



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

Date: 11/10/2021

CIRCULAR

Mini to Mega Brands: Innovations in a Challenging World

This is to inform that IIHMR University, Jaipur, is organizing an upcoming session under the **Know Your Alumni Series – Episode 27** on the topic “*Mini to Mega Brands: Innovations in a Challenging World.*”

The session is designed to provide insights into how emerging and small-scale brands can evolve into leading market players through innovation, strategic positioning, digital transformation, and adaptability in a rapidly changing business environment.

Event Details:

Event Category: Know Your Alumni – Episode 27

Topic: Mini to Mega Brands: Innovations in a Challenging World

Date: 18th October 2021

Time: 04:00 PM – 05:00 PM

Venue: Online, IIHMR University, Jaipur

Speaker: Mr. Binit Kumar Patel, Group Product Manager, Intas Pharmaceuticals Ltd., Ahmedabad

The session will focus on innovation-driven growth strategies, digital transformation trends, and evolving branding approaches in today’s competitive and dynamic global landscape.

President

Copy to:

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