



SVKM'S
NMIMS
Deemed to be UNIVERSITY

**SCHOOL OF
BUSINESS MANAGEMENT**



PRATIBIMBH

STUDENT ACTIVITY DOSSIER

VOLUME XIII | 2025-26

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Message from the Chairperson, Student Activities

The year 2025-26 has been a stellar year for our students as they effectively pursued their academic goals, while simultaneously taking on passion projects in co-curricular and extra-curricular domains. I have been truly amazed by the enthusiasm and dedication demonstrated by our students in finding ways to engage their talents, enhance their skills, and build relationships with different stakeholders.

Throughout the year, the Student Council and its associated cells organized a wide range of activities and events from corporate projects, workshops, conclaves involving industry leaders, to cultural events, sports competitions, and community service projects. Through their zealous efforts, they strove to create a vibrant campus community which caters to diverse needs and interests.

This year, a total of 111 events were organized by Core, Functional, Interest-based cells and Clubs of the Student Council and prominent events such as Paragana and Euphoria continued to draw crowds in large numbers. Students brought laurels to the School of Business Management by successfully participating in several national and international competitions.

In line with SBM, NMIMS's commitment to providing a holistic student experience, student cells introduced impactful initiatives. The E-Cell launched a weekly newsletter designed to provide relevant insights on markets, startups, policy, and corporate strategy. The student council introduced a buddy program to support first-year students through peer mentorship by pairing juniors with seniors, ensuring a smoother transition into SBM's academic culture. Digitization of the Lost and Found system with QR code integration, helped make the process accessible and efficient for the entire campus community. Additionally, several campus infrastructure improvement suggestions and wellbeing initiatives helped promote a supportive and empathetic environment. The student cells met their budgetary expectations by raising cash and kind sponsorships worth INR 1.30 crores, with Student Council raising INR 95.54 lakhs (73%).

As we end this academic year on a positive note, I would like to sincerely thank Shri. Amrishbhai Patel, Chancellor, NMIMS University, Shri Shalin S. Divatia, Mentor, SBM, NMIMS, Dr. Ramesh Bhat, Vice Chancellor, NMIMS University, Dr. Sharad Y. Mhaikar, Provost (Administration), NMIMS University, Dr. Meena Chintamaneni, Pro Vice Chancellor, NMIMS University, and Dr. Abhishek Ranjan, Pro Vice Chancellor, NMIMS University for their continued guidance and support. I would also like to thank Dr. Veena Vohra, Officiating Dean, SBM NMIMS, Vice Deans and Program Chairpersons of SBM NMIMS, Faculty In-Charge of various student cells and the administrative staff of SBM NMIMS for their tireless contributions, mentorships and dedicated support to our students. Most importantly, I applaud the efforts of the Student Council and its associated cells for working collaboratively to elevate the School of Business Management to greater heights.

I wish our students the very best as they continue to invest in their learning and growth.

Dr. Geeta D'Souza

Chairperson, Student Activities

School of Business Management

SVKM's NMIMS University



Introduction

The School of Business Management (SBM) at SVKM's NMIMS (Deemed-to-be University) is one of India's most prestigious business schools, located in Mumbai. In addition to offering a variety of cutting-edge academic programs, the School seeks to enhance the holistic development of students through a variety of co-curricular and extra-curricular activities intended to help them realize their utmost potential. SBM firmly embraces the notion that learning transcends the boundaries of traditional classrooms, and this principle serves as the cornerstone of the School's student-related initiatives. With the aim of furnishing students with an environment conducive to developing valuable knowledge, attitudes, skills and habits (KASH), the School has empowered its Student Council and associated cells to orchestrate a rich array of events, activities and projects, each designed to facilitate holistic learning and skill development beyond the confines of conventional learning spaces. The Student Council's student activity dossier, Pratibimbh, serves as an enduring record of the remarkable efforts of SBM's student cells towards helping the School fulfil its mission and vision of developing transformational leaders and staying true to its values. This dossier provides comprehensive information about the Student Council, its associated cells and their incredible accomplishments over the course of the academic year.

Student Council

The Student Council is the apex student body representing all full-time students of the School of Business Management (SBM), NMIMS. The Council acts as a formal channel of communication between the school's administration, faculty, and students. It is often the first point of contact for external parties to the school's students, operates in close coordination with the School's Administration as well as the University Management, and facilitates the organization of a variety of business and cultural events.

Vision:

To empower SBM's student community by mediating student-administration relations and championing a vibrant campus culture that accelerates personal and professional growth.

Mission:

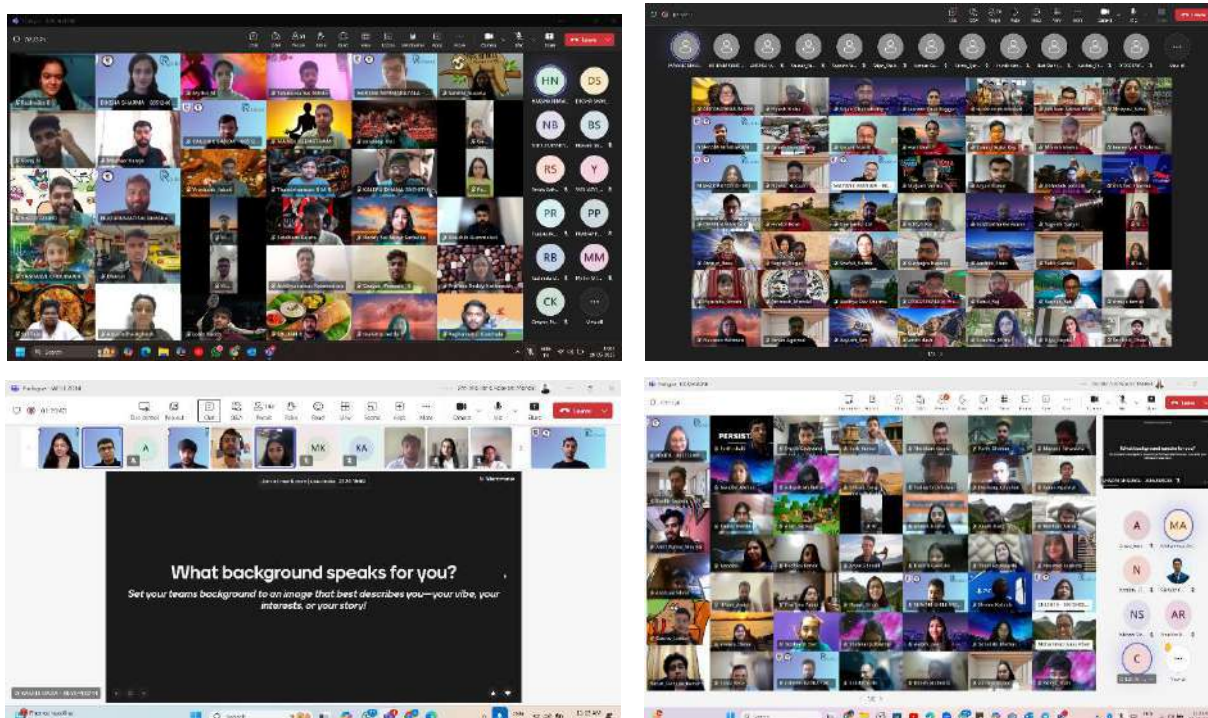
- To serve as representatives of the student body of SBM and act as a liaison between the School's administration, faculty, and students.
- To organize and facilitate a variety of co-curricular and extra-curricular events and activities intended to enhance student learning and development.
- To provide guidelines and protocols for the smooth functioning of different student cells under its umbrella.
- To assist the School's management in the fulfilment of the School's mission, vision, and strategic objectives.
- To assist in SBM's public relations and marketing initiatives.
- To contribute to maintaining and enhancing student life in all relevant aspects.

Events conducted this academic year

PROLOGUE

Date: 18th May 2025

Prologue is the first ice-breaking session for incoming first-year students, designed to foster meaningful connections and ease pre-MBA jitters before they step onto campus. The virtual session was divided into four regional groups—East, West, North, and South—allowing students to join their respective regional meet-ups. These sessions featured engaging activities that encouraged new friendships and offered valuable insights into MBA life. Prologue also aimed to understand the expectations of first-year students and provide them with clarity and confidence about their upcoming MBA journey at NMIMS.



MUMBAI DARSHAN

Date: 15th & 21st June 2025

Mumbai Darshan is an offline event conducted as part of the orientation program for incoming students.

The event took place over two days:

- **15th June:** MBA, MBA Human Resources, and MBA Pharmaceuticals Management
- **21st June:** MBA Digital Transformation, MBA Business Analytics, and MBA Healthcare Management

Teams explored the city, completing assigned tasks at various locations of their choice, guided by their strategies. Each group's point of contact (POC) submitted the completed tasks via a provided form to qualify for prizes worth ₹1,10,000. Teams were given a sheet containing clues

and tasks for 10 famous locations across Mumbai and were required to identify these locations and complete the tasks creatively within the stipulated time. The Student Council judged the event based on aggregated scores. More than 60 teams participated, and the winners on Day 1 and Day 2 were Group No. A10 and Group No. B8 respectively. The event fostered camaraderie and strengthened bonds among students, marking an engaging and memorable start to their MBA journey.



PARICHAY

Date: 1st to 3rd August 2025

Parichay is the annual intra-B-school competition held at SBM, NMIMS Mumbai, where all cells and committees organize their competitions under the umbrella of the Student Council. The Student Council organized the **MatterMind** event under Parichay. This event served as a prime opportunity for first-year students to showcase their talents and gain recognition.

The event consisted of three rounds across three days, with a prize pool of ₹2,50,000 and cash prizes worth ₹60,000.

- Round 1: A quiz round divided into Bingo and Geo Guesser sub-rounds.
- Round 2: A fun activity inspired by the game *Among Us*.
- Round 3: Galactic Havens - a technical round where teams placed bids on planets, managed resources, traded, and sought to achieve goals, eventually building spaceships.

MatterMind successfully blended entertainment with skill-building, including critical thinking, teamwork, and adaptability, and received positive feedback from participants

Sponsors:

- Official Hospitality Partner: Escape the Ordinary
- Official Experience Partner: Rage Room
- Beverage Partner: Freego
- Official Fashion Partner: Urja N Sonpal Couture
- Official Entertainment Partner: No Escape
- Beauty Partner: Plum body Lovin and Plum
- Official Home Decor Partner: Kalakari Designs
- Logistics Partner: Safe Express
- Amusement Park Partner: Wet n Joy



PARAGANA

Date: 30th October to 2nd November 2025

Paragana is the flagship four-day annual business festival of SBM, NMIMS. The term *Paragana* (Sanskrit for "pollination") signifies the beginning of new life. It aims to stimulate independent, imaginative, and holistic thinking among future leaders. It features 3 flagship events: Jokes Apart, Business Conclave, and The Perfect Candidate.

JOKES APART

Date: 30th October 2025

Jokes Apart featured stand-up comedian Rohan Joshi to entertain the students. The event was a huge success, drawing over 1,000 registrations and filling the auditorium to capacity. Before his performance, Zephyr and Treblemakers delivered various engaging acts to keep the audience entertained.



BUSINESS CONCLAVE

Date: 1st November 2025

Business Conclave explored the evolving landscape of entrepreneurship and innovation, focusing on how emerging founders are shaping the next decade of business. It offered an in-depth perspective on the entrepreneurial mindset, venture building, innovation-led growth, and the strategic decisions required to build scalable and sustainable enterprises in a dynamic global ecosystem.

The theme was “**Founders Of The Future: Charting The Entrepreneurial Decade**” The keynote speaker, **Mr. Sudip Ghose** (Co-Founder & Managing Director at Acefour Accessories Pvt Ltd.), shared insights on building future-ready ventures, leveraging innovation, and adapting leadership approaches in an increasingly competitive entrepreneurial environment.

Panellists:

- Abhishek Daga, Founder & Chairman, Nasher Miles
- Achal Mittal, Co-founder, Liquiloans
- Avik Ashar, Principal, Riverwalk Holdings
- Harshh Shethia, Founder, GTM Ventures

The panel delved into topics such as identifying market opportunities, scaling startups, fundraising strategies, and the role of ecosystems in supporting entrepreneurial growth. The discussion emphasised how founders can future-proof their ventures while balancing innovation, execution, and sustainable growth. Following the panel discussion, a prize distribution ceremony was held to recognise academic excellence. Students featured on the Dean's List were felicitated, and the Best Division Award was presented, with Division G being honoured as the Best Division for the year.



THE PERFECT CANDIDATE

Date: 30th October to 2nd November, 2025

The Perfect Candidate is the flagship event of NMIMS Mumbai's business fest, testing participants across multiple challenges with a prize pool of ₹6,00,000, including a cash prize of ₹2,50,000. This event attracted students from prestigious colleges like IIM Mumbai, SPJIMR, IIM Ranchi, IIM Kozhikode, Masters Union and others.

The event consisted of six rounds: HR, Finance, Sales & Marketing, Operations & Strategy, Debate, and PR. The final round was a surprise challenge where participants completed random tasks. The winners were as follows: Samiksha P H from IIM Ranchi, secured first place; Akshay Kumar from Masters Union, was the first runner-up; and Bharath K P from NMIMS, Mumbai, claimed second runner-up.

Sponsors:

- Title Sponsor: SBI
- Powered By: Unstop
- Beverage Partner: Freego
- Event Partner: Jain Expo
- Entertainment Partner: Imagicaa
- Nutrition Partner: Nutri Nosh
- Beauty Partner: Plum Body Lovin
- Beauty Partner: Plum
- Mattress Partner: Sleepwell Mahaveer Mattress
- Digital Media Partner: Edugraph
- Snacking Partner: Too Yumm!
- Logistics Partner: Safexpress
- Waffle Partner: The Belgian Waffle
- Beverage Partner: Starbucks



EUPHORIA

Date: 8th March 2026

Euphoria, the grandest cultural extravaganza of SBM NMIMS Mumbai, is where music, art, and energy collide to create an unforgettable experience. With a legacy of stellar performances from Bollywood icons like Akshay Kumar and Emraan Hashmi to mesmerising artists like Jubin Nautiyal, Papon, Ankit Tiwari, and Prateek Kuhad, Euphoria has become synonymous with electrifying entertainment.

Euphoria 2026 set the stage on fire with breathtaking performances by Mithoon, Aditi Singh Sharma, Mohammed Irfan, Abhishek Nailwal, Saaj Bhatt and Anay Mali. Their soul-stirring music and high-energy acts made the night truly magical, adding to the festival's rich legacy.



Sponsors:

- EazyDiner: Dining Partner
- Too Yumm: Munching Partner
- EaseMy Trip: Travel Partner
- Hell Energy: Energy Drink Partner
- The Photobooth Company: Photobooth Partner
- Tata Capital Education Loans: Finance Partner
- Safexpress: Logistics Partner
- Attar Factory: Perfume Partner
- Charmacy Milano: Cosmetics Partner
- Union Living: Housing Partner
- Imagicaa: Entertainment Partner
- Looks Salon: Salon Partner
- Aqualogica: Glow Partner
- Campus Express: Mobility Partner
- MPop: Popcorn Partner
- Plum: Skincare Partner
- Plum Body Lovin': Bath & Body Partner
- Pond's: Beauty Partner
- Royal Enfield: Biking Partner
- GOIBIBO: Journey Partner
- Tata Coffee: Caffeine Partner
- Zylo house of brands: Fragrance Partner
- Sippee: Sip & Refresh Partner
- Rarree: Style Partner
- The Belgian Waffle: Waffle Partner
- Shree Balaji Glass: Packaging Partner
- Whatt the fries: Fries Partner
- Society Tea: Beverage Partner
- Max Protein: Energy Partner

Our Initiatives

The Student Council introduced several impactful initiatives this year to enhance the overall student experience. With Rida Nadeem Khan as the Student Affairs Head, the team turned into full-fledged ecosystem architects. They didn't just run the system; they upgraded it.

A key initiative introduced by the Student Affairs vertical was the Buddy Program, designed to support first-year students through peer mentorship. By pairing juniors with seniors, the program aimed to ease the transition into MBA life, foster guidance, and create a supportive environment rooted in shared experiences. This initiative is expected to be implemented at scale for the upcoming batch.

In collaboration with Digitization Head Shivam Ghidiyal and Admin & Externals Head Nudurumati Sai Bhaskar Virinchi, the Student Affairs vertical also launched the Student Suggestion Portal. This platform streamlined feedback collection by converting informal inputs into structured insights, enabling students to actively contribute to institutional improvements.

Further enhancing campus systems, the Lost and Found process was fully digitized. With QR codes installed across campus and clearly defined protocols, the system is now accessible to the entire campus community, improving efficiency and reach.

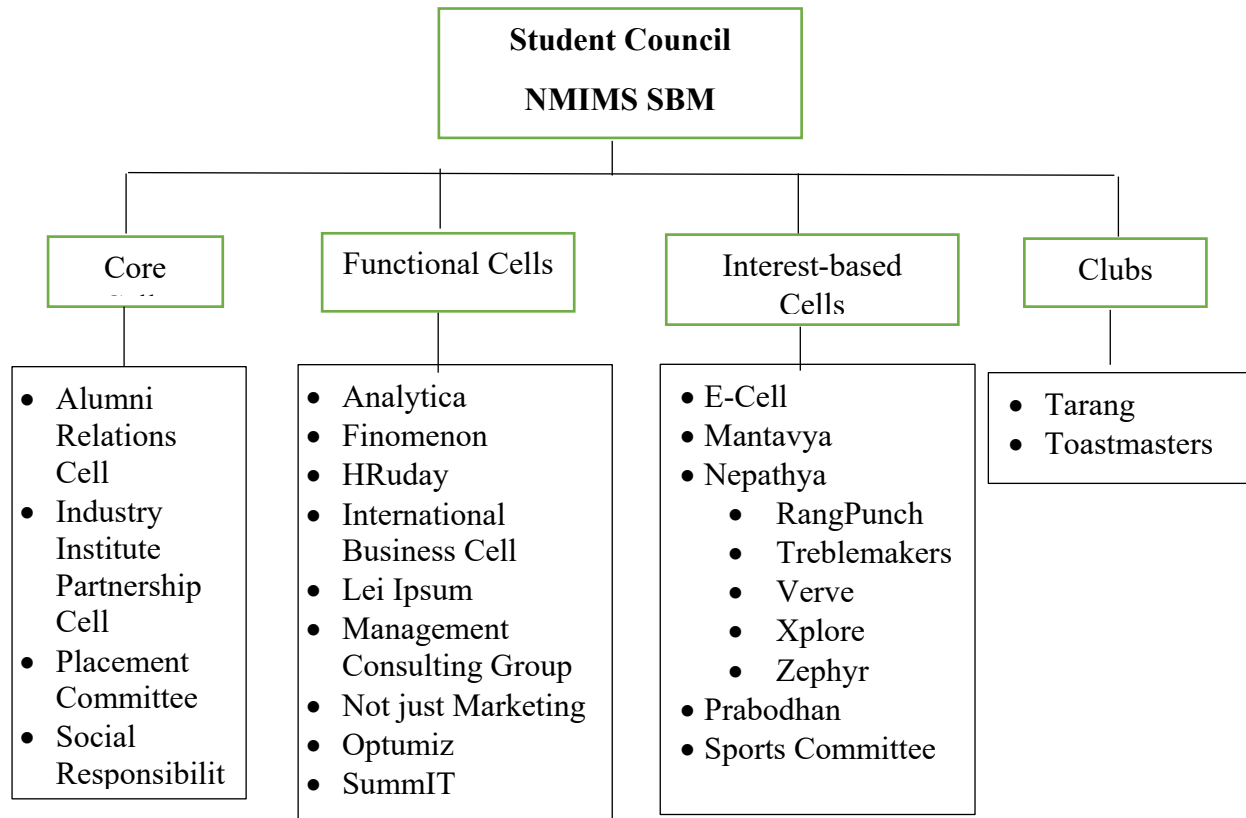
Student wellbeing remained a key priority throughout the year. Initiatives such as mental health resource platforms and "Notes That Found Us" were introduced to foster a more empathetic and supportive environment, emphasizing the importance of student wellbeing alongside academic rigor.

To centralize these initiatives, the Student Zone was developed on the Student Council website. This platform serves as a single, organized repository of resources and updates, ensuring accessibility, clarity, and ease of use for students.

The Council's contributions also extended to tangible improvements in campus infrastructure. Enhancements such as new and repaired seating, improved hygiene facilities, safer infrastructure, and operational kiosks collectively improved the quality of campus life.

Student Council Structure

The structure of the Student Council of SBM NMIMS is designed to enable effective coordination within and among student cells, strong alignment of activities and smooth overall functioning of the Council.



Core Cells

Alumni Relations Cell (ARC)

The Alumni Relations Cell (ARC) at SBM, NMIMS Mumbai, serves as a vital link between the institute, its distinguished alumni network, and the current student body. Acting as a structured bridge for engagement, ARC fosters meaningful interaction through initiatives such as Career ARC, Round Table Conference and Summer Connect. The cell is dedicated to facilitating consistent and purposeful communication between alumni and the institute, ensuring that relationships extend beyond graduation and continue to contribute to institutional growth.

ARC works closely with multiple stakeholders, including faculty members, students, alumni across batches, and the NMIMS Business School Alumni Association, a registered body under Section 25 of the Companies Act, 1956. By coordinating alumni networking forums, mentorship platforms, and chapter meets across cities, the cell creates opportunities for knowledge exchange, professional guidance, and collaborative engagement.

Additionally, ARC plays an instrumental role in connecting alumni with incoming batches during orientation and other institutional events. Over the years, the Alumni Relations Cell has consistently delivered value to all stakeholders and remains committed to strengthening lifelong relationships within the NMIMS community.

Mission:

To strengthen the bond between SBM, NMIMS Mumbai, and its esteemed alumni community by fostering connections, promoting collaboration, and upholding credibility, while creating opportunities for meaningful engagement and mutual growth.

Vision:

To be a globally recognized hub of lifelong connections and collaboration, where the students and alumni of SBM - NMIMS Mumbai unite to inspire innovation, empower communities, and shape a future of shared success and excellence.

BANGALORE CHAPTER MEET

Number of Alumni Engaged: 55

Venue: Four Points by Sheraton, Bangalore

Date: 05th July 2025

Objective:

The objective of the Alumni Meet was to bring together alumni from diverse batches and industries to reconnect with SBM NMIMS Mumbai and with one another. The meet aimed to strengthen intergenerational ties, encourage professional networking, and reinforce sustained alumni–institution engagement.

Description:

The Alumni Meet began with speeches from Prof. Bijayinee Patnaik and Dr. Hema Bajaj, highlighting the importance of alumni meets organized across cities and sharing key updates. Alumni were invited to the stage to share their journeys and memories with NMIMS. Many reflected on how their MBA shaped their careers and personal growth. Throughout the evening, alumni networked over dinner, reconnecting with old friends and forging new connections. Towards the end of the event, alumni were invited to write their reflections and feedback on paper, which was placed on a whiteboard. The event concluded with continued networking and spontaneous alumni performances, reinforcing the strength of the NMIMS alumni network.



BANGALORE CXO MEET

Description:

The Leadership Meet brought together distinguished alumni, senior faculty from SBM NMIMS, and ARC members for an exclusive boardroom discussion ahead of the main event. Alumni shared nostalgic memories of campus life and expressed pride in NMIMS's growth, highlighting global accreditations, improved infrastructure, and rankings. A key focus was curriculum enhancement, with emphasis on integrating Artificial Intelligence and digital tools across MBA programs to align with industry expectations. Discussions also touched upon entrepreneurship, sustainability, responsible business practices, and the importance of initiatives like We Care and student-led clubs in shaping leadership journeys. The session concluded with a shared commitment to contributing to NMIMS's future.

CAREER ARC

Number of Alumni Engaged: 11

Venue: SBM NMIMS Mumbai

Date: 9–10 August 2025

Objective:

The objective of Career ARC was to introduce first-year MBA students to sector-specific industry realities and career pathways through structured alumni interactions. The initiative aimed to enhance internship preparedness, clarify role expectations, and strengthen early professional orientation within the NMIMS ecosystem.

Description:

Career ARC featured 11 distinguished alumni who conducted 12 specialization-specific sessions for first-year MBA students. Attendance ranged between 50 to 91 students per session. Alumni shared insights on functional roles, skill expectations, interview readiness, and evolving industry trends across domains including Finance, Marketing, HR, Consulting, Business Analytics, Operations & Supply Chain, General Management, and Digital Transformation. The discussions emphasized analytical thinking, communication skills, cross-functional exposure, and the growing influence of AI in business contexts. Alumni also provided guidance on internship preparation, practical competence, and stakeholder management. The initiative strengthened early industry understanding among students and reinforced alumni as knowledge partners within the NMIMS ecosystem.



PUNE CHAPTER MEET

Number of Alumni Engaged: 57

Venue: Novotel, Viman Nagar, Pune

Date: 27th September 2025

Objective:

The objective of the Alumni Meet was to formally strengthen the newly inaugurated Pune alumni network by uniting graduates across batches and professional domains. The meet aimed to facilitate meaningful networking, nostalgic reconnect, and continued collaboration between alumni and SBM NMIMS Mumbai.

Description:

The Alumni Meet brought together graduates from batches 1983 to 2024. The formal event began with welcome remarks and annual updates. Mr. Yogesh Patgaonkar was recognized as the Distinguished Alumnus Awardee 2025. The evening featured Campus Bingo, a musical performance by alum Raj Thakore, and the Nostalgic Segment where alumni shared memorable campus moments. The event concluded with open interaction, networking, and dinner, marking a successful launch of the Pune Chapter.



PUNE CXO MEET

Description:

The Leadership Meet was attended by CXOs, faculty members, and an association representative. The session began with introductions and was followed by discussions on the accelerating digital world and its societal impact. Key themes included digital transformation, conceptual knowledge versus short-term focus, ethical leadership, societal pressure in the digital age, and the importance of relationship-building and trust in leadership. Alumni emphasized that future success hinges on collaboration and strong fundamentals rather than purely technical expertise. The session concluded with formal felicitation and thanks.

HOMECOMING – BATCH OF 2023

Number of Alumni Engaged: 33

Venue: SBM NMIMS Mumbai

Date: 11 October 2025

Objective:

The objective of Homecoming was to reconnect the Batch of 2023 with SBM NMIMS Mumbai through reflective engagement, academic interaction, and shared celebration of their institutional journey. The event aimed to reinforce alumni affinity and encourage continued participation in future engagements.

Description:

Homecoming – Back to the Benches brought together the Batch of 2023 for an afternoon that blended reflection, classroom-style learning, and celebration of the NMIMS experience. The event began with institutional updates and a Welcome Address from faculty, followed by a Mock Classroom session exploring distinctions between Sales and Marketing and the role of AI in management practice. A reflective conversation highlighted transitions from campus to corporate life and emphasised NMIMS values of curiosity, integrity, and continuous learning. Interactive activities such as NJM Treasure Hunt, Campus Bingo, and the “Dil Ki Baat” sharing segment fostered camaraderie and nostalgia. The event concluded with a musical performance and alumni networking over refreshments.



DELHI CHAPTER MEET

Number of Alumni Engaged: 110

Venue: Radisson Blu, Aerocity, Delhi

Date: 22nd November 2025

Objective:

The objective of the Alumni Meet was to foster strong intergenerational engagement among alumni in the Delhi region while celebrating the institute's legacy. The meet aimed to promote networking, knowledge exchange, and increased alumni participation in mentoring, recruitment, and institutional Initiatives.

Description:

The Alumni Meet brought together alumni from batches 1983 to 2025, representing leading global and Indian organizations. The evening included welcome addresses, institutional updates, Campus Bingo, a musical performance, a structured feedback and engagement survey, and a Nostalgic Sharing segment where alumni recounted personal experiences. The event concluded with open interaction, networking, dinner, and an invitation to the upcoming Grand Alumni Meet and Silver Jubilee celebrations.



DELHI CXO MEET

Description:

The Leadership Meet brought together alumni from consulting, BFSI, HR leadership, entrepreneurship, and startup ecosystems along with faculty members. Discussions focused on AI literacy, ethical AI application, practical GenAI projects, digital transformation challenges, entrepreneurial mindset, structured peer learning, influence and leadership skills, and industry-academia collaboration. Panellists emphasised blending technical literacy with human capability, innovation, adaptability, and ethical awareness to ensure students are organizationally ready from Day 1.

SILVER JUBILEE FELICITATION

Number of Alumni Engaged: 60+

Venue: SBM NMIMS Mumbai

Date: 10 January, 2026

Objective:

The objective of the Silver Jubilee Felicitation was to celebrate the 25-year journey of the graduating batch while honouring their professional achievements and longstanding association with SBM NMIMS Mumbai. The event aimed to strengthen alumni–institution bonds and commemorate institutional legacy.

Description:

The Silver Jubilee Felicitation honoured the 25-year journey of the Batch of 2000–2002, celebrating their professional milestones and enduring connection with SBM NMIMS. The event began with a nostalgic campus tour, allowing alumni to revisit transformed academic spaces and relive memories.

An interactive mock classroom session led by faculty members Dr Ambi Parmeswaran and Dr Aneeta Madhok recreated the academic environment, fostering meaningful engagement. Reflections on career journeys, institutional growth, and the evolving role of management education formed a central part of the session. The evening concluded with informal networking over refreshments, reinforcing alumni bonds and strengthening engagement with the institute's legacy.



GRAND ALUMNI MEET

Number of Alumni Engaged: 350+

Venue: SBM NMIMS Mumbai

Date: 10 January, 2026

Objective:

The objective of the Grand Alumni Meet was to celebrate alumni achievements and foster inter-batch connections through recognition, cultural engagement, and institutional interaction. The event aimed to reinforce alumni participation and strengthen long-term engagement within the NMIMS community.

Description:

The Grand Alumni Meet celebrated alumni achievements through an evening of recognition, nostalgia, and cultural performances. The 2026 edition was themed “Afsaana,” highlighting shared journeys and experiences within the NMIMS community. The event featured ceremonial proceedings, distinguished addresses, and alumni felicitations, recognizing professional accomplishments across batches. Cultural performances in music and dance added vibrancy to the evening, followed by a live band performance by Shaoni Mojumdar. The gathering provided alumni a platform to reconnect, network and reflect on their journeys since graduation. The positive response reinforced alumni as collaborators and ambassadors of the institute, strengthening alumni–institution ties and reaffirming NMIMS’s commitment to a vibrant alumni ecosystem.



Industry Institute Partnership Cell

IIPC is a core committee of SBM, NMIMS Mumbai, serving as a vital interface between the institution and the corporate world. We function as a bridge, fostering collaboration, and knowledge exchange. Our primary objective is to equip students with practical industry exposure through a multitude of initiatives, thus, empowering them to excel in their professional endeavours.

Our committee consists of 3 verticals: Corporate Projects, Strategic Partnerships and Talent Development.

1. Corporate Projects: This vertical gives a hands-on learning opportunity for students to work on live projects enabling them to build networks and forge valuable professional relationships by linking academic learning with its application in actual industry operations.

2. Strategic Partnerships: This vertical focuses on fostering strategic relations and maintaining meaningful partnerships with the industry. It aims to build a culture of collaboration through initiatives such as speaker sessions, workshops, and collaborative events.

3. Talent Development: This vertical equips students with in-demand skills, industry knowledge and case competition training, bridging the gap between academics and industry readiness, ultimately producing well-prepared graduates.

Mission:

To foster student development through industry-relevant projects, empower them with practical skills for the professional world, and promote meaningful academia-industry collaboration for mutual growth.

Vision:

To enable a premier academic-industry interface, empowering students to excel in the corporate world through hands-on learning, corporate exposure, and fostering collaborative partnerships.

MEET THE UNSTOPPABLES

Date of the event: 11th July 2025

Guests: Ankit Bedi; Vaibhav Sharma; Tanvii Bhatia

Number of participants: 200+

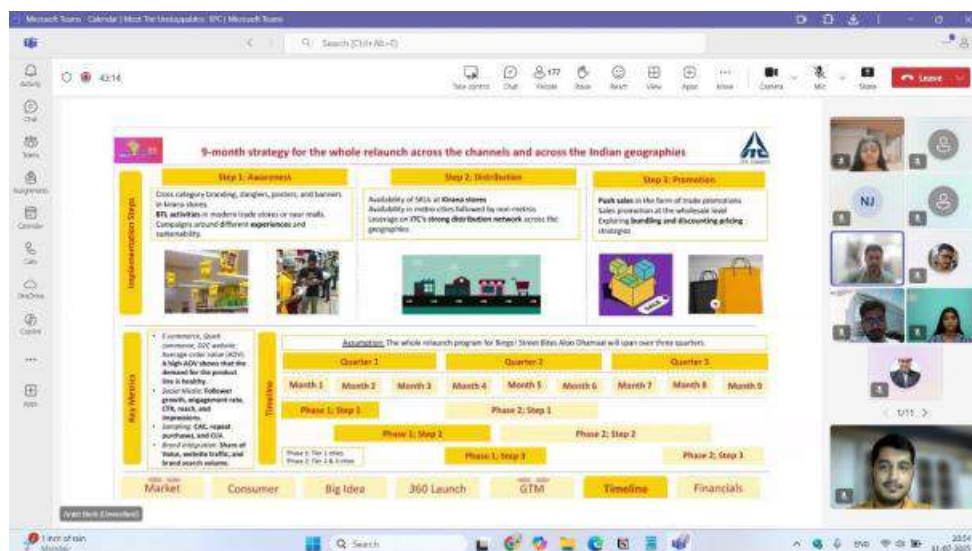
Meet the Unstoppables was a comprehensive case competition guidance session for MBA students, drawing 200+ participants from diverse academic backgrounds. The session aimed to provide a structured, insider perspective on approaching national-level case competitions and leveraging them strategically for both skill enhancement and career advancement.

The event featured accomplished speakers Vaibhav Sharma, Ankit Bedi, and Tanvii Bhatia, each with an impressive track record in national and international case competitions. They shared how consistent participation and performance helped them secure multiple PPIs and PPOs, underscoring the growing importance of case competitions in today's recruitment ecosystem.

A key takeaway was that case competitions are not merely academic exercises but simulations of real-world managerial decision-making. The speakers highlighted how recruiters view them as strong indicators of a candidate's ability to structure ambiguity, analyse data under constraints, and deliver actionable business solutions. Participants were guided on shifting their mindset from simply "solving the case" to truly "solving the business problem."

Through walkthroughs of actual case decks, students gained practical insights into identifying core problem statements, building hypothesis-driven frameworks, maintaining narrative flow, and ensuring clarity at the slide level. The session also emphasised storytelling, presentation skills, team role allocation, and time management in high-pressure competition settings.

The session concluded with an interactive Q&A, equipping students with actionable frameworks, strategic clarity, and confidence to translate case competition success into tangible placement outcomes.



BATCH PREP INITIATIVE

Date: Year-long Initiative

Number of Participants: 500+

The **Batch Prep Initiative**, organised by the Industry Institute Partnership Cell (IIPC), is the campus's largest structured SIP preparation program. It engaged 500+ students, supported by 100+ volunteer mentors, and delivered a comprehensive set of mock recruitment activities despite academic scheduling pressures. The initiative aimed to bridge the gap between classroom learning and professional placement requirements.

The program adopted a multi-faceted approach, including Personal and Case Interviews, Group and Case-based Discussions, along with specialised training sessions such as a Soft Skills Masterclass for mentors and a session by Prof. Naveed Sheikh for candidates.

Vertical-wise Highlights:

- **General Management (SummIT & MCG):** Managed the largest cohort of 298 students, conducting 49 GDs and 10 case sessions, with 100 students advancing to PI-level preparation.
- **Finance (Finomenon):** Catered to 167 students, extending sessions to weekends and successfully executing 67 PIs and 45 GDs.
- **Marketing (NjM):** Engaged 180 participants through 60+ PIs and 40+ GDs, introducing a hybrid model with 30% offline simulations.

Challenges: Academic conflicts led to no-shows, senior students were hesitant to mentor direct peers, and managing high daily participation volumes remained resource-intensive.

Overall, the initiative significantly strengthened SIP readiness through structured, large-scale mock preparation.

BUSINESS CONCLAVE 2025

Date: 1st November 2025

Guests: Mr Bhaskar Roy, Mr Sandeep Jain, Mr Preey Shah, Ms Kangana Pandiya, Mr Yashoraj Tyagi, Mr Vishal Jalan, Mr Abhijit Dabhade, Lt. Cdr, Bijay Nair

Number of Participants: 60

Sponsors: Scented Slogan

“India 2035 - Building the Next-Gen Entrepreneurial Blueprint”

This sub-theme explored how India can shape a resilient, inclusive, and innovation-driven startup ecosystem by 2035. The discussion covered emerging technologies, entrepreneurial mindsets, funding evolution, industry disruptions, and the role of responsible and human-centred innovation. The focus was on preparing the next generation of founders to thrive in a rapidly transforming global landscape.

Key Insights:

- Technology & Human-Centred Innovation Will Define India 2035; AI, automation, fintech, and digital transformation will drive growth, but the winners will be those who build technology that feels intuitive, ethical, and meaningful to people’s everyday lives.
- The Future Founder Needs Cross-Disciplinary Skills; Entrepreneurs of 2035 must blend technical ability with strategic thinking, legal awareness, financial literacy, and strong emotional intelligence to navigate an increasingly complex business ecosystem.
- India’s Next Startup Wave Will Be Purpose-Led; Speakers emphasised sustainability, social impact, inclusion, and responsible leadership as non-negotiables. The next decade belongs to founders solving real problems rather than chasing valuations.
- Opportunities Will Expand Beyond Metro Cities & Traditional Sectors; Fintech, AI, sports management, consumer tech, climate tech, and household automation are emerging as major opportunities, especially as Tier 2/3 cities rise as entrepreneurial hubs.



Social Responsibility Forum

The Social Responsibility Forum (SRF) is the dedicated student body of NMIMS, established in 2003, with a mission to instil social sensitivity among MBA students. Recognizing the pivotal role that educational institutions play in societal well-being, SRF engages students in a variety of short and long-term civic engagement activities.

Mission:

Our mission is to organize consolidated campaigns for social causes and welfare at district, city, state, and eventually national levels. Additionally, we offer consultancy services to NGOs to enhance their management and operational effectiveness.

Vision:

Our vision is to sensitize and make management students aware of their responsibilities and duties towards the welfare of others, thereby nurturing empathetic employers and socially responsible individuals.

STEM CELL AWARENESS

Date: 8th July 2025

Time: 5:30 PM to 7:30 PM

Venue: Classroom 701, SBM, NMIMS, Mumbai

Number of Participants: 76



The session, conducted by Mr Om Kore and Mr Ayush Singh from DKMS-BMST, focused on combating blood cancer and raising awareness about stem cell donation. They discussed blood cancers like Leukaemia, Lymphoma, and Thalassemia, emphasising the importance of stem cell transplantation, especially hematopoietic stem cells, as a life-saving treatment. DKMS-BMST, a collaboration between Bangalore Medical Services Trust and DKMS, has established a global stem cell registry to aid donor matching, addressing the urgent need due to India's ethnic diversity. The donation process, including registration, typing, and medical check-ups, was explained, and inspiring survivor stories motivated students to join the registry by filling out forms and providing cheek swabs, taking the first step to becoming lifesavers. This initiative exemplifies the significance of SDG 3 (Good Health and Well Being) and SDG 17 (Partnership for Goals).

BLOOD DONATION DRIVE

Date: 6th August 2025

Time: 9:00 AM to 6:00 PM

Venue: SRF Lounge, 6th Floor, SBM, NMIMS, Mumbai

Number of Participants: 241

NMIMS Mumbai's Social Responsibility Forum organised a successful Blood Donation Drive and Thalassemia Testing Camp at the SRF Lounge, inaugurated by Dr Justin Paul, Dean of NMIMS Mumbai. The event aimed to collect blood for the Dr R. N. Cooper Hospital Blood Centre and raise awareness about Thalassemia. With 374 registrations, 219 blood donations were collected. Volunteers from the Social Responsibility Forum and the Blood Centre ensured smooth execution. The event not only addressed immediate healthcare needs but also fostered long-term health awareness, with participants receiving guidance on necessary follow-ups. This initiative highlighted the impactful role educational institutions play in promoting public health and social responsibility. This initiative directly supported SDG 3: (Good Health and Well-Being).



BUSINESS CONCLAVE

Date: 1st November 2025

Time: 2:30 PM to 4:30 PM

Venue: Classroom 508, SBM, NMIMS, Mumbai

Number of Participants: 50

Guests: Mr Kasturi Soundararajan, Mr. Prabhajit Kumar Sarkar, Dr. Srinivas Ainavolu

The Business Conclave at NMIMS Mumbai, organised by the Social Responsibility Forum, focused on "Powering Tomorrow: Green Energy." The event brought together students, faculty, and industry experts to explore how India's clean energy transition is reshaping business strategy, innovation and responsible leadership. Mr Kasturi Soundararajan delivered the keynote on the rapid evolution of India's energy landscape and the increasing urgency in shifting towards renewable sources.

Following the keynote, an in-depth conversation took place between Mr Prabhajit Kumar Sarkar and Dr. Srinivas Ainavolu. Their dialogue focused on the future of green energy, highlighting advancements in storage technologies, market reform and digital innovation. The event aligned with SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action).



NGO MELA

Date: 14th October 2025

Time: 9:00 AM to 5:00 PM

Venue: SRF Lounge and Refugee Area, 6th Floor, SBM, NMIMS, Mumbai

Number of Participants: 2000

The NGO Mela, organised by the Social Responsibility Forum at NMIMS Mumbai, featured 17 NGOs, including Rustic Blends, Goonj Foundation, and Asha Handicrafts, highlighting various societal issues. Attendees explored stalls showcasing handmade products like jewellery, clothing, and eco-friendly goods, supporting causes such as women's empowerment, rural development, and sustainability. NGOs like WSD and AWH spread awareness about animal sensitivity, while Masoom Foundation showcased eco-friendly festive décor. The event, aligned with SDGs 1 (No Poverty) and 12 (Responsible Consumption and Production), successfully raised awareness about social responsibility while generating sales that supported these initiatives.



WISH TREE

Date: 18th December 2025

Time: 3:30 PM to 5:30 PM

Venue: Ashadeep Foundation, Andheri (E), Mumbai

Number of Participants: 80

The Wishtree event, organised by SRF at SBM, NMIMS, Mumbai, on December 18, 2025, aimed to bring joy to 80 underprivileged children during the festive season. In collaboration with the Ashadeep Foundation, SRF created a wish list based on the children's needs, organising a successful crowdfunding campaign to raise funds. On event day, 22 SRF members visited the NGO to personally distribute the gifts, bringing excitement and gratitude from the children, who also participated in interactive activities and workshops. The initiative emphasised empathy, collaboration, and the importance of making children feel valued, aligning with SDG 10 by reducing inequalities and fostering a sense of inclusion.



JOY OF GIVING WEEK

Date: 04^h October 2025

Time: 7:00 PM to 8:30 PM

Venue: Community Hall, Lucky Mitra Mandal, Mulund (West), Mumbai

Number of Participants: 70

Sponsors: Plush

On October 04, 2025, the SRF of SBM, NMIMS, Mumbai, organised a Menstrual Awareness Drive in collaboration with Sakhi for Girls Education and Plush. The event, held in Mulund, aimed to educate underprivileged girls and women on menstrual health, hygiene, and sustainable menstrual management, while breaking the stigma surrounding menstruation. Twelve SRF members conducted an informative session on hygiene practices and the correct use of sanitary products, followed by the distribution of sustainable sanitary pads donated by Plush. Fun games and activities engaged the participants, adding excitement to the learning process. The initiative highlighted the importance of community-driven efforts in raising awareness and supporting positive social change.



CONVERSATIONS FOR CHANGE

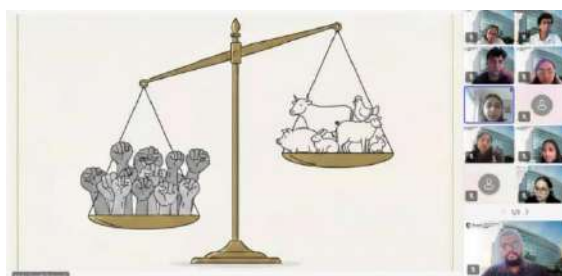
Date: 08^h February 2026

Time: 12:00 PM to 1:00 PM

Venue: Online

Number of Participants: 60

On March 28, 2026, the SRF of SBM, NMIMS, Mumbai, organized a Conversations for Change session on Animal Rights, Advocacy, and Coexistence with Ms. Ishita Gondli. The session, conducted virtually via Microsoft Teams from 12:00 PM to 1:00 PM, aimed to raise awareness about ethical treatment of animals, the importance of advocacy, and fostering harmonious coexistence between humans and animals. Ms. Gondli shared valuable insights on grassroots activism, policy-level challenges, and practical ways individuals can contribute to animal welfare. The interactive session encouraged participants to reflect on their role in promoting compassion and responsible behaviour towards animals, highlighting the significance of informed dialogue in driving meaningful social change.



SAMADHAAN

Date: 15^h February 2026

Time: 09:30 AM to 4:00 PM

Venue: Mini Auditorium, SBM NMIMS Mumbai

Number of Participants: 8 Finalist teams

On February 15, 2026, the Social Responsibility Forum (SRF) of SBM, NMIMS Mumbai, organized Samadhaan 2026, a national-level ESG case study competition. The event brought together 188 registered teams from across the country, challenging participants to address the complexities of integrating ESG principles into MSME lending through a real-world banking case. Following an initial screening round, 8 finalist teams presented their solutions at the on-campus Grand Finale, where they were evaluated by an esteemed panel of industry experts. The competition fostered critical thinking around the balance between financial inclusion and sustainability, encouraging participants to propose practical, scalable solutions for responsible banking. The event highlighted the importance of informed decision-making and collaborative problem-solving in advancing ESG practices within the financial ecosystem.



Functional Cells

Analytica

Analytica is the dedicated Business Analytics Committee, aimed at fostering a culture of data driven decision-making and analytical thinking among students. The committee organizes a diverse range of activities, including hackathons, case competitions, and workshops focused on the applications of analytics across various domains.

Mission:

To inspire and empower students of NMIMS Mumbai with the knowledge, tools, and practical applications of analytics, fostering a data-driven mindset. Through dynamic events, workshops, and collaborations, we aim to bridge the gap between academic learning and corporate realities, preparing students to excel in the evolving world of analytics.

Vision:

To be a leading platform that cultivates analytical thinking and innovation, establishing NMIMS Mumbai as a hub for aspiring business leaders who harness the power of data to drive impactful decisions and create value in the corporate world.

Events conducted this year

ADVANCED EXCEL WORKSHOP

Date: 08th July to 10th July 2025

Number of Participants: 99

Mode: Online

Analytica organised an **Advanced Excel Workshop in collaboration with Grant Thornton**. Conducted online, the three-day workshop witnessed participation from 99 students. The sessions focused on hands-on learning in Excel functions, data handling, and analytical applications relevant to business problem-solving. This initiative offered students practical exposure and equipped them with valuable technical skills aligned with academic and professional requirements.

MYSTERY MATRIX

Date: 1st August 2025

Number of Participants: 90

Sponsor: Mad Over Donuts, Urja n sonpal, Kalash CATERES

The first trimester concluded with Analytica's flagship event, Mystery Matrix. The event brought together over 90 participants from different specialisations, providing them with a platform to showcase their analytical and problem-solving skills. Mystery Matrix celebrated critical thinking, teamwork, and competitive spirit. A key highlight was the successful acquisition of sponsorships worth more than ₹1.5 lakhs, reflecting Analytica's growing reputation and professional standing.



ANALYTICS CONCLAVE

Dates: 19th to 20th September 2025

Number of Participants: 50

Sponsors: Iktara, Urja N Sonpal

The Analytics Conclave featured three eminent industry professionals who shared their expertise across data, analytics, and technology:

- **Ms Poornima Thakur**, Lead at **Lenovo**
Delivered insights into practical applications of analytics within the tech industry, emphasising the role of data in strategic decision-making.
- **Mr Lekshman Ramesh**, Vice President, **Morgan Stanley**
Offered a deep dive into analytics in the financial sector, highlighting advanced modelling, risk analytics, and career pathways.
- **Mr Anshul Gupta**, Solution Architect, **Sony Pictures**
Spoke about data engineering and real-world problem-solving in media and entertainment analytics, bringing in perspectives from large-scale global operations.

A unique and interactive activity, **Statistical Tambola**, was conducted as a fun yet educational segment.

- 27+ teams participated and used statistical concepts to derive numbers for the game, blending learning with entertainment.
- The game witnessed enthusiastic participation and concluded with exciting prizes worth ₹51,000+.

Overall, the Analytics Conclave provided a holistic mix of knowledge sharing, industry engagement, and hands-on statistical learning.



BUSINESS CONCLAVE

Date: 01st November 2025

Association: Conducted under *Paragana*, the Student Council initiative

Components: One Guest Speaker Session + One Panel Discussion

Guest Speaker Session

The session was led by:

- **Mr Abhinav Agrawal**, Founder & CEO, **Fluid AI**
- He delivered an engaging talk on **“The Future Founder’s Toolkit: How GenAI is Changing the Rules of Business.”**
- The session focused on emerging entrepreneurial skills, the disruptive potential of Generative AI, and how future founders can leverage AI- driven tools to innovate.

Panel Discussion: Startups to scale-up

A thought-provoking panel discussion followed, featuring two dynamic founders:

- **Mr. Shayak Mazumdar**, CEO, CTO & Co-Founder, **Adya**
- **Mr. Vipul Prakash**, Founder & CEO, **Fire AI**
- The panel explored the theme **“Startups to Scale-Up: Founders Leveraging GenAI,”** sharing real experiences on scaling products, operational challenges, and integrating GenAI to build competitive, future-ready businesses.



DATRIMATRIX

Dates: 22nd – 31st January, 2026

Number of Participants: 3500+ impressions on unstop

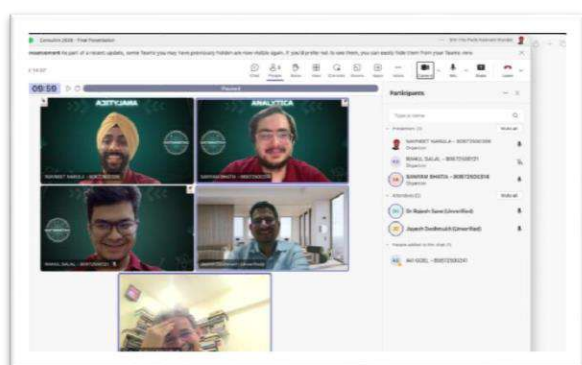
Sponsors: TGL, Unstop, Grant Thornton

The flagship event of Analytica, a management and analytical fest serves as a dynamic platform for thought-provoking discussions and rigorous competition, bringing together bright minds from across the country. It offers participants the opportunity to deep dive into pertinent, industry-relevant topics while sharpening their problem-solving abilities. Designed to foster curiosity and innovation, the fest cultivates an analytical bent of mind among students across India, preparing them to navigate complex business challenges with confidence and insight.

Consultrix:

Judges: Mr. Jayesh and Dr. Rajesh Save

Datrimatrix, presented a marketing case that required candidates to design a Go-To-Market strategy. Participants analyzed the market, defined target customers, and proposed actionable launch plans, showcasing their strategic and analytical skills.



Predictum:

Judge: Mr. Bithindra Biswas

Predictum, challenged students to forecast demand using machine learning algorithms and develop a data-driven strategy for a fictitious company. The competition tested their ability to turn predictive insights into effective business decisions.

Memetoon AI Championship:

The Memetoon AI Championship, invited students to create fun, engaging videos using memes powered by AI tools. The event blended creativity with technology, challenging participants to communicate ideas in an entertaining and impactful way

Finomenon

Finomenon, Finance and Economics Cell, aims to empower its students by providing a platform for their financial literacy along with analytical acumen. Believing in an academic-practice gap, it organizes interesting innovative events that challenge future finance leaders in the right directions.

Vision & Mission:

We aim to increase awareness of finance - a key ingredient to success in the corporate world at NMIMS, Mumbai. We believe an investment in knowledge always pays the best interest. We strive to imbibe basic financial knowledge to our peers to empower themselves for the rest of their lives.

Events conducted this academic year

DECODING FINANCE 2025

Date: 19th July 2025

Mode: Offline (NMIMS)

Time: 11:00 AM – 1:00 PM

Decoding Finance 2025 was an industry interaction and career guidance session designed to introduce students to the fundamentals of the financial services sector. The event aimed to demystify finance-related careers, clarify industry expectations, and provide structured guidance for students aspiring to build careers in investment banking, private equity, and equity research.

Topics:

- Industry Overview and Career Pathways
- Experience Sharing and Practical Insights
- Resume Building and Skill Development Guidance
- Interactive Q&A Session

Guest Speakers:

- **Ms Priyanshi Jain** – Investment Banking Associate, Axis Capital Ltd.
- **Mr Deepanshu Ashara** – Analyst, Private Equity Group, J.P. Morgan Asset Management
- **Mr Naman Bagrecha** – Equity Research Associate, IIFL Capital Services Limited



B-TALKS 2025

Date: July 27, 2025

B-Talks 2025 was an equity research and financial analysis competition that tested participants' ability to evaluate companies through an in-depth study of macroeconomic conditions, financial performance, and strategic positioning. The event focused on developing analytical, presentation, and investor-oriented reporting skills among participants.

Event Flow:

- Company Allocation & Research Phase
- Financial and Strategic Analysis
- Presentation Round

Results:

- **Winners:** Team Dixon Technologies
- **First Runners-Up:** Team Indus Towers
- **Second Runners-Up:** Team Oberoi Realty



BEAN COUNTERS

Dates: 1st August to 3rd August 2025

Bean Counters was an event aimed at proving that Finance can be fun. An event that was streamlined into showing that Finance and Economics even when merged can be fun for all.

Event Flow

- **1st Round** - Quiz Round – An online quiz was held on Unstop, challenging the participants' knowledge within the finance, economics, and general knowledge domains.
- **2nd Round** – Profit or Peril
- **3rd Round** – Company based Auction! Participants had to bid for the companies at stake, based purely on their knowledge of how each company has been performing in recent times

Sponsors and Faculties:

The event was sponsored by Quoksha Technologies LLP and supported by faculty mentors who provided guidance throughout the process.



SEEKING ALPHA

Date: 17-27th September 2025

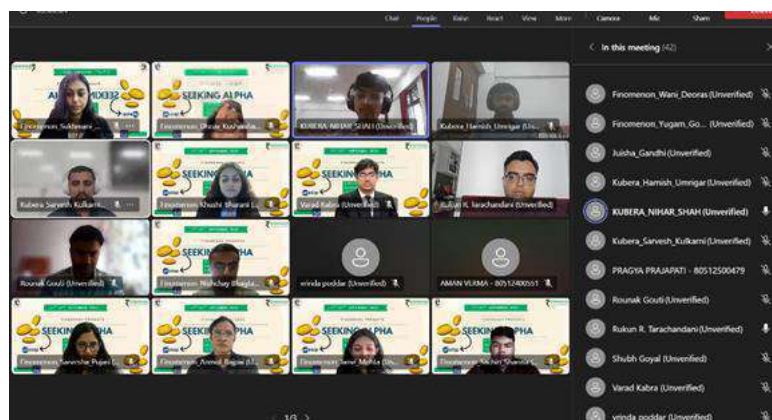
Seeking Alpha 2025 brought together top B-School and UG Minds for a multi-round Portfolio Management Case Competition, testing participants' research depth, economic knowledge, as well as defending their recommendations.

Event Flow

- **1st Round** - Quiz Round – An online quiz was held on Unstop, challenging the participants' knowledge within the finance and general knowledge domains.
- **2nd Round** – Online Submission – Participants were required to send in their submissions for screening round and final shortlisting
- **3rd Round** – Final Presentation – In Person – Finalists were invited on campus to present and defend their thesis'.

Sponsors and Faculties:

The event was sponsored by Finshots, Stock Edge, and was supported by faculty mentors who provided guidance throughout the process.



ARTICLE WRITING COMPETITION 2025

Date: September 30, 2025

The Article Writing Competition 2025 was a creative and analytical writing initiative aimed at encouraging students to express their ideas, perspectives, and insights on contemporary business, finance, and socio-economic issues. The competition provided a platform for participants to showcase originality, critical thinking, and effective communication skills.

Event Flow:

- Registration and Submission Phase
- Content Development and Review
- Evaluation and Shortlisting
- Final Selection and Recognition

Results:

- **Winner:** Shivam Kumar – Narsee Monjee Institute of Management Studies (NMIMS), Mumbai
- **Runner-Up:** Jatin Gupta – University Business School (UBS), Panjab University, Chandigarh

BUSINESS CONCLAVE

Date: 1st November, 2025

Description: Business Conclave brought together a few highly successful individuals in the field of Private Equity – Venture Capital / Investment Banking, to share perspectives of their journeys, their struggles with a nascent stage industry of Angel Investing within India, and gear up the next generation of entrepreneurs.

Event Flow:

Line-up of 4 speakers -

1. Mr Vinit Rai – MD, JM Financial Private Equity
2. Mr Harshad Lahoti – Founding Partner & CEO, ah! Ventures
3. Mr Vikram Gawande – Investor, Blume Ventures
4. Mr Ankit Bang – VP, Nuvama Asset Management



MOOLYANKAN 2025

Date: 7th October to 2nd November, 2025

Moolyankan 2025 brought together top B-School Minds for a multi-round Equity Research Case Competition, testing participants' research depth, economic knowledge, and defending their recommendations.

Event Flow:

- **1st Round** - Quiz Round – An online quiz was held on Unstop, challenging the participants' knowledge within the finance and general knowledge domains.
- **2nd Round** – Online Submission – Participants were required to send in their submissions for the screening round and final shortlisting
- **3rd Round** – Final Presentation – In Person – Finalists were invited on campus to present and defend their thesis.

Results:

- **Winner:** Team Alpha Generators, IIM Ahmedabad
- **Runner-Up:** Team Backbay Horizon, JBIMS, Mumbai
- **Second Runner-Up:** Team Valuation Vanguard, JBIMS, Mumbai

Sponsors: Stockedge and Quoksha Technologies LLP.



SAMRIDDHI INVESTORS DAY 2025

Date: 13th December 2025

Time: 3:00 PM – 5:00 PM

Venue: NMIMS Mumbai Campus

Speakers:

- **Mr Brejesh Chalill**, Head of Treasury Markets Sales, **Axis Bank**
- **Mr Atul Mehra**, Senior Group VP & Fund Manager, **Motilal Oswal AMC**

Title Sponsor: Motilal Oswal

The session offered participants valuable insights into treasury markets, fund management, and the evolving financial landscape through expert-led discussions and interactions. The session was conducted for participants who had invested in the Samriddhi Fund to address their queries and provide deeper insights into markets and fund management. It was followed by an interactive Q&A session with the speakers.



FINSHODHAN 2025

Date: 14th December, 2025

Venue: SBM, NMIMS Campus

Finshodhan 2025 was a financial valuation and equity research competition designed to assess participants' abilities in company analysis, valuation modelling, and strategic financial interpretation. The event emphasised the practical application of finance concepts through comprehensive company evaluation and investor-oriented presentations.

Event Flow:

- Company Allocation & Preparation Phase
- Financial Modelling and Valuation Analysis
- Final Presentation and Evaluation Round

Results:

- **Winners:** Team Vishal Mega Mart
- **First Runners-Up:** Team Inox India

- **Second Runners-Up:** Team PG Electroplast



CRICBID 2026

Dates: 7th January to 17th January, 2026

CricBid'26 delivered the perfect fusion of cricketing passion and financial strategy through a multi-round competition that tested participants on cricket knowledge, analytical thinking, and auction dynamics.

Event Flow:

- **Round 1:** Participants tackled a crossword puzzle designed around cricket trivia and essential finance concepts, testing both domain knowledge and quick thinking.
- **Round 2:** Teams competed in online cricket matches accompanied by live commentary, adding excitement while evaluating in-game decision-making and team coordination.
- **Round 3:** The final auction round saw shortlisted teams bid for players across categories — batsmen, bowlers, and all-rounders — to build a balanced and competitive squad within constraints.

Prizes and Support:

With prizes worth **₹30,000 up for grabs**, CricBid'26 was organised under the banner of Finomenon, NMIMS, with **Motilal Oswal** as the event partner and support from faculty mentors who guided participants throughout the competition.



TRADEOFFS 2026

Dates: 7th January to 12th January, 2026

Tradeoffs 2026, organised by Finomenon (The Finance Cell, NMIMS), was a competitive event focused on economic decision-making, strategic thinking, and real-world tradeoff analysis. Participants tackled dynamic scenarios that tested their analytical ability and adaptability under resource constraints.

Event Flow:

- **Round 1:** Quiz Round - A knowledge-based quiz evaluated participants on economics, finance, and current affairs, shortlisting top teams for the next stage.
- **Round 2:** Simulation Game - Qualified teams competed in a city-management simulation, making strategic decisions on growth, resource allocation, and sustainability under real economic constraints.

Highlights:

- Prize Pool: ₹30,000
- Sponsored by: Motilal Oswal



CONSIGLIERE 2026

Dates: 06th January to 18th January, 2026

Consigliere 2026, Finomenon's flagship case study competition, brought together top B-school talent to test analytical thinking, economic insight, and strategic problem-solving through a structured multi-round format.

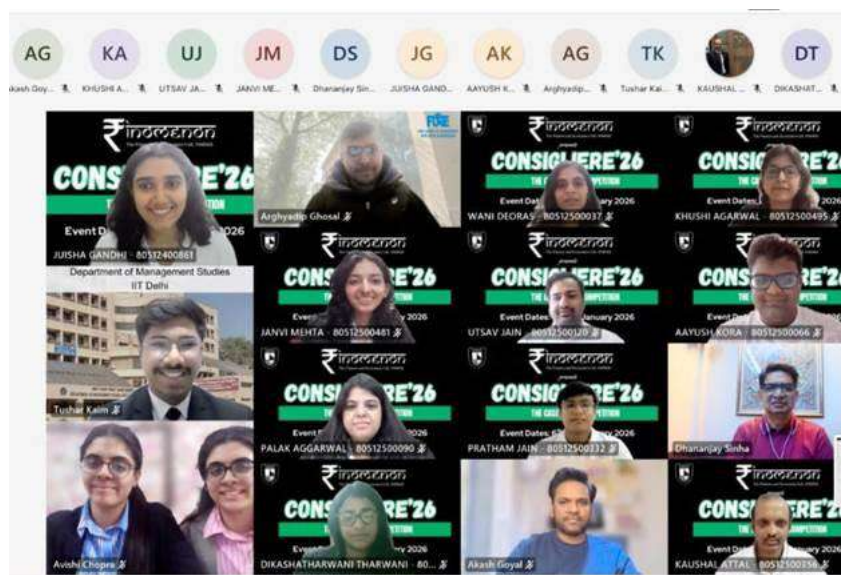
Event Flow:

- **Round 1:** Quiz Round - Participants were assessed on their understanding of economics, finance, and business fundamentals, with top teams qualifying for the next stage.
- **Round 2:** Crossword Round - This round focused on conceptual clarity, speed, and logical reasoning through a finance and business-themed crossword challenge.
- **Round 3:** Case Study Round - Finalist teams presented their case solutions before an esteemed judging panel comprising Dhananjay Sinha (CEO, Systematix Group) and Akash Goyal (VP & HOD Finance, Cardekho), showcasing strategic depth and

practical business insights.

Highlights:

- Prize Pool: ₹30,000
- Sponsored by: Motilal Oswal



HRuday

HRuday serves as a crucial platform for HR students, offering a variety of activities to support their learning, networking, and skill development. The ultimate goal is to groom future HR leaders by providing them with the necessary knowledge and connections for success in their careers.

Vision:

To be the platform fostering collaboration between students, academia, and industry leaders, empowering MBA-HR students to develop into future-ready professionals while fostering impactful and transformative partnerships.

Mission:

- To bridge the gap between academia and industry through meaningful collaborations and partnerships.
- To support student development by offering mentorship, experiential learning, and exposure to emerging HR trends.
- To foster a community that promotes knowledge sharing, innovation, and professional growth in the HR domain.
- To host impactful events and initiatives that enable students to gain practical insights into HR practices and build strong networks.

Events conducted this year

HRUDAY- BATTLE IT OUT

Date: 1st August to 3rd August, 2025

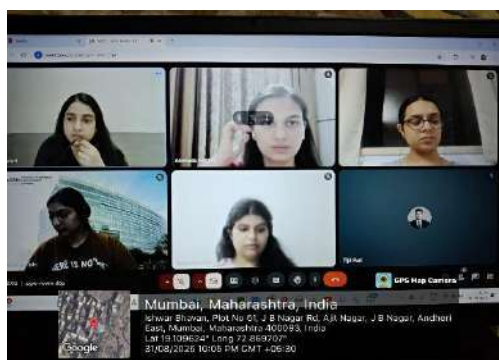
Battle It Out, part of Parichay, took place over two days. Round 1 featured a team quiz, followed by Round 2, a crossword puzzle, on 2nd August. Round 3, a treasure hunt, took place on 3rd August for teams that qualified in the previous rounds. The event saw 41 teams from MBA branches at SBM Mumbai, with Khushbu Aggarwal and Tushika Lalchand from MBA HR emerging as winners.



SUMMER INTERNSHIP BATCH PREP

Date: 15th August 2025

As part of this initiative, alumni of SBM NMIMS MBA (HR) were contacted to conduct mock group discussions and personal interviews for the first-year students to help them prepare for their SIP placement process. MBA-HR alumni were contacted for the same, and 70 interviews were conducted by them. Further, the second-year students of Hruday also conducted mock GDs for students on a daily basis.



SIP WORKSHOP

Date: 31st August 2025

As part of the SIP batch preparation, we had the opportunity to invite our alumni Mr. Jigyesh Dave, to conduct a workshop on how to prepare for Personal Interviews and Group discussions. A total of 70 students from the MBA HR first year attended the workshop.



PODCAST - TALK WITH TRAILBLAZERS

Date: 4th September 2025

As part of this event, HR alumni and industry HR leaders are invited virtually or on-campus to interact on an HR-related topic. The podcast was conducted with Ms Dyti Dawn, Lead – Talent Management and Capability Building, Alivus Life Sciences. The podcast is shot using cameras, and the talk revolves around the guest's insights and experiences on the selected topic for discussion. This is a recurring event and is shot and posted every month on Spotify and YouTube. The event necessarily requires the industry experts to answer questions based on the topic of discussion, while sharing their perspectives and personal experiences about the same.



ALUMNI CONNECT

Date: 13th September 2025

Through this event, we aimed to give the students an opportunity to connect with alumni currently working in the industry and give first-hand exposure to the students on how the HR function operates in the industries. We had Mr Kshitij Mehta, an alumnus of MBA-HR, join us for the connect online to share his experiences and give guidance to the students regarding how to prepare for internships, followed by a QnA session where the students had the chance to ask their doubts and get clarity on them from our guest.



FINAL BATCH PREP

Date: 7th October 2025

As part of this initiative, alumni of SBM NMIMS MBA (HR) were contacted to conduct mock group discussions and personal interviews for the second-year students to help them prepare for their final placement process. MBA-HR alumni were contacted for the same, and 28 interviews were conducted by them.

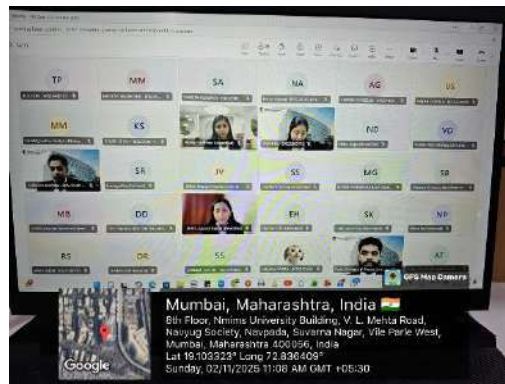


HRECTIFY

Date: 29th October 2025 to 2nd November, 2025

Hruday, as part of Paragana, organised Hrectify, an online inter-college competition themed "Building Talent Pipelines for the Entrepreneurial Generation: HR Strategies for Future Founders," with 450 participants from top institutions. The event, hosted on Unstop, began with Round 1, a quiz on HR knowledge and general aptitude, on 29th October 2025. Round 2,

HR's Investment Yatra, an interactive decision-making competition, was held on 30th October. The top 12 teams advanced to Round 3, a case competition held on 2nd December, judged by SBM NMIMS alumni Mr Peush Garg and Mr Shashank Saxena. NMIMS Mumbai emerged as the winners, with JBIMS and GIM as runners-up.



BUSINESS CONCLAVE

Date: 1st November 2025

As part of Paragana, Hruday organised the Business Conclave on 1st November 2025, offering students a platform to explore the role of emotional intelligence in effective leadership. The event featured esteemed panellist Ms Bhavya Mishra, CHRO at Godrej Capital. Held in person, the conclave was attended by 70 students. The session began with an introduction to the panellists, followed by an icebreaker Q&A, where the panellists shared their experiences. They emphasised the significance of an entrepreneurial spirit in leadership. The conclave concluded with a vote of thanks, appreciating the valuable insights shared by the speakers.



International Business Cell (IBC)

The International Business Cell (IBC), formerly the International Student Relations Cell (ISR) at SBM NMIMS Mumbai is dedicated to imparting in-depth knowledge of international business. IBC hosts targeted events, workshops, and diverse endeavours. Look forward to insightful discussions with industry leaders, engaging case competitions, and dynamic panel discussions! IBC bridges borders by connecting with international student groups, esteemed organisations, and leading academic institutions worldwide. By fostering a vibrant community of aspiring global leaders, IBC promotes collaborative learning through the exchange of diverse perspectives.

OIKOS AND PRME

IBC, in partnership with OIKOS, engages in impactful events, conferences, and projects that drive us towards a more sustainable future. With a global presence in over 20 countries and 40 cities, OIKOS fosters critical thinking, innovation, and collaboration. With OIKOS our goal is to provide a robust platform for students to engage in meaningful discussions, projects, and events centred on sustainability.

PRME (Principles for Responsible Management Education) at SBM NMIMS, a global initiative supported by the United Nations, is dedicated to championing responsible management education. With over 800 signatories in 96 countries, PRME provides a framework for academic institutions to develop curricula and research addressing social, environmental, and economic challenges.



Events conducted this year

PARICHAY- BIZWIZARDS

Dates: 2nd and 3rd August, 2025

Sponsors: Fast & Up, Bounce

BizWizards at Parichay 2024 is a flagship event designed to challenge participants through business simulations and real-world scenarios. It featured three rounds, including a Jeopardystyle quiz, testing participants' analytical, strategic, and teamwork skills. The event started with an exciting activity where participants searched for hidden currency in classrooms, winning chocolates. The competition included rounds like Family Feud, Heads Up, Jeopardy, and Pitching, with a cash prize of ₹40,000 for the winners.



INTERNATIONAL STUDENT EXCHANGE –BOMVOYAGE

Date: 14th September, 2025

BomVoyage, A South Bombay Tour for Exchange Students

The South Bombay tour, organized by the International Students Vertical of IBC at SBM NMIMS, introduced exchange students to the city's cultural and historical landmarks. The tour included visits to iconic sites like the Gateway of India, the Taj Mahal Palace Hotel, and the Bombay Stock Exchange. Students explored Colaba Market, savored breakfast at a historic Zoroastrian café, and enjoyed serene coastal views. The day concluded with Indian ice cream flavors at Naturals and an impromptu stop at the Ambani residence for Ganesh Chaturthi celebrations, leaving students with lasting memories.



PARAGANA

Date: 1st November 2025

The International Business Cell (IBC) of NMIMS SBM hosted a thought-provoking event at Paragana, themed "Future Forward: Leveraging Technology for Sustainable Global Business." The event featured a keynote by Mr. Aaron Colaco on technology's role in ecoconscious business, followed by a panel discussion moderated by Dr. Sayantan Khanra. Panelists, including Mrs. Mahima Dominic, Mr. Parth Chate, and Mr. Prithvi Sudagoni, discussed digital transformation, strategic innovation, and sustainable product strategies. The launch of IBC's newsletter, "Samanvaya," added to the event's success, concluding with a quiz and a vote of thanks.



Lei Ipsum

Lei Ipsum is the Business and Law Cell of NMIMS, Mumbai. It stands as a student-driven initiative dedicated to bridging the crucial intersection between business acumen and legal expertise. By fostering knowledge in this emerging field, Lei Ipsum prepares individuals for diverse roles across corporate, governmental, and non-profit sectors. With a robust calendar of events, from competitions to panel discussions, and a thriving community of enthusiasts, Lei Ipsum shapes the future of business and law education.

Mission:

To cultivate a generation of ethical, legally proficient leaders by providing a platform that bridges the divide between business and law. Lei Ipsum is committed to raising awareness and creating opportunities that prepare students to address real-world challenges with innovation, integrity, and expertise.

Vision:

To be a pioneer in promoting the synergy between business and law, driving thought leadership and accessibility in the field. Lei Ipsum envisions shaping a future where business and legal professionals work collaboratively to create sustainable solutions, ensuring a positive impact on society and the global economy.

Events conducted this year

VIRTUAL SEMINAR

Date: 14th July, 2025

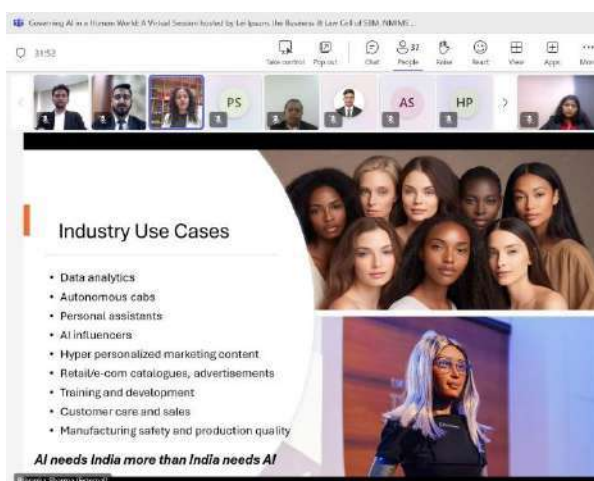
Guests: Ms Priyanka Sharma

Number of Participants: 50

The session focused on the evolving landscape of artificial intelligence and the pressing need for responsible governance in a human-centred context. Ms Sharma emphasised how AI is reshaping industries, influencing decision-making, and impacting daily life. However, with its rapid advancement, there arises an urgent need to address ethical challenges, such as bias, privacy concerns, accountability, and transparency in AI systems.

Students actively participated in the Q&A session, raising thought-provoking questions around AI bias, the future of jobs, and the role of business managers in fostering ethical AI adoption. The event encouraged critical thinking and helped students appreciate the intersection of technology, ethics, and leadership.

Governing AI in a Human World: A Virtual Session by Ms Priyanka Sharma



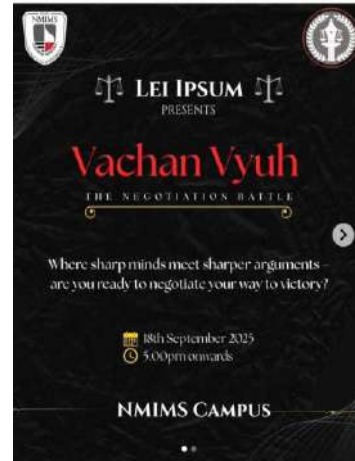
NEGOTIATION EVENT

Date: 18th September 2025

Number of Participants: 10

The event aimed to provide MBA students with a practical platform to develop and showcase negotiation skills critical to business leadership. By simulating real-world conflicts at the intersection of law and management, the competition encouraged participants to think strategically, balance diverse interests, and arrive at sustainable solutions.

Vachan Vyuh: The Negotiation Battle



PUBLICATION

Date: 30th September 2025

This edition of Vyakrati by the Lei Ipsum Committee explores the multifaceted dimensions of India's startup journey. We examine how founders are innovating to solve real-world problems, the role of venture capital and policy in shaping opportunities, and the larger impact of startups on India's economic and social fabric.

Vyakrati Ed. 8 – The Start-Up Ecosystem



THRIVE 2025

Date: 1st November 2025

Number of Participants: 60

Guests: Adv. Anurag M Katarki, Adv. Prince Awana

Faculties Involved: Dr Sudhanshu Pani

Sponsors: Mingle Crochet



Business Conclave: Panel Discussion on Startups and Statutes: Bridging the Legal Gap in Entrepreneurship

This year's Conclave focuses on "Founders of the Future: Charting the Entrepreneurial Decade" This theme focuses on preparing India's business ecosystem for the next generation of leaders, sectors and business models that will define the coming decade.

With a young demographic, rising digital penetration, and evolving funding mechanisms, India is poised to witness an explosion of entrepreneurship.

"Founders of the Future" emphasises capacity-building, mentorship, and ecosystem support to nurture innovative mindsets, resilient leadership, and socially conscious entrepreneurship. The topic is especially relevant as India looks to cement its place among the top start-up ecosystems globally while ensuring that the benefits of entrepreneurship reach beyond metropolitan centres.

Management Consulting Group

The Management Consulting Group (MCG) functions as the official consulting-focused student body, aimed at developing structured problem-solving, strategic thinking, and industry readiness among students. The group conducts knowledge sessions, speaker interactions, workshops, and flagship consulting initiatives throughout the academic year.

Objectives:

- Build consulting fundamentals (cases, guesstimates, frameworks)
- Enable industry interaction with consultants and leaders
- Promote research-oriented thinking via white papers
- Foster peer learning and collaborative problem-solving

Events conducted this year

GUESSTIMATES AND CASE STUDIES WORKSHOP - GRADPARTNERS

Date: 19th to 20th July, 2025

Type: Advanced Academic Workshop

Number of Participants: 75-80

Objective: To strengthen structured problem-solving and consulting interview readiness.

Description: An online workshop conducted by **Pratik Ranjan (Principal, BCG)**, featuring hands-on guesstimates and live case analysis to build consulting frameworks and interview readiness.

Key Highlights:

- Expert-led live case solving
- Guesstimates practice
- Consulting framework familiarity

C³ (C Cube)

Date: 26th July 2025

Type: Skill-building Academic Workshop

Number of Participants: 65-70

Objective: To help students build consulting-ready CVs aligned with top firms' expectations.

Description: An offline workshop led by Anindya Longvah (TAS) and Debashrita Panda (Infosys Consulting), focused on crafting high-impact consulting CVs through real-world examples, impact quantification, and common pitfalls.

Key Highlights:

- Insights from TAS & Infosys Consulting professionals
- Consulting CV structure & best practices
- Real-world examples and pitfalls



PARICHAY – INSIGHTQUEST: CRACK, CRUNCH, CONQUER!

Dates: 1st to 3rd August, 2025

Objective: To test and strengthen students' business acumen, logical reasoning, and consulting knowledge in a competitive setting.

Description: A high-energy, team-based quiz competition conducted during Parichay Fest, featuring multiple rounds of rapid-fire questions and scenario-based problem-solving designed to promote strategic thinking under pressure.

Number of Participants: 35-40

Key Highlights:

- Business and consulting-focused quiz rounds
- Team-based competitive format
- Scenario-driven problem solving



COFFEE WITH CONSULTANTS

Date: 14th August 2025

Type: Industry Interaction & Networking Event

Objective: To provide students with first-hand exposure to consulting careers and practical preparation insights.

Description: An interactive, informal session featuring Mr. Nikhil Magu (Director, EY), who shared his career journey, industry perspectives, and actionable advice on building a career in consulting.

Number of Participants: 65-70

Key Highlights:

- Insights from a senior consulting professional
- Real-world consulting experiences
- Open discussion and student interaction



INTERACTION WITH SENIORS:

CONSULTING & GENERAL MANAGEMENT INTERNSHIP INSIGHTS SESSION

Type: Academic Ice-breaker Session

Objective: To introduce students to consulting and general management internships and aid early interview preparation.

Description: A senior-led session sharing practical insights on consulting and General Management internships at PwC, KPMG, Accenture, and TAS, with focused guidance for GDs and interviews.

Speakers:

- TAS - Charles Benny
- KPMG - Sona Vinayagam
- Acc Strat - Kanika Garg
- EY - Shyam Sundaram

Number of Participants: 25-30

Key Highlights:

- Internship insights from top firms
- GD & interview preparation tips
- Interactive senior-student engagement

BUSINESS CONCLAVE (PARAGANA)

Date: 1st November 2025

Type: Flagship / Academic Conclave

Number of Participants: 65-70

Objective: To explore contemporary consulting themes and strategic challenges faced by organisations.

Event Description: Conducted as part of Paragana, the Business Conclave brought together industry experts to discuss evolving consulting trends, strategic decision-making, and business transformation.

Theme: Consultants as Startup Catalysts

Session Structure:

- Keynote Session
- Panel Discussion
- Student Interaction

Segment-wise Speakers

1. Fireside Chat:

Speaker: Mr Charanjit Attra, Partner, EY

Moderator: Prof. Shrinivas Shikaripurkar

2. Panel Discussion

Panelists:

- Mr Abhishek Shah
- Ms Swathi Lakshmi Alagar

Moderator: Akash Bhararia

3. Interactive Session

Speaker: Dr Srinivas Chunduru

Faculty Support

- Dr Bala Krishnamoorthy, Ph.D
- Prof. Shrinivas Shikaripurkar



Not Just Marketing

Not Just Marketing (NjM) is the official Marketing and Advertising Cell of the School of Business Management (SBM) at NMIMS Mumbai. NjM serves as a dynamic platform for students to explore and engage with the multifaceted world of marketing.

Vision:

To be a premier student-driven marketing cell recognized for its innovative initiatives, industry collaborations, and contribution to the professional growth of future marketing leaders.

Mission:

To cultivate a comprehensive understanding of marketing by organizing diverse activities that bridge theoretical knowledge and practical application. NjM aims to engage students in various marketing activities, fostering their professional and personal growth, and developing proficient marketing professionals equipped to navigate and lead in the evolving business landscape.

Events conducted this year

SYMPOSIUM

Theme: Brand & Byte – Insight-Led. Tech-Enabled. Brand-Driven

Date: 2nd July 2025

Audience: First-year MBA students (Attendees: 90)

The Brand & Byte Symposium featured two speakers, [Kushal Bagadiya](#) – National Sales Development Manager at Glenmark, an industry expert managing the sales across India and the subcontinent, along with [Prashant Singh Tomar](#) – Area Business Manager at Titan, and an ex TAS officer, both NMIMS Mumbai alumni from the Class of 2013 and 2023 respectively. The session unpacked how modern brands are built and sold, spanning territory sales, market research, channel strategy, and campaign execution. It highlighted sales and marketing as data-driven, insight-led functions powered by tools like SFA and Excel. The event reinforced how an MBA sharpens strategic thinking, decision-making, and real-world business acumen through industry-led learning.



INSIGHT OUT

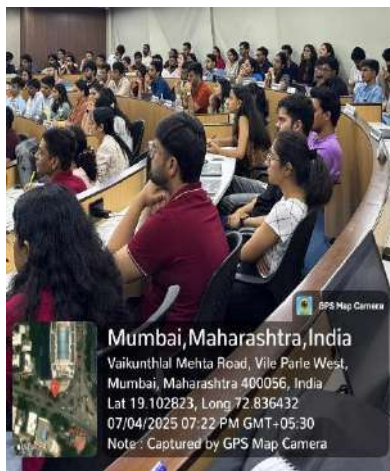
Insight Out was aimed at enlightening the students about case competitions.

Date: 4th July 2025

Participants: 300+

Speaker: Maanik Narayanan

A 3-hour interactive workshop led by a seasoned case competition winner covering the complete journey of case solving from interpreting problem statements to building structured decks and video submissions. The session included a breakdown of two past winning cases, practical tips, and hands-on guidance to help students approach corporate case competitions.



PITCHFORK (PARICHAY)

Date: 1st to 3rd August 2025

Theme: The Lost Island

Sponsors: ICICI Bank, Livlit, No Escape, Wagh Bakri, Freego, The Dusky Muse, Mahalaxmi Steel Corporation, Maithan Steel

Pitchfork was a marketing event organised by Not Just Marketing, under the umbrella of Parichay – an intra-college fest.

Pitchfork challenged participants with three competitive and eliminative rounds, testing their marketing skills for a cash prize of Rs. 55,000 from a total prize pool of Rs. 3,00,000. Round 1 featured a marketing quiz, followed by a treasure hunt in Round 2 with marketing clues. Round 3 featured a survival-based market simulation where teams bid in an auction for product baskets with assigned utility points. Teams then traded in an open market as buyers and sellers, pitching and negotiating under dynamic conditions. A sudden market shock altered product utilities mid-round, forcing rapid strategy shifts. Final scores combined cash earned from sales and remaining utility points, with the highest total determining the winning team. The event was judged by Ronaan Roy, Deputy General Manager – Thar Brand, Mahindra Group and Adwait Bhattacharya, Senior Manager – Enterprise Product Marketing & Account Growth Strategy, Jio Business.



SUMMER ICE

Date: 8th and 9th August 2025

Summer Ice '25 was introduced as NjM's signature knowledge-sharing session designed to support students at the most critical stage of their summer placement journey. Acknowledging the intensity of the final stretch, marked by multiple GDs, late-night preparation, mock interviews, and performance pressure, the session positioned itself as a timely intervention for aspirants aiming to break into top-tier organisations.

The event brought together last year's Super Interns who successfully secured coveted sales and marketing roles at leading companies such as ITC, Asian Paints, Marico, Microsoft, Mars, and PepsiCo. Through candid experience-sharing, the speakers decoded the preparation strategies, interview approaches, and mindset shifts that helped them stand out in a highly competitive process. By offering peer-led insights and practical guidance, Summer Ice '25 aimed to demystify the placement journey and equip students with the confidence and clarity needed to navigate the final lap successfully.



LAST MARKETEEER STANDING (PARAGANA)

Date: 30th October to 2nd November 2025

Audience: 1037

Title Sponsor: Looks Salon

Associate Sponsor: Femnari

Gifting Partner: Kalakari Designs

Entertainment Partner: No Escape

Theme: “*Bazaars of India – From Local Legends to National Icons*” The theme for LMS 2025 revolved around the idea that India’s bazaars are not just marketplaces; they are the beating heart of our cultural and entrepreneurial heritage.

LMS is the flagship event of NjM, NMIMS, inviting participants across B-schools in India, both first years and second years. The 2025 edition was spread over five exciting and challenging rounds, testing participants' expertise in sales, marketing, negotiation, and strategy. The competition featured five rounds, beginning with an online quiz testing general sales and marketing knowledge. In Round 2, teams submitted solutions for a case study to showcase their analytical and strategic skills. Round 3 took place on campus, where participants tackled a treasure hunt, puzzles, and case-solving tasks. The Marine Lines Round (Round 4) tested participants' real-world negotiation and buying/selling skills through practical tasks like selling defective items and maximising profits. The final round involved multi-phase challenges, including case study presentations and individual tasks, judged by Mr. Jayesh (Theobroma VP) and Mr Vishesh Bandlish (Experion).

The event was won by NMIMS Mumbai, with NMIMS Mumbai as the 1st runner-up.



BUSINESS CONCLAVE (PARAGANA)

Theme: Markets in Motion: Crafting Consumer Futures

Sub-theme: Redefining the Marketing Playbook

Date: 1st November, 2025

Venue: SBM, NMIMS Campus

Overview

The Paragana '25 Business Conclave, hosted by Not Just Marketing (NjM), focused on how culture, creativity and entrepreneurship are redefining the market playbook. Ashish Gupta (Head of Marketing, Riot Games) kicked off the event with a keynote on how gaming, creators and immersive tech are reshaping brand engagement. Prashant Sukhwani (CMO, Burger King India) for the fireside chat on a hands-on guide to turning cultural signals into full-funnel growth, connecting creative and media for a seamless brand journey. A panel discussion by industry leaders like Roopak Chaturvedi (CEO, AbRamCo, ex-Bacardi, PepsiCo) and Ajay Lulla (SVP, The Souled Store) on evolving customer experiences from founder speed to scaled systems, exploring how smart data, experimentation, and human creativity can build brands that stay authentic at every touchpoint. The conclave successfully combined theoretical insights with practical applications, equipping attendees with valuable knowledge on AI-driven marketing strategies. With an enriching mix of keynote sessions, panel discussions, and exploring the future of marketing and business innovation. interactive dialogue, the event provided a platform for students to connect with industry leaders.



CASE ZERO

Date : Submission Deadline: 15th February 2026, Grand Finale: 23rd February 2026

‘Case Zero: Zero Room for Average’ marked the launch of Not Just Marketing (NjM), NMIMS Mumbai’s first-ever marketing case competition, built around a live industry problem in collaboration with Latin Manharlal Group. Conducted under the guidance of **Professor Bithindra Biswas** and **L&D Head Alisha Jayawant**, the competition was designed to bring together some of the sharpest strategic minds from B-schools across Mumbai to solve a real-world business challenge.

The case invited participants to develop a comprehensive Go-To-Market (GTM) strategy for a Wealth Management Platform, requiring teams to decode the market landscape, define customer segmentation, craft differentiated positioning, and build a scalable launch roadmap. Positioned beyond a simulated classroom exercise, Case Zero emphasized the application of structured, insight-led thinking to an active business problem. With teams of two competing through a rigorous evaluation process, the competition offered high-stakes learning and visibility, culminating in an offline grand finale at NMIMS Mumbai on 23rd February 2026. In addition to recognition, top-performing teams stood to gain **PPI opportunities**, reinforcing the competition’s focus on rewarding sharp, execution-ready strategic thinking.

Optumiz

Optumiz is the Operations and Supply Chain cell of SBM, NMIMS Mumbai. Founded in 2007, Optumiz continues with a commitment to enrich the student community with knowledge about the current trends and developments in the field of operations. The cell engages with thousands of students across the best B-Schools of the country through a myriad of activities throughout the year. The cell has successfully conducted various events like simulation games, operations conclave, live case study competitions, guest sessions, and fun events. This helps the students develop an interest in various aspects of the business's operations and supply chain.

Vision:

Fostering a community of inquisitive minds in the Operations and Supply Chain Management domain to grow the brand name of NMIMS Mumbai.

Mission:

Equip students with practical knowledge in Operations and Supply Chain Management through a range of learning opportunities, including guest lectures, Corporate Projects, workshops and fests.

Events conducted this year

KPMG LSSGB WORKSHOP

Dates: 5th, 6th, 12th, 13th July, 2025

Optumiz, in collaboration with KPMG India, hosted an instructor led Lean Six Sigma Green Belt certification program at NMIMS, aimed at enhancing operational efficiency and problem solving skills. Spanning four days, the program covered key methodologies like SIPOC and the DMAIC framework, with hands-on learning using tools like Minitab for statistical analysis. With 367 registrations and over 300+ participants attended, gaining insights into process optimization and data-driven decision-making. Trainers from KPMG, including Shashank Srivastava, Chirag Pachouri, Praveen Pavithran, Om Sarmalkar, and Venu Nilgar, guided students in applying Lean Six Sigma principles to real-world business challenges, preparing them for leadership roles in operations and supply chain management.



PARICHAY – Formula Optima

Dates: 1st August to 3rd August, 2025

Sponsors: Srijan Steel and Power Industries

Team Optumiz organised “Formula Optima – The Racing Simulation Challenge” at NMIMS as part of the 2025–26 academic activities. The Excel-based simulation placed participants in the role of Formula racing team managers, testing their strategic thinking, operational planning, and data-driven decision-making.

Across multiple rounds, teams made critical choices around car performance, budgeting, pit strategies, and risk management, while adapting to dynamic race conditions. The competition culminated in an exciting final round, highlighting teamwork, analytical skills, and strategic agility. Formula Optima was a highly engaging and successful event, offering participants a hands-on learning experience by blending operations management concepts with the thrill of motorsport.



PARAGANA - CHOCOLATE FACTORY 7.0

Dates: 30th October to 2nd November 2025

Sponsors: Savicon Engineering Services

Optumiz, the Operations and Supply Chain Cell at SBM NMIMS Mumbai, hosted the 7th edition of *The Chocolate Factory* in October 2025, attracting 1,000+ registrations from leading B-schools across India. The competition was designed to test participants' proficiency in operations and supply chain management through a rigorous, multi-round structure.

The event commenced with an online quiz round, from which the top teams advanced to simulation-based challenges. Subsequent rounds focused on demand forecasting, supplier and technology selection through virtual auctions, and strategic decision-making across the supply chain. The final round evaluated teams on marketing, distribution, transportation planning, branding, and sustainability strategies, offering a holistic business perspective.

Winners:

- First: Papaya Rules (NMIMS Mumbai)
- Second: Trojan (NMIMS Mumbai)
- Third: Trick o Treat (IIM Mumbai)

The Chocolate Factory 7.0 delivered a highly immersive and practical learning experience, reinforcing real-world applications of supply chain and business strategy while fostering competitive excellence among future leaders.



PARAGANA - BUSINESS CONCLAVE

Date: 1st November, 2025

Sponsors: Aarambh Ad Events, Collegedunia

Team Optumiz organized the annual Business Conclave on 1st November 2025, themed “From Global to Glocal: Redesigning Supply Chains for India's Next-Gen Startups.” Opened by Faculty-in-charge Dr. Rose Antony, the event welcomed 65 participants from across SBM , NMIMS. A distinguished panel featuring Arvind Kadam (Welspun World), Anil Dalvi (Tata

Play), Yash Bhutra (Aeronutrix), and Venu Nilgar (KPMG) explored how startups can balance cost and speed. The discussion highlighted the shift toward "glocal" strategies for better agility and faster market response. Key takeaways included the importance of multi-sourcing for risk management, integrating AI and real-time tracking, and aligning supply chains with sustainability goals. The conclave provided actionable strategies for building resilient, future-ready operations.



SUMMER SERIES

Summer Series by Optumiz is an initiative designed to aid summer placement preparations by providing insights into the evolving world of Supply Chain and Operations. Through extensive research, concise, bite-sized content on concepts like the circular economy & supply chain sustainability, carbon accounting, reverse logistics in E-commerce era as well as some futuristic topics such as Dark warehousing, Autonomous trucking and freight economics was shared via Optumiz's Instagram and LinkedIn. The visually engaging posts, enhanced with humor to capture attention, helped students stay updated on industry terms. The initiative equipped students with relevant knowledge, boosting their confidence and competence for Summer Placements, while also demonstrating Optumiz's commitment to fostering practical skill development in the field.

WEEKLY POSTS

The weekly posts by Optumiz play a key role in preparing students for final placements, offering valuable insights into operations and supply chain management. Curated to balance education, engagement, and community interaction, the posts cover topics like real-world case studies, industry trends, and AI-driven digital supply chain transformation. These updates help students stay current and confident, equipping them with relevant knowledge to excel in interviews. The posts foster a culture of continuous learning, ensuring students are well-prepared for the challenges ahead.

CATENA AUREA-ARTICLE WRITING COMPETITION

Dates: 14th October to 20th October, 2025

Team Optumiz hosted the article writing competition for the latest edition of their bi-annual magazine, *Catena Aurea*, centred on the theme "The Agentic Supply Chain: From AI Co-Pilots to Autonomous Orchestration." Held from October 14 to 20, 2025, the competition received 119 registrations from students across leading institutions in India. Participants explored the

transformative role of Artificial Intelligence as an autonomous actor in supply chain ecosystems. The articles examined cutting-edge topics such as AI negotiation agents in procurement, multi-agent systems for real-time logistics optimization, and new human-agent operating models to govern and collaborate with autonomous systems. The top three articles were submitted by Chitsimran (Symbiosis Institute of Business Management, Bangalore), Shreya Kumari (Indian Institute of Technology, Indian School of Mines, Dhanbad), and Tejeshwini R (Garden City University). The winners were recognized for their insightful contributions with e-certificates and prizes totalling ₹9000. The competition successfully fostered critical dialogue on the future of autonomous and agentic supply chains, reinforcing *Catena Aurea* as a platform for thought leadership in operations and supply chain management.



OP-ERA CASE COMPETITION

Dates: Ongoing

Optumiz, the Operations and Supply Chain Cell of SBM, NMIMS Mumbai, in collaboration with KPMG and Photon, is set to host Op-Era 2025, a national-level case competition on Lean Six Sigma, Optimization, and Quality Management. Starting on February 1, 2025, the event includes three phases: an online quiz testing fundamental skills, a case study submission (due by February 8, 2025), and a grand finale on February 12, 2025, where the top five teams will present to a jury of industry leaders. Winners will receive Lean Six Sigma Black Belt vouchers and cash prizes up to ₹50,000. Op-Era 2025 promises a challenging and rewarding experience for B-School students across India.

BREAK & BUILD: CASES AND GUESSTIMATES

Team Optumiz conducted “Break & Build: Cases and Guesstimates”, a focused session to strengthen case-solving and guesstimation skills essential for consulting interviews and case competitions. Led by Parth Kurhade, Associate at Bain & Company, the session covered structured problem-solving, identifying core case asks, and building insight-driven narratives. Students were introduced to practical frameworks such as MECE issue trees, SWOT, and Porter’s Five Forces. A dedicated guesstimates segment discussed top-down and bottom-up approaches, clean assumptions, and scenario thinking. The interactive format and real-world examples helped participants build confidence and apply concepts effectively.

SUMMER TALKS

Team Optumiz organized Summer Talks to guide first-year MBA students through the summer internship placement process. Second-year students who had interned at organisations such as Accenture Strategy, Indegene, and AP Holdings shared firsthand insights on resume building, skill development, job roles, and the selection process. The session focused on recruiter expectations, interview preparation, and staying motivated during placements. By offering practical advice and peer mentorship, the session equipped students with a clear preparation roadmap while strengthening inter-cohort bonding and a culture of collective growth.



SummIT

In an era where technological disruption redefines industries overnight, SummIT, the Technology Cell of SBM NMIMS Mumbai, serves as the nexus between emerging innovation and business transformation. This ideology drives SummIT and its individuals to function as an effective team in its pursuit to enable students to embrace the power of Technology and use it to positively influence the corporate world.

SummIT cultivates a culture of intellectual curiosity and unconventional thinking. We challenge our members to look beyond conventional frameworks, to question established paradigms, and to envision how emerging technologies can solve tomorrow's business challenges. Through immersive engagements with industry leaders via CIO Connect and Leader Connect, we bridge the gap between academic theory and corporate reality.

Mission

To empower the next generation of business leaders with deep technological fluency, enabling them to harness innovation as a strategic lever for competitive advantage and sustainable value creation in an increasingly digital world.

Vision

To establish SummIT as India's premier B-school technology forum - a thought leadership platform where technology insight, business strategy, and disruptive thinking converge to shape the future of technology-driven enterprise leadership.

Events conducted this year

DIGITAL PRODUCT MANAGEMENT AND GENAI WORKSHOP

Date: 5th July to 6th July, 2025

Guests: Ananya Nandan, Mentor for workshop

No of Participants: 80

Vendor: Forevision

SummIT conducted a product management Workshop in collaboration with Forevision. The objective was to introduce the basics of Product Management concepts and frameworks to B-school students. It followed a hands-on approach consisting of a live training by an industry expert for 2 days and a live project to be completed by each student so that they can develop a good understanding of the concepts taught during the sessions. The workshop was primarily targeted towards incoming 1st year students to help them get upskilled for their summer internships.



KICKSTART

Theme: Sync & Slay

Date: 1st to 3rd August 2025

No of Participants: 60 teams

Sponsor: Luzo, Love and Latte, Forevision

The event conducted by SummIT during Parichay was “Kickstart”. To serve as an icebreaker, Kickstart was a fun-filled event exclusive to the first-year students. The event was conducted over a period of 2-3 days and consisted of multiple knockout rounds. It was conducted in online mode through a quiz for the first round, followed by offline second and third rounds, which tested teamwork and quick thinking.



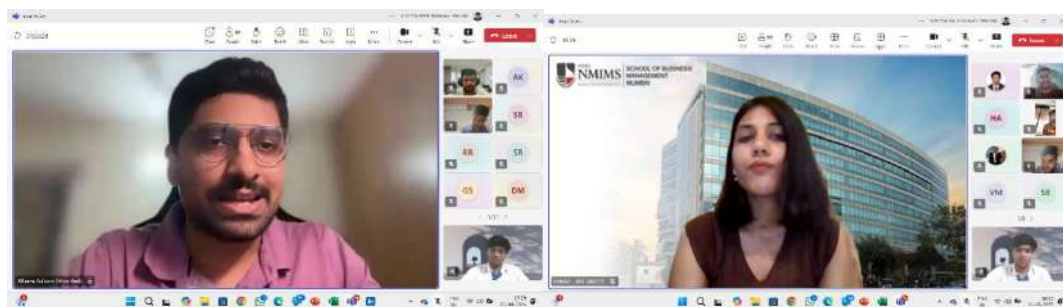
INTER 'N' ACT

Date: 16th and 17th August 2025

Guests: NMIMS 2nd Year Students and SBM Alumni

No of Participants: 95

This event was hosted to aid first year students for their upcoming summer-internship process. Seniors who interned at the top IT, Tech Consulting firms were invited to share their interview process and internship experience.



INFOGRAPHICS

Date: 2nd to 13th October 2025

Theme: From Impulse Buying to Smart Consumption

No of Participants: 291

Sponsor: Slayrobe

SummIT's Infographics Competition provided students a creative platform to showcase innovative problem-solving through visual storytelling. Teams presented practical, technology-driven solutions using infographics. With participation from leading institutions, the competition highlighted students' understanding of technology's growing importance in the business landscape. The winner was Tushkaim from DoMS, IIT Delhi, 1st runners up was Saurabh Bhopale from the Masters' Union, and 2nd runners up was Akshay S from the Government Engineering College, Thrissur.

ACE THE CASE

Date: 26th October to 9th November 2025

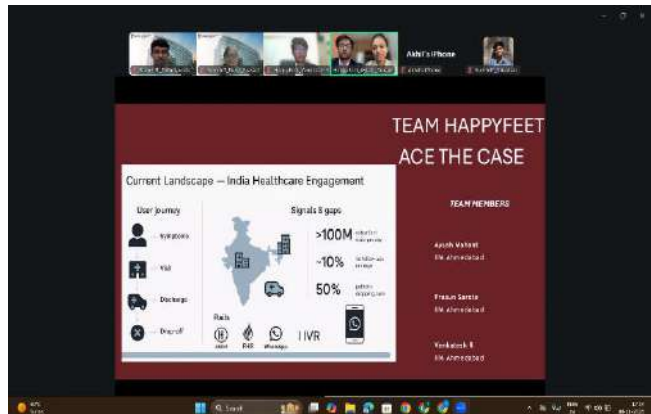
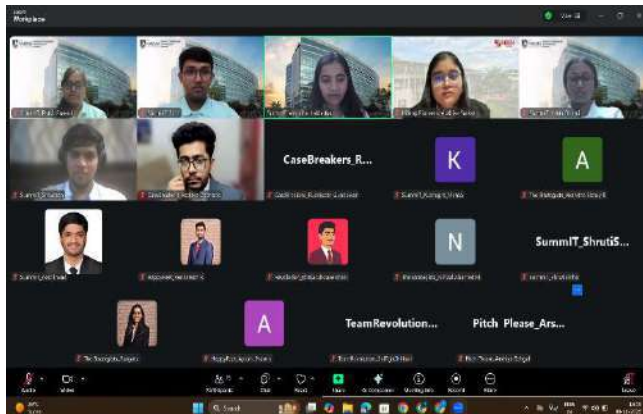
Guests: Akhil Tiwari, Founder, Product Space

No of Participants: 1467 (505 Teams)

Sponsor: Product Space

Ace the Case is SummIT's flagship national product management case competition. The 2025 edition opened participation to undergraduates and postgraduates nationwide, garnering 52,720 impressions on Unstop, and focused on agentic AI solutions in retail and healthcare. The competition was conducted online, including a case launch, quiz, deck submissions and virtual

presentation. The winning team was The Strategists from IIM Ahmedabad, the 1st runners up was Pitch Please from BITSom, and 2nd runners up was CaseBreakers from IIT Kharagpur.



BUSINESS CONCLAVE

Date: 11th November 2025

Guests:

1. Priten Bangdiwala, President – Head Industry 4.0 and Business Platforms, Aditya Birla
2. Vijay Malik, Global Director of AI/ML, IQVIA
3. Vivek Kalyanarangan, Head of AI, IDfy

No of Participants: 75

An offline session with a panel of industry leaders that brought students face-to-face with leaders who are shaping the future of AI, digital transformation, and business innovation. The sessions featured three distinguished speakers who each shared practical lessons from their industries. This year, the theme was “Digital Architects: Bridging Divides with Inclusive, Scalable Tech for Entrepreneurial India”.



TECHFORUM

Tech Forum is the flagship case competition of SumMIT, designed to challenge participants in developing technology-driven solutions for real-world business problems. This international competition focuses on product management and marketing, inviting teams from colleges worldwide to analyze complex business scenarios and craft innovative, tech-enabled strategies. Participants present their solutions to a panel of industry experts, competing for recognition and prizes. This year's theme, "Reinventing FinTech Through ESG-Driven Design," challenges

teams to explore how environmental, social, and governance principles can reshape the future of financial technology.

Date: 9 Jan 2026 - 15 Feb 2026

Guests:

1. Dr Divakar Kamath
2. Nikita K

No. of Participants: 632

Sponsor: Mirae Asset Foundation - SVKM's NMIMS ESG Research Chair

ARTICLE WRITING

An inter-college article writing competition open to all colleges across India. Participants are challenged to research, analyze, and articulate their perspectives on pressing contemporary issues at the intersection of business, technology, and society. This year's theme, "Building a Greener Digital Future through Sustainable Cloud Computing Solutions," invites students to explore how organizations can balance technological advancement with environmental responsibility, examining the role of sustainable cloud practices in shaping a more eco-conscious digital economy.

Date: 22 Jan to 10 Feb 2026

No. of Participants: 766

Winner Teams:

1. Bhumika Sanjeev (PES University)
2. Hardik Agarwal (IIM, Lucknow)
3. Tanisha Agrawal (SBM, NMIMS Mumbai)

Sponsor: Echoes of Earth

Interest-based Cells

Entrepreneurship Cell (E-CELL)

Who We Are

More than a student body. A capability engine.

The Entrepreneurship Cell (E-Cell) acts as the primary interface between academic learning and real-world value creation. We function not merely as an events organizer, but as a central platform for venture development.

Our architecture is built on a single premise: to bridge the gap between the classroom and the commercial ecosystem. By prioritizing long-term founder development over short-term engagement, we provide students with the structure, access, and network required to build.

Vision:

To democratize the startup ecosystem.

We envision a campus where the barrier between a student and a founder does not exist. Our goal is to create a seamless pipeline where every student at SBM NMIMS has the agency, exposure, and institutional support to turn an abstract idea into a viable industry.

Mission:

To design the architects of tomorrow.

We are committed to a three-part operational roadmap:

- **Bridge the Gap:** Dismantle the divide between theory and practice by immersing students in the realities of the startup economy.
- **Build Capability:** Move beyond observation and focus on execution, equipping students with practical skills, not just theoretical knowledge.
- **Unlock Access:** Serve as the gateway to the industry, connecting our community directly with alumni founders, venture leaders, and operators.

Events conducted this year

ACE THE CASE

Date: July 25, 2025

Location: NMIMS Campus, Mumbai

Participants: 70+

Guest Mentor: Ketan Gandhi, Founder, KgGuruji Consulting

A strategy-intensive workshop designed to elevate structured problem-solving and strengthen performance in competitive case environments. The initiative focused on transforming analytical knowledge into disciplined execution.

Ace The Case was conceptualised to address a recurring gap in competitive platforms, the transition from theoretical understanding to structured execution under time constraints. The workshop was designed to bridge this gap through a systematic, industry aligned approach.

The session began with case framing fundamentals, guiding participants to identify the core problem, distinguish root causes from symptoms, and structure issue trees for clarity. Emphasis on hypothesis driven thinking enabled efficient prioritization of key drivers.

The focus then shifted to solution design, where participants evaluated feasibility, risk, operational execution, and measurable impact. The workshop concluded with a segment on presentation excellence, covering slide structuring, concise communication, and responding to judge questions with composure. By the end, participants had developed a clear, repeatable framework that distinguished a competent response from a winning strategy.



VENTURESOME

A multistage entrepreneurship challenge designed to simulate real-world uncertainty and evaluate decision-making, negotiation, and execution capability under dynamic conditions.

Dates: August 02 to 03, 2025

Location: NMIMS Campus, Mumbai

Participants: 150+

Sponsor: Mangalam Energy Solutions

Venturesome was designed as an immersive entrepreneurial simulation, placing participants in progressively complex business scenarios. Conducted under the Parichay banner, the event emphasised agility, structured thinking, and collaborative strategy.

Round 1: The Risk Balance: The competition began with a rapid-fire entrepreneurship quiz combined with a Jenga-based risk element. Correct responses strengthened a team's position, while errors heightened uncertainty. This stage tested conceptual clarity, composure, and coordination under pressure.

Round 2: The Trade Simulation: The second stage introduced a WTO-inspired negotiation framework. Teams negotiated with nations within the simulated environment and among themselves, trading commodities and optimising portfolio outcomes. Resource allocation, negotiation strategy, and long-term positioning directly shaped results.

Round 3: The Campus Pursuit: The final stage transformed the campus into an operational challenge arena. Teams navigated time-sensitive tasks requiring analytical agility, logistical planning, and swift execution, where coordination and prioritisation became decisive.

Venturesome provided participants with a hands-on experience of entrepreneurial dynamics, reinforcing that success requires both strategic planning and decisive action.



STARTUP GARAGE

Date: 12th August, 2025

Location: NMIMS Campus, Mumbai

Attendees: 120+

Guest Speakers:

- Jash Shah, Founder, Get-A-Way
- Chintan Vasani, Founder, Wisebiz Realty
- Sid Marchant, Founder, Good Flippin Burgers

Sponsor: Escape The Ordinary

Startup Garage was curated to create an open and grounded dialogue around entrepreneurship, moving beyond celebratory narratives to deliver practical, actionable insight into building and scaling ventures. The focus remained on real decisions, trade offs, and execution frameworks rather than surface level success stories.

The session featured founders from diverse sectors who shared detailed perspectives on customer acquisition, operational structuring, brand positioning, and capital discipline, offering students a closer look at how strategic thinking translates into day to day execution.

Jash Shah reflected on building Get-A-Way from its early stages, detailing how early growth was engineered rather than accelerated. He spoke about identifying a narrow initial target segment instead of chasing broad demand, carefully tracking customer lifetime value versus acquisition cost, and reinvesting cash flows into service improvements before marketing expansion. He emphasized that in service businesses, operational reliability and repeat behavior matter more than rapid scale, and that premature expansion often exposes structural weaknesses.

Chintan Vasani shared insights from Wisebiz Realty, focusing on the importance of credibility in an advisory driven industry. He discussed how trust is built through transparent pricing, data backed recommendations, and consistent follow through rather than aggressive deal making. He highlighted the role of granular market intelligence, understanding micro location trends, regulatory shifts, and buyer psychology, in building long term advisory relationships. His central message was that reputation compounds over time, and short term opportunism can permanently erode brand equity.

Sid Marchant discussed the evolution of Good Flippin Burgers, outlining the systems that enabled the brand to scale without compromising quality. He detailed the creation of standardized operating procedures, centralized sourcing to maintain product consistency, and performance metrics across outlets to monitor unit economics. He emphasized that brand growth in the food industry depends on replicable processes, tight cost controls, and consistent customer experience across locations, rather than expansion driven by visibility alone.

The interactive format encouraged candid questions and nuanced discussion, allowing students to engage directly with the complexities of entrepreneurial decision making. Ultimately, the session reinforced that sustainable growth is the outcome of disciplined execution, strategic patience, and consistent refinement rather than isolated breakthroughs.



INDIAN BUSINESS LEAGUE

The flagship national level competition designed to evaluate strategic depth, analytical rigor, and entrepreneurial capability on a large scale.

Dates: 30th October to 08th November, 2025

Location: Unstop and NMIMS Campus, Mumbai

Participants : 790+

Sponsors: Ditto, Finshots, Unstop, Avadh Miliana

Indian Business League represented the most extensive competitive platform of the academic year. Drawing participation from across institutions, it established a national arena for structured problem solving and strategic excellence.

Round 1: The Knowledge Knockout: The competition began with an elimination quiz testing core business fundamentals, market awareness, and analytical accuracy. Performance was measured on speed and precision, with only the highest scoring teams progressing.

Round 2: The Case Catalyst: Shortlisted teams engaged with a live business challenge, conducting structured analysis to identify key issues, assess alternatives, and propose implementable solutions. Emphasis was placed on clarity of logic, feasibility, and measurable impact.

Round 3: The Grand Finale: The final stage was conducted as a boardroom simulation. Teams presented and defended their strategies before a panel of industry professionals, responding to questioning and substantiating their assumptions with confidence and coherence.

Over its duration, IBL reinforced disciplined analysis, competitive rigor, and the ability to convert structured insight into practical execution.



DOLPHIN TANKI

Dolphin Tanki is a flagship social entrepreneurship initiative that expands the impact of E-Cell NMIMS beyond the campus into communities that traditionally remain excluded from formal entrepreneurial ecosystems. Conducted in collaboration with Salaam Bombay Foundation and the Social Responsibility Forum, NMIMS, the platform transforms ambition into opportunity by enabling youth from economically disadvantaged backgrounds to build viable, revenue-generating micro-enterprises through structured institutional support.

Date: 20th March, 2026

Location: NMIMS Campus, Mumbai

Participants: 25+ Ventures

Collaborators: Salaam Bombay Foundation and Social Responsibility Forum (SRF)

Designed as more than a pitch event, Dolphin Tanki will integrate capacity building, financial enablement, and long-term mentorship into a focused, outcome-driven framework. With outreach to communities such as Dharavi, the initiative will emphasize execution, accountability, and measurable socio-economic impact.

The Pre-Preparation Phase: Participants will undergo structured training led by industry experts and mentors to refine business models, strengthen value propositions, enhance financial literacy, and develop investor-ready pitches. Each venture will be evaluated for feasibility, scalability, and market relevance to ensure operational viability. Strategic coordination with partners will ensure seamless and professional execution of the platform.

The Pitch: Entrepreneurs will present their ventures before a distinguished panel comprising representatives from Salaam Bombay Foundation and industry professionals. Each pitch will be assessed on innovation, financial sustainability, scalability, and socio-economic impact, accompanied by structured, actionable feedback. Selected ventures will receive seed funding through Salaam Bombay Foundation's partner network and will be integrated into a sustained mentorship framework to ensure disciplined implementation and long-term growth.

The Execution: Entrepreneurs will present their ventures before a distinguished panel comprising representatives from Salaam Bombay Foundation and industry professionals. Each pitch will be assessed on innovation, financial sustainability, scalability, and socio-economic impact, accompanied by structured, actionable feedback. Selected ventures will receive seed funding through Salaam Bombay Foundation's partner network and will be integrated into a sustained mentorship framework to ensure disciplined implementation and long-term growth.

Dolphin Tanki will represent E-Cell NMIMS's commitment to building inclusive entrepreneurial ecosystems. By combining structured training, capital access, and continued mentorship, the initiative will create measurable pathways for economic mobility and demonstrate how institutional platforms can catalyze sustainable grassroots enterprise development.

Our Initiatives

E-CELL X FINSHOTS COLLEGE WEEKLY NEWSLETTER

The **E-Cell x Finshots College Weekly** newsletter partnership functions as a focused resource for building commercial awareness among a network of over 2,800 students. The initiative is designed to filter out unnecessary noise from traditional news sources and present high relevance market insights in a concise and accessible format.

The content centres on breaking down real world case studies and key economic developments into clear, structured narratives. It serves as a mechanism for continuous learning, enabling the student community to stay informed, articulate, and aligned with evolving industry dynamics.

Reach: 2,800+ students

Frequency: Weekly publication

The E-Cell x Finshots College Weekly Newsletter was introduced to help MBA students build structured market understanding alongside their coursework. In a fast-evolving business landscape, the initiative provides curated, contextual insights that cut through information overload.

Each week, key developments across markets, startups, policy, and corporate strategy are distilled into clear narratives with defined implications. The focus remains on interpretation and strategic takeaways, enabling students to contribute meaningfully to class discussions, strengthen case competition performance, and enhance placement readiness. The initiative reinforces informed thinking as a core managerial capability.



**E-Cell X Finshots College
Weekly - Promises & Taxes**



In this week's newsletter, we break down whether removing the 10-minute branding really changes how quick commerce businesses make money, explain why the Institute of Chartered Accountants of India (ICAI) wants the government to let married couples file income tax returns jointly, and more.

Mantavya

Mantavya, the Quizzing and Literary Cell of SBM, NMIMS Mumbai, was established 11 years ago by the batch of 2014-2015 and has since then grown into a community that fosters individuals with a hunger for knowledge about anything and everything. The cell conducts college level as well as national-level quizzes, alongside literary events, to inculcate and promote the admiration of literature amongst aspiring business professionals.

Mission:

- To conduct various events at the college and national level to promote the art of quizzing
- To conduct literary events via collaboration with authors & literary enthusiasts to inspire and nurture the love of literature
- To make individuals aware about events happening around them, be it regarding politics, sports, entertainment, business or pop culture

Vision:

"To ignite curiosity, foster knowledge, and celebrate quizzing and literature through engaging events for aspiring business professionals."

Events conducted this year

WORDOPOLIS

Date: 2 July 2025

Type: Offline

Participation: 60 teams from the campus

Description:

Wordopolis is an intra-collegiate language-focused event celebrating English, regional, and foreign languages. It explores etymology, idioms, word origins, and linguistic creativity. The event encourages students to engage with diverse language structures through fun, competitive rounds designed to test vocabulary, quick thinking, and cultural understanding.



BOOK SWAP DRIVE

Date: 17 July 2025

Type: Offline

Participation: ~30 students

Description:

Mantavya's Book Exchange Drive invites students to donate a book along with a handwritten note and receive another book in return. Books were submitted through a Google Form process, followed by on-campus collection slots. The initiative fosters reading, meaningful connections, and interaction within the incoming batch by encouraging students to share stories, ideas, and recommendations.



BUSINESS OF BRANDS

Date: 1 November 2025

Type: Offline

Participation: 200+ registrations | 35 teams qualified for on-campus finals

Description:

Business of Brands is a national-level quiz based on brands, businesses, and popular firms, both real and fictional. Targeted at business students across India and corporate professionals, the event received registrations via Unstop. It included an online elimination round, followed by on-campus prelims and a grand finale. The competition tested business acumen, brand recall, and strategic thinking.



GEOTRADES

Date: 15 December 2025

Type: Offline

Participation: 10 teams

Description:

GeoTrade is a global strategy simulation where teams act as countries navigating a shared international crisis. Participants analyze trade flows, build national strategies, negotiate in real-time, and present their policy decisions. The event tests diplomacy, research, negotiation, and strategic decision-making—mirroring real-world global trade and geopolitical challenges. As Mantavya's first event of this kind, it was a novel and intellectually immersive experience for participants.



Nepathya

Vision:

To be the vibrant heart of SBM, NMIMS, fostering a thriving cultural ecosystem that inspires creativity, builds community, and brings joy to MBA life by celebrating diverse talents, community-building events and traditional events.

Mission:

To provide a dynamic platform for students to discover and showcase their talents, create memorable experiences through community-building activities, and promote a sense of togetherness and cultural appreciation amidst the rigors of MBA life. Nepathya is dedicated to organising events that spread happiness, instill pride, and celebrate the unique capabilities of every individual with flair and excellence.

FRESHERS

Date: 28th July, 2025

At Freshers'25 we conducted a Mr. and MS NMIMS talent competition along with a showcase of performances by our clubs Zephyr, Treblemakers, Rangpunch and

Verve on the 28th of July 2025. We invited 2 judges Uddipana Upg and Yashwi Jain to oversee the talent competition. For Mr. and MS NMIMS, there were a total of 16 participants. The winners were Daniel Paliakarra and Ranjini Ghosh. The runners-up were Yuvraj Gupta and Ishani Sreejith. Our sponsors for the event were Time, Gamers Den, Gourmet Gully and Mannasrekha Enterprises. There were about 600 people in attendance.



OPEN MIC

Date: 1st August, 2025

On the 1st of August 2025, an open mic was conducted for students of SBM, NMIMS to showcase their talents in poetry, music or dance. We witnessed 50+ artists perform on that day.



GARBA WORKSHOP

Date: 24th September, 2025

Garba workshop is the flagship event organised by Zephyr - the dance club at NMIMS. This workshop is organised ahead of garba night on one of the nine days of Navratri. The garba routines are choreographed by the members of Zephyr. The objective of this open-for-all workshop is to teach this elegant yet vibrant dance style to all and celebrate Navratri together. This year it was conducted on the 24th of September 2025 with over 200 students participating.



GARBA NIGHT

Date: 25th September, 2025

On the 25th of September, we conducted a Garba night to celebrate the occasion of Navratri. This was a night of dandiya and garba. We had 750 people in attendance



EUPHORIA

Date: 7th March 2026

Euphoria, the annual cultural festival of SBM NMIMS, featured an inter-college competition aimed at fostering creativity, collaboration, and artistic expression among students. The flagship event “*Battle of the Bands*” was designed to provide a platform for emerging musical talent from various institutions.

The primary objective of the event was to encourage musical excellence, stage performance, and healthy competition. Participating bands performed live in front of an audience and a panel of judges, showcasing their originality, coordination, and stage presence.

The event was conducted offline at the Mukesh Patel Auditorium and included high-energy performances supported by professional sound, lighting, and AV arrangements. The organizing team, comprising junior and senior committee members, ensured smooth execution of logistics and coordination.

Activities Conducted:

- Inter-college band registrations and screening
- Live musical performances by participating bands
- Evaluation by judges based on creativity, coordination, and audience engagement
- Audience interaction and engagement throughout the event

Outcomes:

- Successful participation from multiple colleges
- Identification and recognition of emerging musical talent
- Strengthened inter-college engagement and cultural exchange



Prabodhan

Mission:

To take people towards a journey of self-mastery which would open doors for them to find their true purpose and live by it.

Vision:

To drive people towards the path of personal wellbeing thus enabling them to lead a happy and healthy life.

Events conducted this year

YOG-ACT-THON

Date: 26th June, 2025

Number of Participants: 68

Winners:

1. Team Dhamaal – Parineeta & Khushi
2. Team Salvation Seekers



Round 1: Act-o-thon, teams of two will have one member as the instructor and the other as the performer. The instructor will see an asana image/video and verbally guide their partner without using visual cues or mentioning the asana name.

Round 2: Spin the Wheel, teams will spin a wheel to get a yoga asana, identify it, and perform it together using the internet for reference.

SEEDS OF HOPE AND ACTION

Date: 25th July, 2025

Number of Participants: 100

Seeds of Hope and Action (SoHA) was a unique walk-through exhibition hosted by Prabodhan, the Mental Wellness Club of NMIMS, in collaboration with the Soka Gakkai International and Earth Charter International. Featuring 25 visually engaging panels, the exhibition highlighted true stories of individuals.

The exhibition was built around the theme “It starts with one”, emphasizing individual empowerment and the belief that personal choices can ripple out into powerful societal change. Rooted in the Sustainable Development Goals (especially SDG 3) and the principles of the Earth Charter, the event encouraged participants to reflect, connect, and commit to creating a more just and sustainable world.



ENIGMA 5.0

Date: 9th August, 2025

Number of Participants: 50

Winners:

1. Team Brainstormers (Bhuvi Sachdeva, Arjun KK)
2. Team Gujju Gang (Rishabh Khandelwal, Vedant Thakkar)
3. Team Unbiquitous (Yashasvi Chauasia, Nilesh Gupta)



This event aims at providing the students a well-deserved break from their hectic MBA schedule in order to reduce their accumulated stress of their classes, pre-reads, tests and committee selection processes. Students will also be transitioning from their homes to their flats/hostels in Mumbai and with that comes stress and anxiety of settling into new place with people coming from different cultures and different places. We plan on providing students a platform where they can come and socialize with others, build connections while going through different rounds of events together and have fun along the way. Toward the end of the event, we also plan on keeping an open house meeting where students can come and talk to us about their grievances, be it mental or emotional.

MMM: STILLNESS WITHIN

Date: 4th August

Guest: Sahaja Yoga Meditation

Number of Participants: 60

The Stillness Within session supported NMIMS's mission of holistic student development by promoting wellness alongside academic growth. Through Sahaja Yoga meditation, participants improved focus, emotional balance, and mental clarity skills important for effective learning and leadership. The activity helped students build self-awareness, resilience, and stress management abilities, aligning with NMIMS's vision of developing responsible leaders with emotional intelligence. It offered a practical approach to mindfulness that students can use in daily life, complementing the MBA curriculum and preparing them to perform well under pressure while maintaining overall well-being.



MMM: FLOW UNLOCKED

Date: 11th October, 2025

Guest: Akshita

Number of Participants: 25

The Flow Unlocked workshop successfully supported NMIMS's mission of holistic student development by promoting well-being through creative expression. By engaging in mindful movement and dance, participants not only de-stressed but also enhanced their self-awareness and emotional intelligence.

This unique session helped students build resilience and find a dynamic way to manage pressure, skills that are crucial for success in the demanding MBA curriculum and future leadership roles. The activity provided a practical approach to mindfulness that complements traditional learning, showing that physical and creative outlets are vital for maintaining overall well-being and peak performance.



Sports Committee

UNLEASH YOUR INNER CHAMPION!

The Sports Committee promotes individual health and physical well-being and the acquisition of physical skills among students. The committee aspires to inculcate qualities such as sportsmanship, team spirit, and bonding. It is designed to serve the interests of the student community in competitive sports and other recreational activities, both indoor and outdoor.

Vision:

To ensure the holistic development of students and improve their interpersonal skills through indoor and outdoor Sports activities/competitions. To nourish the budding sportsmen and strengthen the sporting environment among students.

Mission:

To promote and improve students' physical fitness and motivate them to participate in various Sports competitions. To provide business students the means and environment to pursue their sporting passions.

Events conducted this year

E-GNITE

Event Brief: eGnite - The Ultimate E-Gaming Extravaganza

Venue: NMIMS Mumbai Campus

Date: 18th July to 20th July, 2025

Sponsors:

- Energy Partner – FAST&UP
- Clothing Partner – AAI-KNIT

eGnite, an electrifying e-gaming event, brought together the best gaming enthusiasts from across SVKM Mumbai campus to compete in popular titles like BGMI, FIFA, Valorant, COD, Chess and Ludo. With 240+ participants battling for glory and a cash prize of ₹22,000, the competition was intense, showcasing unmatched talent and passion for gaming. eGnite 2025 was an unforgettable celebration of gaming skill and camaraderie.



ARCADIA

ARCADIA – Intra-College Sports Extravaganza. ARCADIA was a vibrant celebration of sportsmanship and determination, providing a platform for athletes to shine and divisions to unite in their quest for glory. With Core G emerging as the overall champion, the event marked another milestone in NMIMS's rich tradition of fostering sports and community spirit.

Date: 3rd October to 5th October, 2025

Venues:

- TT, Chess, Carrom: NMIMS Mumbai Campus
- Basketball: O.E.S International School, Andheri
- Football: AIM Sports Turf, Vile Parle
- Cricket: Kohinoor Sports Turf, Veera Desai Road, Andheri West
- Badminton: Krida Sports & Academy, Versova

Sponsor:

- Beverage Partner – Coca-Cola
- Equipment Partner – TOTAL Sports and Fitness
- Clothing Partner – AAI KNIT
- Snacking Partner – KLAU Super grain

ARCADIA, NMIMS's much-anticipated intra-college sports event, brought together students from 23 divisions and IES students to showcase their skills, teamwork, and competitive spirit. With diverse venues hosting a variety of sports, the event witnessed high energy, remarkable talent, and a strong camaraderie.

Key Highlights and Results:

- **Carrom:** Winner – HR B, Runner-up – BA C&D
- **Pool:** Winner – HR A, Runner-up – Core I
- **Chess:** Winner – Core G, Runner-up – Core G
- **Basketball (Men's):** Winner – Core G, Runner-up – Core J
- **Basketball (Women's):** Winner – HR A, Runner-up – DT B
- **Badminton:** Winner – DT A, Runner-up – Core E
- **Cricket:** Winner – DT C, Runner-up – Core F
- **Football:** Winner – Alumni, Runner-up – Core J
- **Table Tennis:** Winner – BA B, Runner-up – BA A

Overall Points Table:

Champion Division: Core G (900 points)

Last Position: Core C (-50 points)



SAMARTHYA

SAMARTHYA 2026 was a thrilling three-day inter-college sports competition that brought together 8 prestigious colleges for a high-energy showdown of athletic skill and teamwork. From intense matches on the field to nail-biting finales on the court, the event fostered camaraderie and showcased exceptional sportsmanship. SAMARTHYA 2026 celebrated excellence, highlighting the power of competition in uniting colleges and fostering a spirit of collaboration. With NMIMS Mumbai dominating across categories and K J Somaiya giving a stellar performance, the event set a benchmark for inter-college sports competitions. Enthusiastic participation and an electric atmosphere ensured that SAMARTHYA left a lasting impression on all participants and spectators alike.

Date: 23rd January to 25th January, 2026

Venues:

- TT, Pool & Chess: NMIMS Mumbai Campus
- Basketball: O.E.S International School, Andheri
- Football: Jankidevi Turf, Versova
- Volleyball: Jankidevi Turf, Versova

Sponsors:

- Beauty Partner – Plum
- Snacking Partner – KLA Super grain

Key Highlights and Results:

- **Chess:** Winner – Wellingkar (B), Runner-up – NMIMS Mumbai
- **Pool:** Winner – NMIMS Mumbai (A), Runner-up – Wellingkar (B)
- **Basketball (Men's):** Winner – NMIMS Mumbai, Runner-up – TISS
- **Volleyball:** Winner – K J Somaiya, Runner-up – TISS
- **Football:** Winner – K J Somaiya, Runner-up – NMIMS Mumbai (A)
- **Table Tennis:**
 - Men's Singles: Winner – NMIMS Mumbai (A), Runner-up – NMIMS Mumbai (A)
 - Men's Doubles - Winner – NMIMS Mumbai (A), Runner-up – NMIMS Mumbai (A)



Clubs

Tarang

Celebrating the Essence of Indian

TARANG stands for "Traditional Arts Rejuvenation Amongst the New Generation." It represents a wave of Traditional Cultural revival among youth, fostering pride in Indian heritage. We aim to create meaningful cultural experiences that inspire and educate students about the richness of Indian heritage. TARANG stands apart by promoting diverse Indian art forms like music, dance, painting, and literature, while focusing on cultural appreciation. In its very first year, TARANG has created a significant impact by delivering thoughtfully curated events that celebrate Indian culture while fostering engagement and inclusivity within the SBM NMIMS community.

Vision:

To create a dynamic environment at SBM, NMIMS, where Indian culture thrives, empowering students to rediscover their heritage, celebrate diversity, and cultivate a lifelong connection to the roots that define us

Mission:

Our mission is to promote and preserve the timeless values of Indian culture, fostering holistic development and enrichment among students

Events conducted this year

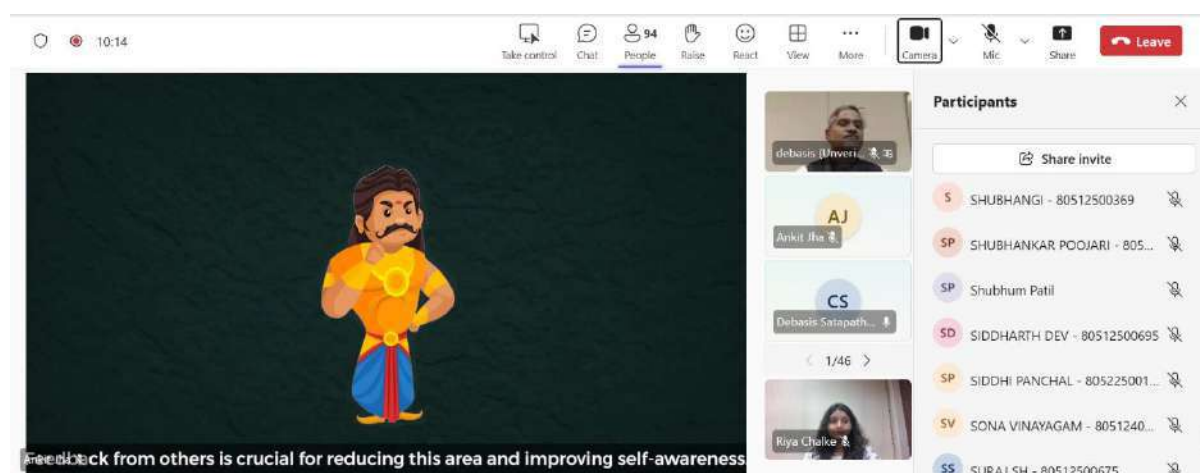
MANAGEMENT LESSONS FROM THE MAHABHARATA

Date: 8th August 2025

Guests: Debasis Satapathy, Chief General Manager - HR, National Building Construction Corporation (NBCC) New Delhi, Government of

Participants: 159 students

The *Mahabharata*, an epic rich with strategic depth and moral complexity, offers enduring lessons in leadership, ethics, and decision-making. This session seamlessly connected ancient narratives with contemporary management practices, demonstrating their relevance in today's dynamic corporate landscape. Mr. Debasis Satapathy led an insightful and thought-provoking discussion with 159 participants, drawing powerful parallels between epic characters and modern managerial challenges. The interactive session encouraged participants to reflect on values such as strategic thinking, integrity, resilience, and responsible leadership. The event concluded with an engaging Q&A, leaving attendees with a deeper perspective on applying these timeless lessons to their professional journeys.



ANEKTA

Date: 16th October 2025

Participants: 500+ students, 15+ professors

Faculty In-Charge: Dr. Preeti Nayal

Aneka was a grand celebration of diversity, blending tradition and festivity in a single vibrant event. Students and faculty turned up in their finest ethnic attire, adding colour and elegance to the atmosphere. With engaging activities like a photobooth featuring state-specific props, traditional games, and lively interactions, the event beautifully encapsulated the spirit of unity in diversity. Exciting prizes were awarded for categories like Best Dressed and Most Creative Video, encouraging enthusiastic participation. Aneka not only celebrated cultural heritage but also fostered camaraderie and joy among the SBM community.



GOND ART WORKSHOP

Date: 19th December 2025

Guest: Ms. Dipti Thorat, Professional Artist

Participants: 90 students

The Gond art workshop, led by Ms. Dipti Thorat of Starseed Creations, offered students a creative escape from academics while exploring India's artistic heritage. Participants crafted their own pieces as Ms. Thorat shared the art form's history, making for an enriching and rejuvenating experience. The cheerful atmosphere and expert guidance left students grateful for this cultural immersion.



HERITAGE OUTING: KOTHALIGAD FORT TREK

Date: 11th January 2026

Guesta: Vendor-partner- Bhatakna, a professional Trekking Company

Participants: 98 students

This immersive trek to the historic Kothaligad Fort provided a unique blend of adventure and cultural learning. The experience offered students an opportunity to explore the fort's rich history, scenic trails, and breathtaking views. Participants bonded over shared experiences, enjoyed traditional hearty meals, interacted with villagers, and listened to engaging stories

about the fort's significance. The event witnessed overwhelming enthusiasm, with over 150 inquiries and participation requests received despite limited seats, clearly showcasing its popularity. The day-long adventure left students with a renewed appreciation for heritage preservation and memories to cherish for a lifetime.



Toastmasters

Toastmasters International is a nonprofit educational organisation that builds confidence and teaches public speaking skills through a worldwide network of clubs that meet online and in person. In a supportive community or corporate environment, members prepare and deliver speeches, respond to impromptu questions, and give and receive constructive feedback. It is through this regular practice that members are empowered to meet personal and professional communication goals. Founded in 1924, the organisation is headquartered in Englewood, Colorado with approximately 270,000 members in more than 14,200 clubs in 148 countries. Toastmasters has its chapter in NMIMS, and weekly meetings are held in a standard format.

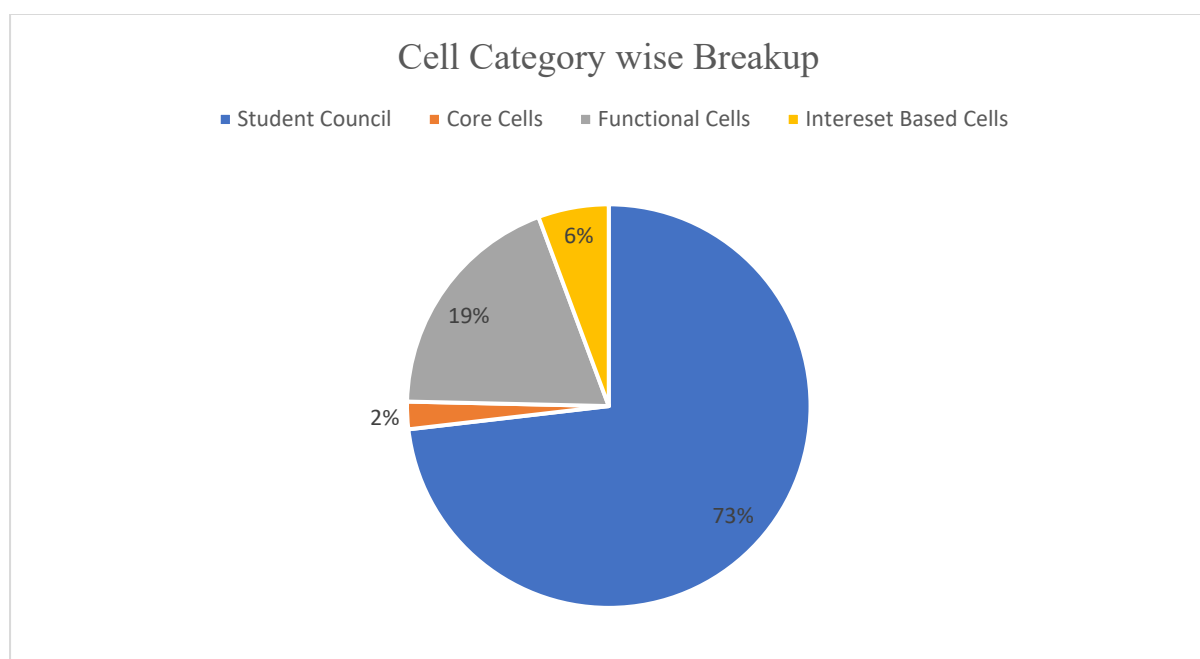
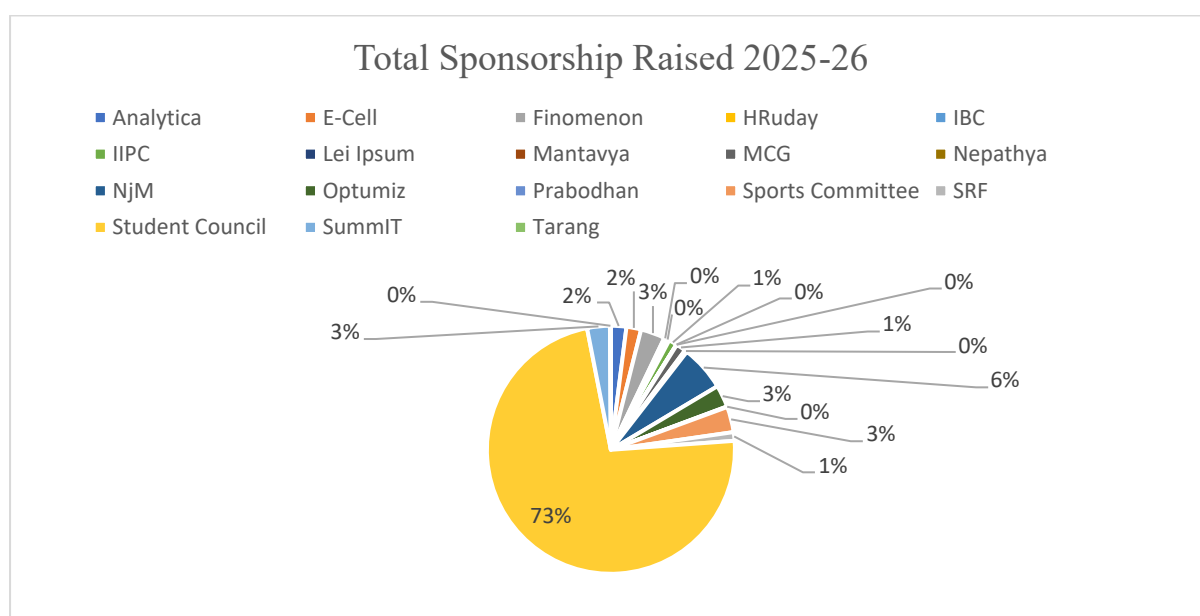
Mission:

To provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

Sponsorship

The School of Business Management enriches its students with the skills of planning and executing events across multiple areas. Sponsorship is essential to the success of any event organised by the various student committees. The institute also plays an important role in assisting students with their activities. This year, the total sponsorship raised by student bodies was INR 1.30 Crore, with the Student Council raising INR 95.54 lakh.

Figures 1 and 2 show a snapshot of sponsorship raised by various student bodies in the academic year 2025-26, as well as the cell category-wise total sponsorship raised during the year.



Summary of Events

Consolidated number of events organized	Number of Events
Student Council	5
Core Cells	21
Functional Cells	60
Interest Based Cells	21
Clubs	4

New initiatives taken during academic year 2025-26

S. No.	Student Body	New Initiative
1	Student Council	Introduction of the Buddy Program to support first-year students through peer mentorship by pairing juniors with seniors, ensuring smoother academic and social transition.
2	Student Council	Launch of the Student Suggestion Portal in collaboration with the Digitization and Admin & Externals verticals to streamline feedback into structured, actionable insights.
3	Student Council	Digitization of the Lost and Found system with QR code integration, making it accessible and efficient for the entire campus community.
4	Student Council	Development of mental health and wellbeing initiatives , including resource platforms and “Notes That Found Us,” promoting a supportive and empathetic environment.
5	Student Council	Creation of the Student Zone on the Student Council website , serving as a centralized platform for resources, updates, and student access.
6	Student Council	Implementation of campus infrastructure improvements , including enhanced seating, better hygiene facilities, safer infrastructure, and activation of kiosks to improve overall campus experience.
7	E-cell	Introduction of the E-Cell x Finshots College Weekly Newsletter , a weekly initiative designed to build commercial awareness among 2,800+ students by delivering curated, high-relevance insights on markets, startups, policy, and corporate strategy. The newsletter simplifies complex developments into structured, case-based narratives with clear strategic takeaways, enabling continuous learning, informed classroom discussions, improved case competition performance, and enhanced placement readiness.

Student Achievements

Second Year

Competition/ Contests Participated In	Event Category	Organizing Institution	Participant(s) Name	Award Received
ITC Interrobang Season 15	Case Competition	ITC Ltd	Prabhdeep Kaur, Prabhat Pundir, Divyanshi Jaiswal	Campus Winner
Statistical Tambola	Game	Analytica, the analytics cell of NMIMS Mumbai	Darsh Nath Segal, Preet Umarania	First Runner- Up
General Quiz 202	Quiz	Mantavya, the literary club of NMIMS Mumbai	Darsh Nath Segal, Tushar Agrawal	First Runner- Up
Flipkart WiRED 9.0	Case Competition	Flipkart	Tushar Gupta, Tushar Gupta, Aryan Jain, Sumukh Mahajan	First Runner- Up
A1 Launchpad	Case Competition	A1 Fence	Harman Singh	First Runner- Up
TVS Credit EPIC 7.0	Case Competition	TVS Credit	Shubham Joshi, Shubham Joshi, Prajwal Dandwate	First Runner- Up
Zerodha X In That Case A Strategy Challenge	Case Competition	The Commerce Society, Kirori Mal College	Shubham Joshi, Shubham Joshi, Prajwal Dandwate, Himanshu Patil	First Runner- Up
Asian Paints CANVAS 2025	Case Competition	Asian Paints	Sharvari Naik, Sharvari Naik, Delia Ashmita Mahi, Preetha Nayak	First Runner- Up

ITC Interrobang 2025	Case Competition	ITC	CHAITANYA JAIN,Preet S. Ganatra,Ishan Awasthi	First Runner-Up
Asian Paints Chain Reaction	Case Competition	Asian Paints	Preetha Nayak,Dipangshu Buragohain,Ansharah Siddiqui	First Runner-Up
DS Trendsetter 4.0	Case Competition	DS Group	Agastya Tiwari,Agastya Tiwari,Bharvi Prabhu,Prabhdeep Kaur,Prabhat Pundir	First Runner-Up
HDFC ERGO Insurethon	Case Competition	HDFC ERGO	Ansh Patodia,Bharvi Prabhu,Harsh Kumar,Kanika budhiya,Ansh Patodia	First Runner-Up
Battle of Wittiest 2.0	Case Competition	IIM Nagpur and IIM Kashipur (EQUES Strategy & Consulting Club of IIM Nagpur and Consilium-The Consulting and Strategy Club of IIM Kashipur)	Parv Sahu, Niharika Singh	First Runner-Up
Battle of Wittiest 2.0 Case Competition	Case Competition	IIM Nagpur and IIM Kashipur (EQUES Strategy & Consulting Club of IIM Nagpur and Consilium-The Consulting and Strategy	Niharika Singh, Niharika Singh ,PARV SAHU	First Runner-Up

		Club of IIM Kashipur)		
Aurora 3.0 - National Level Product Management Case Competition	Case Competition	Xavier School of Management (XLRI)	Niharika Singh,Niharika Singh,PARV SAHU	First Runner-Up
Aurora 3.0 - National Level Product Management Case Competition	Case Competition	Xavier School of Management (XLRI)	Parv Sahu,Niharika Singh,Parv Sahu	First Runner-Up
Indian Business League	Case Competition	NMIMS	Sahil Srivastava,Tanishq Haldiya,Sahil Srivastava,Chinmayee kollipara	First Runner-Up
MARICO OVER THE WALL Season 13	Case Competition	Marico	Megha M S,Vivek Kumar,Prearna Kumari	Global Finalist
HAVOC: THE CASE COMPETITION	Case Competition	IIM Bangalore	Niharika Singh	National Finalist
Steel-a-thon Season 12 by Tata Steel	Case Competition	Tata Steel	Prabhat Pundir,Prabhat Pundir,Prabhdeep Kaur	National Pre-Finalist
Tata Imagination Challenge - TIC	Case Competition	TAS	Prabhat Pundir	National Semifinalist
Tata Imagination Challenge 2025	Case Competition	Tata Group	Jahnvi Punjabi	National Semi-Finalist
GRAD 2.0 - Galderma Rising Achievers in Dermatology	Case Competition	Galderma	Prabhat Pundir,Prabhat Pundir,Prabhdeep Kaur,Preet Ganatra	National Semifinalists
Dean's list Ceremony	Dean's list Ceremony	SBM NMIMS MUMBAI	A Vaishnavi	Rank - 7

FAME 5.0: Open Innovation Challenge	Case Competition	IDFC First Bank	Darsh Nath Segal,Aashna Garg,Sattwik Mohanty	Second Runner-Up
X-Marketer	Case Competition	IIM Shillong	Darsh Nath Segal,Aditya Manohar,Riya Chawla	Second Runner-Up
Finquest 7.0 (IIM Nagpur's National Finance Case Competition)	Case Competition	IIM Nagpur	Yash Parmar,Yash Parmar,Dipangshu Buragohain,Aashay Chaturvedi	Second Runner-Up
Insurethon 1.0	Case Competition	HDFC Ergo	Ansh Patodia,Bharvi Prabhu,Harsh Kumar,Kanika Budhiya	Second Runner-Up
Guess-It-Mate	Case Competition	IIM Sambalpur	Pragya Agrawal	Second Runner-Up
REDEFINE 2025	Case Competition	Cummins India	Darsh Nath Segal,Aditya Manohar,Abhinav Jha	Winner
Hrectify - Case Competition	Case Competition	Hruday - NMIMS, Mumbai	Rahil Sanjay Shah ,Rahil Shah,Sanmati Sattur,Ananay Arora	Winner
HRectify	Case Competition	HRuday, SBM NMIMS Mumbai	Sanmati Subhas Sattur,Sanmati Sattur,Rahil Shah,Ananay Arora	Winner
We Care: Civic Engagement Poster Presentation Competition 2025	Poster Presentation	NMIMS MUMBAI	Shivani Kumari,Shivani Kumari,SWASTIK NAG ,SHIVSAKET PULLABHATLA,YASH AGARWAL	Winner
Freshers 2024	Cultural	NMIMS, Mumbai	Hakeemuddin Syed Khaja	Winner

HRectify (Paragana '25)	Case Competition	Narsee Monjee Institute of Management Studies	Ananay Arora,Rahil Shah,Sanmati_Sattur,Ananay Arora	Winner
Indigo Aspiring Leader's	Case Competition	Indigo	Amit	Winner
Campus Finals - Flipkart Wired 9.0 (Business Track)	Case Competition	Flipkart	Preet Sanjay Ganatra	Winner
Asian Paints CANVAS 2025 - Campus Finale	Case Competition	Asian Paints	Prabhdeep Kaur,Prabhat Pundir,Preet Ganatra	Winner
Ignite	E-sports	NMIMS, Mumbai	Prabhat Pundir	Winner
Last Marketeer Standing (LMS) 25 - NJM	Case Competition	Not Just Marketing, Narsee Monjee Institute of Management Studies	Prabhdeep Kaur,Agastya Tiwari	Winner
GRAVITAS 2025, GRAVITAS 2026, YUDH 2025, SAMARTHYA 2025, SAMARTHYA 2026, SAMAR 2026	Sports	SIBM Pune, KJ Somaiya, SP JAIN , NMIMS Mumbai, MICA Ahmedabad	Divij Shanwal,Divij Shanwal,Animesh Sindhu	Winner
Arcadia	Sports	Narsee Monjee Institute of Management Studies	Radhika Didwania	Winner
Research Embedded Learning Symposium	Research	Narsee Monjee Institute of Management Studies	Sharvari Naik, Muskan Goel	Research Excellence Award

Bank of Baroda Achiever's Award	General	Bank of Baroda	Jatin Gupta, Muskan Goel, Aman Dua	Best in Academics, Best All- Rounder, Best in Sports
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First Year

Competition/ Contests Participated In	Event Category	Organising Institution	Participant(s) Name	Award Received
Axis Moves 2025	Case Competition	Axis Bank	Subarna Mitra,Siddharth Bhattacharya	Campus Finalist
Fulcrum 2025	Case Competition	Xavier School of Management (XLRI)	Shreyas J,Dhanyashree J K	First Runner- Up
Arcadia	Sports	Narsee Monjee Institute of Management Studies	Parth Jain,Koushik Gummaluri	First Runner- Up
IPO Grey Market Stimulation	Case Competition	NIBM, Pune	Pratham Jain,Chhavi.	First Runner- Up
IPO Grey Market	Case Competition	NIBM Pune	Pratham Jain ,Chhavi .	First Runner- Up
Carexellence 2025	Case Competition	Holistika	Shruti Lakhotiya ,Rishika Bhargava ,Sneh Dulhani	First Runner- Up
Prabodhan YogActThon 2025	Cultural	Sbm Nmims mumbai	Vedartham Manoj,Yashasvi Chouraria	First Runner- Up
Invest - O - Mania	Equity Research	SJSSOM - IIT Bombay	Rashi Chheda,Priya Mulukutla	First Runner- Up
Flex Check: Crisil Edition case study	Case Competition	Crisil	DISHA SAXENA,Vansh Arora,Aditya Kothari	First Runner- Up
SPIN QUEST	Sports	NMIMS School of Business Management	Somagni Roy	First Runner- Up
Pitch Tank	Case Competition	XLRI	Vaibhav Mittal,Priya Mulukutla ,Aakriti Gupta	First Runner- Up

CRISIL:Flex Edition	Case Competition	CRISIL	VANSH ARORA,Disha Saxena ,Aditya Kothari	First Runner-Up
Egnite	Sports	Sports Committee, NMIMS	Vansh Arora	First Runner-Up
XRLI Pitch Tank Competition (Equity Research)	Equity Research	XLRI Jamshedpur	Aakriti Gupta,Priya Mulukutla,Vaibhav Mittal	First Runner-Up
BrandQuest: The Brand Hero Quiz	Quiz	IIM Bangalore	Pareena Gupta	First Runner-Up
BrandQuest: The Brand Hero Quiz	Quiz	IIM Bangalore	Pareena Gupta	First Runner-Up
Finshodhan - Finomenon, NMIMS	Equity Research	NMIMS, Mumbai	Aakriti Gupta,Priya ,Ansh Yadav,Hardik Agarwal	First Runner-Up
Arcadia	Sports	NMIMS	Viswanath N,Aryan Shandil,Vedant Mishra,Ashwin Shrivastava,Divij Shanwal	First Runner-Up
Gravitas'26	Sports	Symbiosis institute of business management (SIBM-PUNE)	Kshitij Gupta,Agastya Tiwari	First Runner-Up
Corporate Buddha 2025	Case Competition	FORE SCHOOL	UTSAV JAIN,Palak aggarwal,SANYAM JAIN	First Runner-Up
E- Stratega	Case Competition	IIM Sambalpur	Kushagra Mehta,Utsav Jain,Sanyam Jain,Palak Agarwal	First Runner-Up
FinQuest: Test Your Financial Acumen Series - 10	Quiz	Indian Institute of Management - Rohtak	Varun Seshadri Kumar	First Runner-Up
Prometheus	Case Competition	Team Transcend, SIBM Pune	Vidhi Bhatia,Aniruddh Muralidharan	First Runner-Up

E-cell Venturesome	Parichay	E-cell	Vanshaj Krishna Srivastava	First Runner-Up
Britannia Creatovate - Sales and Marketing Track	Case Competition	Britannia Industries Ltd.	Subarna Mitra,Siddharth Bhattacharya	Grand National Finalists
Media Maestros	Case Competition	FMS Delhi	Mohini Dey,Tanisha Agrawal,Kushagra Mehta	National Finalist
ACE challenge	Case Competition	Amazon	Tanisha Agrawal,Gargi Singhi,Jalaj Verma,Vaibhav Tiwari	National Finalist
Amazon ACE Challenge 2025	Case Competition	Amazon	Vaibhav Tiwari,Gargi Singhi,Jalaj Verma,Tanisha Agrawal	National Finalist
Amazon ACE Challenge 2025	Case Competition	Amazon	Gargi Singhi ,Vaibhav Tiwari,Tanisha Agarwal,Jalaj Verma,Gargi Singhi	National Finalist
Amazon ACE	Case Competition	Amazon	Jalaj Verma ,Gargi Singhi,Tanisha Agrawal ,Vaibhav Tiwari	National Finalist
Consultomania - Sortify Case Challenge	Case Competition	SP Jain Institute of Management and Research (SPJIMR), Mumbai	Yashvi Patel,Nikunj Khatuwala	National Finalists
Arcadia Badminton	Sports	NMIMS	UTSAV JAIN,UTSAV JAIN,Palak Aggarwal	National winner - 5th
Arcadia - Chess	Sports	NMIMS Mumbai	Srijan Chakraborty	Second Runner-Up

CHECKMATE (MBA PHARMA SPORTS EVENT 2025)	Sports	MBA PHARMA SPORTS COMMITTEE, SBM SVKM's NMIMS , Mumbai	ABHAY PAINTER	Second Runner-Up
Ashwamedha	Case Competition	IIM Indore	Navya .	Second Runner-Up
Enigma 5.0	Cultural	NMIMS Mumbai	Nilesh Gupta,Yashasvi Chouraria	Second Runner-Up
B-Talks	Equity Research	Finomenon, SBM NMIMS	Tanaaz Kazi,Joy Chopra,SIDDHARTH JALAN,SURBHI KHANDELWAL	Second Runner-Up
Vridhi	Case Competition	IIM Lucknow	Ansh Sachdeva ,Jalaj Verma,Anmol Gupta	Second Runner-Up
Vridhi Season 4	Case Competition	IIM Lucknow	Anmol Gupta ,Jalaj Verma,Ansh Sachdeva	Second Runner-Up
Vridhi season 4	Case Competition	IIM Lucknow	Jalaj Verma ,Anmol Gupta ,Ansh Sachdeva	Second Runner-Up
Airtel iCreate	Case Competition	Airtel India	Divya Datta,Pratista Reddy Kethi Reddy,Raghuvamsi Kunchala	Second Runner-Up
Airtel I-Create	Case Competition	Airtel	Raghuvamsi Kunchala ,Pratista Reddy Kethi Reddy,Divya Datta	Second Runner-Up
Mind The Noise Challenge	Case Competition	MDI Gurgaon	Abhishek Bose,Pranav S,Alok Abhayajith	Second Runner-Up
Airtel iCreate 2025	Case Competition	Airtel	Antara Ojha,Purvita Mandal,Omkar Warade	Second Runner-Up

Kickstart 2025: Sync and Slay	Cultural	SUMMIT NMIMS	Vanya Tripathi ,Kushagra Mehta	Second Runner-Up
Kickstart 2025: Sync and Slay	Cultural	Summit, NMIMS	Kushagra Mehta,Vanya Tripathi	Second Runner-Up
Pitch Tank	Equity Research	XLRI	Sakshi Rai,Aayush Kora,Jayshil Desai	Second Runner-Up
Arcadia	Sports	NMIMS	Tapas Soni,Tejan Choudhar,Parth Raghvani ,Yukti Garg	Second Runner-Up
Finozine 4.0	Article Writing	SIBM Pune	DevVrat Jadon,Kushagra Mehta	Second Runner-Up
Arcadia	Sports	NMIMS,Mu mbai	Aakriti Gupta,Yukti	Second Runner-Up
Finshodhan	Equity Research	Finomenon, NMIMS	Khushi Agarwal,Samiksha Kakani,Sarvesha Pujari,Jahnavi Bhavnani	Second Runner-Up
MergeQuest 2025	Case Competition	IIM Mumbai	Aakriti Gupta,PRIYA MULUKUTLA ,VAIBHAV MITTAL	Top 5 finalist
Battle it Out - Parichay	Cultural	Hruday, NMIMS	Khushbu Aggarwal ,Tushika Lalchand	Winner
Tata Imagination Challenge 2025	Case Competition	Tata Administrati ve Services	Yashvi Patel	Winner
IAL GenMan	Case Competition	Indigo	Shruthi M	Winner
Predictum	Case Competition	NMIMS Mumbai	Yashasvi Chouraria,Shikhar Jaiswal,Rupal Nandanwar	Winner

MarketShastra: Strategize Your Way	Case Competition	KJ Somaiya Institute of Management Studies, Mumbai	Pratham Jain,Akshat Singh,Tanisha Arora	Winner
IFSC - IFSA Finance & Strategy Competition	Case Competition	NIT, Trichy	Pratham Jain	Winner
Britannia Creatovate	Case Competition	Britannia	Aradhana Mehta	Winner
Memetoon AI Championship	Case Competition	SBM, NMIMS, Mumbai	Joanne Lobo,Danish Ur Rahman,Kanchan Bhalla	Winner
Trade-Offs	Decision Game	NMIMS Mumbai	Rashi Chheda,Aditya Kothari	Winner
Tradeoffs- Finomenon	Decision Making Simulation	NMIMS Mumbai	Rashi Chheda,Aditya Kothari	Winner
The Great Bull Challenge	Sports	Symbiosis Institute of Business Management , (SIBM) Pune	Bhavya Deven Shah,Pragya Prajapati,Shreyas Mehta,Snigdha Pankaj	Winner
Zydu WellNXT - Finance Track	Case Competition	Zydu Wellness	Mohammed Saaliq,Priya Mulukutla	Winner
Indigo Aspiring Leaders Program - GenMan, Batch'26 & Batch'27	Case Competition	IndiGo	Muskan Gupta	Winner
The Chocolate Factory - 7.0	Case Competition	NMIMS Mumbai	Vicky Shetty,Akshat Rathod,Abhik Mondal	Winner
SUN PRISM Season 1	Case Competition	Sun Pharma	Nimisha Soni,Himangi Jindal,Shreyas Mehta	Winner

Guesstimates: What gets measured, gets managed	Case Competition	Vinod Gupta School of Management (VGSoM), Indian Institute of Technology (IIT), Kharagpur	Vicky Shetty,Abhik Mondal	Winner
Product Decode : Product Teardown - ProdExpo 5.0	Case Competition	IIM Calcutta	Koney Sai Keerthi,Ankush Bose,Vatsal Parikh	Winner
Mindcraft SIBM	Case Competition	Symbiosis Institute of Business Management , Pune	Ankush Bose,Vatsal Parikh,Koney Sai Keerthi,Kriti Jain	Winner
Finshots Idea Lab Season 2	Case Competition	Finshots	Avishek Sharma ,Atrirup Basu,Manish Kumar Panda	Winner
Finshots Idea Lab Season 2	Case Competition	Ditto Insurance	Atrirup Basu,Avishek Sharma,Manish Kumar Panda	Winner
Sun Prism 2025 Season 1	Case Competition	Sun Pharma	Himangi Jindal,Nimisha Soni,Shreyas Mehta	Winner
B-Talks	Equity Research	nmims mumbai	Aakriti Gupta,Palak Jain,anmol bajpai,Ojas Kela,Ayush Kora	Winner
Venturesom	Cultural	SBM NMIMS, Mumbai	Godwin Franco,ARNAB CHAKRABORTY	Winner
Arcadia	Sports	NMIMS MUMBAI	Yash Mishra,KSHITIJ GUPTA	Winner
Arcadia	Sports	NMIMS	Kshitij Gupta ,Yash Mishra	Winner
Mulyankan	Case Competition	VGSoM, IIT Kharagpur	Nikunj Khatuwala,Ankesh Tiwary,Antara Ojha	Winner

Asian Paints Cognosenti 2025	Case Competition	Asian Paints	Yash Kalaria,Anik Biswas ,Ananya Nadagouda	Winner
Finnacle	Case Competition	IMT Ghaziabad	Utsav Jain,Sanyam Jain,Palak Aggarwal	Winner
Finshodhan	Equity Research	NMIMS, Mumbai	Sonal Agarwal,Utsav Jain ,Harsh Shah,Niharika Gangwani,Stuti Thacker	Winner
Mulyankan 2026	Case Competition	IIT Kharagpur	Antara Ojha ,Nikunj Khatuwala ,Ankesh Tiwary	Winner
B-Talks	Equity Research	Finomenon, NMIMS	Aayush Kora,Khushi Agarwal,Ojas Kela,Palak Jain	Winner
Finshodhan	Equity Research	Finomenon	Niharika Gangwani,Utsav Jain,Sonal Agarwal,Harsh Shah,Stuti Thacker	Winner
BollyBiz Quiz	Quiz	Master's Union	Pareena Gupta,Varun Seshadri Kumar	Winner
War of Brands	Case Competition	IIM Shillong	Suraj N,Aditi Aggarwal	Winner
PitchFork	Annual Marketing Event by the Marketing club of SBM, NMIMS	NjM, SBM, NMIMS	Nishita Yadav,Khushi Nahar	Winner
Geotrades	Case Competition	NMIMS	Smriti Jha,Sejal S	Winner

Corporate Projects

Company Name	Domain	Project Title
EY	Consulting	Marketing and Research Program
Slayrobe	Marketing	Growth Marketeer D2C
Renuka Classes	Digital Marketing	Digital Marketing Intern
Renuka Classes	Sales	Sales Intern
Ethos (PC)	Business Analytics	Customer Intelligence Mapping: Enhancing Data Depth & Quality at Ethos
SA Technologies	Marketing & Research	Business Development
SIDBI VC (PC)	HR	HR Intern – Performance Management and Incentive Analytics Matrix
MSX International	Marketing & Research	Global Presales & Marketing Interns
Amritasa Green	Consulting	Design and Implementation of a Standardized Distributor Onboarding Framework
Fifth Startup	Financial Research	Building Stationery Unicorn, Fifth Startup
Value Selling	Market Mapping	Market Mapping Exercise for Revenue Enablement Organization
Value Selling	MarkTech	MarTech Market Study
Goel Fintech	Wealth Management (Sales)	Wealth Management
Tofler	Content & Data Visualization	Content & Data Visualization Intern
Thrive with Jyoti LLP	HR	Policy Review
Zakman tech	HR	HR
Zakman tech	Customer Journey	Customer Journey
Zakman tech	Digital Marketing	Digital Marketing
Zakman tech	Market & Competitor Analysis	Market & Competitor Analysis
Zakman tech	Brand Refresh Marketing	Brand Refresh Marketing
Elefant consulting	Consulting	Business Landscape Assessment and Targeted Outreach Framework
Elefant consulting	Consulting	Consulting Engagement on Cross-Functional Process Improvement for a MidSized Retail & Distribution Company

Nutrinosh Brands LLP	Growth Marketing, Social Media – Organic Growth	Growth Marketing, Social Media – Organic Growth
Catking	Digital Marketing Intern	Digital Marketing Intern
Aurellius By Nima	Digital Marketing Intern	Digital Marketing Intern
Tourist to Travellers	Sales and Marketing	Sales and Marketing
Tourist to Travellers	Social Media Manager	Social Media Manager
Umang Engineering Pvt Ltd	Talent Sourcing and Candidate Outreach	Talent Sourcing and Candidate Outreach
Retailabs.ai	Brand Strategy	Brand Strategy
Retailabs.ai	Digital Marketing	Digital Marketing
Retailabs.ai	Product Manager	Product Manager
Smokey and Charlie	GTM Strategy	Go-to-Market Strategy for Premium Pet Nutrition by Smokey & Charlie
Jindal Sainless Ltd	Marketing	Branding Landscape of B2B Metal Industry Players
Balance Nutrition	Business Development	Business Development
Ace MBA	Brand & Community Growth Strategist	Brand & Community Growth Strategist
Frost & Sullivan	Assessing industry growth opportunities	Assessing industry growth opportunities
Fimansy Cosulting	Technology	Technology
Fimansy Cosulting	finance	finance
Fimansy Cosulting	Marketing	Marketing
Fimansy Cosulting	Sales	Sales
Technofenatics Solutions LLP	Digital Marketing	Digital Marketing
Vaishali Pharma Limited	Digital Marketing	Digital Marketing & Domestic B2B Sales Strategy for Pharma & Nutra
KlugerKopf LLP	HR	
Resume Management Consultants Pvt Ltd	HR	Executive Talent Landscape: Mapping & Analysis

Dyizan Rynox Pvt. Ltd.	HR	HR Core Executive
The Sleep Company	Digital Marketing	Marketing
Securearc Private Limited	Digital Marketing	Marketing
Elefant Management Consultants LLP 2	Consulting	Consulting Engagement on Digital Transformation
Vaishali Pharma Limited 2	Digital Marketing	Digital Marketing & Domestic B2B Sales Strategy for Pharma & Nutra
Renuka Classes	Sales	Sales Intern
Thridify	Marketing	Strategic market ecosystem, strategic partners, sales accelerator
Daily Equity	Business Development	Business Development, Community Growth Program
ESolutions	Marketing & Sales intern	Marketing & Sales intern
aLphabet international school	Marketing	Marketing
Gracia Global Advisory LLP	Business Development	Lead Generation, Copywriting & Content Creation, Social Media Design & Production
Grant Thorton	Marketing	Marketing
Danone	Marketing	Marketing
Klugerkopf LLP	Research	Research
Helix Digital	Sales Process & Lead Generation	Sales Process & Lead Generation
Ayka Control Systems (ACS)	Positioning	Positioning
Glenmark	HR	HR
Kredd Scientific Nascence Private Limited	Business Development / Market Research Inter	Business Development / Market Research Inter
Pinnacle Bridge AI	Consulting	Consulting
Airway Media	Marketing	Marketing
Airway Media	HR	HR
Airway Media	Finance	Finance
JSW Greentech Ltd.	HR	HR Analytics and Organisation Development
Prksh Advisors Pvt Ltd	Marketing	Marketing
Prksh Advisors Pvt Ltd	HR	HR
Prksh Advisors Pvt Ltd	Finance	Finance
Prksh Advisors Pvt Ltd	Business Analytics	Business Analytics

D2C Ecommerce	Marketing	Building Bagssy Brand: A Comprehensive Marketing & Listing Strategy for Backpacks, Rucksacks, Laptop & School Bag
CogniZen Innovations	Marketing	Marketing
CogniZen Innovations	Human Resource	Human Resource
CogniZen Innovations	Finance	Finance
TopHire.co	HR	Engagement Manager
Hector Beverages	Marketing	Marketing
Pikaso Entertainment	Finance Management	Finance Management
Pikaso Entertainment	Business Analytics	Business Analytics
Pikaso Entertainment	Sales & Marketing	Sales & Marketing
Pikaso Entertainment	HR	HR
Coverfox Insurance	Research & Talent Mapping	Research & Talent Mapping
Pluckk	Category management	Category management
Savera National trust	Marketing,	Marketing,
Savera National trust	Operations	Operations
Savera National trust	BA	BA
Savera National trust	HR	HR
Savera National trust	Finance	Finance
Bharat Informatics	Marketing	Product Marketing Manager
EY-Parthenon	Consulting	Consulting
Volume9.Co	Marketing	Marketing
Next Step HR	HR	Recruitment Internship – Executive Search & Talent Acquisition
Bharat Semi 3rdiTech		Brand Strategy & Communications Design
Renuka Classes	Digital Marketing	Digital Marketing Intern
Truemeds	HR	HR
Aditya Birla Fashion Retail Ltd	HR	HR
Den Publication	Finance	Finance
Den Publication	HR	HR
Den Publication	Marketing	Marketing
Den Publication	BA	BA
Willis Towers Watson	Talent Management, HR	Talent Management, HR
Pavin Valtech	Corporate valuation & Financial Research	Corporate valuation & Financial Research

Aditya Birla Group	Development & Benchmarking	Development & Benchmarking
Core Fit Care	Finance	Finance
Core Fit Care	HR	HR
Core Fit Care	Marketing	Marketing
Core Fit Care	BA	BA
Tenhard	Finance	Finance
Tenhard	HR	HR
Tenhard	Marketing	Marketing
Tenhard	BA	BA
Ambad Industrial Corporation (AIC)	IT	IT
Ambad Industrial Corporation (AIC)	Marketing	Marketing
Ambad Industrial Corporation (AIC)	Sales	Sales
Ambad Industrial Corporation (AIC)	BA	BA
FinRight Technologies Pvt. Ltd.	Product Marketing	Product Marketing
Touristtotravellers	Media & Content Management	Media & Content Management
AU Small Finance Bank	AI in HR	AI in HR
Stanton Chase	Leadership Mapping	Leadership Mapping
Aditya Birla Lifestyle Brands	Content Digitization Intern	Content Digitization Intern
Thrive with Jyoti LLP	Talent Acquisition	Talent Acquisition
Phelenx Healthcare LLP	Market Research	Market Research
Steamified	Growth Marketing	Growth Marketing
Steamified	HR	HR
Steamified	B2B Marketing	B2B Marketing
Acapella Hospitality	Digital Marketing	Digital Marketing
Tata Power	HR	HR

Senior Members

Student Council (2025-26)

Name	Designation	Email ID	Phone Number
Cheshta	President	cheshta080@nmims.in	8607407571
Nikita	Vice President	nikita138@nmims.in	8168131429
Mayank Maniar	General Secretary	mayank.maniar024@nmims.in	8000671811
Kaushik Banda	Treasurer	kaushik.banda811@nmims.in	9032402002
Harsha Nimmakayala	Corporate Communications Head	harsha.nimmakayala065@nmims.in	9908017361
Devansh Haria	Cultural Secretary	devansh.haria244@nmims.in	7977374197
Mahak Patodia	Events Head	mahak.patodia193@nmims.in	7086497662
Atharva Puranik	Events Head	atharva.puranik094@nmims.in	9579442520
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Nepathya Xplore (2025-26)

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Nepathya – Zephyr (2025-26)

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Prabodhan (2025-26)

Name	Designation	Email ID	Phone Number
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Aakash Meher	Vice President	aakash.meher097@nmims.in	9011227644
Pallav Kumar Dey	Events & Logistics Head	pallav.kumardey708@nmims.in	9654055436
Rhythm Narang	Creative Head	rhythm.narang121@nmims.in	7837438585
Nishita Chowdhury	Editorials & Communications Head	nishita.chowdhury085@nmims.in	9433498739
Girija Phatak	Marketing & Treasury Head	girija.phatak104@nmims.in	9326574635
Esha Chhajed	MMM Head	esha.chhajed071@nmims.in	7224973500

Sports Committee (2025-26)

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Bhavin Gundecha	General Secretary	bhavin.gundecha127@nmims.in	8879055942
Rahul Gupta	Operations and Logistics Head	rahul.gupta103@nmims.in	8981375697
Radhika Garg	Operations and Logistics Head	radhika.garg114@nmims.in	9821192890
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Hritik Sharma	Sponsorship & Communication Head	hritik.sharma087@nmims.in	9354785153
Vaibhav Gupta	Sponsorship & Communication Head	vaibhav.gupta674@nmims.in	9971674802

Tarang (2025-26)

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Toastmasters (2025-26)

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Sahil Srivastava	Vice President, Membership	sahil.srivastava086@nmims.in	7677173360
Krishnakanth MSVA	Vice President, Public Relations	krishnakanth.msva243@nmims.in	9110372267
Vansh R Chawla	Treasurer	vanshr.chawla635@nmims.in	9176081511
Shivek Agarwal	Sergeant At Arms	shivek.agarwal089@nmims.in	8885553804

Key Officials

List of key officials who facilitated all the student activities during the academic year of 2025-26:

Administration

Vice Chancellor: Dr. Ramesh Bhat
Provost (Administration): Dr. Sharad Mhaikar
Pro Vice Chancellor: Dr. Meena Chintamaneni
Pro Vice Chancellor: Dr. Abhishek Ranjan
Registrar: Dr. Tanmoy Chakraborty
Officiating Dean: Dr. Veena Vohra
Vice Dean: Dr. Chandrima Sikdar
Deputy Registrar – Academic: Mr. Tejash Somaiya
Deputy Registrar – Admin: Mr. Paramanand Rajwar
Finance Officer: Ms. Karuna Bhaya

Faculty-In-Charge

Chairperson, Student Activities: Dr. Geeta D'Souza
Chairperson, Alumni & Industry: Prof. Bijayinee Patnaik
Faculty In-charge, Industry Institute Partnership Cell: Dr. Veena Vohra
Director, Placements: Ms. Shobha Pai
Faculty In-charge, Social Responsibility Forum: Dr. Meena Galliara
Faculty In-charge, Analytica: Dr. Ashu Sharma
Faculty In-charge, Finomenon: Dr. Subramania Raju Rajasulochana
Faculty In-charge, Hruday: Dr. Hema Bajaj
Faculty In-charge, International Business Cell: Dr. Sayantan Khanra
Faculty In-charge, Lei Ipsum: Dr. Sudhanshu Pani
Faculty In-charge, Management Consulting Group: Dr. Bala Krishnamoorthy
Faculty In-charge, Not just Marketing: Dr. Hitesh Kalro
Faculty In-charge, Optumiz: Dr. Rose Antony
Faculty In-charge, SummIT: Dr. Somnath Roy
Faculty In-charge, E-Cell: Dr. Makarand Upadhyaya
Faculty In-charge, Mantavya: Dr. Purnima Mehrotra
Faculty In-charge, Nepathya: Dr. Swati Sisodia
Faculty In-charge, Prabodhan: Dr. Aditi Dey Sarkar
Faculty In-charge, Sports Committee: Dr. Sagnik Bagchi
Faculty In-charge, Tarang: Dr. Preeti Nayal
Faculty In-charge, Toastmasters: Dr. Payal Trivedi

Public Relations

A strong and distinctive brand identity remains fundamental for a business school, as it shapes perceptions among prospective students, faculty, and stakeholders alike. In an increasingly competitive academic landscape, it is essential to consistently reinforce this identity through strategic communication and visibility initiatives.

Public Relations plays a pivotal role in strengthening this positioning by enhancing awareness, building credibility, and communicating the institution's core values. By effectively showcasing faculty expertise, academic offerings, and student-driven initiatives, PR helps create a positive and lasting impression without requiring direct interaction.

During this academic year, the Student Council executed a series of targeted PR initiatives aimed at expanding outreach and strengthening institutional presence. Leveraging digital platforms and event-based visibility, the Council was able to reach a wider audience, contributing to stronger brand recall and audience engagement. These efforts enabled the development of a more cohesive and impactful institutional narrative.

Social Media and Online Presence

To further amplify outreach and engagement, multiple digital platforms were leveraged strategically throughout the year:

Facebook:

Facebook continued to serve as a reliable platform for event communication and updates. Major events hosted by the Student Council were promoted consistently, ensuring wide visibility among the student community.

Dedicated groups for the incoming batch (2025–2027) were established prior to the commencement of the academic session, onboarding roughly 600 students. These groups, along with Telegram integration, enabled seamless communication and ensured steady engagement.

Instagram:

Instagram remained the most impactful platform for engagement and brand building. With a follower base of approximately 6,500–7,000, the platform was extensively utilised to promote flagship events such as Prologue, Mumbai Darshan, Parichay, Paragana and Euphoria.

A strategic mix of content formats, including reels, static creatives, and stories, was deployed to maximise reach and engagement. Over 120+ posts were published during the academic year, which generated 2.2 lakh+ total impressions.

Reels emerged as a key driver of traction, with several crossing 8,000–15,000 views, and top-performing content achieving even higher engagement. Interactive formats such as polls, quizzes, and countdowns further enhanced audience participation and visibility.

These efforts significantly strengthened the Council's digital footprint and ensured consistent engagement with both internal and external audiences.

LinkedIn:

LinkedIn was used to strengthen the professional visibility of the Student Council and the institution during the academic year. The platform was primarily utilised to post updates about major events such as Prologue, Mumbai Darshan, Paragana, Euphoria, and Parichay, along with speaker sessions, collaborations, and student achievements.

A total of 35–45 posts were published throughout the year, generating 40,000+ overall impressions. Event-related posts recorded strong engagement. LinkedIn also helped the Council reach a wider professional audience, including alumni, industry professionals, and prospective students, thereby enhancing the institution's professional presence online.

Offline Promotions**Buzz Activities:**

Recognising the importance of integrated communication, offline promotional strategies were implemented alongside digital campaigns to maximise outreach. The Student Council conducted 20–25 buzz activities across the academic year in high-footfall areas such as the atrium and classrooms.

These initiatives ensured repeated exposure and direct interaction, reaching approximately 2,000–2,500 students on campus. The activities were designed to create immersive and engaging experiences, adding a personal touch to event promotions.

Key highlights included collaborative activations such as the Euphoria–Charmacy Milano and the Paragana-Too yummm engagement campaign that was held in the atrium, and sponsor-led promotions as well during Paragana. These initiatives generated strong on-ground traction, increased footfall, and acted as effective catalysts in driving event participation.