



Seminar on Uniform Code for Pharmaceuticals Marketing Practices (UCPMP) – Future Directions

Tuesday, 14 August 2018; 1430 Hrs-1700 Hrs

Sunville Banquets, Worli, Mumbai

1430- 1500 Hrs	Registration and Tea		
1500-1510 Hrs	Welcome Remarks	Mr S V Veerramani Member, CII National Committee on Pharmaceuticals 2018-19 & Chairman & Managing Director Fourrts (India) Laboratories Pvt. Limited	
1510-1525 Hrs	Special Address	Shri Navdeep Rinwa* Joint Secretary (Policy) Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers Government of India	
1525- 1625 Hrs	Panel Discussion The Session aims to discuss the UCPMP recommendations and way forward. The discussion would help understand the associated challenges and evaluate opportunities in this era of new Indian Market dynamics. Deliberations would cover Implementation and Monitoring and help make assessment of the alternative strategies to ensure brand management in the era of UCPMP guidelines. It would also help to bring clarity to Product Management and Sales Team to understand their changing roles due to UCPMP with perspectives on future of brand building in post UCPMP era.		
	Moderator	Mr Aniruddha Rajurkar India Commercial Head Dr. Reddy's Laboratories	
	Panelists	Mr Sarthak Ranade Vice President Commercial Janssen India Johnson and Johnson	Dr Kiran Marthak Director - Head Global Clinical Development Lambda Therapeutic Research Limited
		Dr R K Sanghavi Consulting Clinician and Chairman Medical and Nutraceutical Committee IDMA	Mr Vinay Pinto Executive Director Wallace Pharmaceuticals
Mr S V Veerramani Member, CII National Committee on Pharmaceuticals 2018-19 & Chairman & Managing Director Fourrts (India) Laboratories Pvt. Limited		Mr Bhagwat Singh Deora Director – Compliance and Ethics Cipla	
1625 – 1640 Hrs	Question & Answer		
1640 – 1700 Hrs	Concluding Remarks	Mr Aniruddha Rajurkar India Commercial Head Dr. Reddy's Laboratories	
1700 Hrs	High Tea and Close of Program		

*- Invited