

(IIHMR University Jaipur)

EVENT OUTCOME REPORT

“Master Class Episode 85”

(By: Ms. Sonal Shah, Head Marketing Biosimilars, Cadila Pharmaceuticals Limited)

Event Category: Master Class Episode 85
Topic: Biologics & Biosimilars: A Drug Revolution, Optimizing the Sustainability of Healthcare
Date & Time: 30 th September 2023 & 04:00 PM – 05:00 PM
Venue: Online
Details of Speaker: Ms. Sonal Shah, Head Marketing Biosimilars, Cadila Pharmaceuticals Limited, Ahmedabad
Number of Participants: 67
Objective of the Session: The objective of the session was to explore the transformative potential of biologics and biosimilars in revolutionizing healthcare and enhancing sustainability.
Salient Novel Points Covered: Biologics is still an unexplored area that can be targeted for better customer retention, improving customer loyalty, and increasing the lifetime value. Pharmaceutical companies will now need to focus on patient touchpoints post the purchase to motivate, guide, and make the usage more feasible.
Future Scope: The topic “ Biologics & Biosimilars: A Drug Revolution, Optimizing the Sustainability of Healthcare ” has <i>very strong future scope</i> —both scientifically and economically. <ul style="list-style-type: none">• Why Biologics & Biosimilars Are a “Drug Revolution”• Future Scope & Growth Drivers• Improving Healthcare Sustainability• Technological Advancements• Key Challenges (Important for Exams/Analysis)
Appropriate caption for Website: “Biologics & Biosimilars: Revolutionizing Medicine, Sustaining the Future of Healthcare.”



Biologics & Biosimilars : A Drug Revolution, Optimizing the Sustainability of Healthcare

 **Sep 30, 2023**  04:00 PM to 05:00 PM (INDIA) 



SPEAKER
Ms. Sonal Shah
Head Marketing
Biosimilars,
Cadila Pharmaceuticals Limited
Ahmedabad, Gujarat



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



STUDENT CO-ORDINATOR
Mr. Ankit Suhag
Student
MBA pharmaceutical Management
IIHMR University, Jaipur

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Chemical Medicines Are Made

Chemical medicines are chemicals made by chemists out of other chemicals. That's why they are also known as "small molecules" or "chemically-synthesized drugs"

Following the same "recipe" yields exactly the same product

Diclofenac

Biologics Are Grown

Biologics are grown from living things

A biologic must be manufactured under precise conditions, following many exacting steps, to yield a consistent product

Biologics are highly sensitive to manufacturing conditions

Genetic blueprint
Incorporated into cells
Reprogrammed cells make proteins, reproduce in large numbers
Protein is harvested and purified
Biologic medicine
Many further processing steps

Ashish Jangid

Biologics: Cost - A preeminent issue

Biologics Market Value Chain

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    graph LR
      RD[Research and Development] --> CS[Clinical Studies]
      CS --> A[Approval]
      A --> M[Manufacturing]
      M --> D[Distribution]
      D --> EU[End User]
    
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Source: The Business Research Company

More Complex ... Expensive Research... Administration by Injection/Infusion...
High in Demand... Few Competitors

Ashish Jangid

IHMR UNIVERSITY

Master Class
Episode 85

Biologics & Biosimilars : A Drug Revolution, Optimizing the Sustainability of Healthcare

Sep 30, 2023 04:00 PM to 05:00 PM (INDIA)

SPEAKER
Ms. Sonal Shah
Head Marketing
Biosimilars,
Cadila Pharmaceuticals Limited
Armedidab, Gujarat

MODERATOR
Dr. Saurabh Kumar
Dean
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IHMR University, Jaipur

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Student
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Master Class Episode 85

Date: 30/09/2023 (04:00 PM to 05: 00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Deeksha Singh	MBA PM Batch 14 (2022-24)
2	Dev Prakash	MBA PM Batch 14 (2022-24)
3	Dhruv Prakashbhai Vekaria	MBA PM Batch 14 (2022-24)
4	Dipanshu Meval	MBA PM Batch 14 (2022-24)
5	Diya Raj	MBA PM Batch 14 (2022-24)
6	Gaurav Kumar	MBA PM Batch 14 (2022-24)
7	Harsh Choudhary	MBA PM Batch 14 (2022-24)
8	Harshita Rajoria	MBA PM Batch 14 (2022-24)
9	Harsimran Singh	MBA PM Batch 14 (2022-24)
10	Himanshu	MBA PM Batch 14 (2022-24)
11	Himanshu Deepak Sane	MBA PM Batch 14 (2022-24)
12	Hitesh Choudhari	MBA PM Batch 14 (2022-24)
13	Jeminee Jaiswal	MBA PM Batch 14 (2022-24)
14	Kartik Sandeep Korekar	MBA PM Batch 14 (2022-24)
15	Kaushik Baban Singh	MBA PM Batch 14 (2022-24)
16	Keshavanand Pawar	MBA PM Batch 14 (2022-24)
17	Kimaya Yogesh Save	MBA PM Batch 14 (2022-24)
18	Kriti Shrivastava	MBA PM Batch 14 (2022-24)
19	Kumar Gaurav	MBA PM Batch 14 (2022-24)
20	Lorika Rathod	MBA PM Batch 14 (2022-24)
21	Mahak Arora	MBA PM Batch 14 (2022-24)
22	Manali Rajan Barai	MBA PM Batch 14 (2022-24)
23	Manish	MBA PM Batch 14 (2022-24)
24	Manish Nayak	MBA PM Batch 14 (2022-24)
25	Manpreet Singh	MBA PM Batch 14 (2022-24)

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Sr. No.	Students Name	Stream with Batch
26	Mansi Rai	MBA PM Batch 14 (2022-24)
27	Manvi Siddhu	MBA PM Batch 14 (2022-24)
28	Mili Mazumdar	MBA PM Batch 14 (2022-24)
29	Naveen Kumar	MBA PM Batch 14 (2022-24)
30	Neha	MBA PM Batch 14 (2022-24)
31	Nehal Ashok Pandey	MBA PM Batch 14 (2022-24)
32	Nikita Kandwal	MBA PM Batch 14 (2022-24)
33	Nikita Bhojraj Makhija	MBA PM Batch 14 (2022-24)
34	Nikunj Talwaria	MBA PM Batch 14 (2022-24)
35	Nishi Vagrecha	MBA PM Batch 14 (2022-24)
36	Nitisha Nitin Patil	MBA PM Batch 14 (2022-24)
37	Novotna Yadav	MBA PM Batch 14 (2022-24)
38	Parminder Singh	MBA PM Batch 14 (2022-24)
39	Prabhas Ranjan Mohanty	MBA PM Batch 14 (2022-24)
40	Pranshu Chauhan	MBA PM Batch 14 (2022-24)
41	Priyanshu Rai	MBA PM Batch 14 (2022-24)
42	Purnendra Sahu	MBA PM Batch 14 (2022-24)
43	Rahul Kumar Singh	MBA PM Batch 14 (2022-24)
44	Rakesh Mandal	MBA PM Batch 14 (2022-24)
45	Rakshita karambelkar	MBA PM Batch 14 (2022-24)
46	Ritik Singh	MBA PM Batch 14 (2022-24)
47	Rohit Kanalal Septa	MBA PM Batch 14 (2022-24)
48	Rohit Prakash Khuje	MBA PM Batch 14 (2022-24)
49	Rupesh Sanjiv Patil	MBA PM Batch 14 (2022-24)
50	Saahit Divakar Adapa	MBA PM Batch 14 (2022-24)
51	Sagar Chandrakant Tapase	MBA PM Batch 14 (2022-24)
52	Samiksha Chandrashekhar Saonerkar	MBA PM Batch 14 (2022-24)
53	Sandeep Pandey	MBA PM Batch 14 (2022-24)
54	Sanket Surendra Khutade	MBA PM Batch 14 (2022-24)
55	Sanskriti	MBA PM Batch 14 (2022-24)
56	Saurabh Sanjay Karlekar	MBA PM Batch 14 (2022-24)
57	Shanmukh Madapati	MBA PM Batch 14 (2022-24)
58	Shirish Digamber Bende	MBA PM Batch 14 (2022-24)
59	Shivani bhabhra	MBA PM Batch 14 (2022-24)
60	Shreya Agrawal	MBA PM Batch 14 (2022-24)
61	Shreya Sikdar	MBA PM Batch 14 (2022-24)
62	Shriyani Roy	MBA PM Batch 14 (2022-24)
63	Shubham Agarwal	MBA PM Batch 14 (2022-24)
64	Shubham Saini	MBA PM Batch 14 (2022-24)

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Sr. No.	Students Name	Stream with Batch
65	Shubham Soni	MBA PM Batch 14 (2022-24)
66	Siddhant Singh	MBA PM Batch 14 (2022-24)
67	Siddhant Kishor Wankhade	MBA PM Batch 14 (2022-24)