


IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 113”

“Master Class Episode No 113
Topic: - Innovation Imperative: Driving Pharmaceutical Development.
Date: - 06 September 2024 from 11:00 am to 01:00 pm
Venue: - New Audi, IIHMR University
Speaker: - Mr. Vivek Hattangadi sir Chief mentor – B Black Belt Brand Builders, Ahmedabad, Gujarat, India
Number of participants: - 198 students from Pharmaceutical Management Batch 15 and 16 and Students of Healthcare Analytics.
Introduction: - The 113 episode of the Master Class titled: Innovation Imperative: Driving Pharmaceutical Development, key concepts and applications - held on 06 th Sep 2024, at IIHMR University. This session featured: - Mr. Vivek Hattangadi sir, Chief mentor – B Black Belt Brand Builders, Ahmedabad, Gujarat, India., as the guest speaker. The event was moderated by Dr. Sudhindher Singh Chowhan, and student moderator Shefali Karmore from the MBA PM15 batch and Priyanka Sing from PM 16 batch. The session focus on: 13 Unshakable laws of Pharma Brand Building
Objective: - To understand the 13 unshakable laws of pharma brand building, develop robust knowledge of your brand, differentiate your brand, and embed patient centricity in your brand.
Salient Novel Points Covered: Role: Develop robust knowledge of your brand, differentiate your brand not the generic molecule, dump pharma mindset and develop FMCG mindset, know competitors like the back of your hand, invest in building world-class communication skills, brand audit is a must, branding starts with the brand name, embed patient centricity in your brand, move away from the red ocean to the blue ocean, focus on prescription generation, invest in phygital marketing. Q &A and Interactive Discussion: Role play exercises to demonstrate application of the 13 laws, Q&A session to clarify doubts and address questions.
Future Scope: Apply learnings in real-world scenarios, future trends in pharma branding and marketing, next steps to continue building knowledge and skills in pharma brand building..

The Innovation Imperative: Driving Pharmaceutical Developments

6th September 2024 11:00 AM to 01:00 PM (INDIA) IST 

IIHMR University, Jaipur, India



MODERATOR

Dr. Sudhinder Singh Chowhan
School of Pharmaceutical Management
IIHMR University
Jaipur, Rajasthan, India



SPEAKER

Mr. Vivek Hattangadi
Chief Mentor
B - Black Belt Brand Builders
Ahmedabad, Gujarat, India



STUDENT CO-ORDINATOR

Ms. Shefali Bharat Karmore
Batch: MBAPM-15 (MBA PM)
IIHMR University
Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR

Priyanka Singh
Batch: MBAPM-16 (MBA PM)
IIHMR University
Jaipur, Rajasthan, India





GPS Map Camera



Jaipur, RJ, India

Budhsinghpura, Jaipur, 302029, RJ, India

Lat 26.821158, Long 75.816057

09/06/2024 01:23 PM GMT+05:30

Note : Captured by GPS Map Camera





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Date: 06/09/2024(11:00 PM to 01:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Meet Ruparel	MBA PM-16	
2	Ayush Dhutty	MBA PM-16	
3	Druni Bari	MBA PM-16	
4	Shashank Chauhan	MBA PM-16	
5	Ayush Chauhan	MBA PM-16	
6	Muskan Lariya	MBA PM-16	
7	Aditi Mishra	MBA PM-16	
8	Archf Shukla	MBA PM-16	
9	Sanali Singh Tomar	MBA PM-16	
10	Swarnim Raj	MBA PM-16	
11	Sakshi Saeni	MBA PM-16	
12	Sapna	MBA PM-16	
13	Rohit Kumar Bafwal	PM-15	
14	Ashutosh Kaurav	PM-15	
15	Sakshi Patidar	PM-15	
16	Pramodita	PM-15	
17	Reetika Raj	PM-16	
18	Avinash Pandey	PM-16	
19	Anand Raj	PM-16	
20	Abinav Choudhary	PM-16	
21	Sakshi Mishra	PM-15	
22	Shayna	PM-15	
23	Purva B Pandya	PM-15	
24	Shreya Gattani	PM-15	
25	Panu Aggarwal	PM-15	
26	Janvi	PM-15	
27	Shrushti Khedkar	PM-15	
28	Varsha Mittal	PM-15	
29	Pooja Pakhale	PM-15	
30	Annabi Gupta	PM-15	
31	Devendra Singh Chauhan	PM-16	

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Sr. No.	Students Name	Stream with Batch	Sign
32	shashikant mahajan	MBA-PM-16	
33	FATHIMA SUHALA-M	MBA-PM-16	
34	RAHUL	MBA-PM-16	
35	Sachin Verma	MBA-PM-16	
36	Anjali Agarwal	MBA-PM-15	
37	Akhita Talswal	MBA-PM-16	
38	Shanti Badwai	MBA-PM-16	
39	Jagdish goyal	MBA-PM-16	
40	Anudhara dangi	MBA-PM-16	
41	Manasi gangrade.	MBA-PM-16	
42	Kripa saran shrivastava	MBA-PM-16	
43	Ravneet Kavshik	MBA-PM-16	
44	Hemangar. J	MBA-PM-16	
45	Drishiti Mohariya	MBA-PM-16	
46	Dimpal chaudhari	MBA-PM-16	
47	Shelali gupta	MBA-PM-16	
48	Singh Sueta Sanjaykumar	MBA-PM-16	
49	Daga Yash	MBA-PM-16	
50	Talleen Dighe	MBA-PM-16	
51	Yash chauhan	MBA-PM-15	
52	Noni choudhary	MBA-PM-15	
53	Shruvika sharma	MBA-PM-15	
54	Jaya sinha	MBA PM-15	
55	Porachi Pandey	MBA PM-15	
56	Sakshi Zod	MBA PM-15	
57	Sukhda Takur	MBA PM-15	
58	Pushpraj Patel	MBA PM 15	
59	Priya Nandi	MBA PM 15	
60	Divyanshu Bhandari	MBA PM-15	
61	Akshay Kumar	MBA PM-15	
62	K. Gowtham Kumar	MBA PM-15	

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Sr. No.	Students Name	Stream with Batch	Sign
63	Vadhan S. Patil	MBA PM-15	Patil
64	Akshit Singh	MBA PM-15	Asingla
65	Navleen Kumar	MBA PM-15	Navleen
66	B. Shashank	MBA PM-15	Bhabub.
67	Ramanuj Patidar	MBA PM-15	Ramuj
68	Animesh Badole	MBA PM-15	Abadole
69	Vaibhavi Manore	MBA PM 15	Vam.
70	Sarthak Joshi	MBA PM 15	Sarthak
71	Hasmukh Chaudhary	MBA PM 15	Hass
72	Pramodita Shende	MBA PM 15	PShende
73	Prinsi Gangurde	MBA PM 15	Prinsi
74	Soham Mizani	MBA PM 15	S.P.
75	MARARANA Bhargav	MBA PM 15	MAR.
76	Chadhiya Jash	MBA PM 15	Chadhiya
77	Pranav Agush	MBA PM-15	Pranav
78	Selony Parya	MBA PM-15	Selony
79	Manvi Rang	MBA PM 15	Manvi
80	Rafdeer Agya	MBA PM 15	Rafdeer
81			
82	Binali Contractor	MBA PM 15	Binali
83	Naina Soni	MBA PM 15	Naina
84	Amiya Kumar Palawari	MBA PM 15	Amiya
85	Wahdeo Singh	MBA-PM 15	Wahdeo
86	Saurabh Sharma	MBA-PM 15	Saurabh
87	Abhishek Hajare	MBA PM 15	Abhishek
88	Abhishek Bori	MBA PM-15	Abhishek
89	Merin Mathew	MBA PM-15	Merin
90	Aditi Sakpal	MBA PM-15	Aditi
91	Rajat Saini	MBA PM-15	Rajat
92	Deepanshu Yadav	"	Deepanshu
93	Gaurang Yadav	"	Gaurang
94	Sankalp Chitambar	MBA PM 15	Sankalp
95	Nupur Kalambhe	MBA PM 15	Nupur

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Sr. No.	Students Name	Stream with Batch	Sign
96	Abhishek Tyagi	MBA PM 15	Abhishek
97	Uritisha Kadam	MBA PM 15	Uritisha
98	Deepesh Gaikwad	MBA PM 15	Deepesh
99	Shruti Shukla	MBA PM 15	
100	Yash Sarda	MBA PM 15	Yash

101.	Harshvardhan Malankar	MBA PM 15	Harsh
102.	Jashu Yash	MBA PM 15	Jashu
103.	Sanad Patilwal	MBA PM 15	Sanad
104	Jainan Kothari	MBA PM 15	Jainan
105.	Anshuman Thakur	MBA PM 15	Anshuman
106.	Harsh Bansal	MBA PM 15	Harsh
107.	Ashutosh Kumar Gupta	MBA PM 15	Ashutosh
108.	Gangawal Ruturaj Rajesh	MBA PM-16	Gangawal
109.	Gyanendra Tripathi	MBA PM 15	Gyanendra
110	Krishna Priya Namburkar	MBA PM 15	Krishna
111	Mansi Jureja	MBA PM 15	Mansi
112	Harsh Patidar	MBA PM 15	Harsh
113	Pooja Pandya	MBA PM 15	Pooja
114	Akshat Greet	MBA PM 15	Akshat
115	Sureya Gattani	MBA PM 15	Sureya
116	Anuj Verma	MBA PM 15	Anuj
117	Ashish Gaikwad	MBA PM 15	Ashish
118	Hasan Chaudhary	MBA PM 15	Hasan
119	Juhi Jain	MBA PM 15	Juhi
120	Shweta Kumari	MBA PM 16	Shweta
121	Akshat Sharmal	MBA PM 16	Akshat
122	Deepanshu	MBA PM 16	Deepanshu
123	Aastha	MBA PM 16	Aastha

124	Aishwarya	PM 16	MBA	
125	Kasturi	PM 16	MBA	
126	Blumika	u	u	
127	Priyanshi	u	u	
128	Jahnu	u	u	
129	Janak	u	u	
130	Harshal	u	u	
131	Aushi	u	u	
132	Tunisha	u	u	
133	Avantika	u	u	
134	Anshula	u	u	
135	Kshiraj	u	u	
136	Paras	u	u	
137	Neraj	u	u	
138	Rituraj	u	u	
139	Aravind Nandini	u	u	
140	sai	u	u	
141	Priya Priyanka	u	u	
142	Shefali Karmore	PM 15	MBA	
143	Bhatt Vansh	PM 16	MBA	
144	chetan Surbi	u	u	
145	BHADORIYA MOHIT	- -	- -	
146	Benke Prashant	- -	- -	
147	yashodeep	- -	- -	
148	Nilesh Singh	- -	- -	
149	Divesh Baviskar	- -	- -	
150	Yash sawan L	- -	- -	
151	Sodhansh	- -	- -	
152	Yogansh	- -	- -	

153)	Jyot Kanerija	MBA - 16 PM	<u>JK</u>
154)	Tannoy Maji	MBA - 16 PM	<u>TM</u>
155)	Utkarsh K. Singh	MBA - 16 PM	US
156)	Bhalesh P R	MBA - 16 PM	BR
157)	Aniket	MBA - 16 PM	AN
158)	Ishank Yadav	MBA - 16 PM	<u>IY</u>
159)	Adhokshaja Hoodas	MBA - 16 PM	AH
160)	Ashpan Ghosh	MBA - 16 PM	AG
161)	Sheikari R. K	MBA - 16 PM	SR
162)	Madhusudan SD	MBA - 16 PM	MS
163)	Sonal Singh Tomar	MBA - 16 PM	<u>ST</u>
164)	Archi shukla	MBA - 16 PM	AS
165)	Saransh Gupta	MBA - 16 PM	SG
166)	Anantam Chitkara	MBA - 16 PM	<u>AC</u>
167)	Mansu Gupta	MBA - 16 PM	<u>MG</u>
168)	Mansi Chakraborty	MBA - 16 PM	<u>MC</u>
169)	Bharat Denguin	MBA - 16 PM	<u>BD</u>
170)	Santosh Soumyadashi Dash	MBA - 16 PM	<u>Santosh</u>
171)	Narayan Samayajnanayak	MBA - 16 PM	<u>Narayan</u>
172)	Shivansh Meherotra	MBA - 16 PM	<u>SM</u>
173)	Ankush Kumar	MBA - 16 PM	<u>AK</u>
174)	Anam Parmar	MBA - 16 PM	<u>Anam</u>
175)	Divyanshu Das	MBA - 16 PM	DD
176)	Anbika Nyas	MBA - 16 PM	AN
177)	Deepanjali Kumari		DK
178)	Ritika		RI

