

IHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 95”

<b>“Master Class Episode No 95”</b>
<b>Topic: - “UNLOCKING SUCCESS: STRATEGIES FOR GLOBAL EXPANSION IN PHARMACEUTICAL MARKETING”</b>
<b>Date: - 18 Dec 2023 from 11:00 AM to 01:00PM IST</b>
<b>Mode: - Offline</b>
<b>Speaker: -Mr. Raman Kumar Khepar</b> <b>Senior Director at Jubilant Biosys Ltd ,Noida</b>
<b>Number of participants: - 47students from Pharmaceutical Management Batch -14</b>
<b>Introduction: -</b> The 95 <sup>st</sup> episode of the Master Class titled “ <b>Unlocking success :Strategies for Global Expansion in Pharmaceutical Marketing</b> ” was held on 18 <sup>th</sup> Dec 2023 through offline mode. This session featured by <b>Mr. Raman Kumar Khepar (Senior Director at Jubilant Biosys Ltd)</b> as the guest speaker. The event was moderated by <b>Dr. Sudhinder Singh Chowan</b> Associate Professor of School of Pharmaceutical Management, student coordinator <b>Ms Aayushi Jaiswal</b> from the MBA PM 14 batch. The session focus on the strategies for global expansion in Pharmaceutical International Marketing.
<b>Objective: - The session covered a wide array of topics, including international marketing fundamentals, market insights into global prescription (Rx) sales, global expansion strategies, pharmaceutical marvels in marketing, top markets based on exports from India, types of global marketing, factors driving international business, broad expansion strategies, fundamental resource requirements, and key success factors for approaching international markets.</b>
<b>Salient Novel Points Covered:</b> <b>Role:</b> Mr.Raman Khepar has covered the following points- <ul style="list-style-type: none"><li>◆ International Marketing, Market Insight of Global Rx Sales, Global Expansion</li><li>◆ Pharmaceutical Marvel in Marketing</li><li>◆ Top 25 Markets Based on Exports from India</li><li>◆ Types of Global Marketing and Advantages</li><li>◆ Factors Driving International Business and Shaping Global Economy</li><li>◆ Broad Expansion Strategies and Strategies for Global Expansion in Pharmaceutical Marketing</li><li>◆ Fundamental Requirement: Resources</li><li>◆ Key Success Factors for Approaching International Markets and Strategy</li></ul> <b>Q&amp;A and Interactive Discussion:</b> The session encouraged active participation from students, who asked insightful questions based on the Pharmaceutical International Marketing and the skills needed to work in the future.

**Future Scope:** The future of international marketing holds immense potential as businesses increasingly globalize. With advancements in technology, the expansion of e-commerce, and evolving consumer behavior, international marketing will thrive. Adaptation to cultural nuances and innovative strategies will be crucial for success in a rapidly changing global marketplace.

**Appropriate caption for webinar: “UNLOCKING SUCCESS: STRATEGIES FOR GLOBAL EXPANSION IN PHARMACEUTICAL MARKETING”**

**IIHMR UNIVERSITY**

*Master Class*  
Episode 95

**“Unlocking Success:  
Strategies for Global Expansion in Pharmaceutical Marketing”**

📅 Dec 18, 2023 ⌚ 11:00 AM to 01:00 PM (INDIA) 🇮🇳  
📍 IIHMR University, Jaipur, India

**SPEAKER**  
**Mr. Raman Kumar Khepar**  
Sr. Director - Global Marketing,  
Jubilant Biosys Limited,  
Noida, India

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

**STUDENT CO-ORDINATOR**  
**Ms. Aayushi Jaiswal**  
Batch: MBAPM-14  
(MBA Pharmaceutical Management),  
IIHMR University, Jaipur, Rajasthan, India

The banner features a circular diagram with medical icons (stethoscope, pill, microscope, heart, tooth, etc.) and a world map with location markers in various continents, along with a pie chart and human silhouettes at the bottom.



# Master Class Episode 95

Date: 18/12/2023 (11:00 AM to 01: 00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Aakash Mahajan	MBA PM Batch 13 (2021-23)
2	Aditi Gaikwad	MBA PM Batch 13 (2021-23)
3	Amarjit Bera	MBA PM Batch 13 (2021-23)
4	Amitabh Sinha	MBA PM Batch 13 (2021-23)
5	Amol Patil	MBA PM Batch 13 (2021-23)
6	Animesh Roy	MBA PM Batch 13 (2021-23)
7	Anjali Pawar	MBA PM Batch 13 (2021-23)
8	Anshu Aman	MBA PM Batch 13 (2021-23)
9	Arkaprabha Pal	MBA PM Batch 13 (2021-23)
10	Arpita Bhardwaj	MBA PM Batch 13 (2021-23)
11	Atika Naushad	MBA PM Batch 13 (2021-23)
12	Avinash Patnaik	MBA PM Batch 13 (2021-23)
13	Ayush Tiwari	MBA PM Batch 13 (2021-23)
14	Ayushi Singh	MBA PM Batch 13 (2021-23)
15	Binita Lahiri	MBA PM Batch 13 (2021-23)
16	Darshan Chhajed	MBA PM Batch 13 (2021-23)
17	Divyansh Chauhan	MBA PM Batch 13 (2021-23)
18	Dnyan Gawande	MBA PM Batch 13 (2021-23)
19	Faizan Kadiwala	MBA PM Batch 13 (2021-23)
20	Harshit Manav	MBA PM Batch 13 (2021-23)
21	Hinal Jain	MBA PM Batch 13 (2021-23)
22	Injamul Haque	MBA PM Batch 13 (2021-23)
23	Jaibhagwan	MBA PM Batch 13 (2021-23)
24	Kanika Birla	MBA PM Batch 13 (2021-23)
25	Ketaki Dongare	MBA PM Batch 13 (2021-23)

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Sr. No.	Students Name	Stream with Batch
26	Kinnari Rathod	MBA PM Batch 13 (2021-23)
27	Komal Bhauso Bhintade	MBA PM Batch 13 (2021-23)
28	Koushik Ghosh	MBA PM Batch 13 (2021-23)
29	Kundan Kumar	MBA PM Batch 13 (2021-23)
30	Laxmikanta Lenka	MBA PM Batch 13 (2021-23)
31	Aaditya Trivedi	MBA PM Batch 14 (2022-24)
32	Aakash Jain	MBA PM Batch 14 (2022-24)
33	Aayushi Jaiswal	MBA PM Batch 14 (2022-24)
34	Abhijeet	MBA PM Batch 14 (2022-24)
35	Abhishek Kailash Rewaskar	MBA PM Batch 14 (2022-24)
36	Akshay Kumar	MBA PM Batch 14 (2022-24)
37	Akshay Narayan Shinde	MBA PM Batch 14 (2022-24)
38	Amaanulla Khan	MBA PM Batch 14 (2022-24)
39	Amruth S S	MBA PM Batch 14 (2022-24)
40	Anil Sadashiv Hambarde	MBA PM Batch 14 (2022-24)
41	Ankit	MBA PM Batch 14 (2022-24)
42	Ankit Suhag	MBA PM Batch 14 (2022-24)
43	Anubhav Barik	MBA PM Batch 14 (2022-24)
44	Ashish Gupta	MBA PM Batch 14 (2022-24)
45	Asmita Kashinath Patil	MBA PM Batch 14 (2022-24)
46	Bhushan Mahendra Pawar	MBA PM Batch 14 (2022-24)
47	Chandan Kumar	MBA PM Batch 14 (2022-24)