

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 84”

“Master Class Episode No 84”
Topic: - Reimaging Pharmaceutical Marketing
Date: - 25 September 2023 from 10:30 Am to12:00Pm
Venue: - LH-13, IIHMR University
Speaker: - Mr. Hirak Bose (Vertical Head Sales and Marketing Lupin Pvt. Ltd.)
Number of participants: - 100 students from Pharmaceutical Management Batch -14
Introduction: - The 83 rd episode of the Master Class titled "Reimaging Pharmaceutical Marketing," was held on 25th Sept 2023, at IIHMR University. This session featured Mr. Hirak Bose (Vertical Head in Sales and Marketing Lupin Pvt. Ltd.) as the guest speaker. The event was moderated by Dr. Saurabh Banerjee Dean of School of Pharmaceutical Management and student moderator Ms. Harshita Rajoria from the MBA PM 14 batch. The session focuses on Reimaging Pharmaceutical Marketing in Pharma Sector.
Objective: - To know about the current Market Trends in Pharmaceutical Sector
Salient Novel Points Covered: Role: Mr. Hirak Bose has explained how Lupin is growing in Marketing Sector He gave valuable insights into growth opportunities in pharmaceutical market. Challenges and Opportunities: Communication is key to success, competitive mapping, Q &A and Interactive Discussion: 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
Future Scope: The event served as a valuable forum for students from diverse academic backgrounds to acquire insights into essential skills and prerequisites. It deepened students' comprehension of the obstacles they will encounter and the mindset necessary to effectively fulfill their responsibilities.
Appropriate caption for webinar: 'Revolutionizing Pharmaceutical Marketing: Breaking Boundaries and Inspiring Change'

Reimaging Pharmaceutical Marketing

📅 Sep 25, 2023 ⌚ 10:30 AM to 12:00 PM (INDIA) 🇮🇳



SPEAKER

Mr. Hirak Bose
Vertical Head
(Sales and Marketing)
Lupin Ltd., Mumbai, India



MODERATOR

Dr. Saurabh Kumar
Dean
School of Pharmaceutical Management
IIHMR University, Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR

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





Master Class Episodes 84

Date: 25/09/2023 (10:30 PM to 12:00 NOON)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Aaditya Trivedi	MBA PM Batch 14 (2022-24)
2	Aakash Jain	MBA PM Batch 14 (2022-24)
3	Aayushi Jaiswal	MBA PM Batch 14 (2022-24)
4	Abhijeet	MBA PM Batch 14 (2022-24)
5	Abhishek Kailash Rewaskar	MBA PM Batch 14 (2022-24)
6	Akshay Kumar	MBA PM Batch 14 (2022-24)
7	Akshay Narayan Shinde	MBA PM Batch 14 (2022-24)
8	Amaanulla Khan	MBA PM Batch 14 (2022-24)
9	Amruth S S	MBA PM Batch 14 (2022-24)
10	Anil Sadashiv Hambarde	MBA PM Batch 14 (2022-24)
11	Ankit	MBA PM Batch 14 (2022-24)
12	Ankit Suhag	MBA PM Batch 14 (2022-24)
13	Anubhav Barik	MBA PM Batch 14 (2022-24)
14	Ashish Gupta	MBA PM Batch 14 (2022-24)
15	Asmita Kashinath Patil	MBA PM Batch 14 (2022-24)
16	Bhushan Mahendra Pawar	MBA PM Batch 14 (2022-24)
17	Chandan Kumar	MBA PM Batch 14 (2022-24)
18	Deeksha Singh	MBA PM Batch 14 (2022-24)
19	Dev Prakash	MBA PM Batch 14 (2022-24)
20	Dhruv Prakashbhai Vekaria	MBA PM Batch 14 (2022-24)
21	Dipanshu Meval	MBA PM Batch 14 (2022-24)
22	Diya Raj	MBA PM Batch 14 (2022-24)
23	Gaurav Kumar	MBA PM Batch 14 (2022-24)
24	Harsh Choudhary	MBA PM Batch 14 (2022-24)
25	Harshita Rajoria	MBA PM Batch 14 (2022-24)
26	Harsimran Singh	MBA PM Batch 14 (2022-24)
27	Himanshu	MBA PM Batch 14 (2022-24)

Master Class Episodes 84

Date: 25/09/2023 (10:30 PM to 12:00 NOON)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
28	Himanshu Deepak Sane	MBA PM Batch 14 (2022-24)
29	Hitesh Choudhari	MBA PM Batch 14 (2022-24)
30	Jeminee Jaiswal	MBA PM Batch 14 (2022-24)
31	Kartik Sandeep Korekar	MBA PM Batch 14 (2022-24)
32	Kaushik Baban Singh	MBA PM Batch 14 (2022-24)
33	Keshavanand Pawar	MBA PM Batch 14 (2022-24)
34	Kimaya Yogesh Save	MBA PM Batch 14 (2022-24)
35	Kriti Shrivastava	MBA PM Batch 14 (2022-24)
36	Kumar Gaurav	MBA PM Batch 14 (2022-24)
37	Lorika Rathod	MBA PM Batch 14 (2022-24)
38	Mahak Arora	MBA PM Batch 14 (2022-24)
39	Manali Rajan Barai	MBA PM Batch 14 (2022-24)
40	Manish	MBA PM Batch 14 (2022-24)
41	Manish Nayak	MBA PM Batch 14 (2022-24)
42	Manpreet Singh	MBA PM Batch 14 (2022-24)
43	Mansi Rai	MBA PM Batch 14 (2022-24)
44	Manvi Siddhu	MBA PM Batch 14 (2022-24)
45	Mili Mazumdar	MBA PM Batch 14 (2022-24)
46	Naveen Kumar	MBA PM Batch 14 (2022-24)
47	Neha	MBA PM Batch 14 (2022-24)
48	Nehal Ashok Pandey	MBA PM Batch 14 (2022-24)
49	Nikita Kandwal	MBA PM Batch 14 (2022-24)
50	Nikita Bhojraj Makhija	MBA PM Batch 14 (2022-24)
51	Nikunj Talwaria	MBA PM Batch 14 (2022-24)
52	Nishi Vagrecha	MBA PM Batch 14 (2022-24)
53	Nitisha Nitin Patil	MBA PM Batch 14 (2022-24)
54	Novotna Yadav	MBA PM Batch 14 (2022-24)
55	Parminder Singh	MBA PM Batch 14 (2022-24)

Master Class Episodes 84

Date: 25/09/2023 (10:30 PM to 12:00 NOON)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
56	Prabhas Ranjan Mohanty	MBA PM Batch 14 (2022-24)
57	Pranshu Chauhan	MBA PM Batch 14 (2022-24)
58	Priyanshu Rai	MBA PM Batch 14 (2022-24)
59	Purnendra Sahu	MBA PM Batch 14 (2022-24)
60	Rahul Kumar Singh	MBA PM Batch 14 (2022-24)
61	Rakesh Mandal	MBA PM Batch 14 (2022-24)
62	Rakshita karambelkar	MBA PM Batch 14 (2022-24)
63	Ritik Singh	MBA PM Batch 14 (2022-24)
64	Rohit Kanlal Septa	MBA PM Batch 14 (2022-24)
65	Rohit Prakash Khuje	MBA PM Batch 14 (2022-24)
66	Rupesh Sanjiv Patil	MBA PM Batch 14 (2022-24)
67	Saahit Divakar Adapa	MBA PM Batch 14 (2022-24)
68	Sagar Chandrakant Tapase	MBA PM Batch 14 (2022-24)
69	Samiksha Chandrashekhar Saonerkar	MBA PM Batch 14 (2022-24)
70	Sandeep Pandey	MBA PM Batch 14 (2022-24)
71	Sanket Surendra Khutade	MBA PM Batch 14 (2022-24)
72	Sanskriti	MBA PM Batch 14 (2022-24)
73	Saurabh Sanjay Karlekar	MBA PM Batch 14 (2022-24)
74	Shanmukh Madapati	MBA PM Batch 14 (2022-24)
75	Shirish Digamber Bende	MBA PM Batch 14 (2022-24)
76	Shivani bhabhra	MBA PM Batch 14 (2022-24)
77	Shreya Agrawal	MBA PM Batch 14 (2022-24)
78	Shreya Sikdar	MBA PM Batch 14 (2022-24)
79	Shriyani Roy	MBA PM Batch 14 (2022-24)
80	Shubham Agarwal	MBA PM Batch 14 (2022-24)
81	Shubham Saini	MBA PM Batch 14 (2022-24)
82	Shubham Soni	MBA PM Batch 14 (2022-24)
83	Siddhant Singh	MBA PM Batch 14 (2022-24)
84	Siddhant Kishor Wankhade	MBA PM Batch 14 (2022-24)

Master Class Episodes 84

Date: 25/09/2023 (10:30 PM to 12:00 NOON)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
85	Sidharth Choudhary	MBA PM Batch 14 (2022-24)
86	Simran Sharma	MBA PM Batch 14 (2022-24)
87	Sonika Tanwar	MBA PM Batch 14 (2022-24)
88	Soumik Maity	MBA PM Batch 14 (2022-24)
89	Sounak Ghosh	MBA PM Batch 14 (2022-24)
90	Stuti Dharmendra Sheth	MBA PM Batch 14 (2022-24)
91	Suman Rituraj	MBA PM Batch 14 (2022-24)
92	Suraj Ahuja	MBA PM Batch 14 (2022-24)
93	Swapnaja Ganesh Gaurkar	MBA PM Batch 14 (2022-24)
94	Tanay Sudhir Sontakke	MBA PM Batch 14 (2022-24)
95	Tanmay Varshney	MBA PM Batch 14 (2022-24)
96	Tanushree Abhay Pande	MBA PM Batch 14 (2022-24)
97	Tejas Sharadrao Kitey	MBA PM Batch 14 (2022-24)
98	Upendra Vikram Singh	MBA PM Batch 14 (2022-24)
99	Vanshika Agarwal	MBA PM Batch 14 (2022-24)
100	Varnika Tapa	MBA PM Batch 14 (2022-24)