

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Master Class Episode 135”

“Master Class Episode 135”
TOPIC: “Data-Driven Decision Making: The Secret Weapon of Successful Pharma Sales & Marketing”.
DATE: 11th April 2025 – from 10:00 AM to 01:00 PM IST.
VENUE: IIHMR University, Jaipur
SPEAKER: Ms Viral Pandya Vaidya, General Manager Business Operations Group, Lupin Mumbai, India
NUMBER OF PARTICIPANTS: 119 students from 1 st year MBA (Pharmaceutical Management)
INTRODUCTION: The 135 th episode of Master class Session titled -“Data-Driven Decision Making: The Secret Weapon of Successful Pharma Sales & Marketing” held on: 11 th April, 2025 at IIHMR University. This session featured the guest speaker Ms. Viral Pandya Vaidya (General Manager Business Operations Group, Lupin Mumbai, India). The event was moderated by Dr. Sudhinder Singh Chowhan Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur, Rajasthan, India and Student Co-ordinator Mr. Akshat Shrimal, Batch: MBAPM-16 and Ms. Juhi Jain, Batch: MBAPM-16
OBJECTIVE: This session aims to introduce detailed overview of Market data analysis, Brand planning, Regulatory understanding, and Evolving trends within the Pharmaceutical Industry. By the end, attendees understood the role of Data driven decision making in enhancing Pharma sales and marketing.
Salient Novel Points Covered: ROLE: Ms. Viral Pandya Vaidya provided an insightful overview of the digital healthcare industry's current landscape, emphasizing how data-driven decision making is revolutionizing pharma sales and marketing. She shed light on the regulatory framework and key industry terminologies that marketers must understand to make informed, compliant decisions. Highlighting the various roles and verticals within the sector, she explained how structured data can help identify high-potential markets, personalize engagement strategies, and optimize resource allocation. However, she also pointed out that one of the major hurdles in implementing data-driven approaches is the resistance to technological adaptation by key stakeholders, particularly doctors, which can slow down the effective execution of data-led strategies. KEY TAKEAWAY POINTS FROM THE SESSION: 1. Data Analysis of Leading Pharmaceutical Corporations: The foundation of any strong strategy begins with accurate data analysis. Reports from reputed sources such as SMRC, Pharma rack, IQVIA, and RWE (Real World Evidence) data were thoroughly examined. These datasets provided critical insights into prescription patterns, market penetration, sales volume, and channel performance. Focus was also given to a top pharma company with 30 distinct divisions , supported by a field force of 200–300 Medical Representatives (MRs) . By leveraging the company’s CRM (Customer Relationship Management) platform , patterns in doctor engagement, call averages, order frequency, and doctor segmentation were analyzed. Key takeaways included: <ul style="list-style-type: none">• Division-wise performance mapping• MR activity consistency and effectiveness• Doctor and chemist feedback loops• CRM adoption rate and feedback quality

2. Brand Plan Development: A structured brand plan is pivotal in building strong product positioning. The framework followed includes three strategic questions:

- **Where am I?** (Current Market Position): Evaluation of brand health metrics such as market share, prescription audit data, awareness, and availability.
- **Where do I want to go?** (Aspirational Goals): Targets for brand growth, prescription uplift, category leadership, or regional dominance.
- **How do I get there?** (Strategic Path): Channel-wise marketing strategies, product differentiation, HCP (Healthcare Professional) education, and digital engagement plans.

3. Regulatory Framework Understanding: In today's compliance-driven environment, understanding and adhering to regulatory affairs is non-negotiable. The report studies key Indian pharmaceutical guidelines, including:

- **UCPMP (Uniform Code for Pharmaceutical Marketing Practices):** A guideline for ethical marketing practices, limiting giveaways, and mandating transparency.
- **NLEM (National List of Essential Medicines):** Understanding pricing constraints and policy impacts on listed drugs.
- **FDC (Fixed Dose Combination) Guidelines:** Analyzing approvals, bans, and compliance for combination drugs.

4. Market Trend Identification and Analysis: Staying ahead in the pharmaceutical market demands constant awareness of both prescription and consumer trends. Key trends observed include:

- **BGx (Branded Generics):** Dominant in semi-urban and rural markets, offering margin flexibility.
- **TGx (Trade Generics):** Retailer-driven models emphasizing discounts and shelf availability.
- **GGx (Generic Generics):** Pure generics competing on price, mainly in government tenders or low-cost markets.

Additionally, the role of **consumer marketing** in pharma is growing, especially in OTC and preventive care segments. Marketing strategies are now expanding through:

- **ATL (Above the Line)** – TV, Print, and Radio for mass awareness
- **BTL (Below the Line)** – Doctor CME programs, retail engagement, patient education materials
- **TTL (Through the Line)** – Integrated campaigns combining both ATL and BTL elements using digital channels

5. OTC, Diagnostics, and Patient-Centric Approaches: With patients becoming active participants in their healthcare journey, the rise of **OTC (Over-the-Counter)** products and **diagnostic-driven treatments** is noteworthy. Brand strategies are now shifting towards a **patient-centric approach**, which includes:

- Symptom-based communication
- In-clinic visual aids and QR code-based info guides
- Diagnostic tie-ups for early detection and adherence
- Empowering patients through self-care content and helpline support

Q&A and Interactive Session : The session encouraged active participation from students, who not only clarified their conceptual doubts about the Pharma sector, but also asked relevant questions about how to co-relate their previous experiences in the Pharmaceutical Industry and progress further in their career integrating Data driven decision making.

Future Scope: The future of data-driven decision making in pharma sales and marketing lies in hyper-personalized outreach, predictive analytics, and AI-powered strategies. Pharma companies will increasingly rely on real-time data to forecast demand, optimize multichannel engagement, and enhance customer targeting. Integration with real-world evidence and CRM systems will drive smarter, outcome-based marketing. As technology advances, data will become the central driver of strategic decisions, improving both efficiency and impact.

Data-Driven Decision Making: The Secret Weapon of Successful Pharma Sales & Marketing



Friday, 11th April 2025



10:00 AM to 01:00 PM (IST)



IIHMR University, Jaipur



WELCOME ADDRESS

Dr. Saurabh Kumar

Dean SPM
IIHMR University
Jaipur



MODERATOR

Dr. Sudhinder Singh Chowhan

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



SPEAKER

Ms. Viral Pandya Vaidya

General Manager
Business Operations Group
Lupin Mumbai, India.



STUDENT CO-ORDINATOR

Mr. Akshat Shrima

Batch: MBAPM-16
MBA Pharmaceutical Management
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STUDENT CO-ORDINATOR

Ms. Juhi Jain

Batch: MBAPM-16
MBA Pharmaceutical Management
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Jaipur, Rajasthan, India

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Jaipur, Rajasthan 302029, India

Lat 26.820363, Long 75.815551

04/11/2025 01:04 PM GMT+05:30

Note : Captured by GPS Map Camera

Master Class Episode 135

Date: 11/04/2025 (10:00 PM to 01:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Ankush Kumar	MBA - PM 16	Ankush
2	Rohan Sharma	MBA - PM 16	Rohan
3	Akshat Shrivastava	MBA - PM 16	Akshat
4	Juhi Jain	MBA - PM 16	Juhi
5	Santosh Singh	MBA - PM 16	Santosh
6	Devendra Singh Chouhan	MBA - PM 16	Devendra
7	Yash Daga	MBA - PM 16	Yash
8	Talveen Dey	MBA - PM 16	Talveen
9	Sweta Singh	MBA - PM 16	Sweta
10	Drishiti Mohanija	MBA - PM 16	Drishiti
11	Ruturaj Gangawar	MBA - PM 16	Ruturaj
12	Dimpal Chaudhary	MBA - PM 16	Dimpal
13	Deepanjali Kumari	MBA - PM 16	Deepanjali
14	Shweta Kumari	MBA - PM 16	Shweta
15	Shruti Badwaik	MBA - PM 16	Shruti
16	Akshita Jaiswal	MBA - PM 16	Akshita
17	Jagrati Goyal	MBA - PM 16	Jagrati
18	Shivansh Mehrotra	MBA - PM 16	Shivansh
19	Manashvi Gangrade	MBA - PM 16	Manashvi
20	Deepanshu Paswan	MBA - PM - 16	Deepanshu
21	Arpan Ghosh	MBA - PM - 16	Arpan
22	Tanoy Maji	MBA - PM - 16	Tanoy
23	Dinyarup Das	MBA - PM - 16	Dinyarup
24	Anshula Chafee	MBA - PM - 16	Anshula
25	Priyanshi Mandaloi	MBA - PM - 16	Priyanshi
26	Bhumika Patidar	MBA - PM - 16	Bhumika
27	Dishwarya Agrawal	MBA - PM - 16	Dishwarya

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Sr. No.	Students Name	Stream with Batch	Sign
28	Deeksha Gupta	MBA-PM16	Deeksha
29	Jahnvi Patidar	MBA - PM16	Jahnvi
30	Ranveet Kaushtik	MBA - PM16	Ranveet
31	Shashikant Mahajan	— 11 —	Shashikant
32	Utkarsh Singh	— 11 —	Utkarsh
33	Bharat	— 11 —	Bharat
34	Abhinav Patidar	— 11 —	Abhinav
35	Abhinav Choudhary	— 11 —	Abhinav
36	Naman Patil	— 11 —	Naman
37	Ayush Chaturvedi	— 11 —	Ayush
38	Santosh Kumbhani	MBA - PM 16	Santosh
39	Paras Gupta	—	Paras
40	Pooja Kaur	MBA PM16	Pooja
41	Rupam Meht	MBA PM 16	Rupam
42	Ayush Chaturvedi	MBA PM 16	Ayush
43	Sagar Bhakre	MBA PM 16	Sagar
44	Steffi Anthony	MBA PM 16	Steffi
45	Sapna	MBA PM-16	Sapna
46	Suman Raj	MBA PM-16	Suman
47	Krishna Rathod	MBA PM-16	Krishna
48	AKASH WASHINE	MBA PM-16	AKASH
49	Unmesh Patil	MBA PM-16	Unmesh
50	Manish Gupta	MBA PM-16	Manish
51	Roshan Lathi	MBA PM-16	Roshan
52	Namit Singh	MBA PM-16	Namit
53	Prashant Benke	MBA PM-16	Prashant
54	Yashodeer deore	— 11 —	Yashodeer

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Sr. No.	Students Name	Stream with Batch	Sign
55	Mansi Mahalkar	PM - 16	
56	Laxmi Punse	- " -	
57	Sanjana Patil	- " -	
58	Riddik Raj	PM-16	
59	Ayush Dhoty	PM-16	
60	Danni Bari	PM-16	
61	Cheshank Chaudhan	PM-16	
62	Ayush Chaudhan	PM-16	
63	Rishikesh Patil	PM-16	
64	Shubham sharma	PM - 16	
65	Devanshu joshi	PM - 16	
66	fanak padele	PM 16	
67	Harshal Bari	pm 16	
68	Kunal Sapkal	PM-16	
69	Anuja Yekuntwar	PM-16	
70	Anirash Pandey	PM-16	
71	Ananad Ray	PM-16	
72	Anshi Y. Bulsara	PM-16	
73	Aarsha Misra	PM-16	
74	Rahul	—	
75	Sechin Kerkar	—	
76	Ashish Gupta	—	
77	Chauhan Wagdev Singh	—	
78	PANKAJ YOGI	—	
79	sondeep patel	—	
80	Shekhar R.K	PM-16	
81	Madhusudan S.D	PM-16	
82	Gautam Chitambar	pm 16	

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Sr. No.	Students Name	Stream with Batch	Sign
83	Nooraj Kumar Sahu	PM-16	
84	Yash Sawant	PM-16	
85	Kshitij S Negarkar	PM-16	
86	Iyot Kumbhaya	PM-16	
87	Pankaj Kumar	PM-16	
88	Tuchavi P. H. D. C.	PM-16	
89	Singh Nilesh Pankaj	PM-16	
90	Bhavesh Panchhai	PM-16	
91	Aniket Indrak	PM-16	
92	Hemalangan	PM-16	
93	Devam Raval	PM-16	
94	Bhadoriya Prabhat N.	PM-16	
95	Adhokshaya Hantou	PM-16	
96	Narayan Sahayaga Nayak	PM-16	
97	Ankita. Vyas	PM-16	
98	Nikita. Panchore	PM-16	
99	Yogesh Ichane	PM-16	
100	Siddharth. Solankar	PM-16	
101	Archit Shukla	PM-16	
102	Sakshi Jain	PM-16	
103	Nandini Baswa	PM-16	
104	Ballekar Sakshi	PM-16	
105	Akili Mishra	PM-16	
106	Priyanka Singh	PM-16	
107	Amit Kumbh	PM-16	
108	Kasturi Sawarkar	PM-16	
109	Anuradha Dangri	PM-16	
110	Ayush Rajal	PM-16	
111	Kripa Sarda Shrivastava	PM-16	
112	Divesh Pravin Bawiskar	PM-16	
113	Khemvardhan Singh	PM-16	
114	Jatin Saini	PM-16	
115	Vaidya Disha Tusham	PM-16	
116	Mansi Gupta	PM-16	
117	MANSE GAIKWAD	PM-16	
118	Amaraing Maradulle	PM-16	

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Sr. No.	Students Name	Stream with Batch	Sign
119	Shejali Gupta	PM-16	Shel -
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