

# (IIHMR University Jaipur)

## EVENT OUTCOME REPORT

### “Master class- Mankind”

<b>Event Category:</b> Master Class Episode 76
<b>Topic:</b> Sneak Peak to the World of Pharmaceutical Branding
<b>Date &amp; Time:</b> 27 <sup>th</sup> July 2023 & 04:00 pm – 05:00 pm
<b>Venue:</b> LH-12, IIHMR University.
<b>Details of Speaker:</b> Ms. Diksha Raina, Senior Product Manager, Mankind, New Delhi
<b>Number of Participants:</b> Total 100 Students from Pharmaceutical Management 2nd year.
<b>Introduction:</b> The 76 <sup>th</sup> episode of the Masterclass Series, titled "Sneak Peak to the World of Pharmaceutical Branding," was held on September 27 <sup>th</sup> July, 2023, at IIHMR University. This session featured MS. Diksha Raina, Senior Product Manager, International Marketing Mankind Pharma Ltd as the guest speaker. The event was moderated by Dr. Saurabh Banerjee, Dean School of Pharmaceutical Management, Dr. Sudhinder Singh Chauhan, Associate Professor, School of Pharmaceutical Management, and student moderator Ms. Nishi Vagrecha from the MBA PM 14 batch. The session focused on discussing Personal Branding and Pharmaceutical Branding.
<b>Objective of the Session:</b> How Branding plays a vital role in the Pharmaceutical Industry.
<b>Salient Novel Points Covered:</b> <b>Role of a Product Manager:</b> Ms. Diksha thoroughly explained the roles and responsibilities of a Product Manager. She gave valuable insights on growth opportunities in Pharmaceutical Marketing. <b>Personal Branding:</b> She discussed how personal branding is so important. <b>Q &amp; A and Interactive Discussion:</b> 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
<b>Future Scope:</b> The event provided a valuable platform for students to gain insights into the mandatory skills and requirements. It has built students understanding the challenges they are going to face and mindset they need to have to deliver their work effectively.
<b>Appropriate caption for Website:</b> Ms. Diksha Raina, Senior Product Manager, International Marketing, Mankind, New Delhi



# Sneak Peak to the World of Pharmaceutical Branding

📅 July 27, 2023 ⌚ 04:00 PM to 05:00 PM (INDIA) 🇮🇳



**SPEAKER**

**Ms. Diksha Raina**  
Senior Product Manager  
International Marketing Mankind Pharma Ltd.  
New Delhi



**WELCOME**

**Dr. Saurabh Kumar**  
Dean  
School of Pharmaceutical Management  
IIHMR University, Jaipur



**MODERATOR**

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



**STUDENT CO-ORDINATOR**

**Ms. Nishi Vagreacha**  
Student  
MBA Pharmaceutical Management  
IIHMR University, Jaipur

# Master Class Episode:76

Date: 27/07/2023(04:00 PM to 05:00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Abhishek Bari	MBA PM 14	AB.
2	Abhishek Rajabhau Hajare	MBA PM 14	AHajare
3	Abhishek Tyagi	MBA PM 14	AT.
4	Adarsh Kale	MBA PM 14	AK.
5	Akanksha Pal	MBA PM 14	APal.
6	Bal Rajendraprasad Prakash	MBA PM 14	BPPrakash
7	Bhatt Vedant Tushar	MBA PM 14	BT.
8	Binali Contractor	MBA PM 14	BC.
9	Bingi Shashank	MBA PM 14	BS.
10	Chandrapal Singh Panwar	MBA PM 14	CPanwar
11	Chaudhary Hasmukh Naran	MBA PM 14	CN
12	Deepanshi Gupta	MBA PM 14	DG.
13	Gangurde Prinsi Suresh	MBA PM 14	SG.
14	Gaurang Yadav	MBA PM 14	G.Yadav
15	Gavhane Aniket Raju	MBA PM 14	ARaju
16	Gyanendra Tripathi	MBA PM 14	GT.
17	Harsh Bansal	MBA PM 14	HB.
18	Harsh Patidar	MBA PM 14	HPatidar
19	Harshal Bagherwal	MBA PM 14	HBagherwal
20	Harshit Rakesh Patidar	MBA PM 14	H.R.Patidar
21	Himanshu Agarwal	MBA PM 14	HA.
22	Jadhav Shubham Bhausaheb	MBA PM 14	JSB.
23	Jadhav Yash Sanjayrao	MBA PM 14	JY.
24	Jainam Kothari	MBA PM 14	JK.
25	Janvi Agarwal	MBA PM 14	JA.
26	Harsimran Singh	MBA PM 14	HS.
27	Himanshu	MBA PM 14	H.
28	Himanshu Deepak Sane	MBA PM 14	HS.
29	Hitesh Choudhari	MBA PM 14	HC.
30	Jeminee Jaiswal	MBA PM 14	JJ.
31	Kartik Sandeep Korekar	MBA PM 14	KK.

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Sr. No.	Students Name	Stream with Batch	Sign
32	Kaushik Baban Singh	MBA PM 14	Kb
33	Keshavanand Pawar	MBA PM 14	K Pawar..
34	Kimaya Yogesh Save	MBA PM 14	Ks
35	Kriti Shrivastava	MBA PM 14	KS..
36	Kumar Gaurav	MBA PM 14	K G.
37	Lorika Rathod	MBA PM 14	L R
38	Mahak Arora	MBA PM 14	MA.
39	Manali Rajan Barai	MBA PM 14	MB.
40	Manish	MBA PM 14	Manish.
41	Manish Nayak	MBA PM 14	MN.
42	Manpreet Singh	MBA PM 14	Ms.
43	Mansi Rai	MBA PM 14	MR.
44	Manvi Siddhu	MBA PM 14	MS.
45	Mili Mazumdar	MBA PM 14	MM.
46	Naveen Kumar	MBA PM 14	Nk
47	Neha	MBA PM 14	Neha.
48	Nehal Ashok Pandey	MBA PM 14	Nehal Pandey.
49	Nikita Kandwal	MBA PM 14	N.K.
50	Nikita Bhojraj Makhija	MBA PM 14	N.Makhija.
51	Nikunj Talwaria	MBA PM 14	N.T.
52	Nishi Vagrecha	MBA PM 14	N V.
53	Nitisha Nitin Patil	MBA PM 14	Nitisha
54	Novotna Yadav	MBA PM 14	Ny.
55	Parminder Singh	MBA PM 14	PS.
56	Prabhas Ranjan Mohanty	MBA PM 14	Prabhas.
57	Pranshu Chauhan	MBA PM 14	Pranshu.
58	Priyanshu Rai	MBA PM 14	Pr.
59	Purnendra Sahu	MBA PM 14	PS.
60	Rahul Kumar Singh	MBA PM 14	Rk
61	Rakesh Mandal	MBA PM 14	Rk.
62	Rakshita karambelkar	MBA PM 14	Rk.

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Sr. No.	Students Name	Stream with Batch	Sign
63	Ritik Singh	MBA PM 14	RS
64	Rohit Kanlal Septa	MBA PM 14	RS
65	Rohit Prakash Khuje	MBA PM 14	R.P.S
66	Rupesh Sanjiv Patil	MBA PM 14	SA
67	Saahit Divakar Adapa	MBA PM 14	Saahit
68	Sagar Chandrakant Tapase	MBA PM 14	Sagar
69	Samiksha Chandrashekhar Saonerkar	MBA PM 14	Saonerkar
70	Sandeep Pandey	MBA PM 14	Sandeep
71	Sanket Surendra Khutade	MBA PM 14	Sanket
72	Sanskriti	MBA PM 14	Sanskriti
73	Saurabh Sanjay Karlekar	MBA PM 14	Saurabh
74	Shanmukh Madapati	MBA PM 14	Shanmukh
75	Shirish Digamber Bende	MBA PM 14	S.B.
76	Shivani bhabhra	MBA PM 14	Shivani
77	Shreya Agrawal	MBA PM 14	Shreya
78	Shreya Sikdar	MBA PM 14	Shreya
79	Shriyani Roy	MBA PM 14	Shriyani
80	Shubham Agarwal	MBA PM 14	Shubham
81	Shubham Saini	MBA PM 14	Shubham
82	Shubham Soni	MBA PM 14	Shubham
83	Siddhant Singh	MBA PM 14	S.S.
84	Siddhant Kishor Wankhade	MBA PM 14	S.W.
85	Sidharth Choudhary	MBA PM 14	Sidharth
86	Simran Sharma	MBA PM 14	Simran
87	Sonika Tanwar	MBA PM 14	Sonika
88	Soumik Maity	MBA PM 14	Soumik
89	Sounak Ghosh	MBA PM 14	Sounak
90	Stuti Dharmendra Sheth	MBA PM 14	Stuti
91	Suman Rituraj	MBA PM 14	Suman
92	Suraj Ahuja	MBA PM 14	Suraj
93	Swapnaja Ganesh Gaurkar	MBA PM 14	S.G.
94	Tanay Sudhir Sontakke	MBA PM 14	T.S.
95	Tanmay Varshney	MBA PM 14	T.V.

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Sr. No.	Students Name	Stream with Batch	Sign
96	Tanushree Abhay Pande	MBA PM 14	<i>Tanushree</i>
97	Tejas Sharadrao Kitey	MBA PM 14	<i>TK</i>
98	Upendra Vikram Singh	MBA PM 14	<i>US</i>
99	Vanshika Agarwal	MBA PM 14	<i>V.A.</i>
100	Varnika Tapa	MBA PM 14	<i>VT</i>
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