

Annual Report

2024-25



Faculty-in-charge : Dr. Sanjay Pawar

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Flagship Event(s): 4Thought

4 Thought 2024: AI-Powered Digital Marketing – A Paradigm Shift.

Orchestrated by Team SMARK, "4 Thought 2024" was a riveting exploration into the evolving landscape of AI-driven digital marketing, equipping student managers with cutting-edge insights into automation, predictive analytics, and personalized marketing strategies.

Held on September 14, 2024, at SIMS, this offline guest lecture assembled a stellar panel of industry veterans, each unveiling the transformative potential of AI in shaping modern marketing methodologies.

The session featured Pratik Gade (CEO, Perfect Skills), Mahesh Jadhav (Vice President, Accenture), and Sebastian Mony (Associate Director, KPMG India)—visionaries at the forefront of digital transformation—who, under the adept coordination of Dr. Sanjay Pawar, illuminated the audience with real-world applications of AI-powered marketing innovations.



Unraveling AI's Role in the Digital Economy

The event commenced with Pratik Gade's engaging discourse on AI-powered content marketing automation, where he demonstrated how brands optimize audience engagement through intelligent algorithms and predictive SEO. His insights into AI-driven storytelling underscored the strategic fusion of human creativity and machine intelligence, reshaping brand narratives for maximum impact.

Following this, Mahesh Jadhav delved into the realm of personalized advertising, illustrating how machine learning models are revolutionizing customer segmentation, hyper-targeted campaigns, and conversion rate optimization. His compelling case studies showcased how major global brands leverage AI-powered consumer insights to enhance decision-making precision.

The discourse gained further depth with Sebastian Mony's pragmatic analysis of automation in digital marketing, emphasizing the integration of AI-based data analytics and real-time decision engines. His live demonstrations of predictive analytics tools and chatbot-driven customer interactions provided a tangible glimpse into the future of marketing automation.



A Symphony of AI, Strategy & Ethics

The interactive panel discussion was a dynamic exchange of ideas, where experts debated AI's ethical implications, governance challenges, and the evolving role of human intuition in digital marketing. The integration of AI tools such as HubSpot, Marketo, and ChatGPT was analyzed, unveiling their role in streamlining customer engagement, optimizing digital campaigns, and enhancing marketing efficiency.

Participants were particularly engaged in the discussion on responsible AI usage, with speakers emphasizing the importance of data privacy, transparency, and ethical AI frameworks. The dialogue underscored a call to action for AI-savvy professionals, advocating for a balanced, responsible, and strategic approach to AI in marketing. With 284 attendees, the event left an indelible mark, equipping participants with in-demand skills such as AI-driven data analysis, strategic decision-making, and digital innovation.

As the curtains fell on "4 Thought 2024", the thunderous applause echoed the event's profound influence, marking it as a pivotal milestone in preparing future leaders to harness AI's transformative power in the ever-evolving digital landscape.



Competition(s): SIP Warrior 2024

"SIP Warrior 10.0" convened on August 18th, 2024, emerged as a dynamic platform for student managers at SIMS, fostering an atmosphere of intellectual rigor and professional growth. The event kicked off with a ceremonious introduction of the esteemed panel of judge Kaustav Sil, he's a renowned stalwart in his respective field. His extensive experience in the financial sector worldwide set the stage for a judicious evaluation process.

Participants, representing diverse disciplines such as finance, HRM, marketing, and operations, embarked on presenting their summer internship projects, each endeavor meticulously crafted and passionately defended. The ensuing Q&A sessions, masterfully led by the judges, delved into the intricacies of each project, probing the depths of research, clarity of objectives, and practical implication.



Judging criteria, spanning the Purpose and Depth of work, Soft Skills, Conclusion, and Clarity of Ideas, ensured a comprehensive assessment, setting a high bar for excellence. Audience engagement further enriched the discourse, offering invaluable perspectives and fostering collaborative learning among peers.

The competition showcased a formidable lineup of ten contestants, each armed with a unique vision and strategic approach to their summer internship endeavors. From Navroz Dewan's astute financial analysis to Saumya Iyengar's innovative HR strategies, and from Arunjai Agarwal's multifaceted marketing explorations, the breadth of projects underscored the depth of talent among participants.

Ultimately, the victors emerged, with Kumari Priyanka clinching the top honor, followed closely by Asmita Yadav and Tanvi Saini. The event culminated with the ceremonious distribution of certificates to the triumphant participants and a heartfelt expression of gratitude by the faculty in charge. "SIP Warrior 10.0" stood as a beacon of excellence, empowering student managers to showcase their skills, engage with industry luminaries, and chart a course for future success in the competitive landscape of business management.



Competition(s): Auction Theory 2024

Auction Theory, a riveting event held on October 05th, 2024, as part of BARCODE, the flagship event at Symbiosis Institute of Management Studies (SIMS) Pune, provided a captivating insight into the intersection of marketing strategy and innovative thinking.

The competition, structured in three rounds, tested participants' acumen in brand positioning, strategic planning, and presentation skills. In the first round, teams engaged in a quiz on UnStop, diving into marketing topics to showcase their knowledge depth. The subsequent rounds, however, delved deeper into practical application.

Round two introduced an exhilarating brand auction, where 22 diverse brands were categorized into three tiers - Up-Market (Luxury), Middle Market, and Lower Market. The intricacies of auction dynamics, from bidding increments to category distinctions, added layers of complexity and excitement to the competition.



The final round culminated in a presentation showdown, where teams unveiled their meticulously crafted Go-To-Market strategies. Each team had just one hour to strategize and create a compelling pitch deck, demonstrating their ability to blend brand identity with innovative product offerings. Judges evaluated presentations based on criteria such as viability, creativity, and overall impact, underscoring the importance of holistic thinking in marketing endeavors.

The Auction Theory competition served as a crucible for innovation, pushing participants to think outside the box and leverage their creative instincts to craft winning strategies. Through dynamic challenges and rigorous evaluation, the event fostered an environment where talent flourished, ideas collided, and innovation thrived. As the curtains closed on yet another successful installment of BARCODE, Auction Theory stood as a testament to the ingenuity and entrepreneurial spirit of the students at SIMS.



• **AD-WAR-TISE** 🔍

ROUND 2

 **Ms. Monika Razdan**

Founder & CEO - My Big Brand Story
Chief Marketing Consultant
Marketing and Personal Branding Coach
Enabling Brands Find Their MOJO

Competition(s): Ad-War-Tise 2025

In the realm of marketing, creativity reigns supreme. And what better way to celebrate the marriage of creativity and commerce than through a spirited competition like Ad-War-Tise, orchestrated by the innovative minds at Team SMARK.

From December 15th to January 5th, the corridors of Symbiosis Institute of Management Studies (SIMS) buzzed with excitement as student managers delved into the art of advertising and branding. With the sage words of advertising luminary David Ogilvy echoing in their ears – "If it doesn't sell, it isn't creative" – participants embarked on a journey to craft compelling advertisements that captivated hearts and minds.



The competition unfolded in two exhilarating rounds, each designed to push the boundaries of creativity and strategic thinking. In Round 1, teams unleashed their creativity by conceptualizing and creating advertisements in various formats, from reels to static posters to captivating videos. The battleground? The official Instagram handle of SMARK, where each ad vied for attention and engagement.

As the digital landscape became ablaze with innovative campaigns, teams hustled to garner maximum engagement and offline votes, knowing that each like, share, and comment brought them one step closer to victory. Offline promotions and fervent campaigning added an extra layer of intensity to the competition, transforming the campus into a bustling arena-of-advertising fervor.

On January 5th 2025, the excitement reached a crescendo as Round 2, took center stage. Teams presented their Go-To-Market (GTM) strategies to esteemed judges, including industry stalwart like Monika Razdan, Founder & CEO of My Big Brand Story and a Chief Marketing Consultant.



The energy was palpable as spectators participated in offline voting sessions, lending their voices to the chorus of support for their favorite teams. With adrenaline pumping and anticipation running high, the final showdown was nothing short of electrifying.

In the end, it was not just about winning a prize but about the journey of creativity, collaboration, and innovation. Ad-War-Tise had succeeded in not only igniting a passion for advertising but also fostering a community of marketing mavericks ready to make their mark on the world. As the curtains closed on another successful installment, the legacy of Ad-War-Tise continued to inspire the next generation of advertising visionaries.



Guest Session(s): Inforum 2025

In today's evolving marketing landscape, brands are no longer just selling products—they're selling a purpose. On January 5th, 2025, Team SMARK at Symbiosis Institute of Management Studies (SIMS) hosted an insightful workshop titled **INFORUM 2025**, centered around "**Purpose-Driven Branding: Advertising for a Cause.**"

This session delved into how brands are integrating social responsibility into their core marketing strategies to foster deeper consumer connections, build trust, and drive positive change. Our distinguished guest, **Ms. Monika Razdan**, a visionary entrepreneur and marketing expert, shared her invaluable insights on how businesses today are leveraging purpose-driven branding to not only attract customers but also create a lasting societal impact.



Our distinguished guest, **Ms. Monika Razdan**, a visionary entrepreneur and marketing expert, shared her invaluable insights on how businesses today are leveraging purpose-driven branding to build a lasting societal impact. As the founder of **My Big Brand Story** and **Powerpuff Women**, she has championed storytelling as a powerful tool to shape brand identity and engagement. Having held leadership roles in regional and national marketing at reputed organizations, she emphasized that brands today must have a clear and compelling mission that resonates with their consumers.

She elaborated on how brands like TOMS, Patagonia, and The Body Shop have successfully integrated purpose into their business models, using their marketing platforms to drive awareness and inspire positive change.

The session concluded with an engaging **Q&A**, where attendees explored real-world examples of purpose-driven branding in action. Discussions revolved around the future of marketing in an era where authenticity and corporate responsibility play a defining role in brand success. **INFORUM 2025** reinforced that business success and social impact can go hand in hand, inspiring future marketers to craft campaigns that not only drive revenue but also contribute meaningfully to society.

Newsletters @ SMARK

Re-defining Marketing Insights, One Edition at a Time

Marketing is more than just selling—it's storytelling, innovation, and strategy. At SMARK, we bring the marketing world to life through immersive newsletters that inform, inspire, and ignite creativity. Each edition is meticulously curated to keep marketing enthusiasts updated on the latest trends, consumer insights, and industry breakthroughs.

Each edition of SMARK's newsletter deciphers emerging industry trends, consumer behavior, and brand strategies. The July edition explored how Gen Z interacts with brands, the October edition delved into the power of neuromarketing and subconscious consumer decisions, while the November edition highlighted innovations in metaverse marketing and AI-driven personalization. By staying ahead of market shifts, SMARK equips readers with the insights needed to navigate the evolving marketing landscape.

What makes SMARK's newsletters unique is their ability to merge knowledge with entertainment, offering engaging content that connects marketing with pop culture and real-world applications. The July edition explored the rise of meme marketing, the October edition tackled the importance of sustainability in branding, and the November edition analyzed how AI is revolutionizing predictive marketing strategies. By decoding trends in an engaging way, SMARK ensures that marketing education remains exciting and relevant.

Through the Campaign-sutra series, SMARK breaks down legendary marketing campaigns that have shaped the industry. The July edition featured Apple's minimalist branding and storytelling, the October edition highlighted Amul's witty and relatable advertising, while the November edition dissected Netflix's data-driven content marketing strategies. These case studies provide valuable lessons on a recap.

SMARK is a thriving community of marketers, brand strategists, and creative thinkers. Each edition showcases student projects, expert interviews, and brand battles, offering a platform for marketing enthusiasts to exchange ideas and stay ahead in the field. With engaging discussions and thought-provoking insights, SMARK fosters an environment where future marketing leaders can thrive.

Newsletters @ SMARK



Zomato's story began in 2008, when founders Deepinder Goyal and Pankaj Chaddah noticed a simple but impactful trend: people were spending time in office cafeterias scanning menus for food options. This observation sparked the creation of Foodiebay, which evolved into Zomato, a platform that redefined the dining experience globally. Today, Zomato operates in 24 countries, serving millions of users through its food delivery, restaurant discovery, and dining-out solutions.


From discovery to delivery, Zomato has introduced innovations that transformed the traditional food market into a dynamic, tech-powered ecosystem.

The recent IPO launch and expansion into grocery delivery underscore Zomato's ambition to become a full-stack player in the food and dining space.



Newsletters @ SMARK





Unlocking the SNITCH.CO

A D2C Success Story.



Snitch: The Fashion Quidditch of the Modern Man

While Harry Potter was busy soaring through the skies on his broom, Snitch was soaring to new heights in the world of fashion! Founded in 2019, this Bengaluru-based brand started as a B2B player but quickly realized that the real magic was in reaching customers directly. So, they switched gears and became a D2C sensation, delivering their stylish threads to over 20 states across India.

From shirts to shorts, Snitch has got your wardrobe covered. They're like the Hogwarts of fashion, offering a wide range of styles inspired by the globe. Whether you're a casual dude or a suit-and-tie guy, Snitch has something for everyone. So, forget about searching for the Golden Snitch; find your perfect outfit at Snitch!

Snitch hasn't just taken off; they've blasted into the fashion stratosphere! Their revenue skyrocketed by a whopping 250% in just one year. From 44 crores to 120 crores, Snitch's growth story is nothing short of legendary. Get ready to learn the secrets of their success. We're breaking down the key insights that propelled Snitch to the top of the D2C game.

Newsletters @ SMARK



2024 July Edition

SMARK - ETAINMENT

Learning the SMARK-WAY

**RIDING AUDIO WAVES:
BOAT'S MILLENNIAL & GEN Z BLUEPRINT**

boat

plug into nirvana

AI Music +
AI is smart but can it beat?
Haanji haanji dedo mic pe light ab, Bolna boht kuch toh kholdi bottle
- Arpit Bala

AI Music +
AI is smart but can it beat?
Kaisi teri khudgarzi, na dhoop chune na chaon...
- Anish Bhattacharya

AI Music +
AI is smart but can it beat?
Ikk cheez mangi, ohne do si davaayi Har ikk reejh, bapu, tu si pugayi
- Harsh Likhari

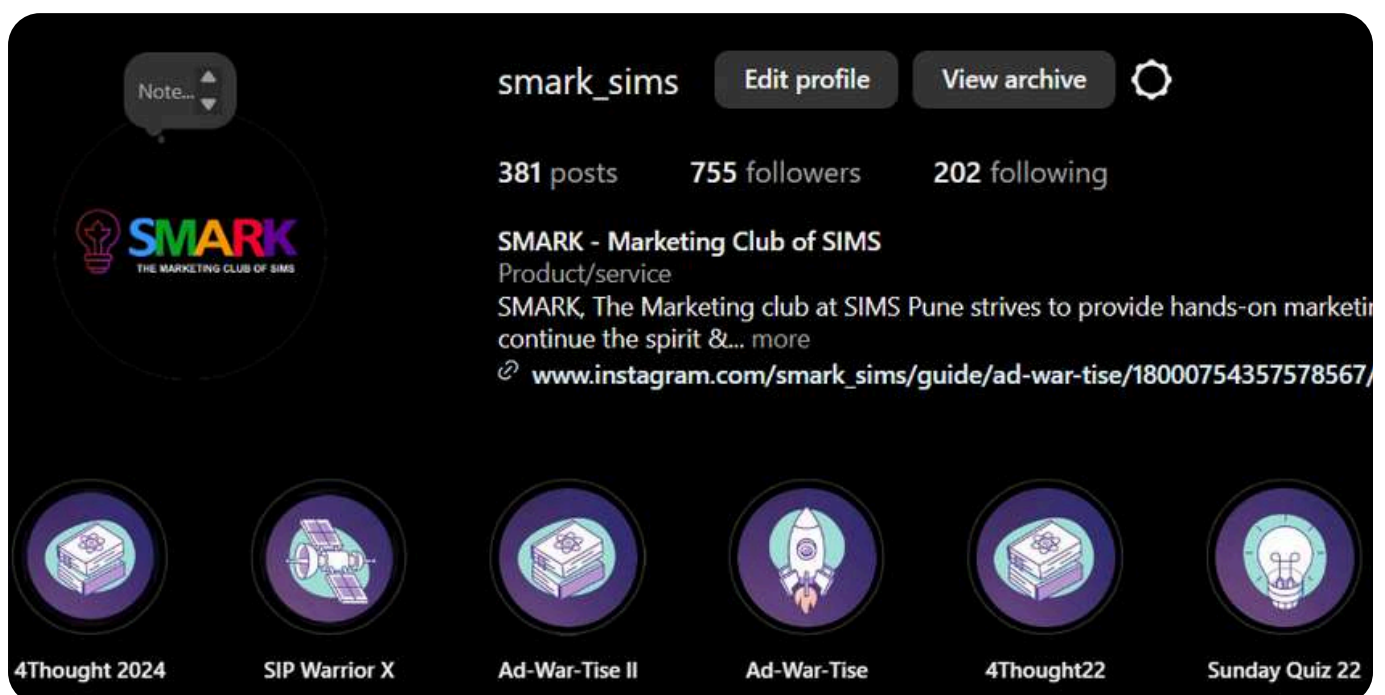
Social Media Presence

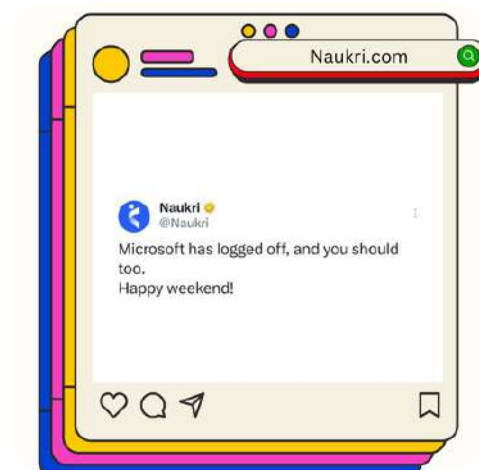
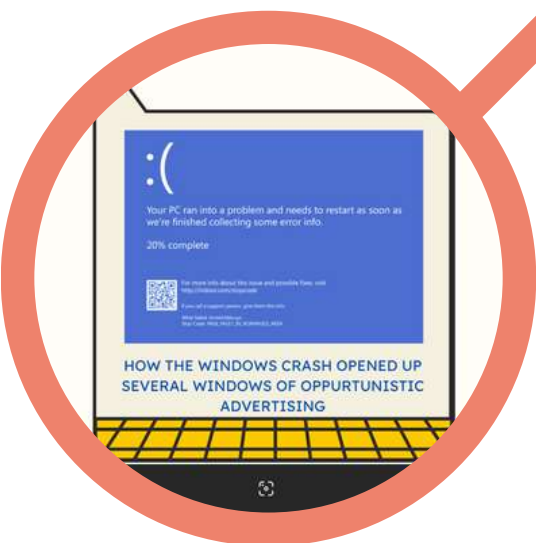
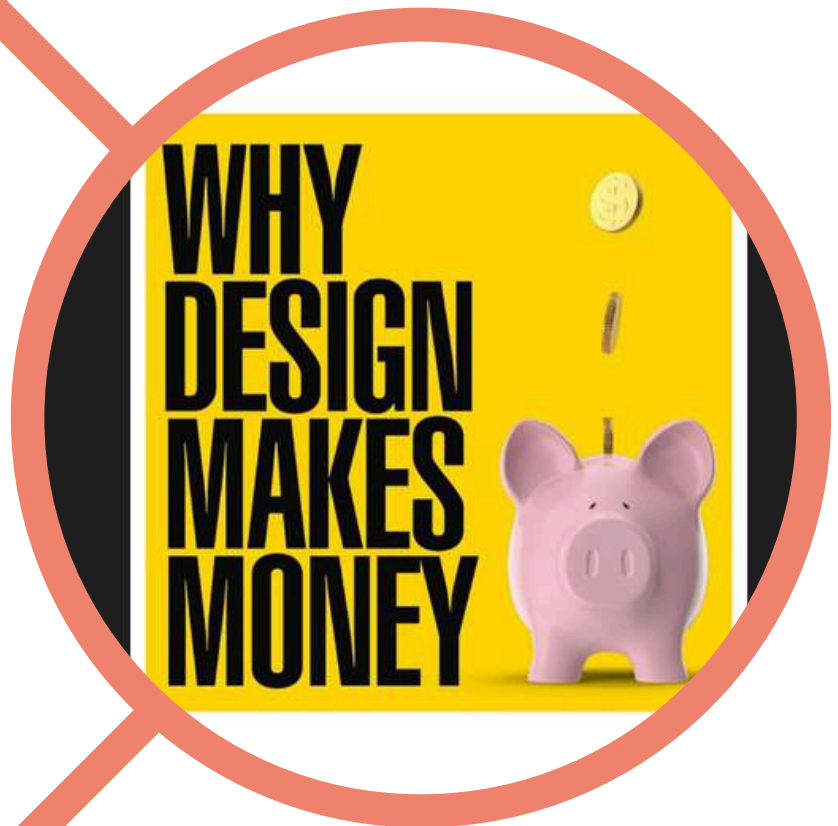
By regularly posting interesting and instructive marketing news and ideas, SMARK, our institution's Marketing Club, has developed a strong social media presence. Through captivating imagery and perceptive writing.

SMARK cultivates a community of marketing enthusiasts. By means of selective posting and cooperation with industry professionals, SMARK provides its followers with useful materials and updates that enhance their educational experience.

SMARK's social media channels are vibrant forums for networking and information sharing, showcasing everything from historic advertising campaigns to the newest trends.

Because of this, SMARK has developed into a premier resource for learning about and being motivated by the constantly changing field of marketing education and practice at our university.





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