

Join us at....

Pharma

ENEUMA

*Exploring NExt Gen Marketing
Advancements*

Pharma ENEGMA will be more than just a conference: It will be a knowledge fest and brainstorming session where the future of pharma marketing is mapped out. This event will set the stage for ongoing collaboration and innovation, ensuring that attendees are equipped to lead the charge in navigating the complex landscape of modern pharmaceutical marketing.



Date
09 Nov, 2024



Time
12:45 PM - 6:30 PM IST



Venue
**Hotel Ramada Plaza Palm
Grove, Juhu, Mumbai**
+ Live telecast online

Scan QRCode
to Book Seat



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INVITATION ONLY EVENT

+ Live Telecast!

AGENDA- Pharma ENEGMA

Registration and Networking

12:45 PM - 01:00 PM

Opportunity for registration and networking: connect with industry peers and expand your professional network!

Panel Discussion

01:20 PM - 02:10 PM

Digital Transformation in Pharma Marketing: Current Scenario

Panelist



Vivek Khanvilkar

Vice President, SFE Digital & Direct Marketing, Sun Pharma

Panelist



Prasath Guruswamy

Senior Vice President
Glenmark
Pharmaceuticals

Panelist



Sagar Phapale

Associate Director
Respiratory, CIPLA

Panelist



Dr. Manoj Kumar

Executive Vice President
Intas Pharmaceuticals
Limited

Moderator



Vivek Sharma

Head of Learning & Talent
Development
Cadila Pharmaceuticals

Keynote Address

01:00 PM - 01:20 PM

Pharma Marketing & HCP'S: How tools like CDSS are crucial for patient centricity in Pharma



Dr. Sanjay Agarwal

M.D., Diabetologist
Secretary-General, RSSDI,
Head, Dept. of Medicine &
Diabetes, Ruby Hall Clinic

LUNCH BREAK

02:10 PM - 02:55 PM

CDSS & UTD

03:00 PM - 03:20 PM

Benefits & Updates



Varun Belgudri

Associate Director, Sales
Wolters Kluwer

Debate & Discussion

03:20 PM - 04:00 PM

Patient Centric Care: A genuine Shift or just a Buzzword in Pharma?

Panelist



Viral Pandya Vaidya
General Manager, Business Operations Group (BOG) - Lupin

Panelist



Madhuri Jambhale
Senior Manager, Marketing
CIPLA Ltd.

Panelist



Alhad Mahajani
VP Marketing
Zuventus Healthcare Limited

Moderator



Varun Belgudri
Associate Director, Sales
Wolters Kluwer

TEA BREAK

04:45 PM - 05:00 PM



Abhishek Sawant
AGM - Digital Initiatives
Wockhardt Ltd.

Debate & Discussion

04:00 PM - 04:45 PM

AI in Pharma Marketing: Driving Innovation or Overcomplicating Execution?

Panelist



Shailendra Tripathi
Sales Manager & Marketing Head
Dr. Reddy's Laboratories

Panelist



Rahul Dhingra
Head of Marketing
Meyer Vitabiotics

Panelist



Zena D'souza
SME- Pharma Marketing
25+yrs Exp., Ex- Sun
Pharma, Glenmark, IPCA

Moderator



Yuvraj Patil
Marketing Manager
Medley Pharmaceuticals Ltd.

Workshop

05:00 PM - 05:45 PM

- A) E pharmacy dashboards & visualization (without Excel or power BI)
- B) Keywords and trend analysis for your brand

Workshop

05:45 PM - 06:15 PM

Insights Discovery Workshop For
Creativity Tools & Techniques:
Kinaesthesia, Divergence,
Convergence



Vivek Sharma

Head of Learning & Talent
Development
Cadila Pharmaceuticals

Closing Remarks and Networking

06:15 PM - 06:30 PM

Closing remarks and stay for
networking—an ideal time to
reflect, connect, and engage with
industry peers!

Scan QR Code
to Book Seat



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