

ANNUAL REPORT 2023-2024



FACULTY-IN-CHARGE
DR.SANJAY PAWAR

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2023-2024

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FLAGSHIP EVENT 4 THOUGHT



"4 Thought," orchestrated by Team SMARK, was an immersive exploration into the profound impact of Artificial Intelligence (AI) on storytelling, particularly within the dynamic realm of marketing. Held on September 16th, 2023, this electrifying event featured a stellar lineup of industry luminaries and a masterful moderator, all dedicated to unraveling the boundless possibilities of AI utilization.

The panel, comprising seasoned experts including Ms. Malvika Sinha, Mr. Rohit Shelwante, Mr. Nikhil Kanojia, and Mr. Rajesh Satpute, alongside the adept guidance of moderator Mr. Himanshu Sharma, illuminated the audience with insights honed through years of practical experience.



From Ms. Sinha's impassioned plea to preserve human ingenuity alongside AI, to Mr. Shelwante's captivating live demonstrations showcasing ChatGPT's prowess in domain name generation and ad copy crafting, each presentation left an indelible mark on the audience. Mr. Kanojia's visionary discourse on AI's role in data science and Mr. Satpute's pragmatic advice on prompt engineering elevated the discourse to new heights.

The ensuing panel discussion was a symphony of intellect, delving deep into the strategic integration of AI tools like Canva, ChatGPT, PostSchedule, and Interaction Studio to augment marketing endeavors. Practical applications were dissected, unveiling the transformative potential of AI-driven analytics and automation in reshaping marketing paradigms.

Ethical quandaries surrounding AI-generated content were confronted head-on, igniting spirited debates on governance and intellectual property rights. The clarion call for critical thinking prowess and linguistic adeptness echoed through the hallowed halls, laying the foundation for a new breed of AI-savvy professionals poised to conquer the digital frontier.



SMARK PRESENTS

4 THOUGHT

ARTIFICIAL INTELLIGENCE (AI) AND ITS SIGNIFICANCE IN STORYTELLING PROMPTS

ROHIT SHELWANTE
 Digital Marketing Lead, School Of Digital Marketing. 10+ years of experience in digital marketing. Worked with ICICI, HDFC and Imagica Livspace.

NIKHIL KANOJIA
 Business Consulting Manager, EY. 11+ experience in Marketing Automation, Campaign Strategies, and CRM Integration. Certified in HubSpot and Mo-Engage, with a Six Sigma Yellow Belt.

MALVIKA SINHA
 Head- Marketing, Branding and Communications, Neutrino Tech Systems. Worked at DRDO, Lumina Datamatics & ProMobi Technologies.

RAJESH SATPUTE
 Associate Director, Coleda Industry. He is skilled in Email Marketing, Social Media, Marketing, Software Development, SQL, Marketing Campaign Management.

Logos: Microsoft, Bard, Google

Event Details:
 Date: SEPTEMBER 16
 Time: 4:00 PM
 Venue: Auditorium
 Contact: RANJAN MISHRA-9307154763, BHAVYA KUMAR-9199595713

As Mr. Sharma drew the curtains on this epoch-defining event, his rallying cry for embracing AI's evolution as a beacon of innovation reverberated throughout the auditorium. The thunderous applause that followed served as a testament to the seismic impact of "4 Thought," underscoring its pivotal role in shaping the future of storytelling in the AI era.

In its wake, "4 Thought" left an indelible impression, sparking a fervent desire among attendees to harness AI's transformative power for the betterment of marketing landscapes. As participants dispersed, charged with new found knowledge and zeal, the legacy of this landmark event was etched into the annals of marketing history, poised to reverberate for generations to come.

COMPETITIONS

SIP WARRIOR



"SIP Warrior 9.0," convened on September 3rd, 2023, 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 judges, Siddharth Hegde and Manish Gupta, both renowned stalwarts in their respective fields. Hegde's entrepreneurial journey with Ethinos Digital Marketing and Gupta's extensive experience in the agricultural sector 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 implications.



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 Vibitha Venugopal's astute financial analysis to Richi Mohanty's innovative HR strategies, and from Ria Sharma's multifaceted marketing explorations to Teerthesh Jain's operational prowess, the breadth of projects underscored the depth of talent among participants.

Ultimately, the victors emerged, with Aryan Srinivasan clinching the top honor, followed closely by Siddharth Jung Thapa and Ria Sharma. 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 9.0" 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.

COMPETITIONS

AUCTION THEORY



Auction Theory, a riveting event held on October 21st, 2023, 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.

COMPETITIONS

AUCTION THEORY



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.

COMPETITIONS AD-WAR-TISE



The poster for the Ad-War-Tise competition features a green and white grid background. At the top, it displays the SIMS and SMARK logos. A central green banner reads 'AD-WAR-TISE' with a magnifying glass icon. Below this, a white box indicates 'ROUND 2'. Two judges are featured: Pulkit Goyal, CFO at HoneyWell International India, and Malvika Sinha, Head of Marketing at Neutrino Tech Systems. The bottom section provides event details: Date (7th January), Time (10:00 AM), Venue (Chanakya), and contact numbers for Anchal Guleria and Bhavya Kumar.

SIMS
SMARK
THE MARKETING CLUB OF SIMS

AD-WAR-TISE

ROUND 2

PULKIT GOYAL
CFO
Member of Board – HoneyWell international India.
Former Board Member of Thyssenkrupp company.
Ex Ernst & Young, ex ArcelorMittal.

MALVIKA SINHA
Head- Marketing, Branding and Communications, Neutrino Tech Systems.
Worked at DRDO, Lumina Datamatics & ProMobi Technologies.

DATE: 7TH JANUARY
TIME: 10:00 AM
VENUE: CHANAKYA
ANCHAL GULERIA- 9168798146
BHAVYA KUMAR- 9199595713

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 16th to January 7th, 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 7th, the excitement reached a crescendo as Round 2, took center stage. Teams presented their Go-To-Market (GTM) strategies to esteemed judges, including industry stalwarts like Pulkit Goyal, CFO of Honeywell International India, and Malvika Sinha, Head of Marketing at Neutrino Tech Systems.



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.

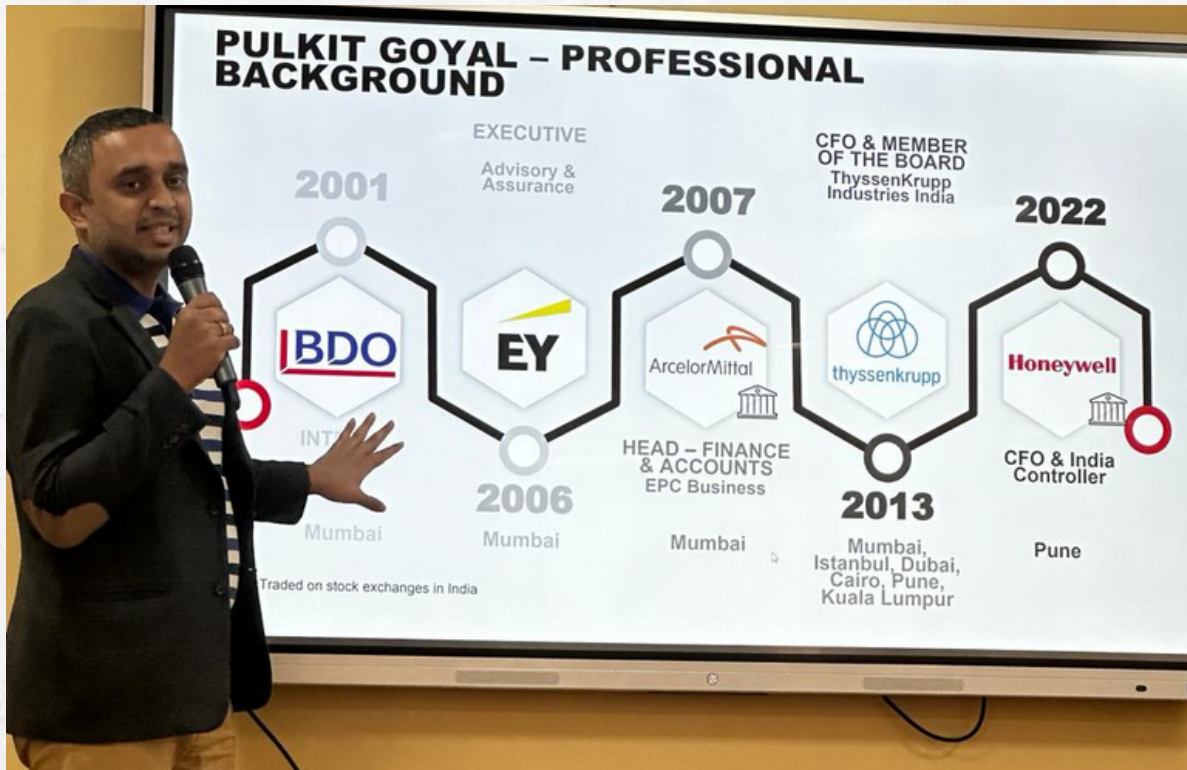
In the end, it was not just about winning a prize but about the journey of creativity, collaboration, and innovation. Ad-War-Tise had succeeded in not only igniting a passion for advertising but also fostering a community of marketing mavericks ready to make their mark on the world. As the curtains closed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

GUEST SESSION INFORUM



In today's dynamic professional landscape, personal branding has emerged as a crucial tool for individuals to distinguish themselves and carve out their unique identity. On January 7th, 2024, Team SMARK at Symbiosis Institute of Management Studies (SIMS) hosted an insightful workshop titled INFORUM, focusing on the nuances of personal branding and its significance in staying relevant in the industry.

The workshop featured two distinguished speakers, Mr. Pulkit Goyal, CFO and Board Member at Honeywell International India, and Ms. Malvika Sinha, Head of Marketing, Branding, and Communications at Neutrino Tech Systems. Mr. Goyal emphasized that a personal brand is not just a reflection of one's skills and expertise but also an expression of the experience others can expect when collaborating with them. He underscored the importance of having a strategic approach towards defining one's passion, values, and career aspirations.



Ms. Sinha delved into practical strategies for enhancing one's personal brand, particularly on professional platforms like LinkedIn. From optimizing profiles with professional photos and engaging summaries to acing formal interviews through thorough preparation and confidence-building techniques, her insights provided a roadmap for individuals seeking to elevate their professional presence.

The workshop concluded with an interactive question-and-answer session, allowing attendees to glean additional insights and clarify doubts directly from the experts.

In an era where digital footprints and professional reputations hold immense value, the INFORUM workshop served as a beacon of guidance, empowering attendees to craft compelling personal brands that resonate with their target audience and propel them towards success in their respective careers.

NEWSLETTERS

SMARK, the Marketing Club of our esteemed institution, has been at the forefront of delivering insightful and engaging newsletters to its audience. Each edition is meticulously crafted to offer valuable insights into the ever-evolving landscape of marketing and branding.

With a keen understanding of the pulse of its readership, SMARK consistently explores diverse themes and topics that resonate with marketing enthusiasts. From exploring Generation Z engagement strategies to unraveling the mysteries of mystery marketing campaigns, each edition is a testament to SMARK's commitment to innovation and relevance.

The club's approach to newsletter creation involves thorough research, creative brainstorming sessions, and a deep understanding of industry trends. By tapping into the intersection of pop culture and marketing, SMARK ensures that its newsletters are not only informative but also entertaining.

Moreover, SMARK leverages its platform to spotlight iconic ad campaigns and share valuable insights from the marketing world, such as the Fevicol and Coca-Cola campaigns showcased in the "Campaign-sutra" series. These initiatives reflect SMARK's dedication to fostering a vibrant community of marketing enthusiasts and providing them with valuable resources to stay ahead in the field.

SMARK's newsletters serve as a beacon of knowledge, creativity, and inspiration for marketing aficionados, shaping the future of marketing education and practice within our institution.

NEWSLETTERS



SIMS  **SMARK**
THE MARKETING CLUB OF SIMS

SMARK ETAINMENT

Learning the SMARK-WAY

2023
OCTOBER EDITION

Sharing requires a community, and building community means turning customers into partners

For GEN Z

Brand Is What You Share, Not What You Sell

PUTTING SHARING INTO PRACTICE

GEN-Z PLAYBOOK
PART - 1

Created by :
Karri Jayesh



FEBRUARY 2024 EDITION

SMARK
THE MARKETING CLUB OF SIMS

SMARK ETAINMENT

LEARN THE SMARK-WAY

CYPHER CHRONICLES:
Decoding
MYSTERY
MARKETING

Written by: Mulpuru Sudeeksha
Designed by: Anubha Gupta

Let's jump in! ↓



64 YEARS AND STILL FEVICOL'S MUSTACHE IS RULING INDIA

How the adhesive stole the heart of India with its quirky ads?



1959 - A love story → **SOFA** "Barso se lekar barso tak"

1977 → **Fevicol Elephant Haisha** "Dum Lagaake Haisha"

2009 ← **Moochwali** "50 years of brilliance(champion)"

2011 → **Cliffhanger** "Pakde Rehna"

2012 ← **Marine** "wahi mazboot jod pani me bhi"

2018 → **Marine** "Pakde Rehna"

2019 ← **BUS** "wahi mazboot jod pani me bhi" "Celebrating 60 years"

2019 → **SOFA** "asli waterproof adhesive"

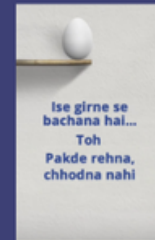
2020 ← **Fevi - Create** "Sab Kuch Jode Jaldi Jaldi"

Tvc to Digital – Ultimate bond still goes on -----



Presence

Stories Gamified

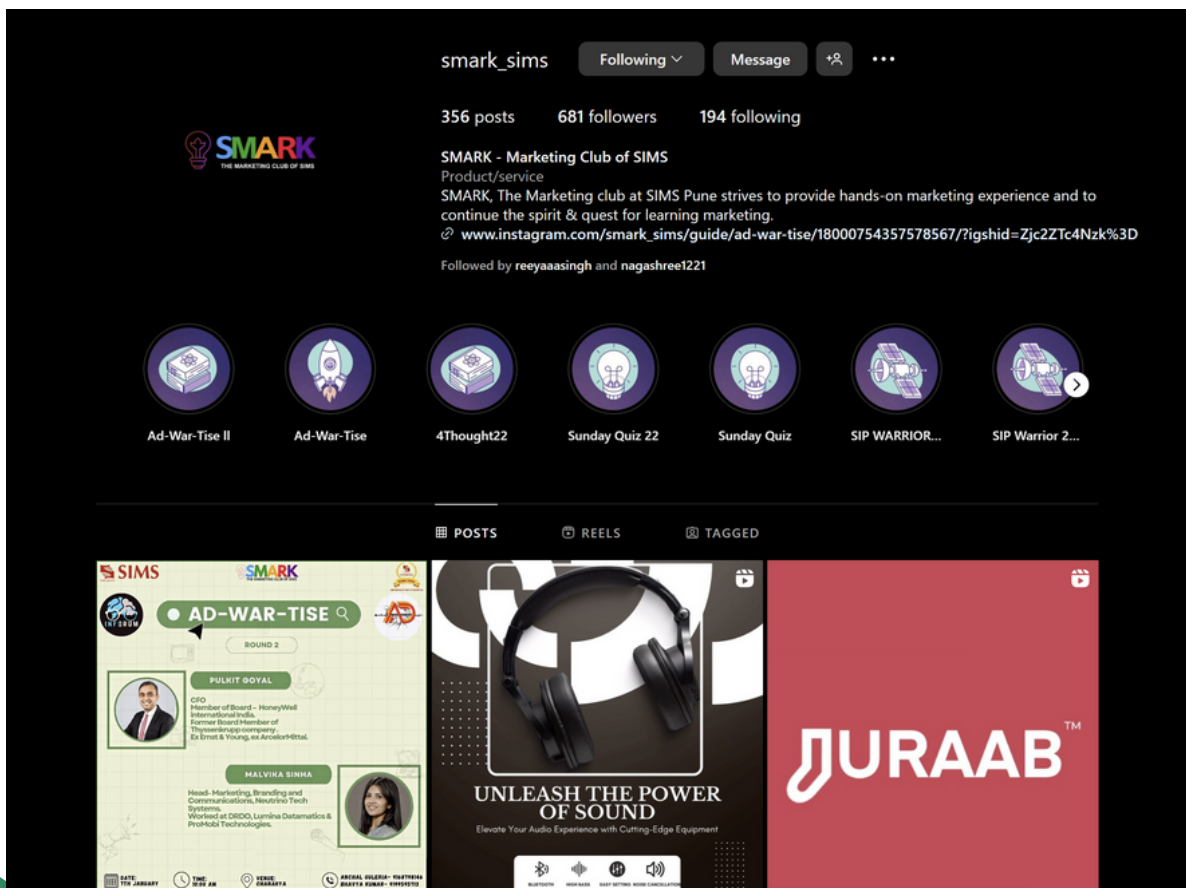


Reels for every occasion



SOCIAL MEDIA PRESENCE

SMARK, our institution's Marketing Club, has cultivated a robust social media presence by consistently sharing entertaining and educational marketing news and concepts. With engaging visuals and insightful content, SMARK captivates its audience, fostering a community of marketing enthusiasts. Through strategic posting and collaboration with industry experts, SMARK delivers valuable resources and updates, enriching the learning experience for its followers. From spotlighting iconic ad campaigns to unraveling the latest trends, SMARK's social media channels serve as dynamic platforms for knowledge exchange and networking. As a result, SMARK has become a go-to destination for staying informed and inspired in the ever-evolving world of marketing. education and practice within our institution.





Getting to know with
SMARK

Zomato and Dinner

come together
for the perfect
union.



Getting to know with SMARK

Marketing's New Muse:

Redefining reality
with CGI



Getting to know with SMARK

The most Genius Marketing
Campaign you have come
across



Getting to know with SMARK



McDonald's is opening a new spin
off restaurant called CosMc's



THE TEAM

SENIORS



**ADARSH
KUMAR**



**ANCHAL
GULERIA**



**RANJAN
MISHRA**



**DIKSHA
SINGH**



**REEYA
SINGH**



**SNEHA
SWARNKAR**



**VANSHIKA
GAYAKWAD**



**KARRI
JAYESH**



**SAYED CHAND
SITARA**



**MEGHA
DARSHAN**



**BHAVYA
KUMAR**



**ANUBHA
GUPTA**



**MULPURU
SUDEEKSHA**



**KARTIK
KOHLI**



**YASHIKA
SINGH**

JUNIORS