



Outlook

Master Class Ep. 149 || "Business Development in the Pharma API Sector" || Friday, April 10, 2026, 11:00 AM – 01:00 PM IST (Offline)

From IIHMRU President Office <presidentoffice@iihmr.edu.in>

Date Fri 10/04/2026 10:51

To Tanya Mani <tanya.pm17@iihmr.in>

Dear Tanya Mani,

Greetings for the day.

Hope this email finds you in great health.

IIHMR University takes the lead to organize 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 April 10, 2026– from 11.00 AM – 01:00 PM IST (Offline).

The masterclass will help students to understand "[Business Development in the Pharma API Sector](#)".

Title – "[Business Development in the Pharma API Sector](#)"

Guest Speaker: Mr. Srikant Prakash, Associate Vice President - Head-Sales and Marketing -API Division, Exemed Pharmaceuticals, Vadodara, Gujarat

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

Student Coordinator –1. Ms Tanya Mani, Batch: MBA PM-17
2. Ms Deeksha Singh , Batch: MBAPM-17

Date: Friday, April 10, 2026

Time: 11.00 AM – 01:00 PM IST

Mode: Offline

The Session will be of Approx 105 minutes followed by 15-minute question-answer session (2 Hours duration). The target audience will be MBA PM 1st Year students along with Faculties and Team Members of Placements & Alumni Relations.

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Master Class Episode 149”

“Master Class Episode 149”
TOPIC: “<u>Business Development in the Pharma API Sector</u>”
DATE: April 10, 2026, (11:00 AM to 1:00 PM)
VENUE: IIHMR University, Jaipur (OFFLINE MODE)
SPEAKER: Mr. Srikant Prakash, Associate Vice President – Head - Sales and Marketing - API Division, Exemed Pharmaceuticals, Vadodara, Gujarat
NUMBER OF PARTICIPANTS: 108 Students
INTRODUCTION: The Master Class 149 session titled “<u>Business Development in the Pharma API Sector</u>” was held on April 10, 2026 , at IIHMR University in offline mode. The session was moderated by Dr Saurabh Kumar, Dean SPM, IIHMR University, Jaipur, Rajasthan , and the guest speaker was Mr. Srikant Prakash, Associate Vice President – Head - Sales and Marketing - API Division, Exemed Pharmaceuticals, Vadodara, Gujarat .
OBJECTIVE: A master class on Business Development in the Pharma API Sector was conducted to provide students with a comprehensive understanding of business development within the pharmaceutical API industry. It focused on familiarizing attendees with market dynamics, global supply chains, and regulatory frameworks while highlighting the key roles, responsibilities, and skill sets required for success in this field. The session also explored diverse career opportunities such as sales, marketing, international business, and strategic partnerships.
SALIENT NOVEL POINTS COVERED: <ol style="list-style-type: none">1. APIs (Active Pharmaceutical Ingredients) are the core components of drugs and form the backbone of the pharmaceutical value chain.2. The API industry operates primarily in a B2B model, with business dynamics similar to FMCG in terms of volume-driven transactions.3. Major global markets include North America, Europe, South America, Africa, Middle East, CIS, and Southeast Asia.4. The US and Europe are the most profitable markets but involve strict regulatory requirements, high compliance costs, and exposure to geopolitical and foreign exchange risks.5. Backward integration (raw material sourcing) and forward integration (distribution and logistics) are critical for operational efficiency.6. Customer acquisition in regulated markets takes approximately 11–12 months due to regulatory approvals, audits, and relationship-building.7. Drug Master File (DMF) is a key regulatory document with two parts: open (non-confidential) and closed (confidential).8. Different countries require separate DMF submissions, increasing regulatory complexity.9. USFDA inspections are crucial for market entry, with strong emphasis on data integrity and documentation accuracy.

10. Lack of data integrity can lead to warning letters, import alerts, or market bans.
11. Polymorphism allows the same drug molecule to exist in different crystalline forms, which can be used strategically for patent differentiation.
12. Market research includes primary research (product pipeline, competitors) and secondary research (industry data, databases, CXO insights).
13. Marketing defines product demand, R&D evaluates feasibility, and marketing revalidates commercial viability before launch.
14. Market entry strategy for API companies typically follows: Domestic → Semi-regulated → Regulated Markets.
15. CDMOs follow a reverse strategy: Regulated → Semi-regulated → Domestic markets.
16. Blue Ocean Strategy focuses on creating uncontested market space rather than competing in saturated markets.
17. The API industry is driven by regulatory compliance, global market access, and strong business relationships.

Q&A and Interactive Session: The session concluded with an engaging and interactive Q&A segment, during which students actively participated by raising questions related to the career opportunities and skills required to succeed in the Pharmaceutical API Industry.

CONCLUSION: The session provided a comprehensive understanding of the API pharmaceutical sector, highlighting its global, regulation-driven, and relationship-oriented nature. It emphasized that success in this industry depends on strong regulatory compliance, data integrity, efficient supply chain management, and strategic market entry. The importance of tools such as Drug Master Files, market research, and polymorphism in gaining competitive advantage was clearly established. Additionally, the lecture underscored the need for aligning marketing and R&D functions and adopting innovative approaches like Blue Ocean Strategy to stand out in a competitive landscape. Overall, the session offered valuable industry insights and practical guidance for building a career in pharmaceutical API sector.

Master Class

on

Business Development in the Pharma API Sector

Friday, April 10, 2026 11:00 AM – 01:00 PM IST

I IHMR University, Jaipur



SPEAKER

Mr. Srikant Prakash

Associate Vice President
Head-Sales and Marketing
API Division, Exemed Pharmaceuticals,
Vadodra, Gujarat



MODERATOR

Dr Saurabh Kumar

Dean SPM
I IHMR University, Jaipur



STUDENT COORDINATOR

Ms Tanya Mani

Batch: MBA PM-17
I IHMR University, Jaipur



STUDENT COORDINATOR

Ms Deeksha Singh

Batch: MBAPM-17
I IHMR University, Jaipur



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Friday, 10/04/2026 11:20 AM GMT +05:30



GPS Map Camera



Master Class Episode 149

Date: 10/04/2026 (11:00 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Pankaj Prajapati	MBA-PM-17	Pankaj
2	Pengar Anjana	MBA-PM-17	Anjan
3	SOURABH BASARAGAON	MBA-PM-17	SOURABH
4	Yash & Sonune	MBA-PM-17	Yash
5	Vaavn SHANNA	MBA-PM-17	Vaavn
6	Aditya Vyas	MBA-PM-17	Aditya
7	Chaudhori Ved Vijay	MBA-PM-17	Ved
8	VISHAL KUMAR	MBA-PM-17	Vishal
9	Khan Abdul Rahim Mohammad Khan	MBA-PM-17	KHAN Khan
10	Prayadharshini S	MBA-PM-17	Prayadharshini
11	Shaik Waseem	MBA-PM-17	Shaik
12	Praveen	MBA-PM-17	Praveen
13	Dhruv Tyagi	MBA-PM-17	Dhruv
14	Yogesh Dutt Tiwari	MBA-PM-17	Yogesh
15	Sauendra Kar	MBA-PM-17	Sauendra
16	Asijit Dey	MBA-PM-17	A. Dey
17	Chalapathi Siva Krishna	MBA-PM-17	Chalapathi
18	KVS VASHTH	MBA-PM-17	KVS
19	Durpankaj Shrivastava	MBA-PM-17	Durpankaj
20	Arun Kelom	MBA-PM-17	Arun
21	Tanipelli Bhargav ram	MBA-PM-17	Tanipelli
22	Mathukumalli Sai Ravi Teja	MBA-PM-17	Mathukumalli
23	Kotba Vassthith	MBA-PM-17	Kotba
24	Nidhi Tawale	MBA-PM-17	Nidhi
25	Lopamudra Lenka	MBA-PM-17	Lopamudra

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Sr. No.	Students Name	Stream with Batch	Sign
26	SAHIL	PM-17	
27	Aditi Gupta	PM-17	Aditi
28	Aaliya Mishra	PM-17	Aaliya
29	Shruti Tomar	PM-17	Shruti
30	Khushi Srivastava	PM-17	
31	Shruti Bhawmick	PM-17	
32	Lokesh Ranjan Mahto	PM-17	Lokesh
33	Manthanwar Raj	PM-17	
34	Sathi Chowdhury	PM-17	Sathi
35	Niswika Blyani	PM-17	Niswika
36	Mudit Singh Paleria	PM-17	Mudit
37	Bhagyashree Shingate	PM-17	
38	Pooja Chopariya	PM-17	Pooja
39	Muskaan Gupta	PM-17	Muskaan
40	Prashansa	PM-17	Prashansa
41	Geetika Potnuru	PM-17	
42	Tansishree Bhagat	PM-17	
43	Kriti Hada	PM-17	
44	Isha Palan	PM-17	
45	Nidhi Tawale	PM-17	Nidhi
46	Shweta Wankhedkar	PM-17	
47	Arun Palan	PM-17	Arun
48	Sadiche Panda	PM-17	Sadiche
49	Jayamum Patel	PM-17	Jayamum
50	Sri Sanyal Das	PM-17	

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Sr. No.	Students Name	Stream with Batch	Sign
51	Purva Bawle	PM-17	<u>Purva</u>
52	Shashank Patel	PM-17	<u>Shashank</u>
53	Pratham Sonar	PM-17	<u>Pratham</u>
54	Jaydeep Solanki	PM-17	<u>Jaydeep</u>
55	Animesh Mishra	PM-17	<u>Animesh</u>
56	Omkar Jadhav	PM-17	<u>Omkar</u>
57	Ankush Patwaru	PM-17	<u>Ankush</u>
58	Janhavi Aher	PM-17	<u>Janhavi</u>
59	Jaideep Singh	PM-17	<u>Jaideep</u>
60	Neyana Sahu	PM-17	<u>Neyana</u>
61	Aizwariya Nair	PM-17	<u>Aishwariya</u>
62	Ashish Ranjan Mishra	PM-17	<u>Ashish</u>
63	Bhumi Gaware	PM-17	<u>Bhumi</u>
64	Amisha Sharma	PM-17	<u>Amisha</u>
65	Shreya Ghosh	PM-17	<u>Shreya</u>
66	Tanya Mani	PM-17	<u>Tanya</u>
67	Deksha Singh	PM-17	<u>Deksha</u>
68	Tamanna Mishra	PM-17	<u>Tamanna</u>
69	Jyestika Patil	PM-17	<u>Jyestika</u>
70	Shreeta Wankhade	PM-17	<u>Shreeta</u>
71	Nanavare Yastika Arid	PM-17	<u>Nanavare</u>
72	Katunuri Chethan Kumar	PM-17	<u>Chethan</u>
73	M. Joicee Gueal	PM-17	<u>Joicee</u>
74	Yurraj Humbe	PM-17	<u>Yurraj</u>
75	Sankhanil Pandit	PM-17	<u>Sankhanil</u>

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76	Rama Shankar Sahu	PM-17	<u>Rama</u>
77	Vaishnavi Bhoj	PM-17	<u>Vaish</u>
78	Mohit Rajput	PM-17	<u>Mohit</u>
79	Anisha Jain	PM-17	<u>Anisha</u>
80	Parva Borle	PM-17	<u>Parva</u>
81	Harsh Duivedi	PM-17	<u>Harsh</u>
82	PROBHAT TAFADAR	PM-17	<u>Pr</u>
83	PRACHI MURTI	PM-17	<u>Prachi</u>
84	Manisha Singh	PM-17	<u>Manisha</u>
85	Nikhil sharma	PM-17	<u>Nikhil</u>
86	Samriddhi	PM-17	<u>Samriddhi</u>
87	Mansi J. Tupe	PM-17	<u>Mansi</u>
88	Shrawani Tilekar	PM-17	<u>Shrawani</u>
89	Aditi (0726)	PM-17	<u>Aditi</u>
90	Jitish Yadav	PM-17	<u>Jitish</u>
91	Greetika Borkhla	"	<u>Greetika</u>
92	Nidhi Jawale	"	<u>Nidhi</u>
93	Shreya Khare	PM-17.	<u>Shreya</u>
94	Riddhi Umathe	PM-17	<u>Riddhi</u>
95	Sejal Yadav	PM-17	<u>Sejal</u>
96	Mohite Hrishikesh Pramed	PM-17	<u>Mohite</u>
97	Harsh kumar Sharma	PM-17	<u>Harsh</u>
98	Rajut Rajendra	PM-17	<u>Rajut</u>
99	Sagar Verma	pm-17	<u>Sagar</u>
100	Rishabh	PM 17	<u>Rishabh</u>
101	Ritam Paul	PM 17	<u>Ritam</u>
102	Vansh Dhanraj	PM-17	<u>Vansh</u>
103	Akash Bairagi	PM-17	<u>Akash</u>
104	Singh Richa Mangikumar	PM-17	<u>Richa</u>
105	Tahira Patidar	PM-17	<u>Tahira</u>
106	Chaudhami Bhutben Vilas	PM-17	<u>Chaudhami</u>
107	Patil Vaibhav Sanday	PM-17	<u>Patil</u>
108	Chaitanya Pawar	PM-17	<u>Chaitanya</u>