



SYMBIOSIS INSTITUTE OF HEALTH SCIENCES

Symbiosis International (Deemed University)

(Established under section 3 of the UGC act 1956 vide Notification No. F.9-12/2001-U.3 of the Government of India)

Accredited by NAAC with 'A' grade

FOUNDER: PROF.DR. S. B. MUJUMDAR M. Sc. Ph.D. (Awarded Padma Bhushan by President of India)

Name of Speaker: Mr Dinesh Bora (Head Marketing- Zydus, Ahmedabad)

Date: 10/05/2020

Topic: Marketing Strategies adopted by the Product Management Team in the Pharmaceutical Sector

No. of students in attendance: 113

Certificates Issued: No

Summary:

The key speaker for the webinar was Mr Dinesh Bora, who is the Head marketing of Zydus in Ahmedabad. Mr Dinesh gave a detailed presentation of the "Marketing Strategies adopted by the Product management in the pharmaceutical sector." Mr Dinesh spoke on the challenges faced by pharmaceutical marketing during the Covid19 pandemic, which include the reduction in the patients visit to the doctors. A reduction in the patient visit to the doctor due to the physical distancing has brought up a reduction in the number of prescriptions issued by the doctors and thus a decrease in the sales for the pharmaceutical companies. Some of the marketing strategies that are being adopted by pharmaceutical companies in the Covid19 era include e-detailing, virtual care solution, promotion of TeleHealth and digital media engagement.

The webinar lasted for 1 hour 30 minutes and it ended with a question and answer session in which the students openly asked Mr Dinesh Bora questions pertaining to the pharmaceutical sector. Dr Shrikrishna Dhale gave a vote of thanks and dismissed the meeting



Webinar - Day 7 - Session 8,9 Inbox ×



RITIKA MAHADEVAN <ritika.mahadevanmba2021@sihspune.org>
to mbabatch2018-20, jr.a, jr.b, mbafaculty, placement, Ms.Devika, drdhale

Sat, May 9, 10:18 AM

Greeting for the day!

Hope you have been enjoying the webinar sessions. Here we are with Day 7 of the Webinar Series.
We have 2 sessions scheduled on Sunday-**10/05/2020**

Session 1 - 10.00 am

<https://meet.google.com/gxq-suab-vuq>

Session 2 - 11.30 am

<https://meet.google.com/civ-aujw-uef>

Please click on the link to join the meeting.

Attendance is compulsory.





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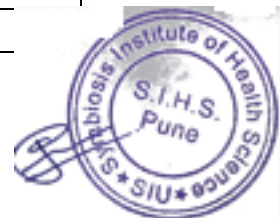
Date: 10/05/2020

Topic: Marketing Strategies adopted by the Product Management Team in the Pharmaceutical Sector

PR. NO.	NAME OF THE STUDENTS
19040141001	M SWATI
19040141002	SADHIKA BEHL
19040141003	SARDE SHREYA NILESH
19040141004	RIDIMA RASTOGI
19040141005	OMKAR DIWAKAR
19040141006	RAVAL DEVANSHI KAMAL
19040141007	JOSHI MIHEER AJAY
19040141008	JOANNE GEORGE
19040141009	RITVIKA BANTA
19040141010	SWASTIKA TANDON
19040141011	TADAS RIYA DEEPAK
19040141012	SINGH PRACHI SUBHKARAN
19040141013	ADITI DEVA
19040141014	BONULA SAI POOJITHA
19040141015	GARIMA GOEL
19040141016	MOHAN KUMAR N
19040141017	THORAT MAYURI BHAUSAHEB
19040141018	MAHEK GUPTA
19040141019	POTE SUYASHA NITIN
19040141020	VIDHI KALRA
19040141021	MRUNAL WAGHMARE
19040141022	MEGHNA SINGH
19040141023	SHEWALE AISHWARYA PRAVIN
19040141024	ABHIPSA PATTNAIK



19040141025	NIDHI BALA
19040141026	ANUJA DHOTE
19040141027	SHREYA RAJENDRA SALVI
19040141028	PRIYA PRAMOD MOHOD
19040141029	JENGATHE MANJIRI NAMDEO
19040141030	PREETI PRINCE
19040141031	NANDITA S KURUP
19040141032	SHIVANGI GUPTA
19040141033	YEDATKAR SANSKRUTI SANJAY
19040141034	PRIYANKA SAHOO
19040141035	DAKSHAKUMARI MEHTALIA
19040141036	NIKAM VINAYA BHARAT
19040141037	GAURAV KHANI
19040141038	ANSHUL TIWARI
19040141039	GULSHAN AGARWAL
19040141040	PRIYA JOSHI
19040141041	JAISWAL SHREYANSH SHARDANAND
19040141042	POONAM VILAS SALVE
19040141043	JISMI EASOW
19040141044	MOHAMMAD ARBAZ
19040141045	SAKSHI MOTWANI
19040141046	SHUKLA RUCHI GIRISH
19040141047	PALAK AGARWAL
19040141048	PARAMHANS NEGI
19040141049	ABHISHEK BALU TONPE
19040141050	DEEPTI KUMARI GHIDORA
19040141051	SHAURYA SHAKYA
19040141052	NIKITA ARORA
19040141053	HRISHIKESH MAHAJAN
19040141054	KARISHMA MAJUMDER
19040141055	JOSHI PALLAVI RAVINDRA
19040141056	RICHKA RAJ
19040141057	ZILL JITENDRA BHAVSAR
19040141058	ABHIPSHA SAHOO
19040141059	BALKI BHUSHAN RAMESH
19040141060	AKSHATA ANIL DEVLEKAR
19040141061	DIGVIJAY SHISHODIA
19040141062	SHIVANI ARUN SHENDE
19040141063	ASHWIN KUMAR RAM
19040141065	MUKUL ANAND BEHERA
19040141066	MANKAR ABHISHEK AJAY
19040141067	LANJEY JAYA YADAWRAO
19040141068	SINGH ANSURAJ AJAY



19040141069	SHASHWAT YADAV
19040141070	PATIL SHUBHAM RAMCHANDRA
19040141071	NISHANT SINGH
19040141072	ARINDAM BALLAV
19040141073	KAPADIA DIXITA DHARMENDRABHAI
19040141074	GAWADE RUTUJA DNYANESHWAR
19040141075	NILADRI BANERJEE
19040141076	SHIVANI MANOJ GHATGE
19040141077	PATIL NIDHI KISHOR
19040141078	CHAUDHARI POOJA KIRAN
19040141079	ARCHITA SRIVASTAVA
19040141080	GAUTAMI GURUDAS SHET NARVEKAR
19040141081	SHUBHI WADHWA
19040141082	SHANU RAINA
19040141083	SACHIN YADUWANSHI
19040141084	JOSHI PINAK MAHESH
19040141085	UMANG KUMAR
19040141086	PRAGYA SHARMA
19040141087	NEHA RATURI BAUNTHIYAL
19040141088	PARAMITA DATTA
19040141089	GYANENDRA PANIGRAHI
19040141090	AKSHAY PARMAR
19040141091	ARPITA DUTTA
19040141092	APEKSHA BOBRA
19040141093	AKARSH CHAUDHARY
19040141094	SHAIK MALIKA
19040141095	MHATRE KRUPA MANOHAR
19040141096	KHARE VAISHNAVI NITIN
19040141097	GEETA RANA
19040141098	ROHIDA HONEY NARESH
19040141099	ARSHDEEP SHARMA
19040141100	SHIVANI AGARIYA
19040141101	S DISHNA DINESH
19040141102	TRIBARNA HALDER
19040141103	LOYAL SHEM PASSANAH
19040141104	RITIKA MAHADEVAN
19040141105	PATIL JAGRUTI PANDURANG
19040141106	SOUMITA GOSWAMI
19040141107	HIRANI HINAL HARISH
19040141108	PATIL HARSHADA ARUN
19040141109	MONIKA
19040141110	SHREYA SANJAY GOSAVI
19040141112	SANGEETH SURESH



19040141113	SAKSHI TRIPATHI
19040141114	SWATIKE GAUTAM
19040141116	ABHIRUCHI
19040141118	MRUNALI VIJAY TAYADE
19040141119	ANSHIKA PANDEY
19040141121	NAIK NEHA GURUDAS
19040141122	PRANITA KHARALKAR
19040141123	APARNA NIMMAGADDA
19040141124	HEMDANI SHAHBAZ SULEMAN
19040141125	MANASA V
19040141126	MOKASHI GAURI SHANKAR
19040141127	SUZANNA GLADYS PHILIPS
19040141129	AASTHA RAJESHBHAI BAROT
19040141130	BABLI SABAT
19040141131	CHANPREET KAUR DUTTA
19040141132	GHOCALE RIDDHESH VISHVAJIT
19040141133	SIVAPRIYA V G
19040141134	RAJPUT PRITI SUBHASH
19040141135	ANAND C J
19040141136	ANUBHUTI VISHWAKARMA
19040141137	DANYAMRAJU NARASIMHA PRUTHVI
19040141138	SAHIL RANJAN
19040141139	INJAMUL HAQUE MOLLA
19040141140	AYUSH PRATAP SINGH
19040141141	REEYA CHAURASIA
19040141142	TOMU LILIAN RUMBIDZAI

