

MARKETING EXCELLENCE SERIES (MAX), 2016

MAX 2016 began on 31st August, 2016 with a heritage walk to the old city followed by an immersion visit to The House of MG where the budding marketers (our marketing specialization students from 2nd year LJ MBA) interacted with **Mr. Abhay Mangaldas** on *heritage marketing*.

The next three days saw eminent marketers from well-known brands sharing their experience and interacting with our marketing students. The details of the same are attached below:

LIST OF MARKETING EXPERTS & SCHEDULE (Venue: LJ Architecture Auditorium)

TIMING / DAY	1 ST SEPT	2 ND SEPT	3 RD SEPT
10:00 – 11:15	Mr. Hemant Ambhorkar (ASSOCIATE VP - RELIANCE JIO) <i>Topic: Sales & Distribution of 4G Services</i>	Mr. B.N. Pandey (The Business Drivers) <i>Marketing Strategies of a start-up</i>	Prof. Abhishek (IIM-A) <i>Marketing of Mobile Coupons</i>
11:30 – 12:45	Mr. Smit Nebhwani (Founder –VOOLSY) <i>Topic: Marketing Strategies of Voolsy Mobile App</i>	Ms. Shilpa Nair (Manager – Marketing) and Mr. Utsav Patel (ALPHA ONE) <i>Mall Management with focus on Marketing</i>	Mr. Anand Jha (ASSOCIATE VP – NDTV) <i>Distribution Strategies of NDTV</i>
1:30 – 2:45	Mr. Abbas Hajoori (OWNER – SOSYO) <i>Topic: Marketing Strategies of SOSYO</i>	Mr. Siddarth Sundram (REGIONAL SALES MANAGER – INDUSIND BANK) <i>Topic: Sales Management of Financial Products</i>	Mr. Mukund Shukla (CHIEF MANAGER – INDIAN EXPRESS) <i>Topic: Niche Marketing strategy of Indian Express and De-Marketing</i>

The event was well covered and well received in the **newspapers** including Gujarat Samachar, Indian Express, Divya Bhaskar and Ahmedabad Mirror.

All the participants (marketing students) would be getting the certificate of participation on successful completion of **immersion project** (1-2 weeks) with one or more of the brands which participated in MAX 2016.

The marketing experts were very happy to interact with our students and were appreciative of the overall quality and attitude of our students. They also appreciated the infrastructure and the arrangements made!

The event was coordinated by the faculty team (marketing department) of LJ MBA which included Prof. Preeti Pillai, Dr. Neha Mehta, Dr. Bilva Singh Desai, Dr. Indra Meghrajani, Dr. Abhijeet Singh, and Dr. Abhinava S. Singh.

The MAX 2016 team (faculty and students) with Shri Abbas Hajoori (Sosyo) and at Diwanji ni Haveli (Heritage Walk)

