

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**“Master Class Episode no 100”**

<b>“Master Class Episode No 100”</b>
<b>Topic:</b> - Influence of pharmaceutical marketing on prescription
<b>Date:</b> - 18 <sup>th</sup> January 2024 from 02:00pm to 03:00Pm
<b>Venue:</b> - IIHMR University, Jaipur
<b>Speaker:</b> - Mr. Sahil Poddar (Director, Marketing, Dr Reddy’s Laboratories)
<b>Number of participants:</b> - 51 students from Pharmaceutical Management Batch -14
<b>Introduction:</b> - The 100 <sup>th</sup> episode of the Master Class titled “Influence of pharmaceutical marketing on prescription” was held on 18 <sup>th</sup> Jan 2024. This session featured: - Mr. Sahil Poddar (Director, Marketing, Dr Reddy’s Laboratories) as the guest speaker. The event was moderated by <b>Dr. Ashok Peepliwal</b> , Associate Professor, School of Pharmaceutical Management, and student moderator <b>Ms. Nishi Vagrecha</b> from the MBA PM 14 batch. The session focused on “Influence of pharmaceutical marketing on prescription”
<b>Objective:</b> - The master class aimed to help students gain knowledge about the basics of marketing in industry and all the skills required for a marketing job role.
<b>Salient Novel Points Covered:</b> <b>Role:</b> Mr. Sahil Poddar emphasized the importance of segmentation, targeting and positioning in the pharmaceutical industry. He also focused on the essentials of brand image. <b>Challenges and Opportunities:</b> He discussed the challenges and opportunities which the pharmaceutical industry must face especially the challenges faced by the medical representative. <b>Q &amp;A and Interactive Discussion:</b> The session encouraged active participation from students, who asked insightful questions based on the industry requirement and the skills needed to work in the future, also many students share their experience working as an MR and related it with Mr. Sahil’s experience.
<b>Future Scope:</b> The future scope of this master class lies in equipping students with essential skills, also how segmentation, targeting and positioning plays a very important in this industry, if used wisely can help getting a edge over others.
<b>Appropriate caption for webinar:</b> <b>“Prescription Precision: Sahil Poddar's Expertise Unveiled in a Masterclass on Pharmaceutical Marketing Strategies.”</b>

# Influence of Pharmaceutical Marketing on Prescription

 Jan 18, 2024  02:00 PM to 03:00 PM (INDIA)  Online 



*SPEAKER*

**Mr. Sahil Poddar**

Head - Marketing  
Dr. Reddy's Laboratories  
Hyderabad, Telangana, India



*MODERATOR*

**Dr. Ashok Peepliwal**

Associate Professor  
School of Pharmaceutical Management  
IIHMR University, Jaipur, Rajasthan, India



*STUDENT CO-ORDINATOR*

**Ms. Nishi Vagrecha**

Batch: MBAPM-14  
(MBA Pharmaceutical Management)  
IIHMR University, Jaipur, Rajasthan, India



1. Summary		
Meeting title	Master Class: Ep. 100 Topic: "Influence of pharmaceutical marketing on prescription"	
Attended participants	51	
Start time	1/18/24, 1:53:57 PM	
End time	1/18/24, 4:45:41 PM	
Meeting duration	2h 51m 44s	
Average attendance time	49m 52s	
2. Participants		
Name	First Join	Role
Ashish Jangid	1/18/24, 1:54:05 PM	Presenter
Ashok Peepliwal	1/18/24, 1:54:41 PM	Presenter
MBA PM 14 IIHMR UNIVERSITY	1/18/24, 1:54:49 PM	Presenter
Nishi Vagrecha	1/18/24, 1:55:35 PM	Presenter
Samiksha Chandrashekhar S	1/18/24, 1:57:00 PM	Presenter
Sahil Poddar	1/18/24, 1:58:22 PM	Presenter
Vandana Kethavath	1/18/24, 1:58:23 PM	Presenter
Aayushi Jaiswal	1/18/24, 2:00:35 PM	Presenter
Nitisha Nitin Patil	1/18/24, 2:01:09 PM	Presenter
Amruth S S	1/18/24, 2:01:25 PM	Presenter
Shirish Digambar Bende	1/18/24, 2:01:33 PM	Presenter
Novotna Yadav	1/18/24, 2:02:01 PM	Presenter
Suman Rituraj	1/18/24, 2:02:33 PM	Presenter
Rohit Prakash Khuje	1/18/24, 2:02:46 PM	Presenter
Nikita Bhojraj Makhija	1/18/24, 2:02:48 PM	Presenter
Neha	1/18/24, 2:03:36 PM	Presenter
Vivek Pandey	1/18/24, 2:03:37 PM	Presenter
Rakesh Mandal	1/18/24, 2:04:14 PM	Presenter
Vishal Uppal	1/18/24, 2:04:28 PM	Presenter
Abhishek Kailash Rewaskar	1/18/24, 2:04:59 PM	Presenter
Sandeep Pandey	1/18/24, 2:05:28 PM	Presenter
Amaanulla Khan	1/18/24, 2:05:59 PM	Presenter
Siddhant Singh	1/18/24, 2:06:34 PM	Presenter
Swapnaja Ganesh Gaurkar	1/18/24, 2:06:39 PM	Presenter
Himanshu	1/18/24, 2:06:49 PM	Presenter
Shivani Bhabhra iihmr	1/18/24, 2:06:56 PM	Presenter
Naveen Kumar	1/18/24, 2:08:21 PM	Presenter
Shubham Agarwal	1/18/24, 2:10:21 PM	Presenter
Vishal Singh Tomar	1/18/24, 2:10:54 PM	Presenter
Akshay shinde	1/18/24, 2:11:35 PM	Presenter
Jeminee Jaiswal	1/18/24, 2:13:22 PM	Presenter
Aaditya Trivedi	1/18/24, 2:14:00 PM	Presenter
Mansi Rai	1/18/24, 2:14:12 PM	Presenter
Rohit Kanalal Septa	1/18/24, 2:15:21 PM	Presenter
Diya Raj	1/18/24, 2:15:45 PM	Presenter
Bhushan Mahendra Pawar	1/18/24, 2:16:05 PM	Presenter
Nikita Kandwal	1/18/24, 2:16:35 PM	Presenter
Chandan Kumar	1/18/24, 2:23:28 PM	Presenter

Rupesh Sanjiv Patil	1/18/24, 2:23:58 PM	Presenter
Asmita Kashinath Patil	1/18/24, 2:25:29 PM	Presenter
Prabhas Ranjan Mohanty	1/18/24, 2:27:02 PM	Presenter
Simran Sharma	1/18/24, 2:29:46 PM	Presenter
Kriti Shrivastava	1/18/24, 2:30:42 PM	Presenter
Yash Goyal	1/18/24, 2:33:09 PM	Presenter
Siddhant Kishor Wankhade	1/18/24, 2:33:34 PM	Presenter
Parminder Singh	1/18/24, 2:33:52 PM	Presenter
Tejas kitey	1/18/24, 2:36:26 PM	Presenter
Sounak Ghosh	1/18/24, 2:38:42 PM	Presenter
Abhijeet	1/18/24, 2:43:42 PM	Presenter
Harsh Choudhary	1/18/24, 3:05:36 PM	Presenter
Ritik Singh	1/18/24, 3:09:31 PM	Presenter