



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

Date: 01/09/2023

CIRCULAR

Brand Management of Medical Devices

IIHMR University is pleased to inform that the **Know Your Alumni Series – Episode 55** on the topic **“Brand Management of Medical Devices”** will be organized on **05 September 2023** from **3:00 PM to 4:00 PM** in **Offline Mode** at **LH-13, IIHMR University, Jaipur**.

The session will be delivered by **Ms. Sakshi Sharma, Business Manager, Translumina Therapeutics, New Delhi**.

The session aims to provide insights into brand management strategies in the medical devices sector, focusing on market segmentation, targeting, positioning (STP framework), maintaining brand image, and key growth drivers influencing the healthcare technology industry.

A handwritten signature in blue ink, appearing to read 'R. K. Sharma', is written over a horizontal line.

President

Copy to:

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