

Speakers

Meganathan Mohan
Sr. Vice President-Sales & Marketing
Apex Laboratories Pvt. Ltd



Ashish Jain
CEO and Founder, Medgini,
Data Incite



Sudhakar Sharma
Ex-Sr. VP-Wellness Forever &
Co-Founder and Director Retailogy



Welcome To Live Webinar
SMART MERCHANDISING:
RIGHT OUTLET, RIGHT
DISPLAY, IDEAS THAT
WORK 

SAT, 27TH SEP 2025

TIME: 12:00 NOON

Standing out in pharma requires smart merchandising. Discover how the perfect outlet and display can turn attention into lasting recall. Attend our webinar to know more!



Visit us for details

www.medgini.com



Call us for details

+91-7674056938



Reach Us On Email

Info@medgini.com

Let Me Understand You Better



Location

Background



5 Benefits To Attend This Webinar

Join Medgini's **19th Free Pharma Webinar** and gain actionable insights to elevate your brand's presence and sales. Learn how to optimize outlet placement, select the best merchandising strategies, and track measurable results for sustained growth. Whether you are a **brand manager, sales head, or marketing professional**, this webinar will equip you with insights and actionable steps to **stand out in crowded retail spaces**, increase **brand recall**, and **convert visibility into sales**.

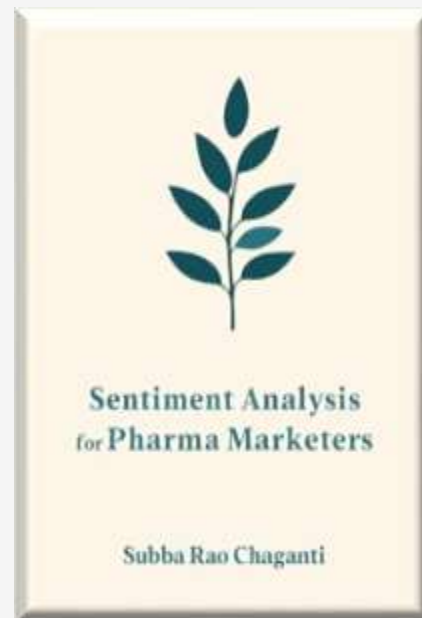
Benefits of Attending:

- 85% Improved understanding of smart merchandising
- 75% Better alignment between merchandising and sales
- 70% Faster adoption of digital tools for visibility
- 80% Enhanced engagement with chemists and doctors
- 65% More effective merchandising planning



Bonus From This Webinar

- ✓ E Book – 📖 Smart Merchandising: Right Outlet, Right Display, Ideas That Work
- ✓ 2 Winners : Sentiment Analysis For Pharma Marketing



Yes, Its me.. (Ashish)

- Passionate about cycling, dancing, and reading.
- MBA in Marketing Communication from SIBM (2004).
- Extensive experience as an employee and employer across India and internationally.
- Recognized in BW 40 Under 40 Healthcare Power List (2021).
- Founder & CEO of Medgini, established in 2012 and turned profitable.
- Cherish my beautiful personal world with my parents, wife, and two sons.



Mr. Sudhakar Sharma



With over 30 years in retail and pharma, Sudhakar Sharma has driven growth, retail expansion, and commercial excellence. As Sr. VP–Pharma at Wellness Forever, he shaped strategies bridging modern trade, pharmacy retail, and customer-focused health solutions. He now helps multiple retail companies scale their business through team empowerment, strategic planning, and 360° execution across stakeholders.

Expertise

- Retail & Pharma Sales Leadership
- Store Expansion & Operations Strategy
- FMCG, OTC & Pharma Brand Building
- Distribution, Buying & Category Management
- Team Leadership & Process Excellence



Current Role: Co-Founder, Retailogy

Key Highlights

- Scaled **Wellness Forever** from 25 to 250 stores, growing revenues from ₹150 Cr to ₹800 Cr
- Launched and managed **Amore Health Essentials**, creating 150+ FMCG & pharma products across multiple channels
- Leadership roles at **Reliance Retail, Apollo Pharmacy, Religare Wellness, Express Retail, and Dr. Morepen**
- 20+ years across pharma sales, retail pharmacy operations, and healthcare merchandising

Mr. Meganathan Mohan



With 25+ years in pharma sales and marketing, **Meganathan Mohan** has built a legacy of driving growth, leading large teams, and creating impactful market strategies. As **Sr. Vice President – Sales & Marketing at Apex Laboratories Pvt. Ltd.**, he oversees the profit center, complete P&L, and national-level initiatives.

Expertise

- Sales & Marketing Leadership
- Channel & Trade Management
- Training & Team Building
- Strategic Alliances & Trade Relations
- Brand Building across Auto-immune, Pain, Cardio, Diabetes & Dermatology
- Brands Handled Zerodol, Bifilac, P-Group & Zincovit

Key Highlights

- Led sales teams of **1400+ professionals** across zones & therapeutic areas
- Built flagship brands like **HCCs & Etova** into multi-crore successes at IPCA
- Boosted division sales from **₹2.3 Cr to ₹5.5 Cr/month**, strengthening leadership in rheumatology & orthopedics
- Twice awarded “**Best Zonal Manager of the Year**” at IPCA
- Senior leadership roles at **Regenix Drugs, Tablets (India) Ltd, and IPCA**

Education

- **XLRI Jamshedpur** – e-MDP, Organizational Leadership
- **IIM Bangalore** – MDP, Organizational Leadership
- **University of Madras & Annamalai University** – B.Sc., PGDMM, eMBA



**Sr. Vice President – Sales & Marketing
at Apex Laboratories Pvt. Ltd**

Current Role:

Introduction



In today's competitive pharma market, simply placing products on shelves isn't enough. Smart merchandising helps your brand stand out, drives visibility, and converts attention into measurable sales.

Segmentation: Identify key stakeholders—doctors, chemists, and patients—based on influence and needs.

Targeting: Focus on high-potential outlets and top-performing chemists for maximum ROI.

Positioning: Align displays and messaging to reinforce your brand promise and create recall.

Why Smart Merchandising Matters

- Boosts brand recall among doctors, chemists, and patients
- Drives sales by linking merchandising outcomes to revenue
- Maximizes ROI with strategic investments
- Engages chemists as brand partners

Smart Merchandising: Right Outlet, Right Display, Ideas That Work

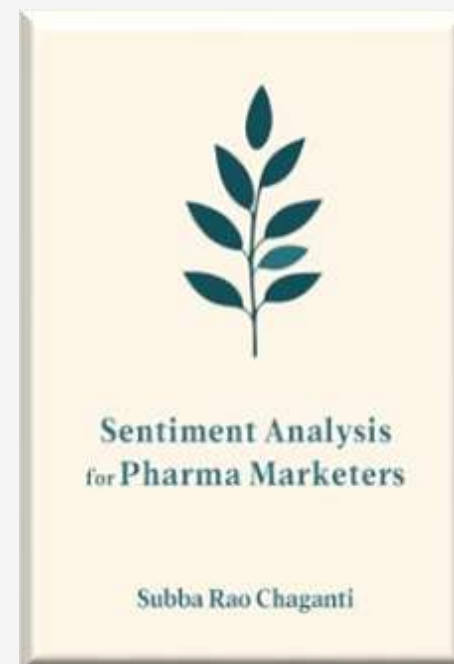
"Looking back 10 years, pharma merchandising relied on basic shelf placement and static promotions. Today, it integrates digital tools, chemist engagement, and data-driven strategies. Thinking ahead, how prepared is your brand to leverage AI, predictive analytics, and smart loyalty programs to stay ahead in the next 5 years?"

👉 Share your experience or insights in the comments.



Smart Merchandising: Right Outlet, Right Display, Ideas That Work

Pharma Merchandising Scorecard



Participate And **Win**

Smart Merchandising: Right Outlet, Right Display, Ideas That Work



Segmentation

Segmentation involves analyzing the pharma market to categorize outlets and customers based on their potential, location, and type. It helps distinguish between modern trade chains, traditional chemists, high-traffic areas, and niche regions. By understanding these segments, pharma brands can prioritize where their merchandising efforts will deliver the highest impact.

1Q. What criteria should pharma companies use to select the right outlet, right placement mix?

2Q. How do modern trade outlets differ from traditional chemists in merchandising impact?

3Q. In your experience, what is the link between merchandising and sales conversion?

Smart Merchandising: Right Outlet, Right Display, Ideas That Work

Targeting

Targeting focuses on selecting the most valuable segments identified during segmentation for strategic attention. It ensures that resources, displays, and promotions are directed toward outlets and regions that can generate maximum returns. Through targeted merchandising, brands can optimize placement, engagement, and sales without spreading efforts thin.

4Q. What merchandising practices from FMCG can pharma adapt successfully?

5Q. What's your advice for building a sustainable, low-budget merchandising model for continued success?

Smart Merchandising: Right Outlet, Right Display, Ideas That Work

Positioning

Positioning is about creating a strong brand presence that is memorable and preferred by chemists and customers alike. It involves impactful displays, consistent messaging, and strategies that enhance brand recall and visibility. By monitoring results and refining approaches, pharma companies can strengthen their market position and achieve sustainable growth.

6Q. Where do you see the future of pharma merchandising heading in the next 5 years?

7Q. What activity can pharma companies do at the outlet area?

8Q. Can you share a success story where merchandising boosted brand recall significantly?



Give Us Your Feedback!



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Our Expertise



Since 2012, Medgini has been a key player in India's pharma industry, connecting companies with chemists and doctors nationwide.

Specialized in data services, Medgini helps with launching new products and promoting existing ones. Its main strength is combining digital and physical methods to boost marketing success for pharma companies.

Medgini Services at a Glance:

Medgini connects pharma, chemists, doctors, and patients with innovative solutions!



For Pharma Companies

Awareness Campaigns: Promote products via SMS, WhatsApp, email, and IVR.

Availability & Loyalty Programs: Boost product reach and customer retention.

Visibility & IT Solutions: Enhance brand presence and develop apps, CRM, and tools.



For Doctor

Doctor Engagement: Connect with 7.7 lakh doctors through events and reminders.

Knowledge Upgrade: Provide webinars, and newsletters.

Digital Support: Offer chatbots, website design, and marketing services.



For Chemist

Retail Activation: Reach 5.68 lakh chemists directly.

Gratification Programs: Offer instant rewards to build loyalty.

Merchandising: Ensure product display and availability audits.



For Patients

Support Programs: Educate, remind, and connect patients with nearby chemists.

Health Camps: Screen patients and organize OPD events.





Contact Us



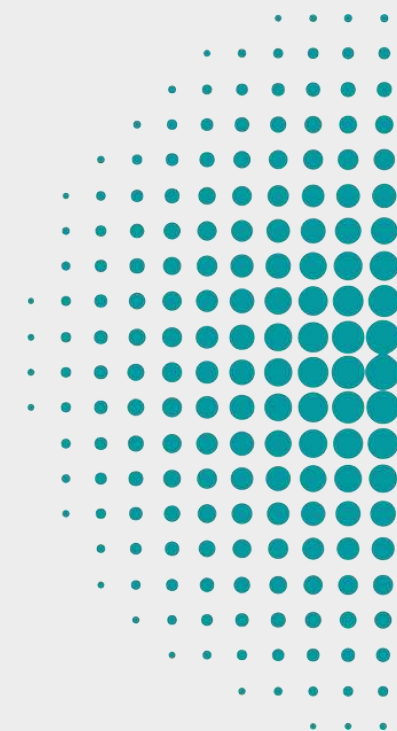
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Thank You

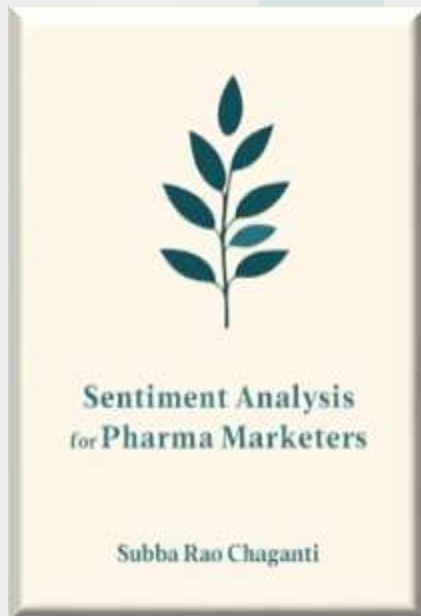


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