

IES's Management College and Research Centre  
Presents

24<sup>th</sup> IES MCRC Pharma Conference  
On

## INNOVATIVE TRENDS IN PHARMA MARKETING

**InSight 2026**  
Knowledge Towards Excellence

Analyze • Discern • Enlighten



 Wednesday, March 11 2026

 9:30 AM Onwards

 Prof. B.N. Vaidya  
Sabagruha,  
Raje Shivaji Vidyalaya,  
Hindu Colony, Dadar (E),  
Mumbai 400 014

# ABOUT THE CONFERENCE

The 24th Pharma Conference offers a dynamic platform for industry-academia engagement, bringing together eminent industry leaders and young minds from pharmacy colleges and MBA programs. Centered on the theme Innovative Trends in Pharma Marketing, the conference explores how the pharmaceutical industry is transforming amid rapid digitalization, changing patient expectations, and a shift from product-centric to value-driven engagement. Participants will gain insights into modern marketing strategies such as data-driven personalization, omnichannel engagement, AI-powered analytics, influencer-led health communication, and patient-centric storytelling. The discussions emphasize trust, transparency, ethical responsibility, and long-term relationship building within a highly regulated environment.

Insight 2026 aims to highlight how technology meets empathy, science aligns with strategy, and innovation drives meaningful impact. Through expert talks and thought leadership, the conference inspires students and professionals to understand future trends, explore disruptive ideas, and prepare for sustainable growth in an increasingly competitive and conscious pharmaceutical market.

## Moments from Past Year





# OUR DIGNITARIES



**Ms. Swati Dalal,  
Chief guest**

Ms. Swati Dalal has been the Managing Director of Zydus Healthcare Ltd. (Zydus Lifesciences Group) since June 2025, with over 20 years of experience in the pharmaceutical and healthcare industry. She is known for her strategic leadership and expertise in marketing and commercial operations. Previously, she served as Managing Director of Abbott India Ltd. and held senior roles at Abbott, Boots, Knoll, Solvay, and Wockhardt.

Mr. Ashish Shirsat is the Senior Executive Director at Blue Cross Laboratories Ltd., Mumbai. He brings extensive experience in pharmaceutical sales, market planning, business development, GMP, and team leadership. He holds a B.Pharm and a Master's in Marketing Management from Poona College of Pharmacy and NMIMS, and is known for his strong commercial acumen and people-centric leadership.



**Mr. Ashish Shirsat,  
Guest of Honor**

Mr. Kishore Masurkar is the Chairman of ENTOD Pharmaceuticals, a leading Indian pharmaceutical company, known for driving growth through strong focus on R&D and manufacturing expansion. He is widely recognized for his contributions to eye health, including initiatives toward a cataract-free Maharashtra and large-scale donations of eye medicines, for which he has been felicitated by state ministers and Chief Ministers.

**Mr. Kishore Masurkar**

## OUR PANELISTS

Mr. Vikas Dandekar is a senior business and healthcare journalist with over two decades of experience. He has held key editorial roles at leading media organizations, including Chief Editor at CNBC TV18, Editor – Pharma & Healthcare at The Economic Times, India Bureau Chief at PharmAsia News / The Pink Sheet, Corporate Bureau Chief at CNBC TV18, and Special Correspondent at Indian Express – Express Pharma Pulse.



**Mr. Vikas Dandekar**

Mr. Vivek Khanvilkar is Vice President at Sun Pharma, with 25+ years of experience across pharmaceuticals and consulting. He specializes in business strategy, digital transformation, commercial excellence, data analytics, and building high-performing teams to drive sustained growth.

**Mr. Vivek Khanvilkar**

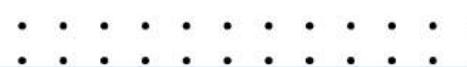
Mr. Alhad Mahajani is a pharmaceutical marketing leader with 30+ years of experience. He is currently President – Marketing at Zuventus Healthcare and Visiting Faculty at ICT (formerly UDCT), known for building market-leading brands, launching India-first products, and leading high-impact teams across multiple therapy areas.



**Mr. Alhad Mahajani**

Mr. Sourabh Agrawal is Executive Vice President at Lupin, with over 20 years of leadership experience across leading pharmaceutical multinationals including Ranbaxy, Sun Pharma, and Dr. Reddy's. A strategic business leader, he specializes in growth transformation, HealthTech, digital innovation, M&A, and market expansion, and is widely recognized for building high-impact teams and driving sustainable healthcare solutions.

**Mr. Sourabh Agrawal**



# STUDENTS EVENTS

## Awards & Recognition

### Offline events

#### Pharma Vista- Scientific Poster Presentation

- Open to registered participants only.
- Teams must consist of 3–4 members.
- Poster theme: Innovative Trends in Pharma Marketing.
- Posters must be original and follow the prescribed format.
- Plagiarism leads to disqualification.
- Judges' decision is final and binding.

1st ₹ 6000

2nd ₹ 4000 Mr.Prajeet Khedekar,

3rd ₹ 2000 9969321504

#### Quiznovation- Quiz

- Open to registered participants only.
- Individual/team participation as announced.
- Multiple rounds will be conducted.
- No use of electronic devices.
- Time limits and negative marking may apply.
- Cheating leads to disqualification.
- Tie-breaker in case of a tie.
- Quizmaster's decision is final.

1st ₹ 5000

2nd ₹ 2500 Mr. Sumit Gupta,

3rd ₹ 2000 9022100711

#### Recognition

- Best college award for engagement
- Best campus ambassador award
- Best poster presentation

#### Industry sponsored awards to IES MCRC students

- **ACG Worldwide** for Best summer project
- **Zydus Lifesciences** for Best academic performance

### Online events

#### Pharma Flix- Reel Making Competition

- Teams of 2–3
- Select an existing pharma product
- Create a 30–60 sec trendy marketing reel
- Content must be original, ethical & claim-appropriate
- Vertical (9:16) format
- Judged on creativity & marketing impact
- No plagiarism | Judges' decision final

1st ₹ 3000

2nd ₹ 2000 Ms. Pragya Kahar,

3rd ₹ 1000 8104891396

#### Canvas for Care- Patient Awareness Poster

- Theme must focus on patient awareness and health education
- Original work only; no plagiarism
- Handmade or digital posters allowed
- Message should be clear
- Content must be accurate and ethical
- 1–2 participants per poster
- Judges' decision will be final

1st ₹ 3000

2nd ₹ 2000 Mr. Sahil Jaiswal,

3rd ₹ 1000 9619270783

#### Registration details

- Students registration fees: ₹ 500/- only
- Breakfast, Lunch, High tea included
- Certificated will be issued to all registered delegates who attend Insight on 11<sup>th</sup> March 2026



Scan the QR code to register

All student events are open to registered participants only

# SCHEDULE

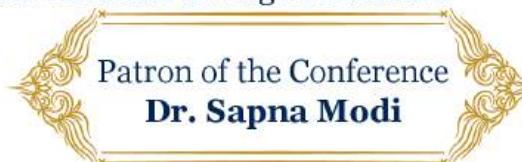
8.00 AM to 9.30 AM	Registration & Breakfast
9.30 AM to 9.40 AM	Welcome address by Mr. Sameer Tamhane, Chairman, IESMCRC
9.40 AM to 9.50 AM	Address by Dr. Sapna Modi, Director, IESMCRC
9.50 AM to 10.15 AM	Address by Ms. Swati Dalal, M.D, Zydus Healthcare, Chief Guest
10.15 AM to 10.40 AM	Address by Mr. Ashish Sirsat, Sr. Executive Director, Blue Cross Laboratories, Guest of Honor
10.40 AM to 11 AM	Life Time Achievement Award, Mr. Kishore Masurkar, Chairman, Entod Pharma
11.00 AM to 11.50 AM	Panel Discussion 1. Mr. Vikas Dandekar, Editor, ET Pharma 2. Mr. Vivek Khanvilkar, VP, Sun Pharma 3. Mr. Alhad Mahajani, Ex President Marketing, Zuventus Healthcare Ltd. 4. Mr. Sourabh Agrawal, Exec. VP, Lupin
11.50 AM to 12.10 PM	Alumni Awards
12.10 PM to 12.30 PM	ACG & Zydus Awards
12.30 PM to 1.30 PM	Lunch
1.30 PM to 3.00 PM	Pharma Quiz
3:00 PM to 3:30 PM	Career opportunities in Pharma marketing
3.30 PM to 4 PM	Pharma Quiz Winner Awards

# ABOUT IES MCRC

Indian Education Society (IES), established in 1917, is one of India's oldest public charitable trusts, successfully running 64 educational institutions. IES's Management College and Research Centre (IES MCRC) is a premier business school committed to academic excellence and value-based education. IES MCRC offers AICTE-approved full-time programs including PGDM, PGDM (Pharmaceutical Management), and a Ph.D. (Management) from the University of Mumbai. The PGDM program is NBA-accredited and accorded MBA equivalence by the Association of Indian Universities (AIU).



With experienced faculty, modern infrastructure, and a strong focus on research and industry-oriented learning, IES MCRC strives to develop competent, socially responsible professionals through its philosophy of "Value Addition through Education."



<b>Faculty Organizing team:</b>
Dr. Neeraj Dixit, Professor 9167007450
Dr. Ritu Sinha, Associate Professor 9820963586
Dr. Rashmi Mishra, Associate Professor 9930075443

<b>Student Volunteers:</b>
Ms. Prapti Nagdev 9324122779
Mr. Sunny Roy 8850790128
Ms. Mamta Rajput 9082747537
Mr. Nigel Gnanadhas 8766556958
Ms. Sayali Kothi 8928431001
Mr. Sumit Gupta 9022100711
Mr. Darsh Jain 70453 85091



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