

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 40

“Master Class Episode 40”
Topic: - Exploring the world of Nutraceuticals and art of curating Mega Pharma Brands
Date: 22 nd October 2021 from 04.00 PM to 05:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - Ms. Madhumita Manna, Vice President-Consumer Health, Esperer Nutrition, Mumbai, Maharashtra
Number of participants: - 86
Introduction: - This session featured: Ms. Madhumita Manna, Vice President-Consumer Health, Esperer Nutrition, Mumbai, Maharashtra, India. The event was moderated by Dr. Saurabh Kumar Banerjee, Dean - SPM, IIHMR University, Jaipur and the Student coordinator is Mr. Anush Kumar, MBA PM Batch 12.
Objective: The objective of this session is to provide a comprehensive understanding of the growing nutraceuticals sector while highlighting strategic branding practices that contribute to building large-scale, successful pharmaceutical brands.
Salient Novel Points Covered: Convergence of Nutrition and Pharmaceuticals <ul style="list-style-type: none">• Nutraceuticals bridge the gap between food and medicine, offering preventive health benefits alongside therapeutic support.• The shift toward holistic wellness is redefining healthcare, with nutraceuticals becoming a strategic pillar for pharma companies. Rise of Evidence-Based Nutraceuticals <ul style="list-style-type: none">• Increasing focus on clinical validation, biomarker studies, and scientific backing to establish credibility and efficacy.• Innovation in formulation using bioactive compounds, probiotics, adaptogens, and plant-based extracts. Personalized Nutrition as a Growth Driver <ul style="list-style-type: none">• Advances in genomics and microbiome research are enabling targeted nutraceuticals tailored to individual health needs.• Personalized packaging and subscription models enhance consumer engagement and adherence. Regulatory Evolution and Global Market Access <ul style="list-style-type: none">• Navigating varying regulations across geographies (e.g., FDA vs. FSSAI vs. EFSA) is both a challenge and a growth opportunity.• New categories like functional foods, dietary supplements, and cosmeceuticals are expanding global reach.

Role:**Role of "Exploring the World of Nutraceuticals and the Art of Curating Mega Pharma Brands"****1. Promoting Preventive Healthcare and Wellness**

- Nutraceuticals play a key role in shifting the healthcare paradigm from disease treatment to prevention and wellness management.
- This exploration helps stakeholders understand how to strategically position nutraceuticals as part of a proactive health strategy.

2. Bridging Scientific Research and Consumer Needs

- The session serves as a platform to link innovation in nutrition science with evolving consumer preferences.
- It emphasizes how scientific validation and product credibility are critical in earning consumer trust.

3. Guiding Pharma Branding Excellence

- Demonstrates how mega pharma brands are built through consistent messaging, quality assurance, consumer education, and omnichannel marketing.
- Explores brand storytelling, trust-building, and differentiation strategies in a crowded healthcare market.

Challenges and Opportunities:**Challenges:****1. Lack of Standardized Global Regulations**

- Nutraceuticals face inconsistent classification and regulatory oversight across countries, complicating product approval and global distribution.
- Ambiguity between food and drug categories can hinder innovation and marketing clarity.

2. Scientific Validation and Consumer Trust

- Limited clinical trials and varying quality standards can lead to skepticism among healthcare professionals and consumers.
- Building credibility requires significant investment in R&D and evidence-backed claims.

3. Market Saturation and Product Differentiation

- A flood of similar products and claims makes it difficult for new entrants to stand out.
- Achieving brand loyalty requires distinct positioning, trust, and consumer engagement.

4. High Competition from Both Pharma and FMCG Sectors

- Nutraceutical brands compete with both pharmaceutical companies and fast-moving consumer goods (FMCG) brands, demanding hybrid marketing strategies.

Opportunities:**1. Booming Demand for Preventive and Holistic Health**

- Rising awareness of immunity, gut health, mental wellness, and chronic disease prevention fuels demand for functional foods and nutraceuticals.

2. Digital Marketing and Direct-to-Consumer (D2C) Channels
 - Social media, wellness influencers, and e-commerce enable rapid brand visibility and direct consumer interaction.
 - Personalized marketing tools allow brands to cater to niche health segments.
3. Technological Advancements in Product Innovation
 - Nanoencapsulation, time-release formulations, and bioavailability enhancers are driving the next generation of smart nutraceuticals.
4. Strategic Collaborations and M&A
 - Pharma companies can fast-track growth by acquiring or partnering with nutraceutical innovators, nutrition-tech startups, and health-focused FMCG players.

Q &A and Interactive Discussion:

An interactive session on Exploring the world of Nutraceuticals and art of curating Mega Pharma Brands was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

Mainstreaming of Nutraceuticals in Preventive Healthcare
Rise of Precision and Personalized Nutraceuticals
Pharma-Nutra Hybrid Business Models
Digital Health Integration and Smart Supplementation

Exploring the world of Nutraceuticals and art of curating Mega Pharma Brands

📅 Friday, Oct 22, 2021

🕒 04:00 PM - 05:00 PM (INDIA) 🇮🇳



SPEAKER

Ms. Madhumita Manna
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Esperer Onco Nutrition Ltd, Mumbai



MODERATOR

Dr. Saurabh Kumar Banerjee
Dean SPIM
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**STUDENT
COORDINATOR**

Mr. Anush Kumar
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