# Invitation to attend the Guest Lecture- (Ms. Vrinda Mathur and Mr. Archit Karnik) in the teaching module of Market Access for Pharmaceutical Products on Jan 27 and 28, 2026

From: Saurabh Kumar saurabh@iihmr.edu.in

To: MBA PM -16 mbapm16@iihmr.in

Cc: IIHMRU Academics academics@iihmr.edu.in, Sadhana Pareek sadhana@iihmr.edu.in, Ritvika Singh Solanki ritvika@iihmr.edu.in

Date: Mon, 26 Jan 2026, 2:28 PM

**Dear Students**

Please find below the information regarding guest lecture by our Alumnus Ms Vrinda Mathur and Mr Archit Karnik in the teaching module of Market Access for Pharmaceutical Products on Jan 27 and 28, 2026

Speaker

**Ms Vrinda Mathur**
Alumnus SPM ( 2017 pass out )
Consultant, Market Access and Pricing
Trinity Life Sciences
Gurgaon

**Classroom 206 (Second Floor)**

**Jan 27, 2026 ( 10.00 am -1.00 pm and 2.00-5.00pm)**
    1. Introduction to market access & Reimbursement ( Lecture and Case Study)-**VM**
    2. Health Technology Assessment and various international HTA bodies ( Lecture and Case Study)-**VM**

**Jan 28, 2026 ( 10.00 am -1.00 )**
    3. Pricing Methodologies including deep dive on International Reference Pricing ( Lecture and Case Study)-**VM**
    4. Innovative contracting strategies/ Value based agreements ( Lecture and Case Study)-**VM**

**Jan 28, 2026 ( 2.00 -5.00)**

**Mr Archit Karnik**

Alumnus HM ( 2017 pass out )

Assistant Manager, Strategy & Operations

KPMG

Gurgaon

**Title: Careers in Healthcare Consulting: Roles, Firms & Growth Paths**

**Classroom 206 (Second Floor)**

**Kindly attend the sessions to enhance your intellect and explore the field of Market Access**

Regards

# IIHMR UNIVERSITY, JAIPUR

# EVENT OUTCOME REPORT

## "Know Your Alumni Episode 77"

| | |
|---|---|
| **EVENT: "Know Your Alumni Episode 77"** | |
| **TOPIC:** "From Molecule to Market access, Price & Reimbursement" | |
| **DATE:** Monday 27th January 2026 from 10:00 am to 01:00 pm. | |
| **VENUE:** IIHMR University, Jaipur, India | |
| **SPEAKER**: Ms Vrinda Mathur, Consultant Market Access and Pricing, Trinity Life Sciences, Gurugram, MBA PM 7 (2015-2017) | |
| **NUMBER OF PARTICIPANTS:** 100 | |
| **INTRODUCTION**: IIHMR University, Jaipur organized a Know Your Alumni Series session with the objective of enhancing students' understanding of Market Access in the pharmaceutical industry through meaningful alumni–student interaction. The session was led by Ms. Vrinda Mathur, who provided valuable insights into the strategies involved in ensuring the availability, affordability, and accessibility of pharmaceutical products in the market. The discussion highlighted key challenges such as pricing, reimbursement, regulatory pathways, and stakeholder management, along with emerging opportunities within the pharmaceutical market access landscape. The session enabled students to gain a practical, industry-oriented perspective on how pharmaceutical products successfully reach patients, bridging the gap between theoretical knowledge and real-world market access practices. | |

**OBJECTIVES:**

The primary objectives of the session were:

- To strengthen interaction and engagement between students and alumni through the Know Your Alumni Series, focusing on pharmaceutical market access.
- To provide practical insights into market access strategies in the pharmaceutical industry.
- To help students understand the challenges, trends, and opportunities related to pharmaceutical product access.
- To bridge the gap between academic learning and real-world market access practices.
- To expose students to corporate roles and responsibilities in market access functions of pharma organizations.
- To highlight career opportunities in market access, pricing, reimbursement, and related domains.
- To create awareness about strategic thinking, market assessment, and access planning in the pharma sector.

- To motivate students to develop industry-relevant skills required for effective market access.
- To encourage networking and mentorship through alumni interaction.
- To guide students in aligning their career goals with evolving market access requirements.

**Salient Novel Points Covered:**

**ROLE:** Ms Vrinda Mathur , Consultant Market Access and Pricing, Trinity Life Sciences, Gurugram, MBA PM 7 (2015-2017)

**KEY TAKEAWAY POINTS FROM THE SESSION:**

- Gained practical insights into pharmaceutical market access strategies and their role in improving product availability and patient reach.
- Understood the importance of a patient- and stakeholder-centric approach, especially in engaging payers, policymakers, and healthcare providers.
- Learned how market research, data analysis, and real-world evidence support effective market access decisions in the pharma industry.
- Highlighted the significance of pricing, reimbursement, and value positioning in a competitive pharmaceutical market.
- Emphasized the growing need for data-driven decision-making and analytical skills in modern market access roles.
- Gained clarity on current challenges in market access, including regulatory hurdles, pricing pressure, and evolving healthcare policies.
- Explored career opportunities in market access, pricing and reimbursement, HEOR, and strategic functions.
- Understood industry expectations from MBA Pharmaceutical Management graduates in market access–related roles, including required skillsets and professional mindset.
- Appreciated the value of continuous learning, adaptability, and innovation for long-term growth in the pharma market access domain.
- Recognized the importance of alumni mentorship and professional networking in building successful careers in pharmaceutical market access.

**Q&A and Interactive Session**

During the interactive Q&A session, students raised queries related to real industry exposure, career opportunities in market access, essential skill sets, and the core responsibilities associated with market access roles in the pharmaceutical industry. In response, the expert shared practical industry experiences, explaining how market access strategies such as pricing, reimbursement planning, and stakeholder engagement are implemented in real-world pharmaceutical settings.

Guidance was provided on career growth in market access, emphasizing the importance of analytical thinking, health economics understanding, policy awareness, communication skills, and cross-functional collaboration. The expert also elaborated on key responsibilities including access strategy development, pricing decisions, payer and policy stakeholder management, performance evaluation,

and regulatory compliance, offering students valuable clarity regarding industry expectations and preparedness for market access–oriented roles.

**Appropriate caption for the webinar:** "From campus to corporate—gaining real-world insights through an alumni-led webinar on market access of Pharmaceutical products"

Jaipur,Rajasthan,India 🇮🇳
Budhsinghpora, Jaipur, Rajasthan 302029, India
Lat 26.821050, Long 75.816138
Tuesday, 27/01/2026 12:08 PM GMT+05:30
Note : Captured by GPS Map Camera

Thank you

# Know Your Alumni 77

**Date: 27/01/2026 (10:00 AM to 01:00PM)**

## Attendance Sheet

| Sr. No. | Students Name | Stream with Batch | Sign |
|---|---|---|---|
| 1 | Archi Shukla | MBA- PM | |
| 2 | Shruti Badwaik | MBA - PM | |
| 3 | Ankush Kumar | MBA - PM | |
| 4 | Nandani Baswa | MBA - PM | Nandi |
| 5 | Jakshi Saini | MBA - PM | |
| 6 | Aditi Mishra | PM-16 | Amisha |
| 7 | Sonali Singh Tomar | PM-16 | Sonali |
| 8 | Priyanka singh | PM-16 | |
| 9 | Paras Gupta | PM-16 | Paras |
| 10 | Kunal Sapkal | PM-16 | |
| 11 | Manjish Gupta | PM -16 | |
| 12 | Roshan lathi | PM -16 | Roshan |
| 13 | unmesh patil | pm -16 | unmesh |
| 14 | Aruja Yerkuntwar | PM -16 | |
| 15 | Rishikesh Patil | PM -16 | |
| 16 | Neeraj Kumar Sahu | PM-16 | |
| 17 | Yashodeep Deore | PM - 16 | |
| 18 | Prashant Benke | PM-16 | Prashant |
| 19 | Sanjana Patil | PM-16 | |
| 20 | Shefali gupta | PM -16 | shefa |
| 21 | Nansi Mahakulkar | PM-16 | Nansi |
| 22 | Laxmi Punse | PM-16 | |
| 23 | Pushpraj Patil | PM -16 | |
| 24 | Avinash Yadav | PM-16 | Avinash |
| 25 | Bharath Devangan | PM-16 | |

# Know Your Alumni 77

## Attendance Sheet

| Sr. No. | Students Name | Stream with Batch | Sign |
|---|---|---|---|
| 26 | Singh Nilesh Pankaj | PM-16 | |
| 27 | Adhokshaja Haritas | PM-16 | |
| 28 | Aastha Mishra | PM-16 | |
| 29 | Amski Bulsara | PM-16 | |
| 30 | twisha Bhatt | PM-16 | |
| 31 | Divesh Bauskar | PM-16 | |
| 32 | Mansi Gaikwad | PM-16 | Mansi |
| 33 | Singh Sweta Sanjaykumax | PM-16 | |
| 34 | Drishti Mohaniya | PM-16 | |
| 35 | Bhar Talleen Dighe | PM-16 | |
| 36 | Santosh Soumyadaxshi D. | PM-16 | |
| 37 | Yash Daga | PM-16 | |
| 38 | Devendra Chauhan | PM-16 | |
| 39 | Saarthak Kumbkauni | PM-16 | |
| 40 | Kshitiz Shegakar | PM-16 | |
| 41 | Narayan Sanjyana | PM-16 | |
| 42 | Abhinav Patidar | PM-16 | |
| 43 | Bhavnut Miglane | PM-16 | |
| 44 | Poran Kiri. | PM-16 | |
| 45 | Ayush Chauhan | PM-16 | |
| 46 | Ayush Dhutt | PM-16 | |
| 47 | Bhini Bari | PM-16 | |
| 48 | Poran | PM-16 | |
| 49 | Anichol | PM-16 | |
| 50 | Shashank | PM-16 | Shsl |

# Know Your Alumni 77

## Attendance Sheet

| Sr. No. | Students Name | Stream with Batch | Sign |
|---|---|---|---|
| 51 | Bharneet | PM-16 | |
| 52 | Anand Raj | PM-16 | |
| 53 | Anirosh Pandey | PM-16 | Pandey |
| 54 | Meet Papnel | PM-16 | Meet |
| 55 | Varsh | PM-16 | Varsh |
| 56 | Ishank Yadav | PM-16 | |
| 57 | Shivani. R.K | PM-16 | |
| 58 | Madhusudhan | PM-16 | |
| 59 | Janak | PM-16 | |
| 60 | Harshal | PM-16 | |
| 61 | Jahnavi Patidar | PM-16 | |
| 62 | Maneshri panjvade | PM-16 | |
| 63 | shivansh mehrotra | pm-16 | |
| 64 | sapna | PM-16 | |
| 65 | Kashvi | PM-16 | |
| 66 | Sonkshi | PM-16 | |
| 67 | Shweta kumari (0713) | PM-16 | |
| 68 | Deepansali (0636) | PM-16 | |
| 69 | Jagrati soya 0652 | PM-16 | |
| 70 | Akshita Jaiswal 0602 | PM-16 | |
| 71 | Homrangan J (0649) | PM-16 | |
| 72 | Yogasin khan | PM-16 | |
| 73 | Shudhashu Solanki | PM-16 | |
| 74 | Ankita vyas | PM-16 | |
| 75 | Nikita Panchore | PM-16 | |

# Know Your Alumni 77

**Date: 27/01/2026 (10:00 AM to 01:00PM)**

## Attendance Sheet

| Sr. No. | Students Name | Stream with Batch | Sign |
|---|---|---|---|
| 76 | Aishwarya | PM –16 | |
| 77 | Naman Pathak | PM – 16 | |
| 78 | Divyarup | PM – 16 | |
| 79 | Deepanshu | PM – 16 | |
| 80 | Priyanshi | PM – 16 | |
| 81 | Tanay Mani | PM – 16 | |
| 82 | Anshula Chafle | PM – 16 | |
| 83 | Paras Kuri | PM – 16 | |
| 84 | Deeksha Gupta | PM – 16 | |
| 85 | Abhinav Choudhary | PM – 16 | |
| 86 | Drishti Mohanty | PM – 16 | |
| 87 | Sweta Sanjaykumar | PN – 16 | |
| 88 | Santosh Souryadurshi Push | PM – 16 | |
| 89 | Talleen Digka | PM – 16 | |
| 90 | Rahul | PM – 16 | |
| 91 | Sachin | PM – 16 | |
| 92 | Yash Daga | PM – 16 | |
| 93 | Pankaj Yogi | PM 16 | |
| 94 | Mansi Gupta | PM 16 | |
| 95 | Mansi Gaikwad | PM 16 | |
| 96 | Divesh P. Baviskar | PM 16 | |
| 97 | Juni Jain | PM 16 | |
| 98 | Akshat Shrimal | PM 16 | |
| 99 | Mohit Bhadoria | 0628 | |
| 100 | Devam Raval | 0688 | |
| 101 | | | |
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