

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 121”

“Master Class Episode No 121”
Topic: Trends in Pharmaceutical Strategy and Market Dynamics
Date: 08 th Nov 2024 Time: 11:30 AM to 01:00 PM
Venue: G-203 classroom, IIHMR University.
Guest speaker: Mr. Balram Mahajan, Group Product Manager, Mankind Pharma Ltd, Mumbai, Maharashtra, India.
Number of participants: 106 students from PM Batch 15 & 16.
<p>Introduction: Episode 121: Master Class on "Trends in Pharmaceutical Strategy and Market Dynamics" held on 08th November 2024 at IIHMR University, this session featured Mr. Balram Mahajan, Group Product Manager, Mankind Pharma Ltd, Mumbai, Maharashtra, India, as the guest speaker.</p> <p>The event was moderated by Dr. Sudhinder Singh Chowhan, Professor at the School of Pharmaceutical Management at IIHMR University. Ms. Nupur Kalambe & Ms. Ankita Vyas were the student coordinators. 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.</p> <p>The event commenced with a warm welcome extended to Mr. Balram Mahajan by Dr. Sudhinder Singh Chowhan. Ms. Nupur Kalambe further honored Mr. Balram Mahajan with a heartfelt felicitation, underscoring the value of his presence and expertise.</p> <p>Mr. Balram Mahajan then took the stage, diving into key aspects of marketing and sales strategies tailored for the pharmaceutical industry. He shared a wealth of insights on industry practices and strategic management approaches, which highlighted the nuances of effective marketing and sales within this specialized field.</p> <p>As the session progressed, Mr. Balram Mahajan discussed the vast career scope in pharmaceutical sales and marketing, painting a clear picture of potential opportunities and growth pathways. This naturally led into a dynamic Q&A session, where students eagerly posed thoughtful questions. Mr. Balram Mahajan addressed each with in-depth responses, enriching the students' understanding of real-world applications.</p> <p>To conclude the event, Ms. Ankita Vyas delivered the vote of thanks, expressing gratitude for Mr. Balram Mahajan's time and expertise. The event wrapped up on a memorable note as attendees gathered for a group photograph, capturing the enriching experience shared with Mr. Balram Mahajan.</p>

Objective: The masterclass aimed to help students learn about current trends in marketing and sales strategies in the pharmaceutical industry and explore the opportunities available in this sector in India.

Salient Novel Points Covered:

Role: Mr. Balram Mahajan emphasized recent trends, concepts, and the scope of marketing and sales strategies in the pharmaceutical business. He also highlighted the importance of ethical practices within the pharmaceutical industry and their 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 requirements 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."

Trends in Pharmaceutical Strategy and Market Dynamics

 Friday, 8th November 2024  11:30 AM to 01:00 PM (INDIA) IST   IIHMR University, Jaipur, India



SPEAKER

Mr. Balram Mahajan
Group Product Manager
Mankind Pharma Ltd
Mumbai, Maharashtra, India



MODERATOR

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



STUDENT CO-ORDINATOR

Ms. Nupur Manish Kalambe
Batch: MBAPM-15 (MBA PM)
IIHMR University
Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR

Ms. Vyas Ankita Mahendralal
Batch: MBAPM-16 (MBA PM)
IIHMR University
Jaipur, Rajasthan, India





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Date: 08/11/2024 (11:30 AM to 01:00PM)

Sr. No.	Students Name	Programme	Batch	Sign
1	SHUBHAM SUARMA	MBA-PM	PM-16	<u>Shubham</u>
2	ANICHA GUPTA	MBA-PM	PM-16	<u>Anicha</u>
3	DEVANSHU JOSHI	MBA-PM	PM-16	<u>Devanshu</u>
4	Bhavneet Singh	MBA-PM	PM-16	<u>Bhavneet</u>
5	Ghetao Shimpi	MBA-PM	PM-16	<u>Ghetao</u>
6	Bhatt Vansh	MBA-PM	PM-16	<u>Bhatt</u>
7	Rishikesh Patil	MBA-PM	PM-16	<u>Rishikesh</u>
8	Abhishek Meshram	MBA-HA	HA-01	<u>Abhishek</u>
9	Divesh Patil	MBA-HA	HA-01	<u>Divesh Patil</u>
10	Badrinath Pr. Y	MBA-HA	HA-01	<u>Badrinath</u>
11	Smit Patil	MBA-HA	HA-01	<u>Smit</u>
12	Mansi Gupta	MBA-PM	PM-16	<u>Mansi Gupta</u>
13	Mansi Gaurikwad	MBA-PM	PM-16	<u>Mansi Gaurikwad</u>
14	Bharat Devisingam	MBA-PM	PM-16	<u>Bharat</u>
15	Pranav Benke	MBA-PM	PM-16	<u>Pranav</u>
16	Yashdeep Deore	MBA-PM	PM-16	<u>Yashdeep</u>
17	Rohan Katti	MBA-PM	PM-16	<u>Rohan</u>
18	Manjish Gupta	MBA-PM	PM-16	<u>Manjish</u>
19	Umesh Patil	MBA-PM	PM-16	<u>Umesh Patil</u>
20	Namit Singh	MBA-PM	PM-16	<u>Namit Singh</u>
21	Krishna Rathod	MBA-PM	PM-16	<u>Krishna Rathod</u>
22	Mansi Mahalkar	MBA-PM	PM-16	<u>Mansi Mahalkar</u>
23	Sanjaya Patil	MBA-PM	PM-16	<u>Sanjaya</u>
24	Havik Shinde	MBA-HA	HA-01	<u>Havik</u>
25	Utkarsh Singh	MBA-PM	PM-16	<u>Utkarsh</u>
26	Kaetik Bhandarkar	MBA-HA	HA-01	<u>Kaetik</u>
27	Gaurav Narare	MBA-HA	HA-01	<u>Gaurav</u>
28	Aniket Indrale	MBA-PM	PM-16	<u>Aniket</u>
29	Bhavesh Panhar	MBA-PM	PM-16	<u>Bhavesh</u>
30	Jyot Kanerija	MBA-PM	PM-16	<u>Jyot</u>
31	Shashikant Mahajan	MBA-PM	PM-16	<u>Shashikant</u>
32	Reetik Raj	MBA-PM	PM-16	<u>Reetik Raj</u>
33	Ruturaj Gungawal	MBA-PM	PM-16	<u>Ruturaj Gungawal</u>
34	Neeraj Kumar Sabu	MBA-PM	PM-16	<u>Neeraj</u>

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Sr. No.	Students Name	Programme	Batch	Sign
35.	Kshitiy. Shegokar	MBA - PM	PM-16	
36	Anshula Chapple	MBA - PM	PM-16	
37	Anand Raj	MBA - PM	PM-16	
38	Akshita Naiswal	MBA - PM	PM-16	
39	Jagrati Goyal	MBA - PM	PM-16	
40	Ankushadha Dangri	MBA - PM	PM-16	
41	Shruti Badwade	MBA - PM	PM-16	
42	Akshat Shrinani	MBA - PM	PM-16	
43	Ankush Kumar	MBA - PM	PM-16	
44	Ankit Kumar	MBA - PM	PM-16	
45	Shivansh Mehrotra	MBA - PM	PM-16	
46	Anuja Yekuntwar	MBA - PM	PM-16	
47	Kunal Sapkal	MBA - PM	PM-16	
48	Amarsha Mahadule	MBA - PM	PM-16	
49	Ritika Madhoji	MBA - PM	PM-16	
50	Nikita Panchole	MBA - PM	PM-16	
51	Sudhanshu Solanki	MBA - PM	PM-16	
52	Yogansh Khare	MBA - PM	PM-16	
53	Ankita Vyas	MBA - PM	PM-16	
54	Jubi Jauri	MBA - PM	PM-16	
55	Deepanjali Kumari	MBA - PM	PM-16	
56	Shweta Kumari	MBA - PM	PM-16	
57	Santosh S. Dash.	MBA - PM	PM-16	
58	Roham Gharami	MBA - PM	PM-16	
59	SAMARESH GHORAMI	MBA - HM	HM-29	
60	Prachi Paliwal	MBA - HM	HM-29	
61	Nitesh Kr. Tiwari	MBA - HM	HM-29	
62.	Pranav M Padwale	MBA - HM	HM-29	
63.	Prityesh Chouhan	MBA - HM	HM-29	
64.	Pragati Patidar	MBA - HM	HM-29	
65	Shivam Bhatnagar	MBA - HA	HA-01	
66.	Harsh Chouhan	MBA - HA	HA01	
67.	Smridhi Gupta	MBA - HA	HA01	
68.	Purand Meeta	MBA PM-16	PM-16	

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Sr. No.	Students Name	Programme	Batch	Sign
69	Adya Tiwari	MBA-HA	HA01	
70	Devni Bori	MBA-PM	PM16	
71	Ayush Dhutty	MBA-PM	PM16	
72	Kapna	MBA-PM	PM 16	
73	Sakshi Jaini	MBA-PM	PM16	
74	Swarnim	MBA-PM	PM16	
75	Rahul	—	—	
76	Sechin	—	—	
78	Janak Poddle	MBA-PM	PM16	
79	Kestavi Sumerkar	MBA-PM	PM16	
80	Janhavi Ramke	MBA-PM	PM16	
81	Shivani S. Pillai	MBA-HM	HM-29	
82	stuti kumar	MBA-HA	HA01	
83	Ritika Chaturvedi	MBA-HM	HM-29	
84	Dikshant Gupta	MBA-HA	HA01	
85	Danish Khan	MBA-HA	HA01	
86	NEHA DEVI	MBA-HA	HA01	
87	HIMANSHI JAIN	MBA-HA	HA01	
88	KEERTI JAT	MBA-HA	HA01	
89	Divesh P. Baviskar	MBA-PM	PM-16	
90	Adhobhaja Haridas	MBA-PM	PM-16	
91)	Nilesh Singh	MBA-PM	PM-16	
92)	Shekari R.K	MBA-PM	PM-16	
93)	Madhuvudhan S.D	MBA-PM	PM-16	
94)	Nalayan	MBA-PM	PM-16	
95)	Nandini	MBA-PM	PM-16	
96)	Ruturaj	MBA-PM	PM-16	
97)	Sai Krishna	MBA-PM	PM-16	
98)	Shreyas Foye	MBA-HM-29	HM-29	
(99)	Aastha Misra	MBA-PM	PM-16	
(100)	Munisha Bhatt	MBA-PM	PM-16	
(101)	Anshu Belsare	MBA-PM	PM-16	
(102)	Hemarangam J	MBA-PM	PM-16	
103)	Harshal Bori	MBA-PM	PM-16	

