

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 99”

“Master Class Episode No 99”	
Topic: - The Strategic Fusion of Theoretical Insights and Marketing Acumen in Revolutionizing Pharma Strategies	
Date: - 10 th January 2024 from 11:30Am to 01:00PM	
Venue: - LH-1, IIHMR University	
Speaker: - Ms. Prachi Chavan (Group Product Manager, Sun Pharmaceuticals Ltd)	
Number of participants: - 89 students from Pharmaceutical Management Batch -15	
Introduction: - The 99 th episode of the Master Class titled “The Strategic Fusion of Theoretical Insights and Marketing Acumen in Revolutionizing Pharma Strategies” was held on 10 th Jan 2024, at IIHMR University. This session featured: - Ms. Prachi Chavan (Group Product Manager, Sun Pharmaceuticals Ltd) as the guest speaker. The event was moderated by Dr. Saurabh Banerjee , Dean, School of Pharmaceutical Management and student moderator Mr. Atharva Suryawanshi from the MBA PM 15 batch. The session focus on “The Strategic Fusion of Theoretical Insights and Marketing Acumen in Revolutionizing Pharma Strategies”.	
Objective: - The master class aimed to help students gain knowledge about the basics of marketing in industry and all the skills required for a marketing job role.	
Salient Novel Points Covered: Role: Ms. Prachi Chavan emphasized the importance of sales and marketing in the industry. She also focused on the essentials of brand planning and importance of performance analysis of a particular product. Challenges and Opportunities: The major challenges for a marketing and salesperson in any industry includes <ul style="list-style-type: none">• Building a rapport and trust with the doctor.• Encouraging him to prescribe our medicine• Achieving the minimum required sales for a month.• Competitor analysis.	
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 future scope of this master class lies in equipping students with essential skills and mindset for a successful industry career, making them well-prepared to thrive in a dynamic and competitive business environment. It also offers a foundation for ongoing professional growth and adaptability in an ever-evolving industry landscape.	
Appropriate caption for webinar: "Synergizing Theoretical Wisdom with Marketing Expertise: A Game-Changing Approach to Transforming Pharmaceutical Strategies"	



Jaipur, Rajasthan, India
RR97+PX9, Maruti Nagar, Jaipur, Rajasthan 302029, India
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10/01/24 11:02 AM GMT +05:30

GPS Map Camera



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GPS Map Camera



The Strategic Fusion of Theoretical Insights & Marketing Acumen in Revolutionizing Pharma Strategies

Jan 10, 2024 11:30 AM to 01:00 PM (INDIA) 

IIHMR University, Jaipur, India



SPEAKER
Ms. Prachi Chavan
Group Product Manager
Sun Pharma
Mumbai, India



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



STUDENT CO-ORDINATOR
Mr. Atharva Suryawanshi
Batch: MBAPM-15
(MBA Pharmaceutical Management)
IIHMR University, Jaipur, Rajasthan, India



Master Class Session, Episode: 99

Date: 10/1/2024 (11:30 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1.	Atharva Suryawanshi	MBA - PM 15	ARI
2.	Sakshi Zod	MBAM15	Sakshi Zod.
3.	Prachi Pandey	MBA - PM 15	Prachi
4.	Priyanka Ramaniuk	MBA PM - 15	PR
5.	Vedant Bhatt	MBA PM - 15	Vedant
6.	Ashutosh Kumar Gupta	MBA PM - 15	Ashutosh
7.	Shruvika Sharma	MBA PM - 15	Shruvika
8.	Jaya Sinha	MBA - PM 15	Jaya
9.	Harsh Bansal	MBA - PM 15	HBansal
10.	Aditi Sakpal	MBA - PM 15	Aditi
11.	Hritisha Kadu	MBA - PM 15	Hritisha
12.	Vaibhavi Manore	MBA - PM 15	Vaibhavi
13.	Ruchila Fating	MBA - PM 15	Ruchila
14.	Shefali Karmore	MBA - PM 15	Shefali
15.	Anjali Agarwal	MBA - PM 15	Anjali Agarwal.
16.	Deepesh Guirkwad	MBA - PM 15	Deepesh
17.	Soham Mizani	MBA - PM 15	S.P.
18.	Manvi Rana	MBA - PM 15	Manvi
19.	Binali Contractor	MBA - PM 15	Binali
20.	Rajat Saini	MBA - PM 15	Rajat
21.	Achish Saini	MBA - PM 15	Achish
22.	Bhargav Malsang	MBA - PM 15	Bhargav
23.	Aradhya Gadh.	MBA - PM 15	Aradhya
24.	Rishprat Upatep	MBA - PM 15	Rishprat
25.	Akshir Sanga	MBA - PM 15	Akshir
26.	Sejal Ubale	MBA - PM - 15	Sejal
27.	Aparajita Pal	MBA - PM - 15	Aparajita
28.	Tanushree Charde	MBA - PM - 15	Tanushree
29.	Sumit Patel	MBA - PM - 15	Sumit
30.	Chandrapal Singh Pawar	MBA - PM - 15	Chandrapal
31.	Suvikram Jivari	MBA - PM - 15	Suvikram

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Date: 10/1/2024 (11:30 AM to 01:00PM)

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Sr. No.	Students Name	Stream with Batch	Sign
32	Harshit Patidar	MBA-PM-15	Harshit
33	Yash Soni	MBA-PM-15	Yash
34	Himanshu	MBA-PM-15	Himanshu
35	Pratik Pahl	MBA PM-15	P.P
36	Animesh Badole	MBA PM-15	Abell
37	Kartik Kumar	MBA PM-15	Kumar
38	Ramanuj Patidar	MBA PM-15	Ramanuj
39	Konatham Govtham Kumar	MBA PM-15	K. Govtham Kumar
40	Akshay Kumawat	MBA PM-15	Akshay
41	Naveen Kumar	MBA PM-15	Naveen
42	Divyanshu Bhandari	MBA PM-15	Divyanshu
43	Sourabh Sharma	MBA PM-15	S.S.
44	B. Shashank	MBA PM-15	B. Shashank
45	Harshal Baghelwal	MBA PM-15	Harshal
46	Shrinivas Nodhikar	MBA PM-15	Shrinivas
47	Nitin Rodey	MBA PM-15	Nitin
48	Shantanu Shinde	MBA PM-15	Shantanu
49	Abhishek Hajare	MBA PM-15	Abhishek
50	ABHISHEK BARI	MBA PM-15	Abhishek
51	Shruti Shukla	MBA PM-15	Shruti
52	Yash Sarda	MBA PM-15	Yash
53	Harshwardhan N	MBA PM-15	Harsh
54	Yash Jadhav	MBA PM-15	Yash
55	NONI choudhary	MBA PM-15	NONI
56	Mitali Bisen	MBA PM-15	Mitali
57	Dinesh Sahu	MBA PM-15	Dinesh
58	Pramodita Shende	MBA PM-15	Pramodita
59	Mayank Shrivastav	MBA PM-15	Mayank
60	Mevin Mathew	MBA PM-15	Mevin
61	Shubham Verma	MBA PM-15	Shubham
62	Nupur Kalambe	MBA PM	Nupur

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63	Anjum Nagz	MBA-PM-15	Anjum
64	ROhit Kumar Biswal	MBA-PM12	Rohit
65	Dee panshy Yadav	MBA PM-15	Dee
66	Tanu Sharma	MBA PM 15	Tanu
67	Jamni Agarwal	MBA PM 15	Jamni
68	Vaishnavi Shrivastava	MBA PM 15	Vaishnavi
69	Adhishet Tyagi	MBA PM 15	Adhishet
70	SANAD PALIWAL	MBA PM 15	Sanad
71	Jaiwan Kothari	MBA PM 15	Jaiwan
72	Nasayari Tiwari	MBA PM 15	Nasayari
73	Shayna	MBA PM 15	Shayna
74	Purva Pandya	MBA PM 15	Pandya
75	Shreya Gattani	MBA PM 15	Shreya
76	Sakshi Mishra	MBA PM 15	Sakshi
77	Mansi Jaisya	MBA PM 15	Mansi
78	Harsh Patidar	MBA PM 15	Harsh
79	Priya Nandi	MBA PM 15	Priya
80	Sakshi Patidar	MBA PM 15	Sakshi
81	Gyanendra Tripathi	MBA PM 15	Gyanendra
82	Vardhan Patil	MBA PM 15	Vardhan
83	Pooja Pakhale	MBA PM-15	Pakhale
84	Shrushti Khedkar	MBA PM-15	Shrushti
85	Akshat Geete	MBA PM-15	Akshat
86	Anuj Verma	MBA PM-15	Anuj
87	Shebham Jadhav	MBA PM-15	Shebham
88	Ashish Gaikwad	MBA PM-15	Ashish
89	Hasmukh Choudhary	MBA PM-15	Hasmukh