

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 58”

“Master Class Episode No 58
Topic: - Intricacies of Pharmaceutical Product Launch
Date: - 17 th October 2022 from 05:00 pm to 06:00 pm
Venue: - LH-16, IIHMR University
Speaker: - Mr. Rashesh Patel, Director, Kepler Healthcare, Ahmedabad.
Number of participants: - 52 students from Pharmaceutical Management Batch -13
Introduction: - The 58 episode of the Master Class titled - Intricacies of Pharmaceutical Product Launch held on 21 st Oct 2022, at IIHMR University. This session featured: - Mr. Rashesh Patel, Director, Kepler Healthcare, Ahmedabad as the guest speaker. The event was moderated by Dr. Saurabh Kumar , Professor, School of Pharmaceutical Management, and student moderator Ms. Nirali Patel from the MBA PM 26 batch. The session focus on “Intricacies of Pharmaceutical Product Launch”.
Objective: - The master class aimed to help students gain insight on importance of Pharmaceutical Product Launch and its intricacies.
Salient Novel Points Covered: Role: Mr. Rashesh Patel emphasized the challenges and importance of Pharmaceutical Product Launch in pharmaceutical industry. He also focused on prioritizing planning and forecasting the launch step by step to attain maximum. By adopting a comprehensive approach that emphasizes planning, promotion, , and designing, we can create a good launch. Challenges and Opportunities: The major challenges for Pharmaceutical Product Launch include: <ul style="list-style-type: none">• Planning and Forecasting: Difficulty in accurately predicting market size, pricing strategy, and potential competition.• Regulatory Approval: Navigating complex regulatory hurdles and securing approval from different countries.• Marketing and Promotion: Reaching the target audience (doctors, patients, insurers) effectively and ethically.• Salesforce Training: Equipping the sales team with in-depth product knowledge to drive adoption. 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 mindset for a successful industry career, making them well-prepared to thrive in a dynamic and competitive business environment. It also offers a foundation for ongoing professional growth and adaptability in an ever-evolving industry landscape.
Appropriate caption for the webinar: " From Lab to Market: Mastering the Pharmaceutical Launch "



Intricacies of Pharmaceutical Product Launch

 **Monday, Oct 17, 2022**

 **5:00 PM to 6:00 PM (INDIA)** 



SPEAKER
Mr. Rashesh Patel
Director
Kepler Healthcare
Ahmedabad



MODERATOR
Dr. Saurabh Banerjee
Dean SPM
IHM University, Jaipur



STUDENT COORDINATOR
Ms. Nirali Patel
MBA-PM, Batch 13
IHM University, Jaipur

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Date: 17/10/2022 (05:00 PM to 06:00PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Aakash Mahajan	MBA PM Batch 13 (2021-23)	Akash
2	Aditi Gaikwad	MBA PM Batch 13 (2021-23)	Aditi
3	Amarjit Bera	MBA PM Batch 13 (2021-23)	Amarjit
4	Amitabh Sinha	MBA PM Batch 13 (2021-23)	Amitabh
5	Amol Patil	MBA PM Batch 13 (2021-23)	Amol
6	Animesh Roy	MBA PM Batch 13 (2021-23)	Animesh.
7	Anjali Pawar	MBA PM Batch 13 (2021-23)	Anjali
8	Anshu Aman	MBA PM Batch 13 (2021-23)	Anshu
9	Arkaprabha Pal	MBA PM Batch 13 (2021-23)	Arkaprabha
10	Arpita Bhardwaj	MBA PM Batch 13 (2021-23)	Arpita
11	Atika Naushad	MBA PM Batch 13 (2021-23)	Atika
12	Avinash Patnaik	MBA PM Batch 13 (2021-23)	Avinash
13	Komal Bhauso Bhintade	MBA PM Batch 13 (2021-23)	Komal
14	Koushik Ghosh	MBA PM Batch 13 (2021-23)	Koushik
15	Kundan Kumar	MBA PM Batch 13 (2021-23)	Kundan
16	Laxmikanta Lenka	MBA PM Batch 13 (2021-23)	Laxmikanta
17	Manish Sardana	MBA PM Batch 13 (2021-23)	Manish
18	Mayansh	MBA PM Batch 13 (2021-23)	Mayansh.
19	Milan Khunti	MBA PM Batch 13 (2021-23)	Milan
20	Mustafa	MBA PM Batch 13 (2021-23)	Mustafa
21	Muzammel Ali Ahmed	MBA PM Batch 13 (2021-23)	Muzammel
22	Niraj Kumar	MBA PM Batch 13 (2021-23)	Niraj.
23	Nirali ben Patel	MBA PM Batch 13 (2021-23)	Nirali.
24	Niyati Talwar	MBA PM Batch 13 (2021-23)	Niyati T.
25	Param Kaila	MBA PM Batch 13 (2021-23)	Param

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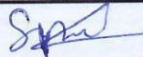

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Sr. No.	Students Name	Stream with Batch	Sign
26	Piyush Shukla	MBA PM Batch 13 (2021-23)	Piyush
27	Praful Sen	MBA PM Batch 13 (2021-23)	Praful
28	Pranjal Rakesh Singh	MBA PM Batch 13 (2021-23)	Pranjal
29	Prem Agrawal	MBA PM Batch 13 (2021-23)	Prem
30	Prince Kumar	MBA PM Batch 13 (2021-23)	Prince
31	Prince Rana	MBA PM Batch 13 (2021-23)	Prince
32	Rakhi	MBA PM Batch 13 (2021-23)	Rakhi
33	Rishi Singh	MBA PM Batch 13 (2021-23)	Rishi
34	Ritik Tatia	MBA PM Batch 13 (2021-23)	Ritik
35	Rohit Yadav	MBA PM Batch 13 (2021-23)	Rohit
36	Sachin Kumar	MBA PM Batch 13 (2021-23)	Sachin
37	Sakshi Bohra	MBA PM Batch 13 (2021-23)	Sakshi
38	Sakshi Verma	MBA PM Batch 13 (2021-23)	Sakshi
39	Samiksha Ram	MBA PM Batch 13 (2021-23)	Samiksha
40	Sankalp Sapkal	MBA PM Batch 13 (2021-23)	Sankalp
41	Satyam Gupta	MBA PM Batch 13 (2021-23)	Satyam
42	Saurabh	MBA PM Batch 13 (2021-23)	Saurabh
43	Shivakshi Shah	MBA PM Batch 13 (2021-23)	Shivakshi
44	Shivam Sharma	MBA PM Batch 13 (2021-23)	Shivam
45	Shivangi Mishra	MBA PM Batch 13 (2021-23)	Shivangi
46	Shubham Singh	MBA PM Batch 13 (2021-23)	Shubham
47	Shubham Rukme	MBA PM Batch 13 (2021-23)	Shubham
48	Silky Jaiswal	MBA PM Batch 13 (2021-23)	Silky
49	Prince Singh	MBA PM Batch 13 (2021-23)	Prince
50	Smita Srinivas Chitragar	MBA PM Batch 13 (2021-23)	Smita

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Sr. No.	Students Name	Stream with Batch	Sign
51	Sparsh Jain	MBA PM Batch 13 (2021-23)	
52	Sri Krishna	MBA PM Batch 13 (2021-23)	
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