





**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**“Master Class Episode 129”**

<b>Event Category: Master Class Episode 129</b>
<b>TOPIC:</b> Expanding Horizons Learning Beyond Syllabus
<b>DATE:</b> 25 <sup>th</sup> February 2025 from 3:00pm to 5:00pm.
<b>VENUE:</b> Old Auditorium, IIHMR University, Jaipur
<b>SPEAKER:</b> Mr. Raja Ganguly (Vice President, Lupin Ltd, Mumbai )
<b>NUMBER OF PARTICIPANTS:</b> 127 students from 1 <sup>st</sup> year, MBA(Pharmaceutical Management)
<b>INTRODUCTION:</b> The 129 <sup>th</sup> episode of the Master Class, titled – “ Expanding Horizons Learning Beyond Syllabus” held on: 25 <sup>th</sup> February, 2025, at IIHMR University, Jaipur. The speaker was Mr. Raja Ganguly (Vice President, Lupin Ltd, Mumbai ) . The event was moderated by Dr. Sudhinder Singh Chowhan and student moderator Ms. Bhumika Patidar from the PM-16.
<b>OBJECTIVE:</b> The session aimed to equip students with practical industry insights beyond academic learning. It focused on essential topics like data analysis, brand building, market research, campaign designing, and team initiatives, providing a strategic understanding of real-world applications in pharmaceutical management.
<b>SALIENT NOVEL POINTS COVERED :</b>  <b>ROLE:</b> The session emphasized bridging the gap between theoretical knowledge and practical industry applications. Through discussions on data analysis, brand planning, market research, campaign designing, and patient support programs, participants gained insights into strategic decision-making, innovative brand-building approaches, and real-world marketing execution. The session encouraged critical thinking, problem-solving, and teamwork, essential for excelling in the pharmaceutical industry.  <b>KEY TAKE AWAY POINTS FROM THE SESSION:</b> <ul style="list-style-type: none"><li>• The session emphasized the importance of data analysis in making crucial business decisions.</li><li>• A strong brand is a promise kept, highlighting the significance of brand building.</li><li>• Understanding the voice of various stakeholders and leveraging market research for informed decision-making.</li><li>• Creating impactful campaigns that capture sensory elements and address market needs.</li><li>• Focusing on patient-centricity and creating impactful patient support programs.</li><li>• Initiatives like quarterly cycle meetings and monthly connects to enhance team collaboration and productivity.</li><li>• Strategic planning and execution for successful product launches, focusing on pre-launch, launch, and post-launch phases.</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 Market Dynamics and Trends in Pharmaceutical Marketing Analytics, 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> Participants would gain a deeper understanding of strategic marketing, including data analysis for crucial business decisions, brand building with a focus on delivering on brand promises, and leveraging market research to understand stakeholder needs. Furthermore, the emphasis on essential skills like strategic thinking, adaptability, and out-of-the-box thinking prepares participants for leadership roles in the evolving pharmaceutical industry, where creating value for patients, doctors.

# Expanding Horizons Learning Beyond Syllabus

 Tuesday, 25<sup>th</sup> February, 2025  03:00 PM to 05:00 PM IST   IIHMR University, Jaipur



*MODERATOR*

**Dr. Sudhinder Singh Chowhan**

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



*SPEAKER*

**Mr. Raja Ganguly**

Vice President  
Sales & Marketing  
Lupin Ltd Mumbai.



*STUDENT CO-ORDINATOR*

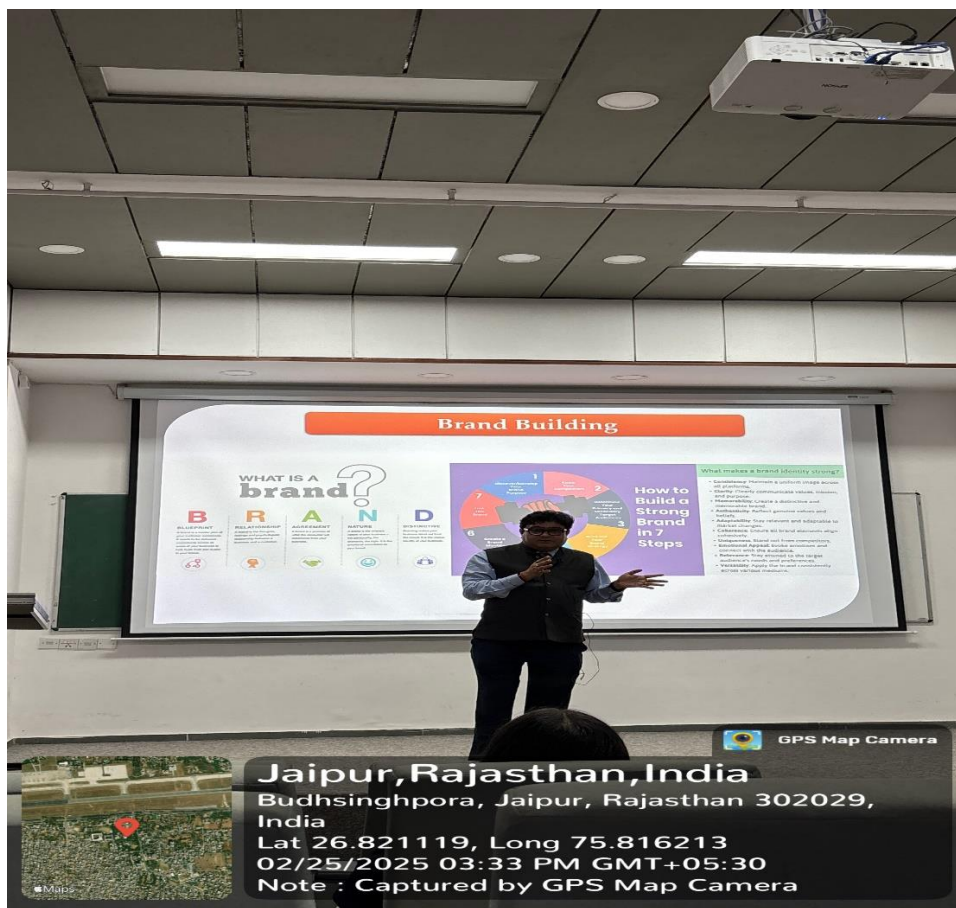
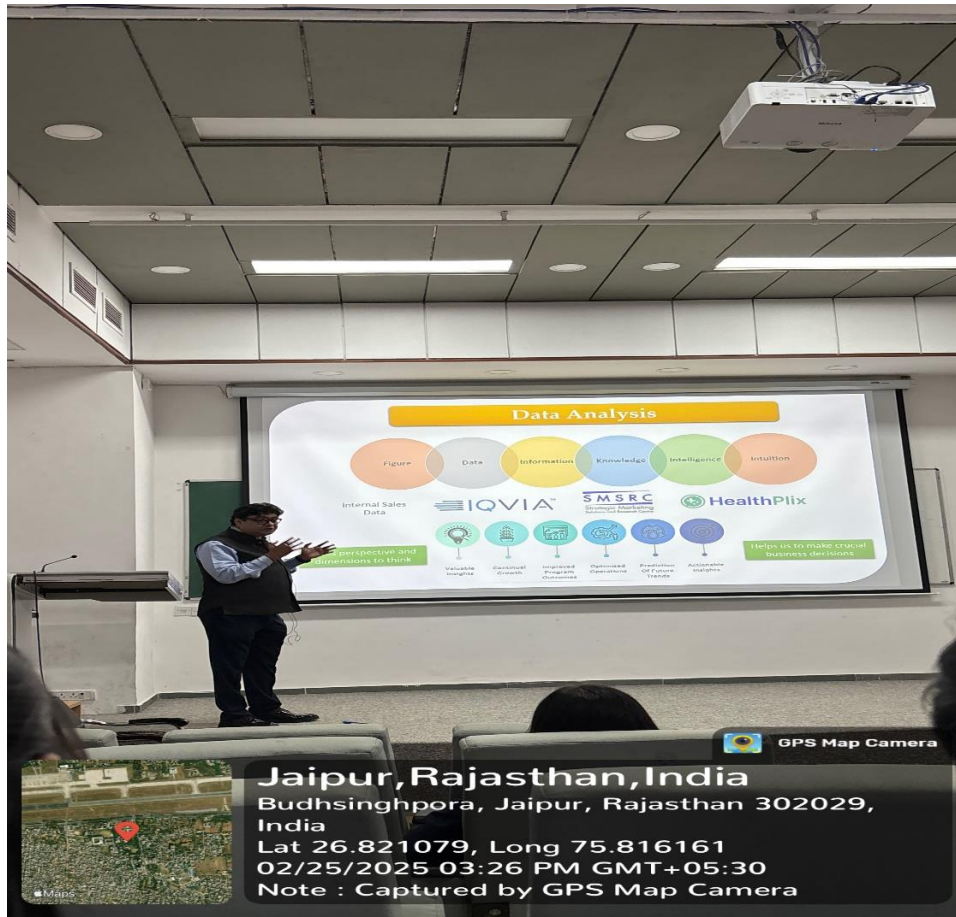
**Ms. Bhumika Patidar**

MBAPM-16 (MBA PM)  
IIHMR University,  
Jaipur, Rajasthan, India.











# Master Class Episode:129

Date: 25/02/2025(03:00 PM to 05:00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Bhumiika Patidar	PM-16	<i>Bhumiika</i>
2	Anshula chafle	-11-	<i>Anshula</i>
3	Aishwarya Agarwal	-11-	<i>Aishwarya</i>
4	Priyanshi Mandloi	-11-	<i>Priyanshi</i>
5	Jahnavi Patidar	-11-	<i>Jahnavi</i>
6	Tanoy Maji	-11-	<i>Tanoy</i>
7	Deepanshu Parewa	-11-	<i>Deepanshu</i>
8	Divyanshu Das	-11-	<i>Divyanshu</i>
9	Keshav Shegokar	-11-	<i>Keshav</i>
10	Ashinav Patidar	-11-	<i>Ashinav</i>
11	Deeksha Gupta	-11-	<i>Deeksha</i>
12	Paras Gupta	-11-	<i>Paras</i>
13	Neeraj sahu	-11-	<i>Neeraj</i>
14	Archi shukla	-11-	<i>Archi</i>
15	Avanika Kelaskar	PM-16	<i>Avanika</i>
16	Vaidya Disha Tushar	PM-16	<i>Vaidya</i>
17	Steffi cuthery.	-11-	<i>Steffi</i>
18	Sagarika lalitha	-11-	<i>Sagarika</i>
19	Archi		
20	Jyoti Komeriya	PM-16	<i>Jyoti</i>
21	Bhavesh Parihar	PM-16	<i>Bhavesh</i>
22	Anilak Indrale	PM-16	<i>Anilak</i>
23	Dexanshu Boshu	PM-16	<i>Dexanshu</i>
24	Shubham Sharma	PM-16	<i>Shubham</i>
25	Vansh Bhatt	PM-16	<i>Vansh</i>
26	Abhinav Choudhary	PM-16	<i>Abhinav</i>
27	Naman Pathak	-11-	<i>Naman</i>
28	Poras	-11-	<i>Poras</i>
29	Anuradha	-11-	<i>Anuradha</i>
30	Utkarsh K. Singh	PM-16	<i>Utkarsh</i>
31	Gracetam Chitkara	PM-16	<i>Gracetam</i>



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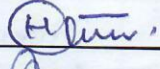


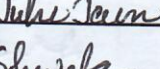
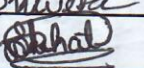
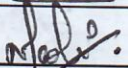
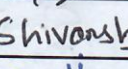
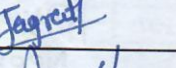
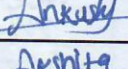
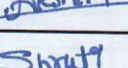
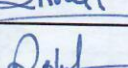

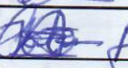
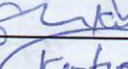
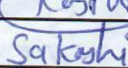
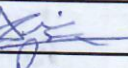


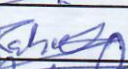



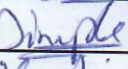
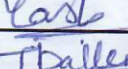
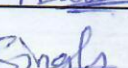
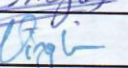
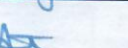

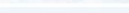
Sr. No.	Students Name	Stream with Batch	Sign
32	Pankaj Yogi	PM-16	EP
33	Aman Parmar	"	AL
34	Landeep Patel	"	Spitel
35	Yash Daga	PM-16	<del>YD</del>
36	Talkeen Dighe	PM-16	Talkeen
37	Bhadoriya Mohit Netravadi	PM-16	<del>MB</del>
38	Kasturi Seelankar	PM-16	R
39	Amit Kumar	PM-16	R
40	Ajeesh payal	PM-16	R
41	sakshi <del>sani</del> Sainee	PM-16	R
42	Manjish Gupta	PM-16	<del>MG</del>
43	Unmesh Patil	PM-16	Unmesh
44	Laxmi Punse	PM-16	<del>Laxmi</del>
45	Arichal Gupta	PM-16	Arichal
46	Sanjana Patil	PM-16	Sanjana
47	Mansi Mahakalkar	PM-16	<del>MS</del>
48	Bhacat devangan	PM-16	<del>Bhacat</del>
49	Yashodeep deose	PM-16	Yashodeep
50	Roshan Lathi	- 1 -	Roshan
51	Prashant Benke	- 1 -	RB
52	Akash Nashine	- 1 -	Akash
53	Namit Kumar	- 1 -	Namit
54	Krishna Rathod	- 1 -	KR
55	Kunal Sapkal	- 1 -	Sapkal
56	Rishikesh Patil	- 1 -	Ratil
57	Anand Raj	PM-16	ANARaj
58	Shashikant Mahajan	PM-16	Shashikant
59	Reelish Raj	PM-16	RRaj
60	Avinash Pandey	PM-16	Avinash
61	Ishank Yadav	PM-16	Ishank
62	Janak Padole	- 1 -	Janak



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63	Harshal Bari	PM-16	
64	Arpan Ghosh	PM-16	
65	Deepajali Kumari	PM-16	
66	Tuhi Rain	PM-16	
67	Shweta Kumari	PM-16	
68	Akshat Shrivastava	PM-16	
69	Monashvi Gangrade	PM-16	
70	Shivansh Mehrotra	PM-16	
71	Jagrati Goyal	PM-16	
72	Ankush Kumar	PM-16	
73	Akshita Jaiswal	PM-16	
74	Shruti Badwaik	PM-16	
75	Rohan Sharma	PM-16	
76	Jatin Saini	PM-11	
77	Ayush Payal	PM-11	
78	Anrit Kumar	PM-16	
79	Kasturi Jain	PM-16	
80	Sakshi Saini	PM-11	
81	Kripa Sargn shrivastava	PM-16	
82	RAUNEET KAUSHIK	PM-16	
83	Yash Sawant	PM-16	
84	Punkey Patil	PM-16	
85	RAHUL	—	
86	Sachin Jeerna	PM-16	
87	Singh Sweta	PM-16	
88	Devendxa Singh Choudhan	PM-16	
89	Santosh - Dash	PM-16	
90	Dimpal Choudhary	PM-16	
91	Yash Daga	PM-16	
92	Talleen Dighe	PM-16	
93	Utkarsh Singh	PM-16	
94	Nilesh Singh	PM-16	
95	Adhokshaja Haritas	PM-16	



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Sr. No.	Students Name	Stream with Batch	Sign
96	Divesh Pravin Baviskar	PM-16	
97	Aaetha Misra	PM-16	
98	Yuvisha Bhatt	PM-16	
99	Anshi Buleara	PM-16	
100	Drishiti Mahaniya	PM-16	
101	Narayan Samrajim Nayari	PM-16	
102	Nandini Basu	pm-16	
103	Ballekani Sankarishan	pm-16	
104	Rutraj G	pm-16	
105	Shri Hasi R K	PM-16	
106	Madhusudhan S.D.	PM-16	
107	RAVAL DEVIAM	PM-16	
108	Neeraj Kumar Sahu	PM-16	
109	Murkan Lanya	PM-16	
110	Meet Ruparel	PM-16	
111	Shashank Chauhan.	PM-16	
112	Ayush Chauhan	PM-16	
113	Ayush Dhutry	PM-16	
114	Dhruvi Bani	PM-16	
115	Aditi Mishra	PM-16	
116	Conali Singh Tomar	PM-16	
117	Priyanka Singh	PM-16	
118	Pankaji Ramteke	pm-16	
119	Bravnet Singh	PM-16	
120	Saarthak Kumbharani	PM-16	
121	Anuja Yekuntwar	PM-16	
122	Kunal Sapkal	PM-16	
123	Ritika Madhwa	PM-16	
124	Nikita Panchore	PM-16	
125	Ankita Nya	PM-16	
126	Sudhanshu Solanki	PM-16	
127	Yogesh Khare	PM-16	
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