



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

Date: 02/09/2024

CIRCULAR

Innovation Imperative: Driving Pharmaceutical Development

This is to inform that IIHMR University, Jaipur, is organizing Master Class Episode No. 113 on the topic “Innovation Imperative: Driving Pharmaceutical Development.” The session aims to provide insights into pharmaceutical brand building, innovation-driven development strategies, and patient-centric marketing approaches in the evolving healthcare and pharmaceutical sector.

The master class will focus on understanding key principles of brand differentiation, communication strategies, and emerging marketing practices relevant to pharmaceutical professionals.

Event Details:

- **Title:** Master Class Episode No. 113
- **Date & Time:** 06 September 2024 | 11:00 AM – 01:00 PM
- **Venue:** New Auditorium, IIHMR University
- **Speaker:** Mr. Vivek Hattangadi, Chief Mentor – B Black Belt Brand Builders, Ahmedabad
- **Organized by:** IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to be 'R. Hattangadi', written over a horizontal line.

President

Copy to:

- All Faculty Members, Staff
- All Students
- Notice Board
- Website