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Who We Are



For over a decade, MedicinMan has been the trusted partner for India's pharmaceutical and healthcare leaders, driving digital excellence, strategic engagement, and sales force effectiveness. Through high-impact content, industry webinars, and exclusive C-suite roundtables, we create platforms where healthcare professionals connect, learn, and shape the industry's future.



Why **MEDICIN**MAN?

Industry Influence: 100K+ engaged professionals across platforms, positioning us as a leading voice in healthcare conversations.

Executive Networks: Exclusive CEO Roundtables & Digital Excellence forums designed to drive strategic insights and innovation.

Content That Converts: Thought leadership articles, interviews, and social media amplification to elevate your brand's impact.

Proven Track Record: 200+ successful engagements with top pharma companies, shaping industry narratives.



Who is Anup Soans?

A thought leader with 40+ years in healthcare, Anup Soans has built industry-defining platforms like DigiStorm and the Pharma CEO Roundtable on Field Force Excellence.

With a 100K+ digital following, he drives critical conversations that shape pharma's future. His expertise extends to published works, strategic consulting, and leadership development, making him a go-to voice in the healthcare ecosystem.

The Resume



- Medical Rep at Mangalore. Oncology Product Specialist and Area Sales Head of Western Region based in Mumbai over a span of eight years.
- Business Manager, Marketing Director and Executive Director of Indian Journal of Clinical Practice based in Mumbai and Delhi over a span of 11 years.
- MDP Facilitator for Bullet Proof Manager.
- Director Learning & Development of HR Annexi delivering programs of BlessingWhite of US and Psychometric tools of Psytech of UK.
- Marketing Consultant for Christel House International based in Bengaluru.
- Author, Blogger and Editor of MedicinMan since 2011.

The Digital Footprint

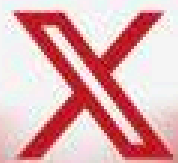
35k

Linkedin Followers
70 - 80k Impressions
Participation of 300 Professionals



▲ 14k

Facebook Followers



▲ 10k

Followers



18k+ Views

40 webinars



Over 200 articles

3k visitors
10k pageviews



Author & Co author

The Art of Modern Sales Management is a must read for any global sales leader. It's practical, relevant, and grounded in the experience of seasoned sales professionals who make a significant difference in the organizations that they serve. This book includes many useful tips and actionable ideas that any sales leader can use."

Kimo Kippen - Chief Learning Officer
Hilton Worldwide

Published by American Society of Training and Development, now ATD.

American, Indian and Spanish editions.

Very original yet to the point. My own impression after reading it is that its a unique self starter kit, useful enough for any line manager who is starting his journey in his / her new role...Keep up the good work Anup!"

Pankaj N Gursahani, Head Sales Excellence - GSK

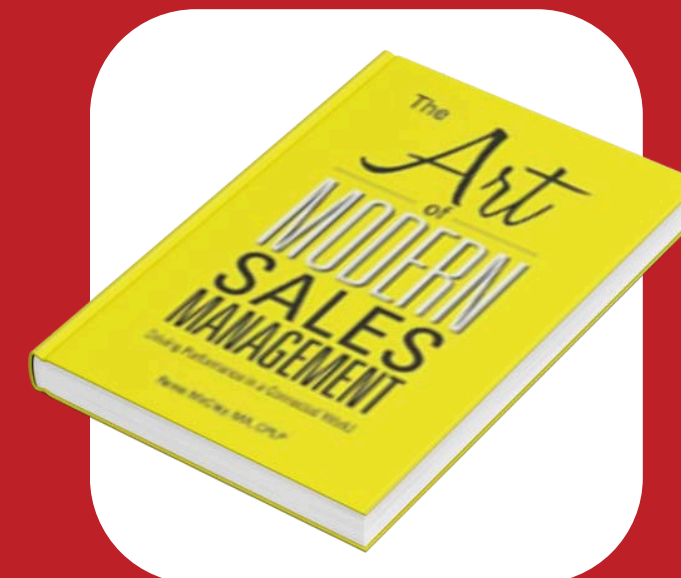
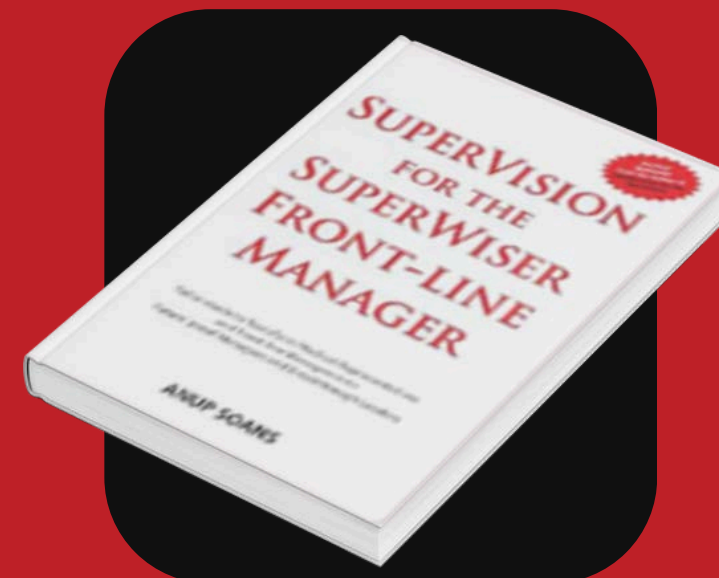
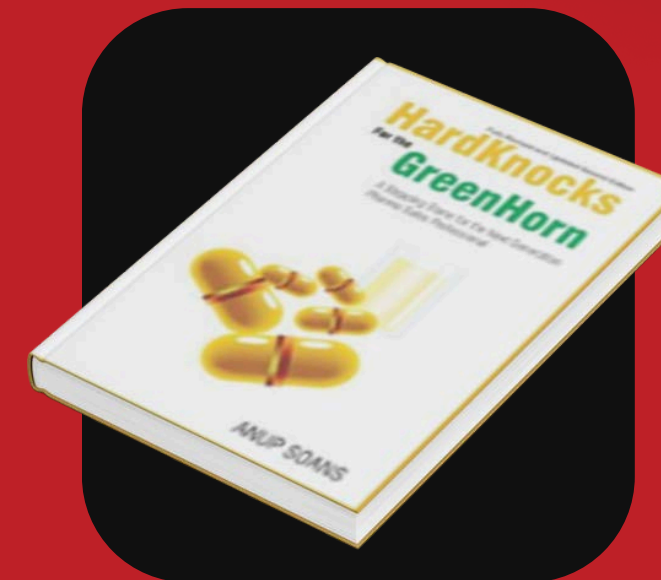
There are number of books and publications available on top management functions but hardly, we come across books on basics for the basic functions – like Strategic Pharma Selling for MR and FM. These should be the text book for all aspiring and practising MR and FM. What our country needs today and more for tomorrow is 'Sells PULL' than 'Sells PUSH'.

Sanjoy Mitra , Managing Director, SMSRC Private Limited

Digital today is far more than a buzzword, after every one of us is regularly confronted with it. Today many are already depending on digital, reaching into every corner of our life. Digital in Health wants to help pave the way for digital ideas, supporting the constant ambition to improve patient-outcome.

Joining forces for the common goal of better care, the coauthors added most relevant and important views. Each from his own professional background. Many thanks to Salil Kallianpur, Gerd Luippold, Christian Milaster, and Anup Soans who contributed so greatly to the book.

Hanno Wolfram, Author





Healthcare Advocacy at the Highest Levels

as Executive Director of Indian Journal of Clinical Practice

Celebrity

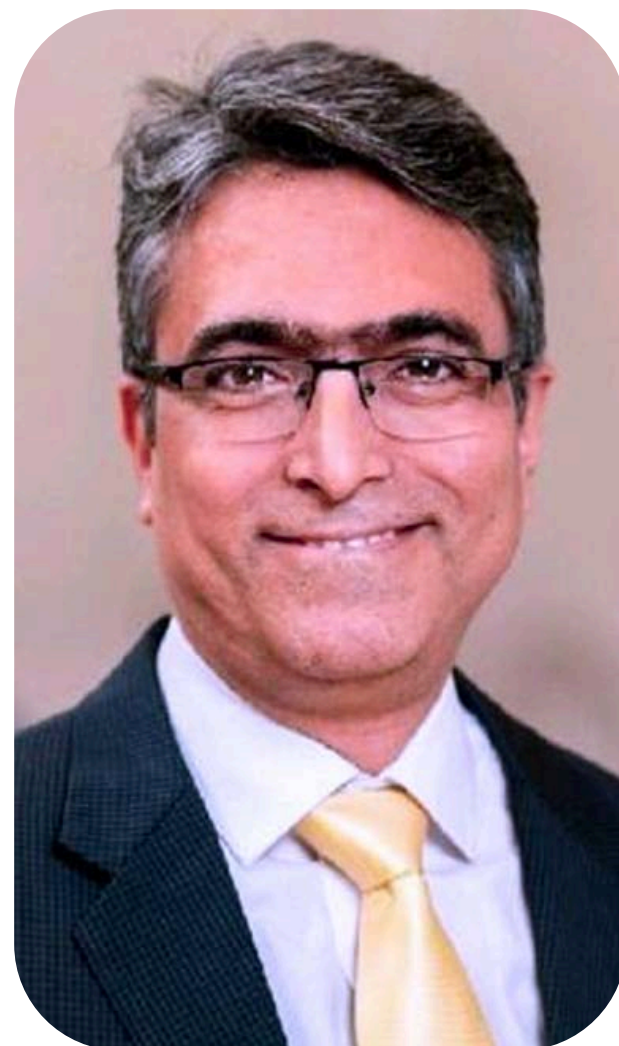
Endorsement



The

Industry Connect





Keynote
Speaker

SUMEET CHANDANA
CONSULTING
PARTNER
EY INDIA LIFE
SCIENCES



Moderated
by

SUJAY SHETTY
HEALTHCARE/
PHARMA LEAD,
PwC india



Moderated
by

VIKAS DANDEKAR
EDITOR - PHARMA &
HEALTHCARE
THE ECONOMIC TIMES
(DIGITAL VENTURE)

Our Roundtable Moderators

Powered by Digital Driven by Data



JW Marriott Sahar, Mumbai

docereG™

MEDICINMAN
Amplifying Healthcare Voices

Keynote Speaker

Dr Mahender Nayak
Area Head,
Takeda Pharmaceuticals
ICMEA region



Panel Member

Prakash Maheshwari
Vice President - Glenmark



Panel Member

Salil Kallianpur
Digital Brand Coach



Pharma CEO Roundtable

Engaging Doctors - Digital & Hybrid: Translating Strategy into Action

Panel Members

Dr. Peter Velez
Founder - CredoWeb
CEO - Ecopharm Ltd.



Moderator

Anup Soans
Editor - MedicinMan



Panel Member

Praful Akali
Founder &
MD Medulla
Communications



Panel Member

Sourabh Agrawal
Vice President -
Sales and Marketing
Lupin Global



Pharma CEO Roundtable

Impact of Digital on Patient Care



Keynote Speaker

Sanjiv Navangul

Managing Director and CEO
Bharat Serums and Vaccines



Moderator

Anup Soans

Editor - MedicinMan

Panel Members



Sudip Chakraborty

Head- Strategic Engagement &
Neurology Network , Europe
UCB Biopharma S/A



Aparna Mittal

Founder and CEO
PatientsEngage



Amlesh Ranjan

Deputy Director – Super Specialty
Sanofi



Salil Kallianpur

Digital Brand Coach

Facilitating Tech CEO Interactions with **Pharma Leaders**



Moderator

Anup Soans

Editor - MedicinMan



Tech Leader

Arun Subramanian

Co-founder & Head of Sales
Enablement Enparadigm

enparadigm



Srinivas K.S.

Lead - Corporate Learning & Development
Biocon

**Pharma
Leaders**



Pankaj Gursahani

Director - Sales Training
AstraZeneca

MEDICINMAN

Thought Leaders

SINCE 2011



ALI SLEIMAN
GENERAL MANAGER, INDIA
MERCK SERONO



NANDITA DANDEKAR
GENERAL MANAGER MARKETING
GLOBAL RESPIRATORY - GSK



PV SANKAR DASS
CEO AND DIRECTOR
CURATIO HEALTHCARE



PRATIN VETE
PRESIDENT
EMCURE INDIA BUSINESS



APARNA MITTAL
FOUNDER AND CEO
PATIENTSENANGE



VIKAS DANDEKAR
EDITOR - PHARMA & HEALTHCARE
THE ECONOMIC TIMES (DIGITAL VENTURE)



ANNASWAMY VAIDEESH
FORMER MD, GSK SOUTH ASIA



SANJIV NAVANGUL
MANAGING DIRECTOR,
BHARAT SERUMS AND VACCINES



SHIVA NATARAJAN
INNOVATION TA LEAD - EMERGING
MARKETS EAST AND INDIA AT GSK



GIRDHAR BALWANI
FORMER MD, MERNANI INDIA



ANNAPURNA DAS
GENERAL MANAGER - SANOFI PASTEUR,
INDIA AND SOUTH ASIA



YUGAL SIKRI
MD, RPG LIFESCIENCES



ATISH MAJUMDAR
PRESIDENT, MANKIND PHARMA



SUSAN JOSHI
MANAGING PARTNER
HAVAS LIFE SORENTO



SUJAY SHETTY
HEALTHCARE/PHARMA LEAD
PwC India



MANISH BAJAJ
CLUSTER HEAD - INDIA BUSINESS
DR. REDDY'S



VIVEK KAMATH
MD & GM, ABBOTT



RAMESH JUNEJA
SENIOR VP - RELIANCE RETAIL

Learning & Development Initiatives





OUR PARTNERSHIPS

Over 1 million Pharma professionals connected with over 200+ engagements spanning CEO Roundtables, webinars, seminars and networking events.



Strategic Engagement & Digital Solutions

Pricing Stack



Webinars & Thought Leadership Events

CEO Roundtables:

Starting at ₹ 7,50,000

Exclusive discussions with top pharma leaders on industry-defining trends.

Expert-Led Webinars:

Starting at ₹ 1,00,000

Engage 300+ professionals in an interactive session.

Panel Discussions:

Starting at ₹ 7,50,000

C-Suite & Senior Management dialogues, moderated by industry veterans.

Content & Digital Media Solutions

Industry Articles & Interviews:

₹ 25,000 - ₹ 50,000

Feature your brand in exclusive, high-traffic pharma content.

Social Media Amplification:

[Per Post]
Starting at ₹ 15,000

Extend your reach with targeted LinkedIn posts, polls & surveys.

Customized Digital Reports:

₹ 3,00,000 - ₹ 5,00,000

Data-driven insights for decision-makers.

Payment Terms:

100% advance payment

***Panel discussions will be moderated by Anup Soans**

Hosting on client platform for lead generation & MedicinMan YouTube channel for wider reach



Let's Collaborate

Partner with **MedicinMan** to
elevate your brand, engage
decision-makers, and lead the
conversation in healthcare.

anupsoans@medicinman.net



medicinman.net



Where Healthcare Leaders Connect & Grow