

(IIHMR University Jaipur)
EVENT OUTCOME REPORT
“Master Class session Episode 93”

Event Category: Master Class Episode 93
Topic: Pharmaceutical Marketing Global Expansion Strategies: Navigation New Frontiers
Date & Time: 22 nd November 2023 & 03:00 pm – 04:00 pm
Venue: New Audi Part-B, IIHMR University.
Details of Speaker: Mr. Mihir Pujara, Senior Manager Business Strategy EMEU, Cipla Ltd., Mumbai
Number of Participants: Total 57 Students from Pharmaceutical Management of 2 nd year.
Introduction: The 93 rd episode of the Masterclass Series, titled " Pharmaceutical Marketing Global Expansion Strategies: Navigation New Frontiers," was held on November 22 nd November 2023, at IIHMR University. This session featured Mr. Mihir Pujara, Senior Manager Business Strategy EMEU at Cipla, as the guest speaker. The event was moderated by Dr. Sudhinder Singh Chowhan, Associate Professor, and student moderator Ms. Simran Sharma from the MBA PM 14 batch. The session focused on discussing the Global Expansion Strategies in the Pharmaceutical Market.
Objective of the Session: To provide insights into the strategy, challenges, and growth in the pharmaceutical industry
Salient Novel Points Covered: Emerging Trends: Mr. Mihir Pujara thoroughly explained the Headwinds and Tailwinds of the challenges in the Pharmaceutical Industry. Challenges for Innovators: These challenges are also on the rise like an increase in R&D, a shorter life cycle of products, Difficulty in crossing the 4 th hurdle: payers, and international reference pricing/cross-referencing of prices and launch sequence optimization. Strategies & Strategic Planning Framework: Analyze, Build, Connect (ABC) 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 provided a valuable platform for students to gain insights into the mandatory skills and requirements. It has built students' understanding of the challenges they will face and the mindset they need to have to deliver their work effectively.
Appropriate caption for Website: Mr. Mihir Pujara (Senior Manager of Business Strategy, EMEU, Cipla Insights enlightening budding future leaders on “Pharmaceutical Marketing Global Expansion Strategies: Navigating New Frontiers”

IIHMR UNIVERSITY

Master Class
Episode 03

Pharmaceutical Marketing Global Expansion Strategies: Navigating New Frontiers

📅 Nov 22, 2023 ⌚ 03:00 PM to 04:00 PM (INDIA) 🇮🇳
📍 IIHMR University, Jaipur, India



SPEAKER
Mr. Mihir Pujara
Senior Manager of Business Strategy
EMEA, Glaxo Ltd, Mumbai, India



MODERATOR
Dr. Sudhinder Singh Chohan
Associate Professor
School of Pharmaceutical Management
IIHMR University, Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR
Ms. Simran Sharma
Bachel. PHARM.D
2024 Pharm. Industrial Management
IIHMR University, Jaipur, Rajasthan, India

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Attendance Sheet

Sr. No.	Students Name	Sign
1.	Simran Sharma MBAPM-14	Simran
2.	Manvi Siddhu MBADM-14	Manvi
3.	Dina Raj MBA PM-14	Diyeraj
4.	Shubham Agarwal PM-14	Shubhi
5.	Keshav Pawar PM-14	Keshav
6.	Upendra Singh PM-14	Upendra
7.	Harsimran Singh	Harsimran
8.	Himanshu Sangra	Himanshu
9.	Hitesh Choudhary	Hitesh
10.	Dev Prakash	Dev
11.	Vitthal	Vitthal
12.	Yash Crogal	Yash
13.	Rahul Singh	Rahul
14.	Sanket Khatade	Sanket
15.	Gaurav Kumar	Gaurav
16.	Manali Barai	Manali
17.	Shriyani Roy	Shriyani
18.	Neha	Neha
19.	Shreya Sikdar	Shreya
20.	Chandan Roy	Chandan
21.	Himanshu Sane	Himanshu
22.	Nitisha Patil	Nitisha
23.	Sneapnja	Sneapnja
24.	Asmita Patil	Asmita
25.	Diga Raj Mansi Ravi	Mansi
26.	Ardhraj Kumar	Ardhraj
27.	Shubham Soni	Shubham
28.	Aakash	Aakash
29.	Kumar Gaurav	K. Gaurav
30.	Vishal Uppal PM-14	Vishal
31.	Nishi Vaghrecha	Nishi
32.	Ankit Juhag	Ankit
33.	Pranshu Chauhan	Pranshu
34.	Ayushi	Ayushi
35.	Amaan	Amaan
36.	Abhishek Kewaskar	Abhishek
37.	Shivani Bhabhra	Shivani
38.	Naveena	Naveena
39.	Deeksha	Deeksha
40.	Manpreet	Manpreet
41.	Sonika	Sonika
42.	Samiksha	Samiksha
43.	Stuti	Stuti
44.	Rakesh	Rakesh
45.	Vivek Pandey	Vivek
46.	Karti Srivastava	Karti
47.	Siddharth Choudhary	Siddharth
48.	Rakshita	Rakshita

