

ORGANISER

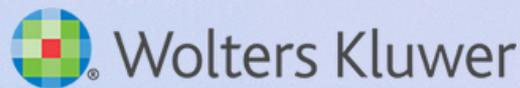


Now & NEXT

S U M M I T

PHARMA MARKETING

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EVENT AGENDA

*28th October 2023 (Saturday)
Westin Mumbai Garden City, India*

Why to Attend??

PharmaState Academy is exploring Science, Technology, Real-World Evidence, and more in the dynamic landscape of Pharma. This initiative aligns with the ongoing transformation in pharma marketing, empowering industry professionals to adapt to the latest advancements and drive innovation within the sector.

By organizing a physical event that addresses critical topics and brings together influential industry stakeholders, the academy demonstrates its commitment to empowering pharma professionals with the latest advancements in pharma marketing.

***The Now & Next Summit isn't just an event;
it's a platform for innovation, insight, and inspiration that will redefine
perspectives of the pharmaceutical world.***

Join us in Shaping the Future:

***We invite you to become a catalyst
for innovation, a collaborator in
progress, and a vital part of the Now
& Next Summit's success story.***



AGENDA

08:30 AM - 09:30 AM

Breakfast and Handshakes

09:30 AM - 10:00 AM

Lamp Lighting, Welcome Address- Dr. Swati Sinha, Address by Dr. Sanjit Singh Lamba

10:00 AM - 10:40 AM

Paradigm shift in Healthcare, The Perspectives



Suresh Pattathil

OPPI President and Managing Director
AbbVie



Jasdeep Singh

Chief Strategy Officer and Chief of Staff to
Global CEO, Cipla



Dr. Uday Pai

Clinician, Researcher, Strategist,
Advisor and Education Consultant



Hariram Krishnan

Mentor & Executive Coach,
Former MD - Galderma India



Dr. Ashok Kumar Bhattacharya

Global Healthcare & Pharma Consultant,
Former Executive Director-
Takeda Pharmaceuticals India Pvt. Ltd.



Prashant Menon

Executive Leadership & Team Coach, Founder
Director, Workplace Dynamics

Moderator

10:50 AM - 11:30 AM

Unlocking Knowledge: The Dynamic Link Between Technology, Science, and Pharma Marketing



Sourabh Agrawal

Senior Vice President
Lupin Ltd



Venugopal Vijayendran

President, India Business
Intas Pharmaceuticals



Sumeet Chandna

Partner, Strategy & Transformation
- Health Sciences
EY Parthenon



Harsh Nagpal

Head of Product Management & Marketing
Wolters Kluwer India



Alhad Mahajani

VP - Marketing
Zuventus Healthcare Limited



Zena D'souza

Pharma Marketing Consultant
Formerly at Sun Pharma, Glenmark, IPCA,
Emcure

Moderator

Please Note that the timing for the panel discussion is subject to potential modification.

***Quizzes and videos showcase will be interspersed between panel breaks.*

11:50 AM - 12:30 PM

Expanding Horizons: Digital Content Strategies/ Initiatives in the Pharmaceutical Marketing Universe



Pawan V. Kulkarni
General Manager - Corporate,
India Business
JB Pharma



Siji Nair Kaul
Head Marketing, Women's Health
Bayer Zydus Pharma



Shailendra Tripathi
Head Marketing
Dr. Reddy's Laboratories



Ankita Wadhwa
Head Of Digital Practice
Orange Health Digital



Abhishek Sawant
AGM – Digital
Wockhardt Pharmaceuticals

Moderator

12:40 PM - 01:20 PM

Exploring the Future of Healthcare Technology: Key Trends Pharma Should Embrace including AI and data analytics



Atul Suri
Senior Vice President & SBU Head
Alembic Pharmaceuticals Limited



Dr. Jagmohan Rishi
Global Head L&D-Coaching & Digital
Customer Experiences
Wockhardt Ltd.



Aneesh Mitra
Sr. VP at SMSRC, and Director at
Medclin Research, and Synaegis



Vikram Kumar
CEO
Multiplier AI



Nivedita Parulekar
Pharma Marketing Strategist
Ex - Sun Pharma, Merck and Abbott

Moderator

01:30 PM - 02:15 PM

Lunch

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***Quizzes and videos showcase will be interspersed between panel breaks.*

02:30 PM - 03:10 PM

Improving Access to Information for Patients: Why decision-making is shifting to Patients?



Dr. Dhara Shah
Head Medical Affairs
Viatris, India



Vijay Charlu
President
Corona Remedies



Rajesh Khanna
Business Head
Lupin Digital Health



Kiran Das
Director - International Business
Pulse Pharmaceuticals



Dr. Sudip Sinha
Senior Vice President Operational
Excellence & Quality
Evolve Life Research, Ex - Indegene

Moderator

03:15 PM - 03:45 PM

How to leverage real-world evidence (RWE) from a medical perspective to support marketing efforts in the IPM?



Dr. Monjori Mitra
Professor Paediatrics, Institute of
Child Health, Kolkata & Research
Director
Medclin Research



Sougato Mitra
Vice President & Head Specialty
GSK



**Dr. Krishna Chaitanya
Veligandla**
Cluster Head Medical Affairs
Dr. Reddy's Laboratories



Zena D'souza
Pharma Marketing Consultant
Formerly at Sun Pharma,
Glenmark, IPCA, Emcure

Moderator

04:00 PM - 04:30 PM

The Digital Personal Data Protection Act, 2023 & its implications for the pharma industry



Tanisha Khanna
Senior Member, Technology and Data
Privacy Practice
Nishith Desai Associates - Legal & Tax
Counseling Worldwide



Varsha Rajesh
Member, Pharmaceutical, Lifesciences and
Digital Health Practice
Nishith Desai Associates - Legal & Tax
Counseling Worldwide

04:30 PM Onwards

Valediction. High Tea and Networking

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