

Master Class Ep. 146II "Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications" II Thursday, January 15, 2026, 10:00 AM - 01:00 PM IST (Offline)

From: IIMRU President Office

presidentoffice@iihmr.edu.in

To: Mr Aditya Vyas, adityavyas.pm17@iihmr.in

Sent: Thursday, January 15 at 9:30 AM

Dear Mr. Aditya Vyas,

Greetings for the day.

Hope this email finds you in great health.

IIMRU University takes the lead to organize a series of Master Classes specially curated for the students to enlighten and share insights on issues and initiatives of current interest. The University is conducting a session on January 15, 2026— from 10:00 AM – 01:00 PM IST (Offline).

The masterclass will help students to understand “Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications.”

Title – “Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications.”

Guest Speaker: Ms Anuksha Jain, Associate, Novartis India, Hyderabad, India

Welcome: Dr Saurabh Kumar, Dean SPM, IIMRU University, Jaipur

Student Coordinator – Mr Aditya Vyas , Student MBA PM 17

IIMRU University, Jaipur

Date: Thursday, January 15, 2026

Time: 10:00 AM – 01:00 AM IST

Mode: Offline

The Session will be of Approx 165 minutes followed by 15-minute question-answer session (1 Hour duration). The target audience will be MBA PM 1st Year & 2nd Year students along with Faculties and Team Members of Placements & Alumni Relations.

Thanks and Regards



President Office

A: IIHMR University | 1, Prabhu Dayal Marg,
Near Sanganer Airport | Jaipur – 302029

E: p.residentoffice@iihmr.edu.in | **W:** www.iihmr.edu.in

P: +91 141 3924700 (737)

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Master Class Episode 146”

“Master Class Episode 146”
TOPIC: Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications
DATE: January 15, 2026, (10.00 AM-01.00 PM)
VENUE: Classroom (IT Auditorium), IIHMR University, Jaipur (OFFLINE MODE)
SPEAKER: Ms. Anuksha Jain, Associate, Novartis, India, Hyderabad
NUMBER OF PARTICIPANTS: 138 Students
INTRODUCTION: The Master Class 146 session titled “Masterclass on Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications” was held on January 15, 2026 , at IIHMR University in offline mode. The session was coordinated by Mr. Aditya Vyas , PM 17 Student, was moderated by Dr. Saurabh Kumar , Dean SPM, IIHMR University Professor. The guest speaker Ms. Anuksha Jain is a business and data Analyst with 3+ years of experience across the pharmaceutical and IT sectors. Currently working at Novartis India, she specializes in pharma sales and marketing analytics, KPI development, SQL-based automation, and cross-functional stakeholder collaboration. With prior experience at Axtria and Wipro, she brings strong expertise in data-driven decision-making, project execution, and business insights within the pharma domain
OBJECTIVE: The objective is to understand Pharma Marketing: Trends, Insights, and Strategic Applications.
SALIENT NOVEL POINTS COVERED 1. Understanding US Market The session began with an overview of the US market, pharmaceutical brand promotion in the US operates under strict regulatory guidelines. All marketing communication must be ethical, compliant, and scientifically validated to ensure patient safety. 2. Data-Oriented Approach to Brand Promotion Brand promotion strategies are developed using prescription data and physician behaviour analysis. This data-driven approach helps companies identify high-value prescribers and deliver more effective promotional messages. 3. Structured and Scientific Sales Call Process A sales call is a planned interaction between a sales representative and a healthcare professional. During each call, products are detailed in a predefined sequence to ensure consistency, clarity, and regulatory compliance. 4. Importance of Call KPIs in Field Force Evaluation

Call Key Performance Indicators (KPIs) play a crucial role in evaluating the effectiveness of the pharmaceutical sales force. These KPIs include parameters such as call frequency, call reach, call quality, detailing time, and number of brand messages delivered per call. By tracking these indicators, organizations can measure how efficiently sales representatives are engaging with healthcare professionals. Call KPIs also help in identifying gaps between planned and actual field activities. Regular monitoring of KPIs allows managers to optimize sales strategies, improve representative productivity, and ensure alignment with overall brand objectives. Additionally, KPIs provide a quantitative basis for performance reviews, incentive planning, and training needs assessment.

5. Role of TRx, NRx, and NBRx in Brand Performance Assessment

TRx, NRx, and NBRx are critical metrics used to assess different dimensions of brand performance. TRx reflects overall prescription volume, NRx indicates brand growth through new prescriptions, and NBRx measures the level of new brand adoption in the market.

Q&A and Interactive Session: The session concluded with an engaging and interactive Q&A segment, during which students actively participated by raising questions related to the TRx, NRx, and NBRx about US Market

Conclusion: The master class provided practical insights into pharmaceutical brand promotion in the US market, highlighting the importance of structured sales calls, call planning, and key performance indicators. It also helped in understanding performance metrics such as TRx, NRx, and NBRx through sample data analysis. Overall, the session effectively connected theoretical concepts with real-world pharmaceutical marketing practices and strengthened the participants' understanding of brand performance evaluation and data-driven decision making

Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications

Thursday, January 15, 2026 10:00 AM - 01:00 PM IST IIHMR University, Jaipur



Welcome

Dr Saurabh Kumar,
Dean SPM, IIHMR University
Jaipur



SPEAKER

Ms Anuksha Jain
Associate, Novartis India
Hyderabad



Student Coordinator

Mr Aditya Vyas
Student MBA PM 17

Follow us on:

www.iihmr.edu.in





Master Class Episodes 146

Date: 15/01/2026 (10:00 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	TANYA MANI	MBA - PM17
2	TAMANA MISHRA	MBA - PM17
3	VAISHNAVI R. BHOT	MBA - PM17
4	RANA SHANKAR SAHU	MBA - PM17
5	SHRAWANI TIWAKAR	MBA - PM17
6	SHWETA WANKHEDE	MBA - PM17
7	SHANKHANTIL PANDIT	MBA - PM17
8	Tejas A. more	MBA - PM17
9	LOKESH RANJAN MAHTO	MBA - PM17
10	SHRUTI BHOWMICK	MBA - PM17
11	Ved Chaudhary Ved Vijay	MBA - PM17
12	Chaitanya M. pawar	MBA - PM17
13	Shreya Ghosh	MBA - PM17
14	Joicee Jewel	MBA - PM17
15	Tanushree Bhagat	MBA - PM17
16	Kriti Hada	MBA - PM17
17	Deksha Singh	MBA - PM17
18	Sevi Subhagana Das	MBA - PM17
19	Bejal M. Yadav	MBA - PM17
20	Riddhi K. Umetho	MBA - PM17
21	Manisha Singh	MBA - PM17
22	shreya khare	MBA - PM17
23	Rajendra Rajat	MBA - PM17
24	Sagar Verma	MBA - PM17
25	Rishabh Pathak	MBA - PM17

student signature

Tanya Mani

Tamanna

Shanti

Shankar

Shrawani

Shweta

Shankhantil

Tejas

Lokesh

Shruti

Ved

Chaitanya

Shreya

Joicee

Tanushree

Kriti

Deksha

Sevi

Bejal

Riddhi

Manisha

Shreya

Rajendra

Sagar

Rishabh

Master Class Episodes 146

Date: 15/01/2026 (10:00 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
26	Harsh Dwivedi	MBA PM-17
27	mihir Panchal	MBA PM-17
28	Aditi Gupta	MBA PM-17
29	Nikhil Sharma	MBA PM-17
30	Yunraj Humbe	MBA PM-17
31	Raj Mantharwar	MBA PM-17
32	Akshay Shinde	MBA PM-17
33	Yogesh Dutt Tiwari	MBA PM 17
34	Arijit Dey.	MBA - PM 17
35	Pooja chopaniya	MBA PM-17
36	Bhagyashri Shingate	MBA - BM 17
37	Nimika Riyani	MBA PM-17
38	Neyana Sahu	MBA PM-17
39	Sahil	MBA PM-17.
40	Shaik Waseem	MBA PM-17
41	KOTHA VEKS VARSHITH	MBA PM-17.
42	GEETIKA POTNURU	MBA PM 17
43	Katamuri Chethan Kumar	MBA PM-17
44	Tanepalli Bhargav Ram	MBA PM 17
45	CHELAPATHI SIVA KRISHNA	MBA pm 17
46	Matukumalli Sai Rani Teja	MBA PM 17
47	Yash Shekhar Sonune	MBA PM 17
48	Yash Rohil	MBA PM 17
49	Prabhat Tafadar	MBA PM 17
50	shashank Pal	MBA PM 17

H. Dwivedi...

Aditi

Aditi

Nikhil

Yunraj

Raj

Akshay

Yogesh

Arijit Dey.

Pooja

Bhagyashri

Nimika

Neyana

Sahil

Shaik

Kot

Geetika

Katamuri

Tanepalli

Chelapathi

Matukumalli

Yash

Yash

Prabhat

Shashank

Master Class Episodes 146

Date: 15/01/2026 (10:00 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
51	Sourabh Basargaon	MBA PM 17
52	Khushi Srivastava	MBA PM 17
53	Shruti Tomar	MBA PM 17
54	Sathi Chowdhury	MBA PM 17
55	Pankaj Porajapati	MBA PM 17
56	Sengar Anjana	MBA PM 17
57	Aditya Vyas	MBA PM 17
58	Namavari Yashika Arid	MBA PM 17
59	Akash Bairagi	MBA PM 17
60	Vansh Dewan	MBA PM 17
61	Geetika Sankhla	MBA PM-17
62	Vaishali Kumari	MBA PM-17
63	Nidhi Prakash Tawale	MBA PM-17
64	Lopamudra Lenka	MBA PM 17
65	Richa Manoj Singh	MBA PM 17
66	Ritam Paul	MBA PM 17
67	Mudit Singh Pateria	MBA PM 17
68	Apoorv Kumar	MBA PM 17
69	Apoorv Tripathi	MBA PM 17
70	Prathamesh Bilas Bankar	MBA PM 17
71	Fal Vipin	MBA PM 17
72	Nasaruddin	MBA PM 17
73	Sujal Lanje	MBA PM 17
74	Waisik Ranjan Saha	MBA PM 17
75	Khan Abdul Rehman Mohammad Saleem	MBA PM 17

Master Class Episodes 146

Date: 15/01/2026 (10:00 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
76	Mushaan Gupta	PM 17
77	Prashansa	PM 17
78	Vikash Balodiya	PM 17
79	Yash Shinde	PM-17
80	Ardhoo Gadekar	PM-17
81	Praduman Rajawat	PM-17
82	Anuj Thakore	PM-17
83	Ashith R	PM-17
84	Harkishore Athreyas K	PM-17
85	Vrinda Menon	PM-17
86	Priyadharshini S	PM-17
87	Titisha Bhattacharjee	PM-17
88	Aishwarya P Nair	PM-17
89	Aditi	PM-17
90	Jitesh Yadav	PM-17
91	Amisha Sharma	PM-17
92	Chaudhari Bhusham	PM-17
93	Patil Vaibhav	PM-17
94	Jadhav Omkar	PM-17
95	Aakher Tanhavi	PM-17
96	Praveen	PM-17
97	Divya Tyagi	PM-17
98	Deepanshu Sharma	PM-17
99	Aam Palan	PM 17
100	Jaideep Singh	PM 17
101	Pooja Bhole	PM 17
102	Jairesh Solanki	PM 17
103	Shashank Singh	PM 17
104	Animesh Mishra	PM 17
105	Amali Lalhara	PM 17

Mushaan Gupta
Prashansa
Vikas
Yash
Ardhoo
Rajawat
Anuj
Ashith
Harkishore
Vrinda
Priyadharshini
Titisha
Aishwarya
Aditi
Jitesh
Amisha
Chaudhari
Patil
Jadhav
Aakher
Praveen
Divya
Deepanshu
Aam
Jaideep
Pooja
Jairesh
Shashank
Animesh
Amali

Master Class Episodes 146

Date: 15/01/2026 (10:00 AM to 01:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
106	Ankush Patward	PM 17 Amur
107	Shukti Rathore	PM 17 Sh
108	Suvarnu Kar	PM 17 Mam
109	Manavtesh Kagale	PM 17 Manav
110	VISHAL KUMAR	PM 17 Vishal
111	Ritik gupta	PM 17 Ritik
112	Jaganam Patel	PM 17 Jaganam
113	Jisha Pujan	PM 17 Jisha
114	Sadisha Panda	PM 17 Sadisha
115	Keshav	PM 17 Keshav
116	Aparajit Tripathi	PM 17 Aparajit
117	Purva Borale	PM 17 Purva
118	Keshav Agrawal	PM 17 Keshav
119	Manisha Sineph	PM 17 Manisha
120	Shreyas Khairi	PM 17 Shreyas
121	Sejal M. Yadav	PM 17 Sejal
122	Riddhi Umathe	PM 17 Riddhi
123	Ananya P. Nair	PM 17 Ananya
124	Hrishikesh P. Mohite	PM 17 Hrishikesh
125	Suvarnu Kar	PM 17 Suvarnu
126	Patil Vaibhav	PM 17 Patil
127	Harsh Kumar Sharma	PM 17 Harsh
128	Yash	PM 17 Yash
129	Bhumi Gaware	PM 17 Bhumi
130	Anisha Jain	PM 17 Anisha
131	Praveen	PM 17 Praveen
132	Divya Tyagi	PM 17 Divya
133	Nikhil Sharma	PM 17 Nikhil
134	SAMRIDHI MAHESHWARI	PM 17 Samridhi
135	Ishika Patidar	PM 17 Ishika
136	Mohit Rasput	PM 17 Mohit
137	Prithi Kumari	PM 17 Prithi
138	Rahul Raj	PM 17 Rahul
139	Sinch Richa Manojkumar	PM 17 Sinch
140		
141		
142		
143		
144		
145		
146		
147		
148		
149		