



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

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CIRCULAR

Data-Driven Decision Making: The Secret Weapon of Successful Pharma Sales & Marketing

IIHMR University, Jaipur, is pleased to inform that **Master Class Episode 135** on the topic “*Data-Driven Decision Making: The Secret Weapon of Successful Pharma Sales & Marketing*” will be organized on **11 April 2025**, from **10:00 AM to 01:00 PM IST**, at **IIHMR University, Jaipur**.

The session will be delivered by **Ms. Viral Pandya Vaidya**, General Manager – Business Operations Group, Lupin Limited.

The master class aims to provide valuable insights into market data analysis, brand planning, regulatory understanding, and evolving trends in the pharmaceutical industry. The session will also focus on the growing importance of data-driven decision-making in enhancing pharmaceutical sales and marketing effectiveness through strategic planning and analytics.

This academic initiative reflects IIHMR University’s commitment to strengthening industry-academia engagement and equipping students with practical knowledge aligned with emerging trends in the pharmaceutical sector.

A handwritten signature in blue ink, appearing to read 'R. K. Singh'.

President

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