

Report on Competitive Intelligence in Global Pharmaceutical Industry

Date: 12 Feb, 2026

Venue: UIP Seminar Hall

An alumni talk on the topic “**Competitive Intelligence in Global Pharmaceutical Industry**” was organized by the CRC and Alumni Association on 12 Feb, 2026 at United Institute of Pharmacy. The session was delivered by our esteemed alumnus, **Mr. Sudhanshu Mishra**, currently working as a CEO’s Office- Business Analyst at Adamet Next, Hyderabad. The objective of the session was to provide students with insights into the role of competitive intelligence (CI) in the pharmaceutical industry and its importance in strategic decision-making. Principal, Prof. Alok Mukerjee, Dr. Anil Kumar Singh, Dr. Paras Gupta, Dr. Prateek Pandey, Dr. Shradhanjali Singh, Dr. Akanksha Gupta were also present to grace this occasion.

Introduction to Competitive Intelligence

The speaker began by explaining the concept of competitive intelligence, describing it as the systematic collection, analysis, and application of information about competitors, market trends, regulatory policies, and technological developments. In the pharmaceutical sector, CI plays a crucial role in identifying market opportunities, tracking competitor drug pipelines, understanding patent landscapes, and supporting product development strategies.

Importance in the Pharmaceutical Industry

The session highlighted how competitive intelligence supports various functions such as:

- Drug development and R&D strategy
- Market entry planning
- Pricing and commercialization strategies
- Regulatory monitoring
- Risk assessment and forecasting

The speaker emphasized that in a highly regulated and research-driven industry like pharmacy, staying informed about competitors' clinical trials, product launches, mergers, and acquisitions is essential for maintaining a competitive edge.

Program Co-coordinator- Dr. Nishi Gupta (UIP Alumni officer)



