



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

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CIRCULAR

Marketing Strategy in the Pharmaceutical Industry: Challenges and Opportunities

IIHMR University, Jaipur, is pleased to inform that *Know Your Alumni – Episode 76* on the topic **“Marketing Strategy in the Pharmaceutical Industry: Challenges and Opportunities”** will be organized on 19 January 2026, from 10:00 AM to 01:00 PM at IIHMR University, Jaipur.

The session will be delivered by Mr. Ankit Bhatnagar, AGM – Marketing at Mankind Pharma Limited.

The session aims to provide insights into marketing strategies for pharmaceutical products, focusing on practical industry challenges, brand positioning, market analysis, and emerging opportunities in the pharmaceutical sector.

This academic initiative reflects IIHMR University’s commitment to fostering alumni engagement and equipping students with industry-relevant knowledge in pharmaceutical marketing and management.

Faculty members and students are encouraged to attend and actively participate in the session.


Placement Cell

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