



Join us at

Edition
2

Now & Next

SUMMIT

PHARMA MARKETING



Date

**18 Jan 2025
(Saturday)**



Venue

**Jio World Convention
Centre, BKC, Mumbai**

AGENDA



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EDITION 2

Now & Next Summit Edition 2, scheduled for January 18, 2025, at the Jio World Convention Centre, Mumbai, is poised to Explore Pharma & Healthcare innovations, and disruptions in 2025 and Beyond, covering KOL Insights, Q-commerce, Digital Health, Data-Driven decision-making, Compliance, Patient Value Services, and more.

Join us with 200+ pharma and healthcare professionals at this landmark summit, uniting leaders from the pharma, healthcare, technology, and digital sectors for unparalleled marketing insights.

KEY HIGHLIGHTS INCLUDE:

- **Expert Panels & Keynotes:** Innovations & Disruptions in Pharma Ecosystem
- **Trending Topics:** Global and Indian perspectives on Digital Health Initiatives, Digital Therapeutics, Patient Value Services, and Data-driven Decision-making.
- **Best Practices:** UCPMP and Taxation.
- **Startup Pitching:** Startups to showcase innovative healthcare solutions.

AGENDA

Get ready for a full day Learning Marathon!



MILESTONE 1 : The Big Picture

09:00 AM - 09:10 AM

Welcome Note: PSA & MCI

09:10 AM - 09:25 AM

Keynote Address:

Pharmaceutical Industry 2025: Trends, Challenges, and Opportunities

Mr. Anil Matai, Director General, OPPI India

09:25 AM - 10:05 AM



RUN 1: The Doctor's Perspective

Beyond Pills: Where Pharma can contribute in Healthcare for Better Patient Care

Dr. Vijay Bang, Former president CSI, Senior Interventional Cardiologist, Lilavati Hospital

Dr. Ajay K. Pandit, Head Life Sciences and Healthcare Analytics and Insights, Tata Consultancy Services

Salil Kallianpur, Digital Brand Coach, Professor, Health Tech Investor and Mentor

10:05 AM - 10:50 AM



RUN 2: CXO Panel: Pharma Marketing in 2025

Innovations & Disruptions in Pharma Ecosystem

Suresh Subramanian, EY Partner, Life Sciences Leader

Dr. Ashok Bhattacharya, Global Health & Pharma Consultant, Former Executive Director, Takeda India

Ashish Vig, CEO, Cipla Digital Health

Pradeep Iyer, COO, Marg ERP

Bhalchandra G. Barve, Joint MD, Blue Cross Laboratories Ltd.

10:50 AM - 11:00 AM



RUN 3: S.C.O.P.E : Strategic Partner for driving meaningful doctor engagements

Samir Kalia, Managing Director, MCI Group, India

Milestone 1 finishes with Great Takeaway



AGENDA

contd...

MILESTONE 2 : The Trending Picture

11:10 AM - 11:50 AM

RUN 1: Patient Value Services and Patient Support Programs

Pritha Kar Basumallik, Lead Patient Access, Pfizer
Joseph Gerald, Senior Vice President & Cluster Head, Sun Pharma

Dr. Vijay Charlu, President - India Business, Corona Remedies Pvt Ltd.

Asit Sabat, Consulting Head-South Asia, IQVIA

11:55 AM - 12:35 PM

RUN 2: Panel Discussion : UCPMP & Taxation in 2025

Rakesh Chandra Sinha, Vice President & Head Legal, Sun Pharmaceutical Industries Ltd.

Priyam Dhamankar, Legal & Compliance Director, Company Secretary, Servier India

Anand Bathiya, Partner & Practice Leader - Transactions & Tax, Bathiya & Associates LLP

Harshakumar Shetty, Head of Compliance, Bharat Serums & Vaccines Limited

12:40 PM - 01:20 PM

RUN 3 : Data-Driven decision making & AI

Dr. Ajay K. Pandit, Head Life Sciences and Healthcare Analytics and Insights, Tata Consultancy Services

Dr. Monjori Mitra, Founder & Research Director
Medclin Research

Atul Suri, Senior Vice President & SBU Head at Alembic Pharmaceuticals Limited

Vivek Sharma, Head of Learning & Talent Development & Sales Training, Zydus Group

01:25 PM - 01:35 PM

Presentation by Pradeep Iyer, COO, Marg ERP : The Data-Driven Pharma Revolution: Innovate, Transform, Succeed

01:35 PM - 02:05 PM

REFUEL TIME : WHERE FOOD TAKES THE SPOTLIGHT!

Milestone 2 finishes with Great Learnings



AGENDA

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Milestone 3 : The Picture You Can't Miss

2:15 PM - 2:55 PM

RUN 1: Pharma Marketing Global Trends: What's in it for Indian Marketers

Oscar Cerezales, CSO & Global Executive Vice President,
MCI Group, Geneva, Switzerland

Open Debate & Discussion

Viju Nair, Business Unit Director,
GALDERMA INDIA PVT. LTD.

George Varghese, Senior General Manager,
Alkem Laboratories

Oscar Cerezales

3:00 PM - 3:40 PM

RUN 2: Digital Health and Digital Therapeutics

Sivarajan Velmurugan, Commercial Director, CMVD
Business, Servier India

Salil Kallianpur, Digital Brand Coach, Professor, Health Tech
Investor and Mentor

Aneesh Mitra, President at SMSRC, and Director at Medclin,
MedSign

Zena D'Souza, Pharma Marketing Consultant, Formerly at
Sun Pharma, Glenmark & IPCA

3:45 PM - 4:15 PM

RUN 3: How Pharma Engages European Doctors After COVID. Best practices, do's and don'ts, and real-life examples

Tom Renneberg, CEO- esanum

Milestone 3 finishes with New Opportunities



AGENDA

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Milestone 4: The Picture You Want to Share

4:25 PM - 5:25 PM



RUN ALL : Start Up Pitch & Funding Session

HealthForce Tank

(Disclaimer: Not affiliated with Shark Tank)

Format: Startup pitching session featuring new products or services (4 startups to be selected from applications)

Judging Panel: Angel Investor, Venture Capitalist, Pharma Management Professionals

5:30 PM Onwards



Vote of Thanks & The Way Forward



Speakers



Anil Matai
Director General
OPPI India



Dr. Vijay Bang
Former President CSI,
Senior Interventional
Cardiologist,
Lilavati Hospital



Dr. Ajay K. Pandit
Head Life Sciences and
Healthcare Analytics and
Insights,
Tata Consultancy Services



Salil Kallianpur
Digital Brand Coach,
Professor, Health Tech
Investor and Mentor



**Dr. Ashok
Bhattacharya**
Global Health & Pharma
Consultant, Former Executive
Director, Takeda India



Suresh Subramanian
Partner & National Life
Sciences Leader, EY



Ashish Vig
CEO, Cipla Digital Health



Pradeep Iyer
COO, Marg ERP



Bhalchandra G. Barve
Joint MD,
Blue Cross Laboratories Ltd.

Speakers



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Lead Patient Access,
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Joseph Gerald
Senior Vice President &
Cluster Head, Sun Pharma



Dr. Vijay Charlu
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Company Secretary,
Servier India



Anand Bathiya
Partner & Practice Leader
Transactions & Tax
Bathiya & Associates LLP



Harshakumar Shetty
Head of Compliance, Bharat
Serums & Vaccines Limited



Dr. Ajay K. Pandit
Head Life Sciences and
Healthcare Analytics and
Insights,
Tata Consultancy Services



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



Atul Suri
Senior Vice President & SBU
Head, Alembic
Pharmaceuticals Limited



Vivek Sharma
Head of Learning & Talent
Development & Sales
Training,
Zydus Group

Speakers



Oscar Cerezales
Chief Strategy Officer &
Global Executive Vice
President, MCI Group,
Geneva, Switzerland



Viju Nair
Business Unit Director
GALDERMA INDIA
PVT. LTD.



George Varghese
Senior General Manager
Alkem Laboratories



Salil Kallianpur
Digital Brand Coach,
Professor, Health Tech
Investor and Mentor



Sivarajan Velmurugan
Commercial Director - Cardio
Metabolic & Venous Disease
(CMVD) Business,
Servier India



Aneesh Mitra
President at SMSRC, &
Director at Medclin, MedSign



Zena D'Souza
Pharma Marketing
Consultant
Formerly at Sun Pharma,
Glenmark & IPCA



Tom Renneberg
CEO, esanum, Germany



Samir Kalia
Managing Director,
MCI Group - India



Support Partner:



Booth Partners:



Venue:



About Organizers:

S.C.O.P.E by MCI

MCI provides a 360-degree solution for Pharma & Healthcare marketing needs to connect with doctors. As a company with a global presence in 32+ countries and strong reach in Europe and the US, MCI offers top-notch authentic content and compliance-driven event execution models. MCI develops customized solutions in collaboration with leading international medical associations and KOLs.

MCI offers a unique platform called S.C.O.P.E (which stands for Scientific Content Optimisation Platformed Education) to bridge the knowledge gap between international medical expertise and medical fraternity in regions like India, South East Asia and Middle East.

PharmaState Academy

PharmaState Academy is a leading online platform providing learning solutions for the pharma, biotech, and healthcare industries. Through its CPhE (Continuous Pharma Education) initiatives, webinars and flagship events like the Now & Next Summit, it empowers pharma professionals globally with cutting-edge insights and innovations in pharma marketing.

Any Queries?



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Contact Us:

+91 8587874143 (PharmaState Helpdesk)

+91 7011796683 (Dr. Swati Sinha)

