SCAN FOR MORE INFO

WORLD PHARMA BRAND MANAGERS DAY 2022



02 JANUARY DAY-1

03 JANUARY DAY-2

H2H MARKETING AND PHYGITAL TRANSFORMATION

The ways of doing business are fasting changing in this VUCA World. The older & conventional ways may not give desired outcomes. H2H Marketing & Phygital Transformation are going to be the business drivers across industries.

Experts from the industry & academia are going to share their experiences & expertise in this domain.

- Healthcare Solution
- Phygital Transformation
- H2H Approach
- Design Thinking

FOR MORE INFO

: academy@pharmastate.com

: +91-7011796683, +91-8587874143

REGISTER NOW



"World Pharma Brand Managers Day" is to perpetuate the memory of Late Prof. Chitta Mitra, formerly professor at IIM-Kolkata and Chairman of C Marc. Late Prof. Chitta Mitra is acknowledged as the Father of Pharma Brand Management in India. He left for heavenly abode on 3rd January 2012.

WORLD PHARMA BRAND MANAGERS DAY – 2022

Learn from the top experts in the pharma industry

E-Colloquium Schedule - 2nd January

Time	Topic	Speaker
10:00 AM	Welcome	Dr. Swati Sinha
10:05 AM	Setting the tone	Vivek Hattangadi
10:10 AM	Inaugural Address	Dr. Manthan Janodia
10:20 AM	Key Note Address	**Chinmoy Mitra**
10:40AM	Tribute to Prof. Tarun Gupta	Bhavesh Vyas
Session 1 - Panel discussion 1		**Moderator- Prashant Menon**
10:45 AM To 12:00 PM	Digital Transformation : Where are we and where do we intend to go in the next five years.	Panelists: Sanjiv Navangul, Hariram Krishnan, M Mosaddek Hossain, Manoj Saxena
Session 1 - Panel discussion 2		**Moderator- Vivek Hattangadi**
12:00 PM TO 01:00 PM	Brand Building In FMCG & Pharma: Similarities and Differences	Panelists: Ambi Parameswaran, Dr. Sanjoy Mitra, Gauri Chaudhari, Pawan V. Kulkarni

Session 2 - Going Phygital Along with H2H Marketing

01:10 PM	Framework for Digital Transformation in South, Southeast and Middle East Asia	Salil Kallianpur
01:30 PM	Paradigm Shift in Marketing: Great Customer Experience in Digital Era Creates Great Business Value.	Deep Bhandari
01:50 PM	Winning in the VUCA Age through Digital Transformation	Satyamahesh K
02:10PM	Learning to reinvent for tomorrow via H2H Marketing	Sankar Dass

Lunch Break - 2:30 PM - 3:00 PM

Session 3 - Panel discussion — Moderator- Vivek Hattangadi

3:00 PM To 4:30 PM	Patient-centric Approach in Pharma Marketing – Will it be the Marketing Model for the 21st Century?	Panelists: Prof. Waldemar Pfoertsch Prof. Uwe Sponholz Ashok Bhattacharya Girdhar Balwani

Session 4 - Going Phygital Alongwith H2H Marketing

04:30 PM	Digital Therapeutics	Bhavesh Vyas
04:50 PM	Phygital Maturity Curve	Saurav Das
05:10 PM	Valediction	Vivek Hattangadi

Competition results: SWOT-AP Analysis for Pharma Industry India & Bangladesh

05:30 PM	Winner Announcement	Judges Panel For SWOT - AP Analysis Competition - Prashant Menon - Pranav Kumar - Dr. Hasan Samiul - Moni Mahmudur Rahman Bhuiyan - Haresh Pursnani

3rd January

Brand Managers Day

10:00 AM	Inauguration	Dr. Manthan Janodia

Faculty of Manipal Academy Of Higher Education

10.20 AM	Panel Discussion on: Digital Transformation in Pharmaceutical Industry	Faculty of MAHE Dr. Manthan Janodia Dr. D Sreedhar Dr. Pradeep M Muragundi Dr. Bhavana B Bhat

Faculty as Individual Speakers

11:30 AM	The Digital Data Deluge – Boon or Bane	Prof. Ulhas Karkhanis
12:00 PM	Phygital Customer Experience	Dr. Seema Mehta
12:30 PM	Lessons in change management in the phygital age	Dr. Sandeep Narula
01:00 PM	Next generation talent for phygitalization	Dr. Rajesh Nadiminti

Student panel discussion

Moderator- Simone Mendonca

01:30 PM	AI Powers the Forward March of Digital Transformation in the pharma industry.	Participants: Nishta Vivek Agarwal Khyati Lakhani Vaishnavi Dhara

Lunch Break - 2:30 PM - 3:00 PM

03:00 PM	Keynote Address	Prof. Waldemar Pfoertsch
03:30 PM	Valediction	Vivek Hattangadi

Panel of Speakers
(as per session flow)

2nd January, 2022


Dr. Manthan Janodia


Chinmay Mitra


Bhavesh Vyas


Prashant Menon


Sanjiv Navangul


Hariram Krishnan


Manoj Saxena


M Mosaddek Hossain


Dr. Sanjoy Mitra


Gauri Chaudhari


Pawan V. Kulkarni


Ambi Parameswaran


Salil Kallianpur


Deep Bhandari


Satyamahesh K


Sankar Dass


Prof. Waldemar Pfoertsch


Prof. Uwe Sponholz


Ashok Bhattacharya


Girdhar Balwani



Saurav Das



Vivek Hattangadi



Haresh Pursnani



Pranav Kumar



Moni Mahmudur Rahman Bhuiyan



Dr. Hasan Samiul



Dr. Swati Sinha

Panel of Speakers

(as per session flow)

3rd January, 2022



Dr. Manthan Janodia



Dr. D Sreedhar



Dr. Pradeep M Muragundi



Dr. Bhavana B Bhat



Prof. Ulhas Karkhanis



Dr. Seema Mehta



Dr. Sandeep Narula



Dr. Rajesh Nadiminti



Prof. Waldemar Pfoertsch



Vivek Hattangadi



Dr. Swati Sinha

Panel of Students



Nishtha Vivek Agarwal



Simone Mendonca



Khyati Lakhani



Vaishnavi Dhara

World Pharma Brand Managers Day 2022

Register Now

FOR MORE INFO

: academy@pharmastate.com

: +91-7011796683, +91-8587874143

Organized By

PharmaState ACADEMY

MANIPAL ACADEMY of HIGHER EDUCATION (Institution of Eminence Deemed to be University)