveraging innovative approaches to streamline the journey from idea generation to market entry, ensuring efficiency and compliance in a highly regulated industry.
<b>Salient Novel Points Covered:</b>  <b>ROLE:</b> Mr. Abhinav Sharma Sir provided an insightful session on how Brand Managers are the fathers of the brand! He explained very vividly what it’s like to be a marketing professional in the pharmaceutical industry!  <b>KEY TAKE AWAY POINTS FROM THE SESSION:</b> <ul style="list-style-type: none"><li>- How brand managers are important for every business!</li><li>- Being a brand manager in pharmaceutical industry is a Medico-Sales-Marketing oriented job.</li><li>- Skills required to be brand managers</li><li>- Things brand managers love about their profession!</li><li>- Digital skills required to be a good brand manager.</li><li>- An exclusive brand plan Template that will help us in our future prospects.</li></ul> <b>Q&amp;A and Interactive Session:</b> The session encouraged active participation from students, who not only clarified their conceptual doubts about the Role of Brand managers in pharmaceutical industry, but also asked relevant questions about how to co-relate their previous experiences in the pharmaceutical industry and progress further in their career.
<b>Future Scope:</b> Learning how to create a comprehensive brand plan has significant future scope, particularly in today’s dynamic and competitive business landscape. It equips individuals with the skills to strategically position a product or service strategically, ensuring its alignment with market needs and organizational goals. Mastery of brand planning enables professionals to analyze market trends, understand consumer behaviour, and craft tailored strategies that foster brand loyalty and growth. This expertise is highly sought after across industries, offering opportunities in marketing, product management, and consulting roles.
<b>Appropriate caption for the webinar:</b> "Pharmaceutical Marketing, Brand Managers and their importance”

## KNOW YOUR ALUMNI SERIES

To build strong connections  
between current and former  
students

### Topic:

Innovating Product Management in  
Pharma: From Concept to Market



Monday, 6th Jan 2025



2.00 PM to 4.00 PM (IST)



IIHMR University  
Jaipur, Rajasthan, India



WELCOME

**Dr. Saurabh Kumar**

Dean - School of  
Pharmaceutical Management  
IIHMR University, Jaipur



OUR ALUMNUS

**Mr. Abhinav Sharma**

PM Batch-1 ( 2009\_11)  
Product Manager (Marketing)  
Pharmascience Canada



Student Coordinator

**Ms Aastha Misra**

MBA PM 16  
First year, SPM  
IIHMR University  
Jaipur

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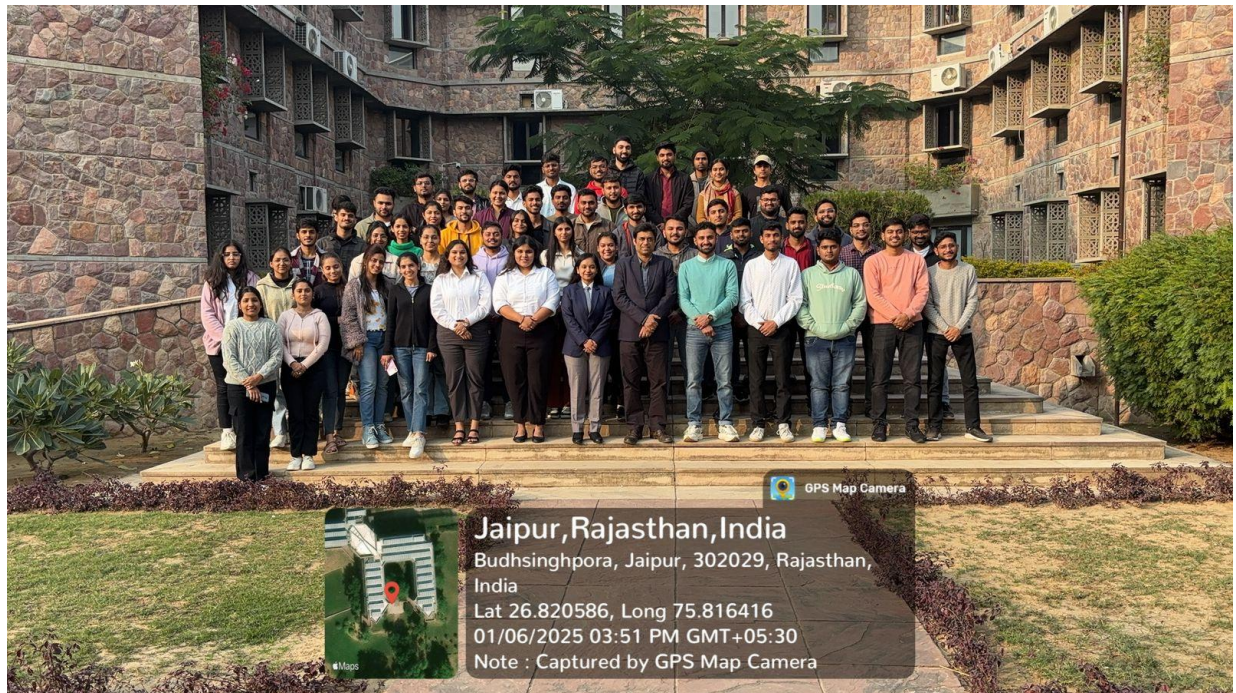
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# Know Your Alumni: 67

Date: 06/01/2025(02:00 PM to 04:00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Devam Raval	PM-16	Devam
2	Singh Nilesk	PM-16	Singh
3	Shehali R.K	PM-16	Shehali
4	Narayan	PM-16	Narayan
5	Madhur Sudan	PM-16	Madhur
6	Adhokeshaja Haritar	PM-16	Adhokeshaja
7	Drishti Mahariya	PM-16	Drishti
8	Shafali Gupta	PM-16	Shafali
9	Saarthak Kumbhakar	PM-16	Saarthak
10	Naman Pathak	PM-16	Naman
11	Paras Gupta	PM-16	Paras
12	Abhirav Patidar	PM-16	Abhirav
13	Bhadoriya Mohit Netrapal	PM-16	Bhadoriya
14	Johank Yadav	PM-16	Johank
15	FATIMA SHAHALA-M	PM-16	Fatima
16	Dinesh P. Bawigkar	PM-16	Dinesh
17	Yash Daga	PM-16	Yash
18	Devendra Singh Chouban	PM-16	Devendra
19	Talleen Dighe	PM-16	Talleen
20	Anuradha Dangi	PM-16	Anuradha
21	Sakshi Saini	PM-16	Sakshi
22	Amit Kumar	PM-16	Amit Kumar
23	Kasturi Sawarkar	PM-16	Kasturi
24	RAHUL	—	Rahul
25	SACHIN	—	Sachin
26	Sapna	PM-16	Sapna
27	Chaudhari Jimpal Nitin	PM-16	Chaudhari
28	Singh Suresh Srijaykumar	PM-16	Singh
29	Namit Kumar	PM-16	Namit
30	Rishikesh Patil	PM-16	Ratil
31	Krishna Rathod	PM-16	Krishna



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Sr. No.	Students Name	Stream with Batch	Sign
32	Jahnavi Patidar	PM-16	
33	Tannoy Maji	PM-16	
34	Deepanshu Parewa	PM-16	
35	Priyanshi	PM-16	
36	Bhumi ka	PM-16	
37	Aisharya	PM-16	
38	Aryan	PM-16	
39	Kshitij	PM-16	
40	Abhinav	PM-16	
41	Divyanshu Das	PM-16	
42	Deeksha	PM-16	
43	Roshan Lathi	PM-16	
44	Manish Gupta	PM-16	
45	Unmesh Patil	PM-16	
46	Bharat Dewangan	PM-16	
47	Rohan Sharma	PM-16	
48	Kunal Sapkal	PM-16	
49	Anuja Yerkuntwar	PM-16	
50	Mansi Gupta	PM-16	
51	Satansh Gupta	—	
52	Mansi Gaikwad	PM-16	
53	Sanjana Patil	PM-16	
54	Laxmi Punse	—	
55	Mansi Mahalkar	—	
56	Prashant Benke	—	
57	Yashodeep deore	—	
58	Vaidya Dishu Tushare	PM-16	
59	Avanika Kalaskar	PM-16	
60	Ballekar Saikrishna	PM-16	
61	Basu Nandini Venkat	PM-16	
62	Intaraj Gargawal	pm-16	



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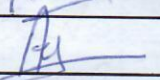
Sr. No.	Students Name	Stream with Batch	Sign
63	Aniket Indrale	PM-16	Aniket
64	Bhavesh Parihar	PM-16	Bh
65	Jyot Kamariya	PM-16	J.K
66	Shubham Sharma	PM-16	Shub
67	AVICHAL	PM-16	Avi
68	SHANDEET	PM-16	Shan
69	Vansh	PM-16	Vansh
70	Devanshu	PM-16	Dev
71	Archi Shukla	PM-16	Archi
72	Sonali Singh Tomar	PM-16	Son
73	Janhavi Ramteke	PM-16	Janh
74	Santosh Samrath	PM-16	Santosh
75	Janaki Padole	PM 16	Jan
76	Harshal Bari	PM 16	Har
77	Reetika Raj	PM-16	Reetika
78	Shashikant Mahajan	PM-16	Shash
79	Kripa saran shrivastava	PM-16	Kripa
80	Avinash Pandey	PM-16	Avinash
81	Utkarsh Kumar Singh	PM-16	Utkarsh
82	Neeraj Kumar Sahu	PM-16	Neeraj
83	Anshu Y. Bulsara	PM-16	A.Y. Bulsara
84	Twisha G. Bhatt	PM-16	T.G. Bhatt
85	Aastha Misra	PM-16	Aastha
86	Hemangini J	PM-16	Hemangini
87	Prachi Bari	PM-16	Prachi
88	Ayush Phadke	PM-16	Ayush
89	Jagrat Goyal	PM-16	Jagrat
90	Priyanka Singh	PM-16	Priyanka
91	Aditi Mishra	PM-16	Aditi
92	Jatin Saini	PM-16	Jatin
93	Ayush Pagar	PM-16	Ayush
94	Deepanjali Kumari	PM-16	Deep
95	Shweta Kumari	PM-16	Shweta



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Sr. No.	Students Name	Stream with Batch	Sign
96	Ruparel Meert	PM-16	
97	Juhi Jain	PM-16	
98	Akshat Abhinav	PM-16	
99	Ankush Kumar	PM-16	
100	Akshita Jain	PM-16	
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