

Master Class Ep. 150II "Career progression in Pharma Sales" II Tuesday, July 28, 2026, 10:00 AM - 01:00 PM IST (Offline)

From: IIHMRU President Office

presidentoffice@iihmr.edu.in

To: Ms. Muskan Gupta, muskaan.pm17@iihmr.in

Sent: Monday, July 27 at 9:30 AM

Dear Ms. Muskaan Gupta,

Greetings for the day.

Hope this email finds you in great health.

IIHMR University takes the lead to organizing a series of Master Classes specially curated for the students to enlighten and share insights on issues and initiatives of current interest. The University is conducting a session on July 28, 2026—from 10:00 AM – 01:00 PM IST (Offline).

The masterclass will help students to understand

"Career progression in Pharma Sales."

Title – "Career progression in Pharma Sales"

Guest Speaker: Mr Ugam Rajpurohit Singh, Zonal Sales Manager, Alkem Laboratories Ltd, Jaipur, Rajasthan

Welcome: Dr Saurabh Kumar, Dean SPM, IIHMR University, Jaipur

Student Coordinator – Ms. Muskan Gupta, Batch: MBA PM 17
IIHMR University, Jaipur

Date: Tuesday, July 28, 2026
Time: 10:00 AM – 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 MBA PM 2nd Year students along with Faculties and Team Members of Placements & Alumni Relations.

Thanks and Regards



President Office

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IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Master Class Episode 150”

“Master Class Episode 150”	
TOPIC: “Career Progression in Pharma Sales”	
DATE: July 28, 2026, (10:00 AM to 1:00 PM)	
VENUE: IIHMR University, Jaipur (OFFLINE MODE)	
SPEAKER: Mr. Ugam Rajpurohit Singh, Zonal Sales Manager, Alkem Laboratories Ltd, Jaipur, Rajasthan	
NUMBER OF PARTICIPANTS: 110 Students	
INTRODUCTION: The Master Class Episode 150 titled "Career Progression in Pharma Sales" was held on July 28, 2026, at IIHMR University, Jaipur, in offline mode. The session was moderated by Dr. Saurabh Kumar, Dean, School of Pharmaceutical Management (SPM), IIHMR University, Jaipur, and the guest speaker was Mr. Ugam Rajpurohit Singh, Zonal Sales Manager, Alkem Laboratories Ltd. The session provided students with practical insights into pharmaceutical sales management, career progression in pharma sales, sales target planning, market segmentation, sales forecasting, leadership, performance management, and distribution management, while highlighting the essential skills and competencies required for building a successful career in the pharmaceutical sales industry.	
OBJECTIVE: The objective of this master class was to provide students with a comprehensive understanding of career progression in pharmaceutical sales and the strategic role of sales management in the pharmaceutical industry. The session aimed to familiarize participants with the principles of sales planning, target setting, sales forecasting, market segmentation, performance management, leadership, and distribution management. It also focused on developing an understanding of customer-centric selling, market analysis, team management, and effective decision-making while highlighting the competencies, leadership qualities, and professional skills required to build a successful and sustainable career in pharmaceutical sales and marketing.	
SALIENT NOVEL POINTS COVERED: 1. Sales is both science and an art that helps in building long-term customer relationships. 2. Successful selling begins with understanding customer needs, desires, and meaningful solutions. 3. Respect and product knowledge are fundamental pillars of effective pharmaceutical selling. 4. Sales management begins with defining clear sales targets and organizational objectives. 5. Major functions of sales management include recruitment, selection, training, development, leadership, and role clarification. 6. Sales targets can be planned based on product, market, and geographical regions. 7. Market segmentation includes geographic, demographic, and psychographic segmentation. 8. Customer equity plays an important role in achieving sustainable sales growth. 9. Sales forecasting should be market-driven and supported by market research and field data. 10. Market data, sales data, and indication analysis help identify market gaps and product opportunities. 11. Sales forecasts are prepared by field managers such as ABMs and RBMs before final target allocation. 12. Effective target setting should consider organizational objectives, financial resources, production capacity, and market potential. 13. Forecasting should incorporate current market conditions along with expected future demand. 14. Unrealistically high sales targets create pressure on sales personnel, negatively affecting morale and	

customer relationships.

15. Very low sales targets reduce sales effort, lower productivity, and may increase unnecessary incentive payouts.
16. Realistic goal setting improves employee performance and organizational effectiveness.
17. Performance should be regularly monitored by comparing **Target – Achievement = Variance**.
18. Preparing structured action plans helps improve sales execution and performance management.
19. Leadership development progresses through different levels, including Position, Permission, Production, People Development, and Personhood.
20. Different leadership styles such as Autocratic, Democratic, Coaching, Pacesetter, Ethical, Visionary, and Affiliative leadership can be adopted based on organizational requirements.
21. Team transformation requires empathy, collaboration, and effective communication.
22. Distribution management involves efficient movement of products through procurement, logistics, warehousing, distribution, and inventory management.
23. The traditional trade cycle includes manufacturers, distributors, retailers, and final consumers.
24. Procurement decisions should focus on quality, quantity, specifications, and cost.
25. Sales professionals should understand growth trends, market share, volume growth, and customer-focused selling strategies for long-term success.

Q&A and Interactive Session: The session concluded with an engaging question-and-answer session where students actively interacted with the speaker regarding career opportunities in pharmaceutical sales, sales target management, leadership skills, distribution systems, market segmentation, and practical challenges faced by sales professionals.

CONCLUSION: The session provided practical insights into pharmaceutical sales management and career progression within the pharmaceutical industry. It highlighted the importance of customer-centric selling, scientific sales planning, realistic target setting, market segmentation, forecasting, leadership, and performance management. The session also emphasized that sustainable sales growth depends on effective team leadership, sound distribution management, and continuous employee development. Overall, the session enhanced students' understanding of modern pharmaceutical sales practices and prepared them for future careers in sales and marketing.



Master Class on Career progression in Pharma Sales

 Tuesday, July 28, 2026  10:00 AM – 01:00 PM IST

 IIHMR University, Jaipur



MODERATOR
Dr Saurabh Kumar
Dean SPM
IIHMR University, Jaipur



SPEAKER
Mr Ugam Rajpurohit Singh
Zonal Sales Manager,
Alkem Laboratories Ltd,
Jaipur, Rajasthan



STUDENT COORDINATOR
Ms. Muskan Gupta
MBA PM 17
IIHMR University, Jaipur



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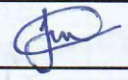
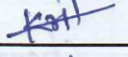
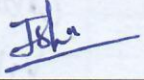
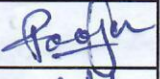
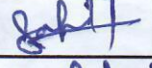
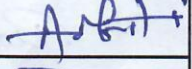
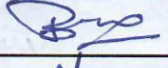
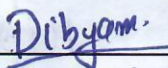
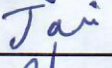
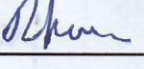
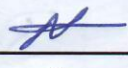
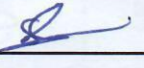
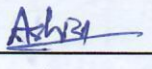
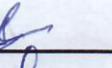
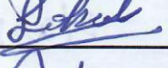
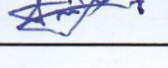
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Date: 28/07/2026 (10:00 AM to 01:00 PM)

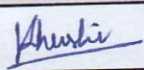
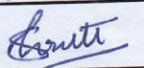
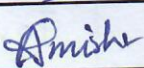
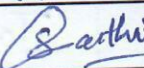
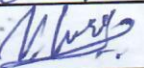
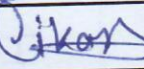
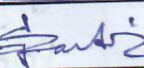
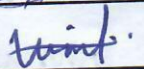
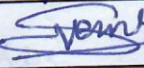
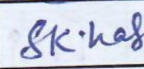
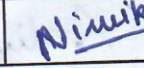
Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Tanushree Bhagat	PM-17	
2	Joicee Gevel	PM-17	
3	Kaithi Hadga	PM-17	
4	Isha Palan	PM-17	
5	Neyana Sahu	PM-17	
6	Pooja chopaniya	PM-17	
7	Sachit	PM-17	
8	Achiti Gupta	PM-17	
9	Bhagyashree	PM-17	
10	Ishika Patidar	PM-17	
11	Dibyanshu Kumar	PM-17	
12	Jaiideep Singh	PM-17	
13	Bhumi Brahm	PM-17	
14	Yashika Anil	PM-17	
15	Saxmi chowdhury	PM-17	
16	Ashish Ranjan Mishra	PM-17	
17	Sadisha Panda	PM-17	
18	Geetika Sankhla	PM-17	
19	Nidhi Prakash Tawale	PM-17	
20	Deeksha Singh	PM-17	
21	Chaitanya pawar	PM-17	
22	Lokesh Ranjan Mahto	PM-17	
23	Aaliya Mishra	PM-17	
24	Shruti Bhowmick	PM-17	
25	Anush Mishra	PM-17	

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Date: 28/07/2026 (10:00 AM to 01:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
26	Khushi Srivastava	PM - 17	
27	Shruti Tomar	PM - 17	
28	Amisha Sharma	PM - 17	
29	Sathi Chowdhury	PM - 17	
30	Chandhari Ved Vijay	PM - 17	
31	Vikash Balodiya	PM - 17	
32	Yash Shinde	PM - 17	
33	Sankhanil Phandit	PM - 17	
34	Senar Prathamesh	PM - 17	
35	Prathamesh Bankar	PM - 17	
36	Vinod Yadav	PM - 17	
37	Sejal Yadav	PM - 17	
38	Riddhi Umetha	PM - 17	
39	Shrey Khare	PM - 17	
40	Manisha Singh	PM - 17	
41	Rajendra Singh	PM - 17	
42	Sagar Verma	PM - 17	
43	Rishabh Pathekar	PM - 17	
44	Anuj Thakare	PM - 17	
45	Ardhoo Gadekar	PM - 17	
46	Shaik Waseem	PM - 17	
47	Pankaj Prasad	PM - 17	
48	Narinder	PM - 17	
49	Harsh Dandekar	PM - 17	
50	Niravika Biyani	PM - 17	

Master Class Episode 150

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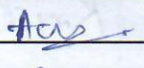
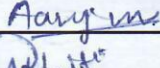
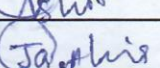
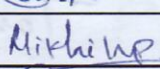
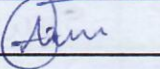
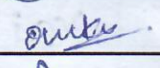
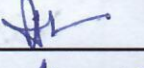
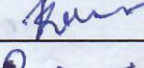
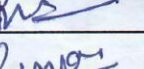
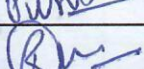
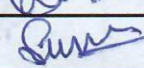
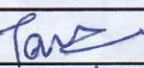
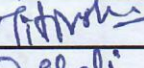
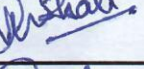
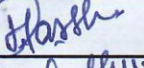
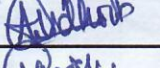
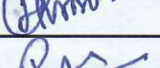
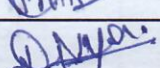
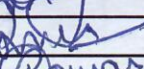
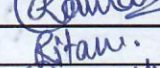
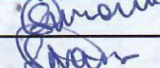
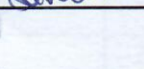
Attendance Sheet

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52	Saideep Singh	PM-17	
53	Shreyan Ghosh	PM-17	
54	Tanya Mani	PM-17	
55	Shweta Wankhade	PM-17	
56	Vaibhav Patel	PM-17	
57	Vaishnavi Bhoj	PM-17	
58	Sauridellhi	PM-17	
59	Amit Dey	PM-17	A. Den.
60	Muskaan Gupta	PM-17	Muskaan Gupta
61	Arijali Lakhera	PM-17	
62	Prashansa	PM-17	
63	Nausi Tupe	PM-17	
64	Vaish Sahas	PM-17	
65	Aakash Bairagi	PM-17	
66	Aditya Vyas	PM-17	
67	Geetha Potnum	PM-17	
68	Apurv Kumar	PM-17	
69	Apurv Tripathi	PM-17	
70	Nudit Singh	PM-17	
71	Mihir Patilhal	PM-17	
72	Prachi Nurti	PM-17	
73	Prabhat Taladar	PM-17	
74	Richa Singh	PM-17	
75	Tejas More	PM-17	

Master Class Episode 150

Date: 28/07/2026 (10:00 AM to 01:00 PM)

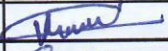
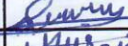
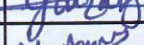
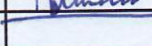
Attendance Sheet

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77	Shrawan Tilakare	PM-17	
78	Aishwarya Nair	PM-17	
79	Anjana	PM-17	
80	Ashith	PM-17	
81	Janhavi Aher	PM-17	
82	Nikhil	PM-17	
83	Roham AM	PM-17	
84	Omkar	PM-17	
85	Ausha Jain	PM-17	
86	Keshav	PM-17	
87	Praduman	PM-17	
88	Purva Borole	PM-17	
89	Ravi	PM-17	
90	Suvendu	PM-17	
91	Tanvina	PM-17	
92	Tirtha	PM-17	
93	Vaishali	PM-17	
94	Harsh Kumar	PM-17	
95	Deepanshu Sharma	PM-17	
96	Audhott Gadekar	PM-17	
97	Hrishikesh	PM-17	
98	Praduman Singh	PM-17	
99	Priya Yadav	PM-17	
100	Divya Rathi	PM-17	
101	Raveen	PM-17	
102	Rama Salu	PM-17	
103	Ritam	PM-17	
104	Shashank Singh	PM-17	
105	Siva Krishnak	PM-17	

Master Class Episode 150

Date: 28/07/2026 (10:00 AM to 01:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
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107	Sujal	PM-17	
108	yuvraj	PM-17	
109	varun sharma.	PM-17	
110	vsinda.	PM-17	
111			
112			
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