



L.J. INSTITUTE OF MANAGEMENT STUDIES



MARKETING EXCELLENCE SERIES – 2014

A REPORT

Marketing Excellence Series (MAX)

Season 2

Activity Report

MAX, Season 2 was organized to enhance students' learning on the various marketing concepts from the experiences of personalities invited from leading industries. The two-day programme was organized on 17-18th October 2013 at the LJ Auditorium. Over 300 students from 1st and 2nd year MBA participated.

Day 1, 17th October, 2013: Videocon Telecom and Vadilal

The first day started with the opening remarks by the Coordinator, Dr Abhinava Singh, followed by welcome speech by Dr. Siddharth Singh Bist, the Dean and a brief address by Dr. P.K. Mehta, the Director. Thereafter, the first guest of the event, Mr Ashish Shelat, Regional Marketing Manager, Videocon Telecom shared his varied experiences with different industries and all about Videocon Telecoms 3G and 4G policies. The students were enlightened about the marketing activities at Videocon. The second part of the seminar was an excellent question-answer session conducted by Ms Shradha Manek, the Brand Manager of Vadilal Ice Creams. She explained to students many branding concepts and kept the session opened for students to ask anything which the students required to know about branding and marketing done at Vadilal.



Mr Ashish Shelat (Videocon)



Ms Shradha Manek (Vadilal)

Day 2, 18th October, 2013: Havmor Ice Cream and Hindustan Coca-Cola Beverages

The first guests on day 2 were Mr. Medhir Panya, Senior Marketing Manager and Mr. Siddharth Sheth, Marketing Manager from Havmor Ice-cream. They talked about the new series Ice-Cream to be launched and marketed during the release of movie Krishh-3. Mr. Pandya mesmerized the crowd with his excellent speech and experience. The new series of Ice-creams gave interesting learning to the students about the various methods of promoting the brands. Throughout the event the media also played a very important part. The seminars were covered by news papers like Gujarat Samachar and Sandesh.



Mr. Medhir Pandya & Mr. Siddharth Sheth (Havmor)

Guest of the last session of the event, Mr. Vijay Sharma, Manager Channel Sales from Coca Cola, opened his speech with a bottle of Coca Cola and made the event more interesting. Mr. Sharma showed many advertisements of other brands as well as coca cola to educate students about how advertisement plays a vital part in marketing a brand. Many marketing concepts which were only known to students in books were actually explained through his expertise.



Mr. Vijay Sharma (Coca Cola)

Overall the two days of MAX, season 2 provided a lot of learning and insights from the marketing work arena to the students. Certificates were given to the students for participation and also to the student coordinators. Throughout the event the media also played a very important part. The seminars were covered by news papers like *Gujarat Samachar* and *Sandesh*.

The faculty coordinators for the event were Dr. Abhinava Singh, Prof. Bilva Desai Singh, Prof Rutuja Bhrambhatt and Prof. Indra Meghrajani extensively supported by the Dean and the Director of the institute. All the faculties of LJ MBA participated in the event and supported the coordinators.