|| Know Your Alumni 77 || "From Molecule to Market: Market Access, Pricing and Reimbursement"|| 27th Jan. 2026 – 10:00 AM to 01:00 PM IST || Offline

IIHMRU President Office
To- Dear Harshal Samadhan
Bari, bari.pm16@iihmr.in

Dear Harshal Samadhan Bari,

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 27th Jan. 2026 – 10:00 AM to 01:00 PM IST.

The session will help students to understand "From Molecule to Market: Market Access, Pricing and Reimbursement**".**

Guest Speaker: Ms Vrinda Mathur, SPM Alumnus, Batch 7 (2015-17) Consultant, Market Access, and Pricing, Trinity Life Sciences, Gurugram, India

Title: "From Molecule to Market: Market Access, Pricing and Reimbursement**".**

Welcome: Dr Saurabh Kumar, Dean - SPM, IIHMR University, Jaipur, Rajasthan, India

Student Coordinator: Mr Sachin Verma, MBA PM 16, IIHMR University, Jaipur

Date: 27th Jan. 2026

Time: 10:00 AM to 01:00 PM IST

Mode: Offline

The Session will be of Approx 165 minutes followed by 15-minute question-answer session (3 Hours duration). The target audience will be the 2nd Year students of MBA PM.
Please reserve your seat 15 minutes before the last-minute hassle.

Thanks and Regards

President Office

A: IIHMR University **|** 1, Prabhu Dayal Marg, Near Sanganer Airport **|** Jaipur – 302029

E: presidentoffice@iihmr.edu.in **|** **W:** www.iihmr.edu.in

P: +91 141 3924700 (737)

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"

What is Reimbursement in Market Access
GPS Map Camera
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

GPS Map Camera
Jaipur,Rajasthan,India
Budhsinghpora, Jaipur, Rajasthan 302029, India
Lat 26.821007, Long 75.816189
Tuesday, 27/01/2026 11:36 AM GMT+05:30
Note : Captured by GPS Map Camera

GPS Map Camera
Jaipur,Rajasthan,India
Budhsinghpora, Jaipur, Rajasthan 302029, India
Lat 26.821210, Long 75.816078
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	Arohi Shukla	MBA- PM	
2	Shruti Badwaik	MBA -PM	
3	Ankush Kumar	MBA- PM	
4	Nandani Baswa	MBA - PM	
5	Lakshi Saini	MBA - PM	
6	Aditi Mishra	PM-16	
7	Sonali Singh Tomar	PM-16	
8	Priyanka singh	PM-16	
9	Paras Gupta	PM-16	
10	Kunal Sapkal	PM-16	
11	Manjish Gupta	PM-16	
12	Roshan lathi	PM-16	
13	unmesh patil	pm-16	
14	Anuja Yerkuntwar	PM-16	
15	Rishikesh Patil	PM-16	
16	Neeraj Kumar Sahu	PM-16	
17	Yashodeep Deore	PM-16	
18	Prashant Benke	PM-16	
19	Sanjana patil	PM-16	
20	Shefali gupta	PM-16	
21	Nansi Mahakalkar	PM-16	
22	Laxmi Punse	PM-16	
23	Pushparaj Patil	PM-16	
24	Avinash Yadav	PM-16	
25	Bharath Devangan	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
26	Singh Nilesh Pankaj	PM-16	
27	Adhokshaja Haritas	PM-16	
28	Aastha Misra	PM-16	
29	Anshi Bubbara	PM-16	
30	Tulsha Bhatt	PM-16	
31	Divesh Bauskar	PM-16	
32	Mansi Gaikwad	PM-16	
33	Singh Sweta Sanjaykumar	PM-16	
34	Drishti Mohaniya	PM-16	
35	Bhavi Talleen Dighe	PM-16	
36	Santosh Soumyadarshi D.	PM-16	
37	Yash Daga	PM-16	
38	Devendra Chauhan	PM-16	
39	Saarthak Kumbkarni	PM-16	
40	Kshitiz Shegaokar	PM-16	
41	Narayan Sanjyana	PM-16	
42	Abhinav Patidar	PM-16	
43	Bharnut Miglani	PM-16	
44	Poras Kiri	PM-16	
45	Ayush Chauhan	PM-16	
46	Ayush Dhulty	PM-16	
47	Rishi Bari	PM-16	
48	Poras	PM-16	
49	Avichal	PM-16	
50	Shashank Sudhanshu	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
51	Bharneet	PM-16	
52	Anand Raj	PM-16	
53	Avinash Pandey	PM-16	
54	Meet Rajpurohit	PM-16	
55	Vansh	PM-16	
56	Ishak Yadav	PM-16	
57	Shibani R.K	PM-16	
58	Madhusudhan	PM-16	
59	Tanak	PM-16	
60	Harshal	PM-16	
61	Jahnavi Patidar	PM-16	
62	Maneshwi goyvedo	PM-16	
63	abhivansh mehrotra	PM-16	
64	sapna	PM-16	
65	Kasturi	PM-16	
66	Sakshi	PM-16	
67	Shweta kumari (0713)	PM-16	
68	Deepansali (0636)	PM-16	
69	Jagrati Goyal 0652	PM-16	
70	Akshita Jaiswal 0602	PM-16	
71	Hemangan J (0649)	PM-16	
72	Yogaswi khan	PM-16	
73	Shubhashu 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	Sanay Maji	PM-16	
82	Anshuda Chafle	PM-16	
83	Bras Kuri	PM-16	
84	Deeksha Gupta	PM-16	
85	Abhinav Choudhary	PM-16	
86	Drishti Maheswari	PM-16	
87	Sweta Sanjaykumar.	PM-16	
88	Santosh Soumyadeep Rush	PM-16	
89	Tallcen Digha	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	Rishi Jain	PM 16	
98	Akshat Agrawal	PM 16	
99	Mohit Bhadoria	0628	
100	Dewan Rawal	0688	
101			
102			
103			
104			
105			