

## Report on Expert Lecture Organized by School of Pharmaceutical Sciences and Faculty of Pharmacy, Integral University

Communication Cell IUL <communications@iul.ac.in>  
Bcc: imransid@iul.ac.in

24 March 2025 at 13:33

### Report on Expert Lecture Organized by School of Pharmaceutical Sciences, Faculty of Pharmacy, Integral University, Lucknow, Uttar Pradesh, India, (226026)

A two hour motivational talk on *Recent Trends in Pharma Marketing* was conducted with the participation of **89 students** and **23 faculty members and staff** of Faculty of Pharmacy. The session aimed to provide insights on evolving pharmaceutical marketing, regulatory challenges and opportunities for young professionals. The event featured two distinguished experts: **Mr. Fahmi Kamal Khan** (DSM, Medicross Pharma-Chem Ltd) and **Mr. Syed Ehtisham Husain** (Director, Gracemed Formulations Pvt. Ltd), who shared their valuable experiences and industry knowledge.

The session commenced with a warm welcome address by Prof. (Dr.) Juber Akhtar (Head of Department, Faculty of Pharmacy) followed by an introduction of the esteemed guests by anchor of the event Ms. Sara Khan (Student, Department of Pharmacy).



Mr. Syed Ehtisham Husain initiated the discussion by elaborating on the diversity in pharmaceutical marketing, addressing common distractions and advancements that shape the market with the rapid development of the healthcare sector. He emphasized the importance of job opportunities, dedication and adaptability for aspiring professionals. A key highlight of his talk was the discussion on online medicine services, where he outlined both the benefits and potential challenges associated with e-pharmacies.



Following this, Mr. Fahmi Kamal Khan provided a compelling narrative on marketing approaches, using the evolution of Mankind Pharma as a case study. His insights into how a company can grow from a small player to an industry leader deeply motivated students. He encouraged participants to explore the open and dynamic nature of the pharmaceutical market,

emphasizing the importance of new ideas, innovation, and perseverance. Additionally, he discussed the regulations governing the pharmaceutical sector, equipping students with a foundational understanding of compliance requirements.



The interactive session saw students asking relevant questions on GST implications in opening a pharmacy, brand vs. generic drug identification, marketing strategies, and patient-targeted drug distribution. The experts provided satisfactory and practical answers, helping students gain clarity on real-world challenges in the industry. The session concluded with a vote of thanks by Dr. Irfan Aziz (Principal, SP ), expressing gratitude to the experts for their insightful guidance.



Prof. (Dr.) Juber Akhtar,  
Head,  
Department of Pharmacy.

Prof. (Dr.) Syed. Misbahul Hasan,  
Dean,  
Faculty of Pharmacy