

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 117”

“Master Class Episode No 117
Topic: - Pharmaceutical Business: Marketing and Sales Strategies.
Date: 19 th Sept. 2024 Time: 10:30 AM to 01:30 PM
Venue: - IIHMR University
Speaker: - Mr. Roopesh Mathur, Chief Executive Officer, Jeevan Rekha Super-Specialty Hospital, Jaipur, Rajasthan.
Number of participants: - 116 students from Pharmaceutical Management Batch -16
Introduction: - Episode 117: Master Class on "Pharmaceutical Business: Marketing and Sales Strategies held on 19th September 2024 at IIHMR University, this session featured Mr. Roopesh Mathur, Chief Executive Officer of Jeevan Rekha Super-Specialty Hospital, Jaipur, Rajasthan, India, as the guest speaker. The event was moderated by Dr. Ashok Peepliwal, Professor at the School of Pharmaceutical Management, IIHMR University. The session, scheduled from 10:30 AM to 01:30 PM, focused on key aspects of marketing and sales strategies in the pharmaceutical business, providing valuable insights into industry practices and management approaches.
Objective: - The masterclass aimed to help students gain knowledge about marketing and sales strategies in the pharmaceutical industry and explore the opportunities available in this sector in India.
Salient Novel Points Covered: Role: Mr. Roopesh Mathur emphasized recent trends, concepts, and the scope of marketing and sales strategies in the pharmaceutical business. He also highlighted the importance of each sector within the pharmaceutical industry and its impact on business growth and success. 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 a strategic mindset for a successful career in pharmaceutical marketing and sales. It prepares them to excel in a dynamic and competitive business environment while providing a strong foundation for ongoing professional growth and adaptability in an ever-evolving industry landscape.
Appropriate caption for the webinar: "Mastering Pharmaceutical Business: Strategic Marketing and Sales for Industry Success."

Pharmaceutical Business: Marketing and Sales Strategies

📅 Thursday, 19th Sept. 2024 ⌚ 10:30 AM to 01:30 PM (INDIA) IST 🇮🇳 📍 IIHMR University, Jaipur, India



SPEAKER

Mr. Roopesh Mathur

Chief Executive Officer,
Jeevan Rekha Super-Speciality Hospital
Jaipur, Rajasthan, India



MODERATOR

Dr. Ashok Peepliwal

Professor
School of Pharmaceutical Management
IIHMR University
Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR

Ms. Archi Shukla

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



STUDENT CO-ORDINATOR

Ms. Sonali Singh Tomar

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





Pharmaceutical Business Marketing & Sales Strategies

Shoopesh Mathur
Executive Officer
Sri Chaitanya Sociality Hospital, Jaipur









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Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Anchi Shukla	MBA - PM 16	
2	Sonali Singh Tomar	MBA - PM 16	
3	Santosh Soamulashi Dush	MBA - PM 16	
4	Shefali Gupta	MBA - PM 16	
5	Darshita Mohaniya	MBA - PM 16	
6	Dimpal Chaudhary	MBA - PM 16	
7	Jagrati Goyal	MBA - PM 16	
8	Shruti Kishor Badwai	MBA - PM 16	
9	Akshita Taiswal	MBA - PM	
10	Anuradha Dangi	MBA - PM	
11	Maneshvi Gangude	MBA - PM	
12	Aishwarya Agrawal	" "	
13	Jahnvi Patidar	" "	
14	Bhumika Patidar	" "	
15	Kartavi Sawarkar	" "	
16	Priyanshi Mandloi	" "	
17	Anshula	" "	
18	Avanika	" "	
19	Abhinav Patidar	" "	
20	Paras Gupta	" "	
21	Kshiti	" "	
22	Sarthak	" "	
23	Naman Pathak	MBA PM	
24	Abhinav Chaudhary	MBA - PM	
25	Paras Kiri	MBA - PM	
26	Sandeep Patel	MBA - PM	
27	Shashikant Mahajan	MBA - PM	
28	Jyot Kananiya	MBA - PM	
29	Bhavesh Parihar	MBA PM-16	
30	Namit Kumar	MBA PM-16	
31	Roshan Lathi	MBA PM-16.	

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Sr. No.	Students Name	Stream with Batch	Sign
32	Manjish Gupta	MBA PM-16	<u>M Gupta</u>
33	Unmesh Patil	MBA PM-16	<u>Unmesh</u>
34	Bhurat Devangan	MBA PM-16	<u>Bhurat</u>
35	Janale Padde	MBA PM-16	<u>Janale</u>
36	Bhadrosiya Mohit N.	MBA PM-16	<u>Bhadrosiya</u>
37	Mansi Gupta	MBA PM-16	<u>Mansi</u>
38	Mansi Gaikwad	MBA - PM-16	<u>Mansi</u>
39	Saionsh Gupta	MBA - PM-16	<u>Saionsh</u>
40	Pankaj Yogi	MBA - PM-16	<u>Pankaj</u>
41	Chaitam Chitkara	MBA - PM-16	<u>Chaitam</u>
42	Aman Rayman	MBA - PM-16	<u>Aman</u>
43	AKSHAT SHRIMAL	MBA - PM-16	<u>Akshat</u>
44	Sanjana Patil	MBA - PM-16	<u>Sanjana</u>
45	Disha Vaidya	MBA - PM-16	<u>Disha</u>
46	Prashant Benke	MBA - PM-16	<u>Prashant</u>
47	Yashodeep deore	MBA - PM-16	<u>Yashodeep</u>
48	Mansi Mahalkar	MBA - PM-16	<u>Mansi</u>
49	Laxmi Punse	MBA - PM-16	<u>Laxmi</u>
50	Steffi Anthony	MBA - PM-16	<u>Steffi</u>
51	Anuja Yekuntwar	MBA - PM16	<u>Anuja</u>
52	Amarsha Mahadule	MBA - PM 16	<u>Amarsha</u>
53	Anshi Bulsara	MBA - PM16	<u>A.Y. Bulsara</u>
54	Aastha Misra	MBA - PM16	<u>Aastha</u>
55	Twisha Bhatt	MBA - PM 16	<u>T.G. Bhatt</u>
56	Deepanshu Parewa	MBA - PM (16)	<u>Deepanshu</u>
57	Ishank Yadav	MBA - PM(16)	<u>Ishank</u>
58	Avinash Pandey	MBA - PM (16)	<u>Avinash</u>
59	Sagar Bhanke	MBA - PM (16)	<u>Sagar</u>
60	Reek Raj	MBA - PM (16)	<u>P. Raj</u>
61	Anand Raj	MBA - PM (16)	<u>Anand</u>
62	Bhavneet	MBA - PM (16)	<u>Bhavneet</u>

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63	Muskan Kanya	MBA PM-16	Muskan Kanya...
64	Ayush Chauhan	MBA PM-16	Ayush
65	Shoshank Chauhan	MBA PM-16	Shoshank
66	Devi Bani	MBA PM-16	Bani
67	Ayush Dhutty	MBA PM-16	Ayush
68	Lakshi Sun.	MBA PM-16	Lakshi
69	Sapna	MBA PM-16	Sapna
70	Swarnim Roy	MBA PM-16	Swarnim Roy
71	Shivansh Mehrotra	MBA PM-16	Shivansh M
72	RAUNEE KAUSHIK	MBA PM-16	Raunee
73	Jatin Saini	MBA PM-16	Jatin
74	Kripa Saran shrivastava	MBA PM-16	Kripa
75	Narayan Samayajna Nayak	MBA-PM-16	Narayan
76	Dhruv Malik	MBA-PM-16	Dhruv
77	Shweta Kumari	MBA-PM-16	Shweta
78	Juhi Jain	MBA-PM-16	Juhi
79	Adhokshheja Haimta	MBA-PM-16	Adhokshheja
80	Nilesh Singh	MBA-PM-16	Nilesh
81	Bhatt Vansh	MBA-PM-16	Bhatt
82	Devanshu Joshi	MBA-PM-16	Devanshu
83	Devam Raval	MBA-PM-16	Devam
84	Avinash Yadav	MBA-PM-16	Avinash
85	AKASH NATHINE	MBA-PM-16	AKASH
86	Rushikanya Padil	MBA-PM-16	Rushikanya
87	Chetan Shimpi	" "	Chetan
88	Shikhar R.K	" "	Shikhar
89	Madhusudhan S.D	" "	Madhusudhan
90	Amit Kumar	MBA-PM-16	Amit Kumar
91	Jatin Saini	MBA PM-16	Jatin
92	Utkarsh Ki Singh	MBA-PM-16	Utkarsh
93	Aditi Mishra	MBA-PM-16	Aditi
94	Priyanka Singh	MBA-PM-16	Priyanka
95	Shank Yadav	MBA-PM-16	Shank

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96	Hemalagan. J	MBA-PM-16	
97	FATHIMA SHADIA - M	MBA - PM - 16	
98	Yash Daga	MBA - PM - 16	
99	Devendra Singh Chouhan	MBA - PM - 16	
100	Sweeta Singh	MBA - PM - 16	
101	Talleen Dighe	MBA - PM - 16	
102	Prasanth Benke	MBA - PM - 16	
103	Aman Parmar	MBA - PM - 16	
104	Harshal Bhatt	MBA - PM - 16	
105	Yashodeep Deore	MBA - PM - 16	
106	Patil Rishikesh Kishor	MBA - PM - 16	
107	Sapkal Kunal Susyaktant	MBA - PM - 16	
108	Deepajali Kumari J	MBA - PM - 16	
109	Krishna Rathod	MBA - PM - 16	
110	Ayush Payal	MBA PM - 16	
111	Meet Purohit	MBA PM - 16	
112	Neeraj Kumar Sahu	MBA PM - 16	
113	Baswa Nandini	MBA PM - 16	
114	Dhruv Malik	MBA PM - 16	
115	Ballekasi Salkaridha	MBA PM - 16	
116	Rutvij Chougawa	MBA PM - 16	
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