



PharmaState
ACADEMY
From You to You +

Pharma Industry Townhall

SALES & MARKETING

MARCH 16, 2024 (SAT) | MUMBAI
09:00 AM - 05:00 PM IST



Radisson Blu
Marol, Andheri East, Mumbai

Brochure

PSA/TH/v1/2024



Be Part of Pharma Industry Townhall

In the pursuit of excellence, PharmaState Academy is proud to present a transformative educational experience in 2024 – "PHARMA INDUSTRY TOWNHALLS." This unique initiative is not just an event; it is a convergence of minds, a platform where industry luminaries, innovators, and professionals come together to push the boundaries of knowledge and inspiration.

"PHARMA INDUSTRY TOWNHALLS" goes beyond conventional learning models. It is an immersive experience designed to ignite your insight and provide a TED Talk-like feel, where ideas flow freely, challenging the status quo and inspiring a new era of pharmaceutical excellence.

Unparalleled Networking

Skill Enhancement

Interactive Learning

In-depth Knowledge

Ask Me Anything Session

16th March

Agenda

09:00 AM - 09:45 AM

Breakfast and Handshakes!

09:45 AM - 10:00 AM

Keynote Address



Anil Matai

Director General
OPPI India

10:00 AM - 10:35 AM

Talk: Storytelling in Pharma & Healthcare Communication



Atin Roy

Senior Vice President
Ogilvy Health & Wellness



Cherojit Goswami

Senior Vice President
Ogilvy Health & Wellness

10:35 AM - 10:45 AM

The Power Play: Balancing Dynamics Between Sales
and Marketing for Better Results



Salil Kallianpur

Digital Brand Coach,
Professor, Health Tech
Investor and Mentor

16th March

Agenda

10:45 AM - 11:30 AM

Panel Discussion: Unlocking Pharma Synergy: Content and Digital Strategies for Sales-Marketing Department



Deep Bhandari

Executive Coach
Ex-UCB & Novartis

Moderator



Joseph Gerald

Senior Vice President
& Cluster Head
Sun Pharmaceutical
Industries Ltd.



Parul Sood

General Manager
Sales & Marketing
Zydus Group



Salil Kallianpur

Digital Brand Coach,
Professor, Health Tech
Investor and Mentor

11:30 AM - 12:00 PM

Tea Break

12:00 PM - 12:15 PM

**Adoption of Digital Health across the Continuum of Care;
Clinicians and Pharmaceuticals**



Varun Belgudri

Associate Director, Sales
Wolters Kluwer

12:15 PM - 12:25 PM

**Presentation: Next-Generation Workforce: Skillsets for the Modern
Pharma Sales & Marketing Professional**



Abhishek Sawant

AGM - Digital
Wockhardt Pharmaceuticals

16th March

Agenda

12:25 PM - 01:10 PM

Panel Discussion: Data-Driven Approaches for Effective Marketing & Sales: Customer Segmentation, Behavioural & Feedback Analysis



Zena D'souza

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

Moderator



George Varghese

General Manager Sales &
Marketing
Glenmark Pharmaceuticals



Viral Pandya Vaidya

General Manager, Business
Operations Group (BOG)
Lupin Limited



Divej Wadhwa

Founder & Head
of Digital Strategy
Orange Health Digital

01:10 PM - 01:30 PM

Talk: How to talk, so doctors will listen. Empowering the sales & marketing professionals.



Aleem Merchant

Founder & Director
Synapse Marketing
Consultancy

01:30 PM - 02:10 PM

Lunch Break

02:10 PM - 02:30 PM

10 minute Spark Session: Aaj Ka Abhimanyu!



Vivek Sharma

General Manager - L&D
Cadila Pharma

16th March

Agenda

02:30 PM - 02:40 PM

Talk : Pharma Industry Growth Potential



Dr. Ashok Bhattacharya

Global Health &
Pharma Consultant
Formerly Executive
Director, Takeda India

02:40 PM - 03:20 PM

Pharma Industry Update: Trends, Investments, Job scenarios, and Clarity on 194R Section of the Income Tax Act, Q&A Session



Janak Bathiya

Partner
Bathiya Legal

03:20 PM - 03:40 PM

Tea Break

03:40 PM - 03:55 PM

Demo: Gen-AI use cases for Pharma Marketing, Q&A Session



Vikram Kumar

CEO
Multiplier AI

16th March

Agenda

03:55 PM - 04:25 PM

Decoding UCPMP 2024



Mahendrakumar Bajpai

Advocate
Supreme Court of India

04:25 PM - 04:40 PM

Presentation: Role of Analytics in India- Pharma Perspective



Dinesh Pandey

Pharma Analytics Expert
Current-Mu Sigma
Ex-Axtria/Genpact/Datamonitor

04:40 PM - 04:50 PM

Talk: Unleash the Power of EMR! How Pharma companies can supercharge marketing using information from EMR



Sourav Das

CEO
MyRx

04:50 PM - 05:00 PM

Thank you Note



TH

Sales &
Marketing

BENEFITS

Unparalleled Networking

Connect with like-minded professionals, forge valuable connections, and expand your network within the pharmaceutical community.

In-Depth Knowledge

Gain insights into the latest advancements, challenges, and opportunities directly from industry leaders, shaping your understanding and perspective.

Interactive Learning

Engage in interactive sessions, ask questions, and contribute to discussions, fostering an environment where ideas flourish.

Skill Enhancement

Participate in workshops crafted to enhance your practical skills, ensuring you stay at the forefront of technological and industry developments.





T O W N H A L L

COMPONENTS

Panel Discussion

Pharma Talk Segment

Q&A Segment/Insights

Industry Updates

Who should attend...

- CXO's, Managing Director
- President, Vice President, Cluster Head, General Manager
- Marketing Manager, Group Product Manager, Product Manager, Brand Manager
- Digital Marketing Manager, Digital Team
- National Sales Manager, Zonal Sales Manager
- Regional Sales Manager, Area Sales Manager, Medical Representative
- Product Executive, Trainee



Participation From...

Delegates and speakers representing leading pharmaceutical companies, both from India and abroad, with a particular focus on the Top 100 Pharmaceutical companies.



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About PharmaState Academy

Established as a pioneering pharma ed-tech platform, we take pride in our commitment to providing high-quality, accessible education tailored to the dynamic needs of the pharmaceutical industry.

At PharmaState Academy, our mission is clear - to empower individuals through education, fostering a community of lifelong learners and leaders. Through a comprehensive range of upskilling trainings, webinars, and workshops, we bridge the gap between theory and practice, ensuring that every learner is equipped with the knowledge and skills needed to excel in their pharmaceutical careers.

Our faculty comprises industry experts, seasoned professionals, and thought leaders who bring real-world insights into the learning experience. With a curriculum designed to evolve with industry trends, we are not just an academy; we are your strategic partner in professional growth.



FOR INQUIRIES
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BOOK YOUR SEAT

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