



# **THE BRANDING CELL**

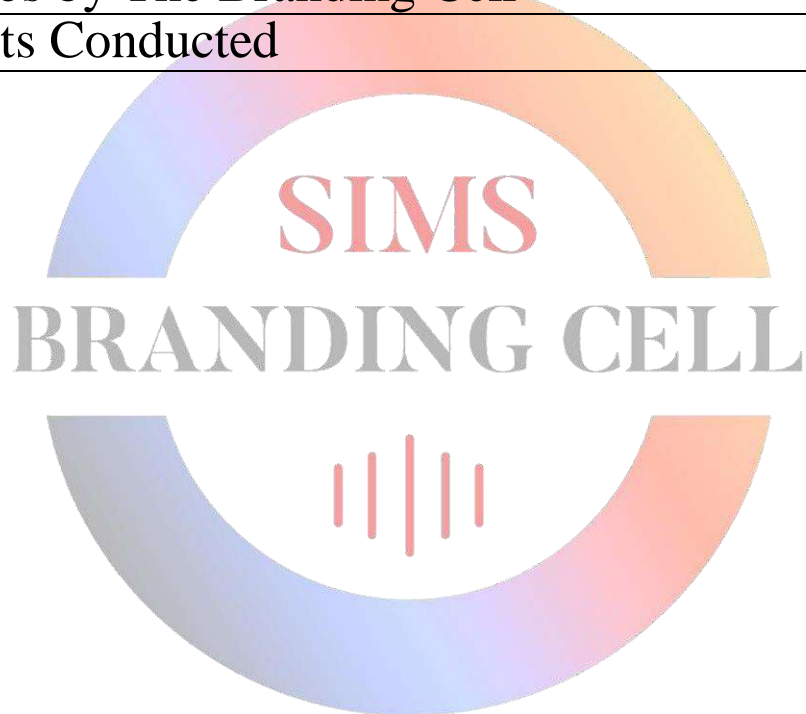
## **ANNUAL REPORT (2024-25)**

### **FACULTY IN-CHARGE**

**Ms. Prerana Badade**

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## **The Branding Cell**

As the youngest cell of the institute, the SIMS Branding Cell plays a significant role in strengthening the SIMS brand and enhancing the college's visibility. It embodies the institute's tagline, "*Make a Difference,*" and strives to uphold this vision through its efforts every day.

We are a close-knit team, working towards a common objective of adding value to several branding avenues through multiple creative solutions. We act as the window to the college by employing our creative ability to enhance the reputation of our college by conducting brand-building activities.

The cell stands on the 4 Pillars of Branding - Reliability, Dynamism, Conscientiousness, and Prolificity. We add value to several branding avenues through Videography, Photography, Creatives, Social Media, Content Writing, Communication, and Data Analytics.

### **Team (2024-25)**



### **Faculty-In-Charge**



**Ms. Prerana Badade**

**Senior Branding Coordinators**



**Amit Sonar**



**Pragya Saxena**



**Abhishek  
Yadav**



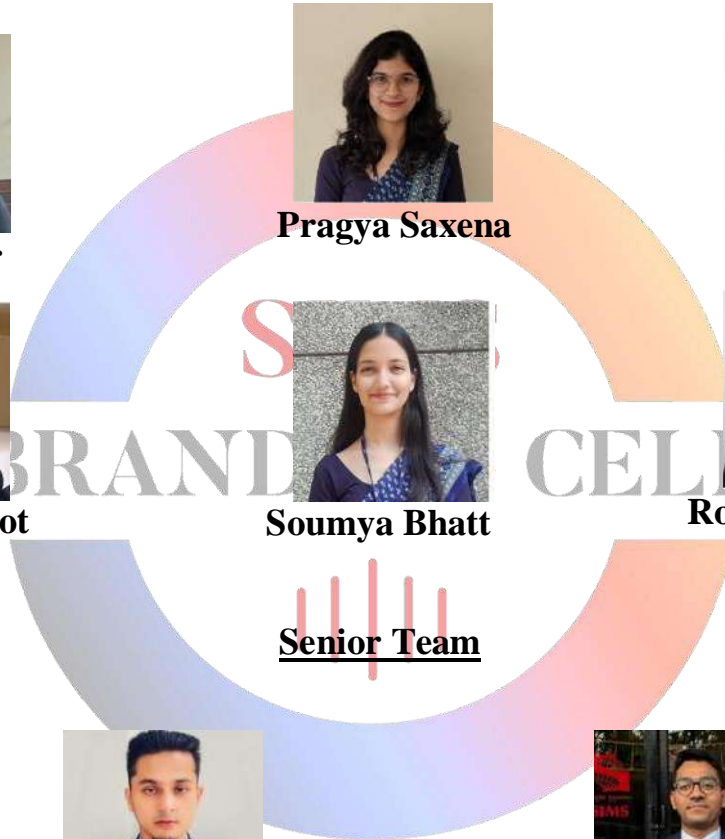
**Aayush Gahlot**



**Soumya Bhatt**



**Rohit Gireesh**



**Senior Team**



**Madhurja Nayan Deka**



**Anuj Raghav**

**Junior Branding Coordinators**



**Shruti Kalamkar**



**Bidisha Basu**



**Anagha Menon**



**Indrani Ghosh**



**KC Tharangani**



**Abhimanyu Deswal**



**Paras Chhoker**



**Prakash Mishra**



**Neeraj Kumar**



**Sukriti Kesar**



**Akhil Juneja**



**Shourya Gaikward**



**Muskan Khazanchi**



**Gayatri Devarakonda**

## WE MANAGE THE OFFICIAL SOCIAL MEDIA HANDLES



**YouTube** - [https://youtube.com/@SIMS\\_PUNE](https://youtube.com/@SIMS_PUNE)

**Instagram** - <https://www.instagram.com/simpuneofficial/>

**LinkedIn** - <https://www.linkedin.com/school/symbiosis-institute-of-management-studies/posts/?feedView=all>

**Facebook** - <https://www.facebook.com/PuneSIMSOfficial/>

**X (Twitter)** - <https://x.com/PuneSIMS>

**Spotify** - <https://spotify.link/GPJx9H4wPyb>

**Quora** - <https://www.quora.com/profile/Symbiosis-Institute-of-Management-Studies-Pune-2/>

***SIMS official social media engagement activities undertaken by The Branding Cell brought the following milestones -***

❖ **QUORA:**

Past one year

15, 652 views (spiked from Sep 2024)

Views specific to questions (above 100 views)

Q- What is the application process for SNAP and how do I select institutes while registering?

Q- Can I edit my SNAP application form after submission, and if so, what changes are allowed?

Q- Is it possible to apply to multiple Symbiosis institutes, including SIMS, with a single SNAP registration?

Q- What are the major industries, fields, or companies where recent graduates have been placed?

Q- What is the fee structure of SIMS?

Q- What is the ROI of SIMS?

Q- Which specializations does SIMS offer?

❖ **INSTAGRAM:**

SIMS OFFICIAL

- Duration- Past 90 days
- Followers- 3824 (up by 7.5%)
- Views- 729,715 (31.4% followers and 68.6% non-followers)
- Views By content type:
  - Posts- 55.7%
  - Stories- 31.4%
  - Reels- 12.8%
- Profile Activity- 22,214 (up by 25%)

- Duration- Past 90 days
- Followers- 819 (up by 2.5 %)
- Views- 62507 (42.1% followers and 57.9% non-followers)
- Views By content type:
- Posts- 7.8%
- Stories- 56.4%
- Reels- 35.8%
- Profile Activity- 2769

### ❖ **YOUTUBE:**

- Duration- March 24- March 25
- Subscribers- +200
- Watch time(hours) 895.8
- Views- 44.3K
- Duration - last 90 days
- Views- 13.5K ( 16% more than previous 90 days)
- Watch Time - 239.1hrs (56% more than previous 90 days)
- New subscribers- 67+ (70% more than previous 90 days)
- Returning viewers- 824
- New viewers- 2766
- Unique viewers- 3616

### ❖ **LINKEDIN:**

- Profile appearances- 115 (all appearance, 107 search appearance)
- profile viewers- 228 (last 90 days)
- followers- 723 (3.8% vs prior 365 days)
- Content performance- 3034 impressions, 487 members reached

## HIGHLIGHTING ACHIEVEMENTS

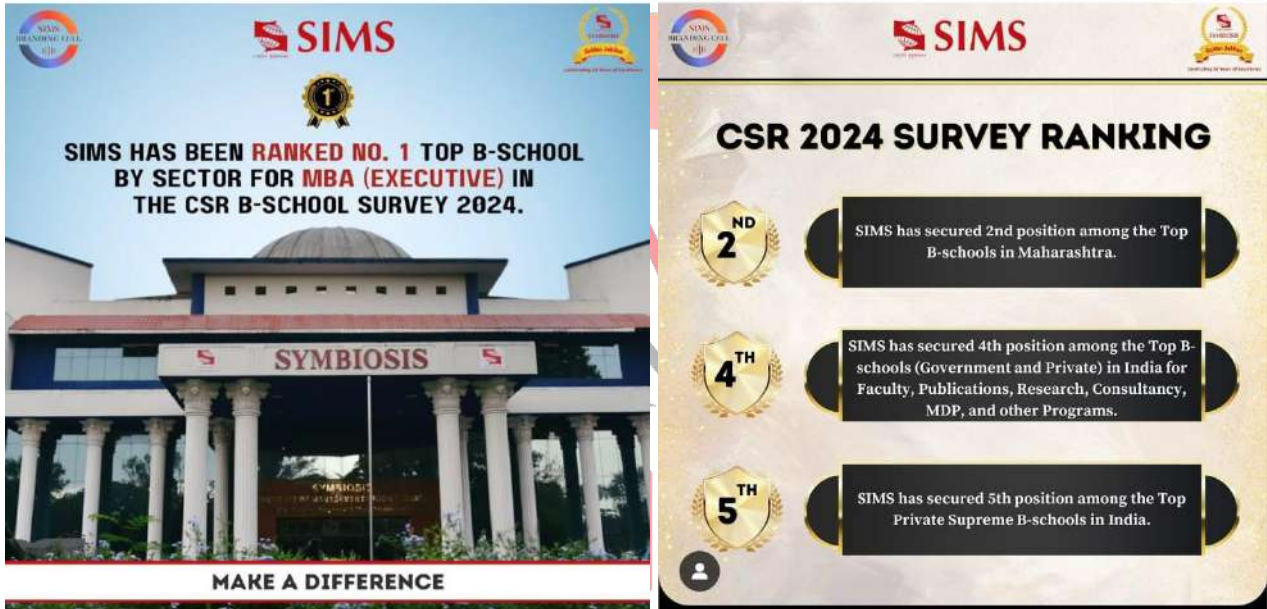
Recognizing achievements serves as a powerful motivator for individuals to continue excelling while also inspiring others to engage and participate actively. The SIMS Branding Cell has consistently showcased the accomplishments of its students, faculty, alumni, and management team. This not only boosts confidence but also encourages greater participation from the SIMS community, helping in further strengthening the institute's presence in various events.

### STUDENT ACHIEVEMENTS





## POSTS HIGHLIGHTING ACHIEVEMENTS OF SIMS



## REJOICING IN FESTIVITIES

SIMS Branding Cell comes up with inspired creatives for every occasion which are posted on all our social media channels. This helps build a personal connection with our viewers and also breaks the monotony of everyday work-related stuff. Moreover, it helps with easy promotion and brand building. We also have had the honor of making greeting cards for special occasions on behalf of the institute. We also make creatives for festivals and events that are sent through UGC mandates.



## Highlighting SIMS

The core purpose of our cell is to highlight SIMS, its cells and clubs, and the various activities happening in and around college. We ensure that every milestone and event are brought forth on our platform to keep our audience up to date with the happenings at SIMS

### SIMS GATE BANNERS

Further, the gate banners which highlight various aspects of SIMS are strategically placed and attract the attention of anyone visiting college. They have been ideated and executed end to end, by the Branding Cell.

# BRANDING CELL



The banner features a central image of the SIMS building and a lecture hall. It includes logos for SIMS and its 50th anniversary, and text highlighting its academic achievements.

**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
(For Defence Personnel and Their Dependents)

**MAKE A DIFFERENCE**

**TOP LEADING B-SCHOOL OF SUPER EXCELLENCE IN INDIA BY CSR-GHRDC SURVEY 2022**  
**1st Rank**

**TOP PRIVATE B-SCHOOL IN MAHARASHTRA BY CSR-GHRDC SURVEY 2021**  
**3rd Rank**

SIMS IS GIVEN THE RANKING OF NO. 11 FOR FACULTY PUBLICATION, RESEARCH, CONSULTANCY, MDP AND OTHER PROGRAMMES IN INDIA (BOTH GOVERNMENT AND PRIVATE).

## **SYMBIOSIS INTERNATIONAL (DEEMED) UNIVERSITY**

(Established under section 3 of the UGC Act, 1956) Re-Accredited by NAAC with 'A++' grade | Awarded Category - I by UGC



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## MEDIA COVERAGE

We have successfully covered SIMS in globally reputed news magazines like Hindustan Times and ANI, thereby enabling SIMS to reach global platforms. We have been successful in showcasing SIMSARC (SIMS Annual Research Conference) and SIMS International Lecture Series at various platforms, thereby highlighting our continue pursuit towards excellence.



## SIMS ADMISSION BROCHURE

We conceptualized the SIMS Admission Poster and SIMS Three-Fold Brochure for the Batch 2025-2027 which is sent to all incoming batch.

<p style="text-align: center;"><b><u>ELIGIBILITY CRITERIA</u></b> MBA Full Time (Residential)</p> <ul style="list-style-type: none"> <li>• The candidate should be a graduate from any recognized University / Institution of National Importance with a minimum of 50% aggregate marks or equivalent grade at graduation level.</li> <li>• Defence personnel &amp; their dependents considered under defence category.</li> <li>• Candidates appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks in the qualifying examination.</li> </ul> <p style="text-align: center;"><b><u>RESERVATIONS OF SEATS</u></b> (AS PER THE MOU WITH MINISTRY OF DEFENCE)</p> <ul style="list-style-type: none"> <li>• Defence personnel and their Dependent under two categories - 90% (270 Seats)                         <ul style="list-style-type: none"> <li>(a) Open Defence Category: 80% (240 Seats) shall be allotted to the Defence personnel and their dependents.</li> <li>(b) Defence Special Category: 10% (30 Seats) shall be allotted to defence personnel and their dependents:-                                 <ul style="list-style-type: none"> <li>(i) Killed in action (war, Counter Insurgency or war like operation), or</li> <li>(ii) Disabled in action (war, Counter Insurgency or war like operation), with more than 50% disability, or</li> <li>(iii) Next of kin of service personnel who have died while in service, death being attributable to military service.</li> </ul> </li> </ul> </li> <li>• Open Industry category: 10% of seats are in the open/industry category to civilian candidates (as per merit)</li> </ul> <p style="text-align: center;"><b><u>For Defence Officers on Study Leaves</u></b></p> <ul style="list-style-type: none"> <li>• SIMS has an MOU for granting study leave to officers for the under-mentioned programs. Officers must apply to their respective service HQ and get approval. The approval gets them direct admission to a 2-year Full-Time MBA.</li> <li>• Admission form should be submitted to SIMS on or before 30th May every year along with the required registration fees through Demand Draft in favour of "The Director, Symbiosis Institute of Management Studies," payable at Pune or online payment.</li> </ul>	<p style="text-align: center;"><b><u>ADMISSIONS</u></b></p> <ul style="list-style-type: none"> <li>• Apply online on <a href="http://www.snaptest.org">www.snaptest.org</a> to register for SNAP.</li> <li>• Apply separately for SIMS by paying a separate registration fees through <a href="http://www.snaptest.org">www.snaptest.org</a></li> </ul> <p style="text-align: center;"><b><u>ACTIVITY TIMELINE</u></b></p> <ul style="list-style-type: none"> <li>• SNAP Registration Commences from .....Aug 05, 2024</li> <li>• Registration/Payment for SIMS commences from ..... Aug 05, 2024</li> <li>• SNAP Registration &amp; Payment closes on ..... Nov 22, 2024</li> <li>• Admit Card Live on <a href="http://www.snaptest.org">www.snaptest.org</a>: Dec 02,09,13, 2024</li> <li>• SNAP Online test (CBT) 2024 ..... Dec 08,15,21 2024</li> <li>• SIMS Registration and payment for the MBA batch of 2025-27 will close on: ..... Jan 07, 2025</li> <li>• SNAP Result declaration: ..... Jan 08, 2025</li> <li>• List of candidates shortlisted for GEPI: ..... Jan 13, 2025</li> <li>• SIMS form &amp; GEPI Slot booking closes on: ..... Jan 20, 2025</li> <li>• Shortlist Call Letter publication (GEPI Admit Card): .....Jan 24, 2025</li> <li>• GEPI Dates: .....Jan 31, Feb 1, 2, 8, 9, 2025</li> <li>• Announcement of Merit list: ..... Feb 24, 2025 -Feb 27, 2025</li> <li>• Last date for Payment of Fees for Candidates (of First Merit List): ..... Mar 27, 2025</li> <li>• Programme Commencement &amp; Reporting at the Institute followed by hostel allocation: ..... Jun 2, 2025</li> </ul> <p style="text-align: center;"><i>NOTE: "SIMS and SIU reserve the right to change the above dates due to any unavoidable circumstances"</i></p> <div style="text-align: center; margin: 10px 0;">  </div> <p style="text-align: center;"><b><u>EDUCATIONAL LOANS PROVIDED BY THE BANKS</u></b></p> <p>For full-time 2 year MBA and MBA ( Executive )</p> <ul style="list-style-type: none"> <li>• Bank of India Loan Scheme</li> <li>• IDBI Bank Loan Scheme</li> <li>• Axis Bank Loan Scheme</li> <li>• Bank of Baroda Loan Scheme</li> <li>• State Bank of India loan Scheme</li> </ul> <p>For more information, please refer SIMS Website (<a href="http://www.sims.edu">www.sims.edu</a>)</p> <p style="text-align: center;"><i>" There is no greater glory than the journey on which we strive to MAKE A DIFFERENCE"</i></p>	<p style="text-align: center;"><b><u>INTRODUCTION OF INSTITUTE</u></b></p> <ul style="list-style-type: none"> <li>• Set up in 1993, SIMS is a premier Management Institute ranked amongst the top B Schools in India.</li> <li>• SIMS is a constituent of the prestigious Symbiosis International (Deemed) University and is the only MBA institute of its kind in India and a shining example of PPP (Public Private Partnership) between Symbiosis and the Government of India Ministry of Defence since 2002.</li> <li>• Its flagship MBA course is primarily for Defence personnel and their dependents, with some seats for civilian candidates.</li> <li>• This ideal mix of defence dependents and civilians brings out the best in both and ensures holistic development.</li> <li>• SIMS has an ergonomically designed, fully wi-fi enabled campus with a state-of-the-art Computer Lab with modern statistical tools such as SPSS, ERP and 8 Bloomberg terminals.</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div> <ul style="list-style-type: none"> <li>• SIMS is the only Institute in India dedicated to Defence personnel and their dependents and is also an ISO 9001 2015 quality-certified Management Institute.</li> <li>• Center for Corporate Governance of the National Foundation of Corporate Governance.</li> <li>• 100% Placement opportunity.</li> <li>• Being based in Pune (manufacturing hub) and placed near Mumbai (financial hub) helps SIMS to strategically position itself among distinguished recruiters.</li> <li>• Competent faculty assisting in the learning process of contemporary management disciplines.</li> <li>• Primary focus on Research, Projects, and Consultancy.</li> <li>• Excellent ROI on Fees to CTC (over 125%)</li> <li>• It is the only Institute in the Symbiosis family to have an "Incubation centre."</li> <li>• Students Summer School opportunity at Bremen University &amp; Berlin School of Economics-Germany &amp; IESEG School of Management, France, and Semester Exchange at Leeds Beckett University- UK.</li> </ul> <p style="text-align: center;"><b><u>SPECIALISATIONS OFFERED:</u></b></p> <ul style="list-style-type: none"> <li style="width: 50%;">• Human Resources Management</li> <li style="width: 50%;">• Finance</li> <li style="width: 50%;">• Marketing</li> <li style="width: 50%;">• Data analytics</li> <li style="width: 50%;">• Operations and Supply Chain Management</li> </ul>
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A GATEWAY TO A BETTER CAREER AND FUTURE



### PROGRAMMES OFFERED:

- Full-time two years MBA (Residential)
- MBA (Executive) - 2 years part-time

### INFRASTRUCTURE



SWIMMING POOL



GYMNASIUM



AUDITORIUM



BLOOMBERG



LIBRARY



MESS

## RANKING

- SIMS holds the accreditation of A++ Grade by NAAC
- SIMS has secured the 6th position in the CSR GHRDC B-School survey, ranking among the Top Supreme private B-Schools in India.
- SIMS has secured the 2nd position among the private institutes in the state of Maharashtra according to the CSR-GHRDC B School survey 2023.
- SIMS holds the 9th position in India for its placement record, USP, commitment to social responsibility, networking opportunities and industry connections across both government and private sectors.
- SIMS holds the 7th position for Faculty, Publication, Research, Consultancy, MDP, and other programs in India, encompassing both Government and Private Institutions.



### CONTACT US

**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
 Range Hills, Khadki, Pune, Maharashtra 411020  
 Phone no. 020-25593201/250  
 info@sims.edu | admissions@sims.edu



Celebrating 50 Years of Excellence



**-Make a Difference-**

**SYMBIOSIS INTERNATIONAL (DEEMED) UNIVERSITY**  
 (Established under section 3 of the UGC Act 1956)  
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 Awarded category-I by UGC

## VIDEOS BY BRANDING CELL

We handle the official YouTube and Instagram account of SIMS, Pune. We are slowly but surely building our both channels by uploading videos consistently. Our video editing team has made extremely creative, engaging and informative long and short format videos for various occasions. We also upload videos made by other cells and clubs to enable greater visibility for our college.

We made the following videos (with links for reference):

### Link of video

SL NO	Event	Hosted By	Link
1	Kargil Vijay Diwas	Branding Cell	<a href="https://www.instagram.com/reel/C9325dNt-yN/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C9325dNt-yN/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
2	Funthusia	Infrastructure Team	<a href="https://www.instagram.com/reel/C-lxxgtSlxR/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C-lxxgtSlxR/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
3	Independence Day Invitation	Branding Cell	<a href="https://www.instagram.com/reel/C-pnbHVP0zN/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C-pnbHVP0zN/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
4	Independence Day BTS	Branding Cell	<a href="https://www.instagram.com/reel/C-vcCxAfKj/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C-vcCxAfKj/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
5	Independence Day	Branding Cell	<a href="https://www.instagram.com/reel/C-BQ0eQSb9Z/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C-BQ0eQSb9Z/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
6	Tarang	Team Pranay	<a href="https://www.instagram.com/reel/C-4W9hNvrP4/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C-4W9hNvrP4/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>

Annual Report (2024-25) | The Branding Cell

7	MUN 2024	MUN Team	<a href="https://www.instagram.com/reel/C TRDjfty6O/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C TRDjfty6O/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
8	Powerlifting Championship	DSRW and STAGS	<a href="https://www.instagram.com/reel/C VthDmPJIT/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C VthDmPJIT/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
9	Swimming Championship	DSRW	<a href="https://www.instagram.com/reel/C aiI dgWFJ/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C aiI dgWFJ/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
10	Teacher's Day	Branding Cell	<a href="https://www.instagram.com/reel/C itbgotUPe/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C itbgotUPe/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
11	Teacher's Day - BTS	Branding Cell	<a href="https://www.instagram.com/reel/C -vuSPtUJ-/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C -vuSPtUJ-/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
12	Nbuzz	ACADS Team	<a href="https://www.instagram.com/reel/C i5cgNy4Mc/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C i5cgNy4Mc/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
13	People of SIMS	Branding Cell	<a href="https://www.instagram.com/reel/C z1feOAn79/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C z1feOAn79/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
14	Ganesh Chaturthi	Infrastructure Team	<a href="https://www.instagram.com/reel/DAA29xEPLM/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAA29xEPLM/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
15	Ganesh Chaturthi – BTS	Infrastructure Team	<a href="https://www.instagram.com/reel/DADpU4EgSSU/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DADpU4EgSSU/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
16	Convocation	SIU	<a href="https://www.instagram.com/reel/DAGmpp8NqF5/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAGmpp8NqF5/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
17	STRATEGEM	Team iNFINITE	<a href="https://www.instagram.com/reel/DAVqwYyUx0/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAVqwYyUx0/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
18	Market Beat	E cell	<a href="https://www.instagram.com/reel/DAYqzi4S8eD/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAYqzi4S8eD/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
19	Vichar Manthan	Team Noesis	<a href="https://www.instagram.com/reel/DABItJatESg/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DABItJatESg/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
20	Sports Felicitation Ceremony	STAGS	<a href="https://www.instagram.com/reel/DAD1iuVy4T9/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAD1iuVy4T9/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
21	Colosseum	The People Tree	<a href="https://www.instagram.com/reel/DAi85tgA7yu/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAi85tgA7yu/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
22	Musical Night	Sur Team	<a href="https://www.instagram.com/reel/DAlkJGcyhch/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAlkJGcyhch/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
23	Unfiltered Episode 1	Branding Cell	<a href="https://www.instagram.com/reel/DAYbNicA5b3/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DAYbNicA5b3/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
24	Unfiltered Episode 2	Branding Cell	<a href="https://www.instagram.com/reel/DEZ8zbfNQCT/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DEZ8zbfNQCT/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
25	Unfiltered Episode 3	Branding Cell	<a href="https://www.instagram.com/reel/DFz3ZekgB1S/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DFz3ZekgB1S/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
26	Dandiya Nights	Infrastructure Team	<a href="https://www.instagram.com/reel/DBO8roDgPeL/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DBO8roDgPeL/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>

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27	NAM 2023	Alumni Cell	<a href="https://www.instagram.com/reel/DCmDKI5Nn7W/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DCmDKI5Nn7W/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
28	BARCODE	Events Cell	<a href="https://www.instagram.com/reel/DBZBms4yTmM/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DBZBms4yTmM/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
29	Diwali	Infrastructure Team	<a href="https://www.instagram.com/reel/DB0t67UgL2a/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DB0t67UgL2a/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
30	Ultimate Dance Battle	Team VIBES	<a href="https://www.instagram.com/reel/DDcQVoagGCe/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DDcQVoagGCe/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
31	Flag Day	Editorial Cell	<a href="https://www.instagram.com/reel/DEri7gUtJiZ/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DEri7gUtJiZ/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
32	Treasure Hunt	Infrastructure Team	<a href="https://www.instagram.com/reel/DEkVHvZNGBc/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DEkVHvZNGBc/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
33	Happy Healthy Campus	DSRW and STAGS	<a href="https://www.instagram.com/reel/DFutE3dKuAk/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DFutE3dKuAk/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
34	Republic Day	Branding Cell	<a href="https://www.instagram.com/reel/DFnY8sMtrhQ/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DFnY8sMtrhQ/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
35	Republic Day BTS	Branding Cell	<a href="https://www.instagram.com/reel/DFj3IYRNp7u/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DFj3IYRNp7u/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
36	Youth Parliament	MUN Team	<a href="https://www.instagram.com/reel/DEur6-KtaOx/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DEur6-KtaOx/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
37	Christmas	Infrastructure Team	<a href="https://www.instagram.com/reel/DE45uvjNaDN/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DE45uvjNaDN/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
37	NEAM	Infrastructure Team	<a href="https://www.instagram.com/reel/DFIh2djNXuA/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DFIh2djNXuA/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
39	Campus Tour	Branding Cell	<a href="https://www.instagram.com/reel/DFxcu3hgWlX/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DFxcu3hgWlX/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
40	Symbifit	SIU	<a href="https://www.instagram.com/reel/DGvE5b2AhkY/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DGvE5b2AhkY/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>
41	Deshpande and Nandal Sports Olympiad	STAGS	<a href="https://www.instagram.com/reel/DG-t0qwNyLH/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DG-t0qwNyLH/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>

## EVENTS CONDUCTED

### **Kargil Diwas (26th July):**

In honour of the 25th Kargil Vijay Diwas, the SIMS' Branding Cell curated a unique memorial throughout July. This memorial involved a daily presentation unveiling soldiers' heroic narratives and their heartfelt letters to families. The emotional resonance of these sacrifices deeply impacted the students, fostering a sense of patriotism and reverence.



### **Independence Day (15th August):**

The Branding Cell organized Independence Day celebrations which was observed with fervour and unity. The celebrations were a vibrant amalgamation of cultural performances, poetry recitations, flag hoisting, and an inspiring speech by the Director. The event succeeded in evoking a strong sense of inclusivity, national pride, and unity among the participants.



## Republic Day Celebrations – 2025 (January 26):

The Republic Day celebrations at SIMS, organized by the Branding Cell were held with great enthusiasm and patriotic fervor. The event was graced by the esteemed presence of Brig. (Dr.) Rajiv Divekar, Dean Faculty of Management, SIU and Director, SIMS, Deputy Director (Dr.) Pravin Kumar Bhoyar, and Campus Admin Air Commodore Vishwajit Dedgaonkar, VM VSM (Retd.), along with faculty, staff, and the student managers of the MBA batches of 2025 and 2026.



In essence, the Branding Cell at SIMS plays an integral role in curating diverse events, honouring national milestones, and showcasing the vibrant culture of the institution contributing to active participation and engagement within the SIMS community.