

(IIHMR University Jaipur)

EVENT OUTCOME REPORT

“Master Class session Importance of Branding in Healthcare Marketing” - 69

(By: Ms. Gauri Choudhary

Co-founder of Brand Innerworld, and the author of 'The Perfect Pill', Mumbai)

Event Category: Master Class Episode 69
Topic: Importance of Branding in Healthcare Marketing
Date & Time: 03 rd March 2023 & 5:00 pm – 6:00 pm
Venue: Online
Details of Speaker: Ms. Gauri Choudhary Co-founder of Brand Inner world, and the author of 'The Perfect Pill', Mumbai
Number of Participants: 60
Objective of the Session: This event was conducted to provide input and career prospects in the field of branding in healthcare sector
Salient Novel Points Covered: The session covered important prospects of branding how to convert a product to a brand, what are the points to be considered creating a brand visible in the market and create a recall value of it.
Future Scope: Of delving deep into the nuances of healthcare branding. The session aims to equip students with the knowledge and tools necessary to navigate the complex landscape of healthcare branding and marketing This will help students that are interested in making healthcare brands.

Pictures:

IIHMR UNIVERSITY

Master Class
Episode 69

Importance of Branding in Healthcare Marketing

March 03, 2023

05:00 PM to 06:00 PM (INDIA)

SPEAKER
Ms. Gauri Chaudhari
Co-founder Brand Innerworld
Author of "The Perfect Pill"
Mumbai

MODERATOR
Dr. Saurabh K. Banerjee
Dean SPM
IIHMR University
Jaipur, India

STUDENT CO-ORDINATOR
Mr. Harsimran Singh
MBA PM 14
IIHMR University
Jaipur, India

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1. Summary			
Meeting title	Master Class 69- Importance of branding in healthcare marketing		
Attended	60		
Meeting duration	1h 32m 26s		
Name	First join	Participant ID (UPN)	Role
Hitendra Singh Rathore	3/3/23, 4:47:47 pm	hitendra@iihmr.edu.i	Organizer
Pravin Digambar Chaudh	3/3/23, 4:50:47 pm	Pravin.Chaudhari@pic	Presenter
Harsimran Singh	3/3/23, 4:51:49 pm		Presenter
Kartik Korekar	3/3/23, 4:54:53 pm		Presenter
Vishal Singh Tomar	3/3/23, 4:54:53 pm	vishaltomar.pm14@ii	Presenter
Upendra	3/3/23, 4:55:11 pm		Presenter
Pranshu Chauhan	3/3/23, 4:55:37 pm	pranshu.pm14@iihmr	Presenter
Dev prakash	3/3/23, 4:55:58 pm		Presenter
Shirish Digamber Bende	3/3/23, 4:56:06 pm	shirish.pm14@iihmr.i	Presenter
Nikita Kandwal	3/3/23, 4:56:23 pm	nikitakandwal.pm14@	Presenter
Aayushi Jaiswal	3/3/23, 4:56:25 pm	aayushi.pm14@iihmr.	Presenter
Shreya Sikdar	3/3/23, 4:56:27 pm	shreyasikdar.pm14@i	Presenter
Kumar Gaurav	3/3/23, 4:56:45 pm	kumar.pm14@iihmr.ir	Presenter
Nishi Vagrecha	3/3/23, 4:57:12 pm	nishi.pm14@iihmr.in	Presenter
Himanshu Deepak Sane	3/3/23, 4:57:38 pm	himanshusane.pm14@	Presenter
Yash Narendra Kale	3/3/23, 4:57:46 pm	yashkale.pm14@iihm	Presenter
Novotna Yadav	3/3/23, 4:58:02 pm	novotna.pm14@iihmr	Presenter
Rakesh Mandal	3/3/23, 4:58:04 pm	rakesh.pm14@iihmr.i	Presenter
Sanket Surendra Khutade	3/3/23, 4:58:57 pm	sanket.pm14@iihmr.i	Presenter
Diya Raj	3/3/23, 4:59:24 pm	diya.pm14@iihmr.in	Presenter
Prabhas	3/3/23, 4:59:30 pm		Presenter
Parminder	3/3/23, 4:59:59 pm		Presenter
Shubham Agarwal	3/3/23, 4:59:59 pm	shubhamagarwal.pm1	Presenter
Abhijeet	3/3/23, 5:00:02 pm	abhijeet.pm14@iihmr	Presenter
Nikunj Talwaria	3/3/23, 5:00:09 pm	nikunj.pm14@iihmr.ir	Presenter
Tanushree Abhay Pande	3/3/23, 5:00:23 pm	tanushree.pm14@iihr	Presenter
Shubham Soni	3/3/23, 5:00:28 pm	shubhamsoni.pm14@	Presenter
Yash Goyal	3/3/23, 5:00:31 pm	yashgoyal.pm14@iihn	Presenter
Keshavanand Pawar	3/3/23, 5:00:53 pm	keshavanand.pm14@i	Presenter
Simran Sharma	3/3/23, 5:01:17 pm	simran.pm14@iihmr.i	Presenter
Sonika Tanwar	3/3/23, 5:01:17 pm	sonika.pm14@iihmr.ir	Presenter
Nitisha Patil	3/3/23, 5:01:52 pm		Presenter
nikita kandwal (Guest)	3/3/23, 5:02:58 pm		Presenter
Sounak Ghosh	3/3/23, 5:04:11 pm	sounak.pm14@iihmr.i	Presenter
Himanshu	3/3/23, 5:05:30 pm	himanshu.pm14@iihn	Presenter
Shivani Bhabhra	3/3/23, 5:05:44 pm	shivani.pm14@iihmr.i	Presenter
MANISH	3/3/23, 5:05:56 pm		Presenter
NIVEDITA P	3/3/23, 5:06:11 pm		Presenter
manvi siddhu	3/3/23, 5:06:58 pm		Presenter
Shubham Saini	3/3/23, 5:07:01 pm	shubhamsaini.pm14@	Presenter
himanshu sane	3/3/23, 5:09:56 pm		Presenter
Manish Nayak	3/3/23, 5:10:43 pm	manishnayak.pm14@	Presenter
Gaurav kumar	3/3/23, 5:12:12 pm		Presenter

Manali Rajan Barai	3/3/23, 5:16:22 pm	manali.pm14@iihmr.i	Presenter
Shalini Kotwal	3/3/23, 5:16:41 pm	shalinikotwal.hm27@	Presenter
Rupesh Sanjiv Patil	3/3/23, 5:20:33 pm	rupesh.pm14@iihmr.i	Presenter
Swapnaja Ganesh Gaurka	3/3/23, 5:20:34 pm	swapnaja.pm14@iihm	Presenter
Vivek Pandey	3/3/23, 5:21:33 pm	vivek.pm14@iihmr.in	Presenter
Shriyani Roy	3/3/23, 5:22:11 pm		Presenter
Asmita Patil	3/3/23, 5:22:46 pm		Presenter
Shanmukh Madapati	3/3/23, 5:28:32 pm	shanmukh.pm14@iih	Presenter
Smita Srinivas Chitragar	3/3/23, 5:35:09 pm	smita.j21@iihmr.in	Presenter
Amarjit Bera	3/3/23, 5:35:45 pm	amarjit.j21@iihmr.in	Presenter
Chandan Kumar	3/3/23, 5:36:28 pm	chandan.pm14@iihm	Presenter
shalini	3/3/23, 5:37:58 pm		Presenter
Lorika Rathod	3/3/23, 5:59:06 pm	lorika.pm14@iihmr.in	Presenter
Megha Tiwari	3/3/23, 4:37:44 pm	Organizer	
Saurabh Kumar	3/3/23, 4:41:17 pm	Organizer	
Ashish Jangid	3/3/23, 4:41:57 pm	Organizer	
Gauri	3/3/23, 4:46:51 pm	Presenter	