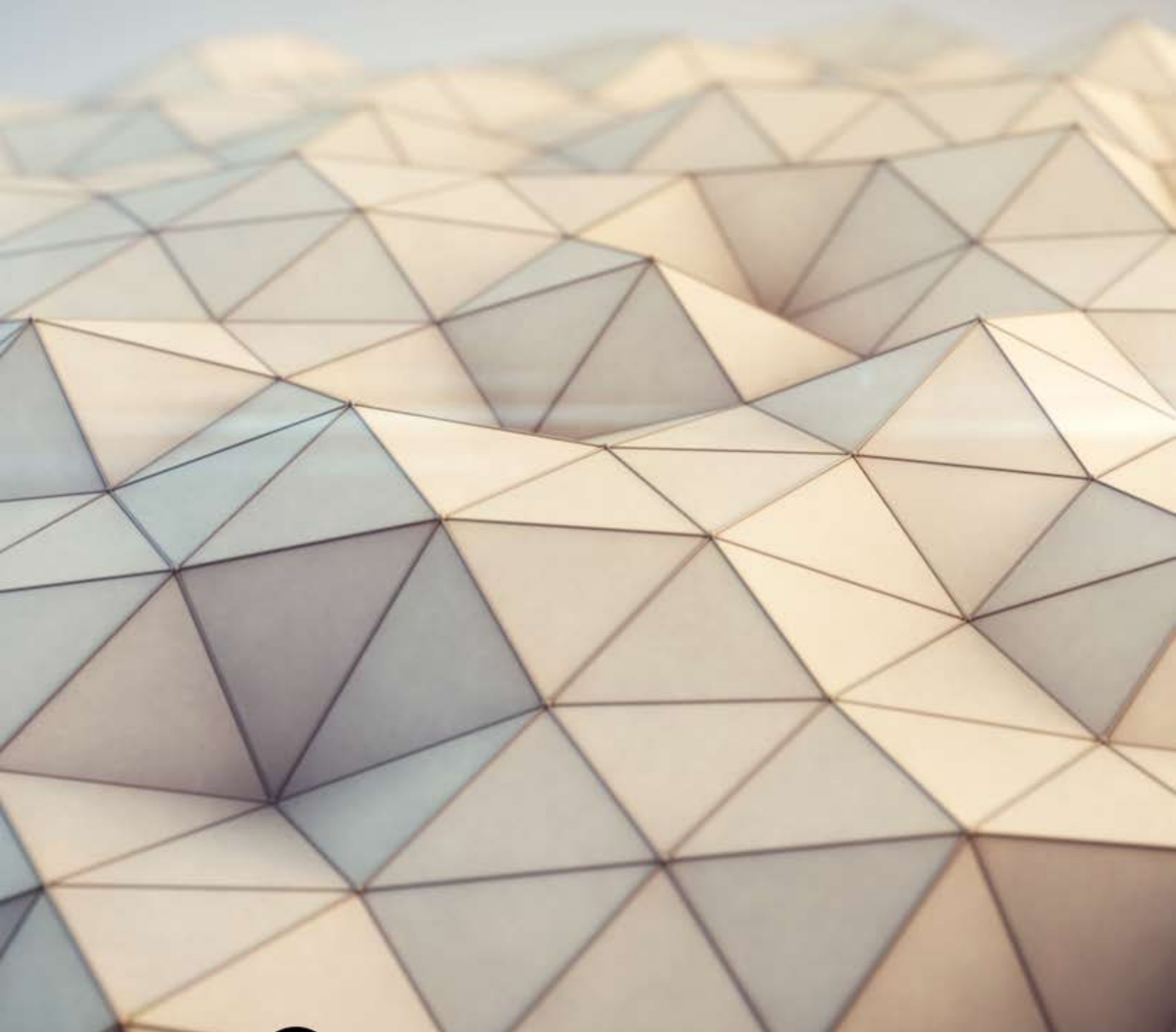




LAND/MARKS

Volume II - Issue I | Jun'14 to Aug'14
Quarterly Student Magazine

S tudent C ouncil I nitiative



A MAGAZINE BY



SCHOOL OF BUSINESS MANAGEMENT, NMIMS

EDITOR'S NOTE

Greetings from Student Council!

Welcome to School of Business Management (SBM), NMIMS. Welcome to Mumbai, the City that never sleeps! A city where all of you have come to realize your dreams. The journey of your first three months at NMIMS in the academic year 2014-15 might have had experiences that might have redefined your perspectives. But, this is just the beginning of many things that NMIMS has to offer you.

Landmarks 2.0 is the second year of Landmarks, the Quarterly Magazine of SBM, NMIMS. This issue captures the life at NMIMS. '*NMIMS Extravaganza*' provides a snapshot of the events carried out Student Council and by various other cells at SBM. The life at NMIMS is captured in the pictures that would take you through the memory lane and relive all those experiences. '*Breaking Myths*' is a focus section for to the batch of 2014-16 who would be preparing for their Summer Internships. The students have a lot of myths related to Summer Internship and this article focuses to break those myths. The myths were identified stream-wise after a month long process of consultations by Team Editorial with the students, batch of 2013-15, who have interned from different companies. There are also two interviews about the internship experiences in Finance and Marketing streams, the most popular at SBM, NMIMS. And a comic strip of '*Life at MBA*' is added at the end to finish your reading of *Landmarks 2.0* on a lighter mood.

It's a fantastic journey I have had in the process of coming up the first issue of *Landmarks 2.0*. I would like to thank Hon'ble Vice-Chancellor Dr. Rajan Saxena, Dean Dr. Shamsuddin Ahmed and Faculty In-Charge (Student Activities) Dr. Preeti Khanna, for their support all throughout. I thank all the cells at SBM, NMIMS for sharing their events information for '*NMIMS Extravaganza*'. I really appreciate the gesture of my friends from the batch of 2014-16 for taking time out of their busy schedule to interact with juniors and help us in the making of '*Breaking Myths*'. I am really delighted by the efforts, dedication and contribution of "**Team Editorial**" in bringing out the *Landmarks 2.0*. Special shout-out to Salil 'Ted' Mathur, Creative Head of Student Council, for his inspiring design of Landmarks. A big thank you to my entire team at Student Council for being supportive through the whole process.

Have a great time ahead. Happy reading!

Sunil Ramavarapu
Editorial Head

If you would like to share your thoughts on Landmarks 2.0 with me, send a mail to studentcouncil@nmims.edu.in

NMIMS EXTRAVAGANZA

Student Council is the student apex body of SBM, NMIMS. It acts as a formal channel of communication between the administration, the faculty and the students.

Come July, MANAN was the first major event organised by Student Council. The event was to create a platform for the newly joined batch in "Making A Name At NMIMS" or MANAN as we call it. It broke the ice on several fronts! Star performers were created and many students became famous for their class acts. Aditya's Mujra, Harmandeep's Bhangra and Ankit's "Maeri" rendition served as a topics for conversation for the next several weeks! A lot of new friends were made and even when a class-mate in a different group, won an award, the whole division cheered high and loud. Achieving something together made the new batch feel totally at home!

Parichay, held at the end of July, was the first event of the year at NMIMS where the different cells formally introduce their events to the incoming batch. This is one of the best times to be on campus. Mattermind, the flagship event of Parichay, organised by the Student Council captured everyone's imagination. It was a three-round competition that witnessed a whopping 115 teams of 3 members registration. The elimination round, an online crossword, made 30 teams qualified to the second round, where an auction was held of eminent personalities and involved strategizing and trading. Mattermind ended with a bang with the

finale, Matterathon, which is a task-based treasure hunt that involved decoding of clues. One of the tasks, a flash mob in the middle of the road, was a huge hit.

Augustus is another event held in the month of August, with many cells pitching in with their events that created lot of interest among students. Student Council in association with Airtel India presented the Airtel Case Study challenge, the flagship event of Augustus'14, focussed on how to increase mobile post-paid business and design an advertising campaign. The winners were Aman Jain, Prince Shah and Ramandeep Bhangu won Rs 10,000 cash prize and Airtel Certificate. Rajat Khurana, Nithish S and Saksham Malhotra were the runners up who won Rs 5,000 cash prize and Airtel Certificate.

A noteworthy talk, conducted by Student Council, was hugely successful session on Digital Marketing by Ms. Alpa Golcha. She is the Business Head and is responsible for Digital Marketing of all Dharma films like Hasee Toh Phasee, 2 States, Humpty Sharma Ki Dulhania in 2014. She is also responsible for 360 Digital for celebrities like Deepika Padukone, Arjun Rampal, Nargis Fakhri, Vir Das, and Diana Penty. She decoded a lot of marketing jargons and myths and her personality found a lot of admireres. She spoke about the different forms of digital marketing and how she has personally used them. Branding and garnering Facebook likes were the two favou-

rite highlights.

NMUnplugged is the new initiative of Student Council, a blog that captures the beat of NMIMS. From intercollege fests to interviews with cell-ebrities, from events to poems, NMUnplugged has something for and by everyone. Just turn to www.nmunplugged.com to explore more!

Teachers' day celebrations were held on 12th September 2014 to commemorate the services by the teachers. Songs were sung and dances were performed, old and new, in English and Hindi by both teachers and students. A special shoutout for Nishank, of Oxymoron's fame, Astha Narayan for their performances. But Hufrish Majra Ma'am stole the limelight with her thumping dance performance that received standing ovation from the students and faculty.

STUDENT
COUNCIL

Alumni Relations Cell conducts various kinds of meets in different cities – Indian as well as International, with the primary purpose of facilitating interaction among Alumni, and strengthening their connection with their Alma Mater. The Kolkata Coffee Meet was organized at “The Senator Hotel” on 9th August 2014. It was attended by 28 alumni from the batches ranging from 1986 to 2014. It was an informal meet where our Alumni reminisced about their MBA days over delicious food. Some of our esteemed alumni from the Batch of 1995 expressed such will, and thus a reunion of the 1995 batch was successfully organized by Alumni Relations Cell at the new building of NMIMS campus.

Lead the Way is the flagship mentorship programme that is undertaken with the realization that the guidance from our Alumni who have gained experience in the corporate world

and achieved various milestones. The first phase of this programme was conducted in the month of July, with engaging guest sessions from some of our mentoring alumni. The next phase of this programme had started in the month of August, with individual mentoring. The Round Table Conference consists of a series of guest speaker sessions where our esteemed alumni visit the campus, and interact with the students. The guest sessions under this initiative really helped the students of SBM NMIMS to connect the things that they are currently learning to the corporate realities and the kind of transitions required for the same. As part of Parichay’14, “Ask The CEO” event was organised for the First Year MBA students. The rounds tested the candidates on their Business Awareness, Communication Skills, Ability to think on the feet etc. Saket Jain emerged as the winner and an opportunity to interview Mr.

Shailesh Chaturvedi (CEO – Tommy Hilfiger India), one of the distinguished Alumni of SBM NMIMS (Batch of 1992). This interview is slated to take place in the month of September in the new building of our campus, in presence of an enthusiastic audience.

ALUMNI RELATIONS CELL

INDUSTRIAL INSTITUTE PARTENRSHIP CELL

IIPC senses and understands the significance of corporate projects in MBA. The projects

offered are of varied mix covering Marketing, HR, Operations, and Finance. The committee has already covered a lot of ground in terms of placing a number of students (first and second year). IIPC is looking forward for 100% project placements in the domains that the students are specializing or interested in. Samvaad is the Business Horizon Series program which includes seminars, guest lectures and workshops throughout the year. Mr. Amit Trivedi (Founder, FinStream Financial Advisors Pvt. Ltd.) delivered a session on Financial Planning and Investments. Some of the topics covered in the session were the various asset classes in investing, investment strategy and how to use mutual funds as an investment vehicle. Also he enlightened the students about the various factors to be considered while planning on investing. The key takeaway was that we have to consider these factors when

investing and also those we should be a rational, aware and an informed investor.

The consulting division of IIPC-ICON is a dedicated set of people working towards developing consulting skills in students at NMIMS. Consulting Induction Workshop was organised in association with Zenesys India in August 2014. Mr. Karan Ahuja, Student Engagement Director of Zenesys India was the chief speaker at this workshop. This workshop gave the students key insights on the expectations, misconceptions, roles and opportunities in the field of consulting. It also threw light on consulting in various fields such as Finance, IT and so on. Additionally it discussed about the upcoming role of consultancy in HR. Most importantly the workshop helped students take a well informed decision whether or not to pursue career in consulting based on their aptitude, attitude, career goals and competencies.

SOCIAL RESPONSIBILITY FORUM

Social Responsibility Forum organized an event Independence Day Connect on 15th August, 2014. It was a caption-writing event conducted through Facebook on three different themes - heroes of Indian freedom struggle, cultural diversity in India and urban-rural disconnect in India, a collage of pictures was made for which the participants had to write a meaningful description in a maximum of twenty five words. Though the event was conducted just for 24 hours, it still awakened a lot of patriots and their love for India. The winner was Shantanu Singh of 1st Year.

The 2014 edition of NGO Mela took place on Monday, the August 4. Handmade cards were designed for inviting the fac-

ulty members and were highly appreciated by them. As a part of the Mela, a competition was held wherein the participating teams had to sell the items and try to achieve the maximum sales. The team which made the maximum sales would be adjudged the winner. The stalls were arranged in the lounge area on the 6th floor of the new building and one kiosk set up in Mithibai College campus. Some of the NGOs which participated in the event included Shanti Hastkala, Kuprkabhi, SEC, Manisha's, Nuzhat Radiating Beauties, Sahara Handicrafts. There were a variety of items on display such as jewellery, bags, handicraft goods, kurtis and much more. The total sales amounted to INR 1.66 lakh- the highest ever till date.

The winning team, E&FB CSR people (Parag, Tatwesh, Priyal, Harshit and Pritesh), managed to make sales of over INR 9000 while the runner up team, Vedh (Krishna, Priyanju, Vrushali, Anushka), sold items worth INR 5400.

FINOMENON

Finomenon is the finance cell of NMIMS. The various activities organized by them are V3 – Vinco Vici Victum, Decoding Finance, Fintern, Midas Touch and Finshodhan-I. Vinco Vici Victum is a three round event under Parichat consisting of finance quiz, finance flavored game of Ludo, and Finopoly. The final round is a unique mix of Finance, Monopoly and Treasure Hunt. The team of Ankur Poddar, Abhijeet Singh and Anisha Moda were the winners and the team of Sushant Gupta, Shweta Gupta and Arka Bagchi finished second.

Decoding Finance was held to clear the confusions amongst juniors, regarding the details of various profiles offered in the field of Finance at NMIMS.

Another session, Fintern was organized where the students from the second year who interned in the best of the finance companies shared their internship experiences which would help the juniors to connect and interact. Midas Touch was organized as a part of Augustus where the teams are expected to prepare a merger plan for two companies from absolutely unrelated line of business followed by a simulation game. Sanjeet Walia & Vasudha Chaudhary of 1st year are the winners and Ankur Poddar & Abhijeet Singh were the runners-up.

Finshodhan-I was open to the cell members who were asked to analyze real world issues having strong financial impli-

cations which had deepened their understanding of financial concepts. The August ended with the release of The Financial, the Quarterly magazine which focussed on the health and maturity of Indian capital markets. Students from premier B-Schools across India sent in their opinions in the form of articles.

NOT JUST MARKETING

Not Just Marketing (NJM) is the marketing cell of NMIMS. In the months of July and August, NJM conducted two events, one case study competition and a series of sessions. NJM began this academic year with Pitchfork as a part of Parichay. Over the course of a gruelling 3-round competition testing the participants' knowledge of brands, companies and their

promotional campaigns. The participating teams competed for a purse worth Rs. 8500. The event was well received with 148 teams of two members each registering for the event. Rishabh Rastogi and Rishika Singh of the '2 Rs Team' came out victorious and Kshipra and Rukmani of team 'Zenith' finished a close second. 'Another post on the wall' was organized as a part of Augustus'14. It was a 3-day digital marketing event which exposed first year participants to the dynamics involved in measuring the effectiveness of digital content. 92 teams of two members each registered for the event. The champions of this digital marketing slug-a-thon were Sachira Choudhary and Aditya Agarwal of Team Scribblers. The runners-up were Ruchit Thakuria and Priyanshi Goel of Team Shaktiman.

Summerlce was an initiative by NJM to help the first year students get to know the various placement processes of companies that visit NMIMS.

It was an open forum wherein students who had interned with these companies came together to interact with first years. They shared their internship experiences and gave the juniors valuable insights into company-specific placement processes. Ace the Competition is a session wherein past winners of prominent competitions shared information regarding approaches for cracking various marketing cases.

In the month of July, NJM launched a case study competition for a local business, Yo Ole Watering Hole, which was experiencing a business problem. They required tactical solutions to increase footfalls and also attract a younger clientele. The participants were asked to conduct primary and secondary research to understand the offerings of the business, consumer behaviour in this market and the 'look and feel' of the establishment. The prize money of Rs.10000 generated considerable interest among the students.

HRUDAY

HRuday is the Human Resources cell of NMIMS and works towards enhancing the student experience of the relatively new MBA HR program. The events organized by HRuday are Netratva, Aakr and Brain Scratchers. Netratva was organized by as part of Parichay. The first round was an online elimination event, and the fi-

nal round, spread over two slots, was conducted inside the campus. Four distinct games – Guess the CEO, Blurred Images, Rapid Fire and Quiz, were conducted. All the games were of one minute each, after which the teams switched games. Sakshi and Naman Goel won the event and prize of Rs.3000 while the runners-up Prakhar and Karan finished second and prize of Rs.2000.

Aakar was conducted as a part of Augustus. It had enthusiastic participation from over 140 teams. The first round was a Word Wrap held online and the second round 'Tele Tales' was held inside campus. It was a fast quiz based on famous American Sitcoms. Five best performing teams qualified for the finals. The final round 'pi-CAUTION' is where the teams were given seven tasks such as

clicking photos with bus conductors, singing national anthem, etc. to be completed in 45 minutes. Team 'Hire Ke Parakh' comprising of Archit and Ankit emerged triumphant and took home a prize of Rs.2500. Riddhi and Pooja Narain came second and won Rs.1500.

Brain Scratchers are monthly online events from July 27-31, where the participants had to submit a witty caption. The photo was uploaded on HRuday's facebook page and the participants had to secure maximum likes to win. Dilip Vedula of MBA Core won the event and took home Rs.1000. The second instalment of Brain Scratchers invited the students to submit a creative review of the recent Hindi flick 'Kick'. Debashis Swain of XIMB submitted the best review and took home Rs.500.

Ecolibria is the Economics and Strategy Cell of NMIMS. Various sessions and events were organized in the three months. They started off with the session on 'How to make effective presentations' where students got the 'hands on' experience in making presentations and also how to effectively present them and engross the audience. Post that, a session on the 'Annual Budget' is conducted. The cell tried to provide much required help on CFA Research challenge by organizing a workshop to cater to all the doubts candidates had and discussed various Do's and Don'ts to help the audience understand the nuances of the challenge and bolster the candidature in ev-

ery possible way.

'Chakravyuh' was organized as a part of 'Parichay' which witnessed nail biting competition amongst the teams and those who survived the Chakravyuh were given accolades. During Augustus, Ecolibria introduced 'The Manager'- an event which focused on building one's dream football team and position oneself in the shoes of its Manager. 212 participants registered for the event which saw some best bidding and strategies come into play and steal the show. Team Ecolibria grew into a cluster of more inter connected and synergized individuals working hard to achieve the common goal of invoking innovative mind processes and

taking the first opportunity to help the students in any possible way necessary to bolster their candidature and excel in all competitions the students of NMIMS take part.

ECCOLIBRIA

MANTAVYA

Mantavya is the Quizzing and Literary Cell of NMIMS. The various conducted by them so far include Fifa Bytes, Prison

Break, and Word-o-polis. The football fever swept across the world in July and Mantavyans took in their stride to come up with a football quiz that attracted 40 teams of two to register for a two round quizzing extravaganza. Football freaks loved the quiz an after a rigorous battle, Vignesh and Anuj bit the 'FIFA BITES' with their immense chivalry won the stage and the honors. The runners up were Abhijeet and Ashish, who won hearts. Prison Break is an interesting event organized during Parichay'14 which included an online round where 40 teams registered. 6 teams reached to the second round where classroom was made into a prison and clues were hidden to break from the class-

room within a limited time. The first prison breakers were Shoeb Hasan, Vivek Kuruvila and Shantanu Singh. Next to them were the runners up Basakar S, Akshay Kumar Jain, Kumar Vaibhav and Tanay Kshatriya.

Word-o-polis, organized as a part of Augutsus'14, tried to decipher the real vocabulary wizards of NMIMS. 70 teams full of vocabulary enthusiasts who battled through several rounds like the initial online round followed by several other rounds which tested not just the lexicon list of these participants but also their creativity. Ankit Prasad & Aaditya Mathur were the winners and Parth Desai & Apurv Agarwal were the runners up for the event.

SUMMIT

SumMIT is the IT cell of NMIMS. It stands out for its focus on Information Technology. The events, and activities conducted by SumMIT so far are Ellipsis, Internact, Pylon of Isis, Alum Diaries, and Arena Multimedia Workshop. Ellipsis is a two-round event, conducted as part of Augustus'14. The first round is all about Google and its products which had 90 odd teams competing for the title. The second round required quick, logical thinking along with speed where the teams had to complete their Bingo along with answering all the questions. Nikhil and Rohit Mahajan of 2nd year were the winners. Internact is an interns-speak session held on 8th August, 2014, where the second year students who interned in IT and Consulting companies shared their internship experience.

Pylon of Isis is a popular online treasure hunt event as part of Parichay. This was a game of brainteasers and puzzles - a set of web pages riddled with hidden clues and the one to crack these clues and reach the end quickest would be declared the winner. The event saw participation from 198 teams with more than 350 students. 'Team White Walkers' comprising of Priyesh and Rohit won this prestigious event. The second place went to Anbhuti and Avinash of 'Team Advitya'.

Alum Diaries (Volume 1) is a session where the former President of SumMIT was invited to address the committee members to provide useful insight and tips on preparing for the Mahindra War Room and other competitions. Arena Multimedia Workshop is an event held with the partnership of Arena Animation. It was a workshop

on Adobe Photoshop on 26th July, 2014. Mr. Chetan the distinguished speaker, touched upon working with selections, making collages, image restoration, red eye reduction, etc. Since Adobe Photoshop is an integral part of preparing presentations in B-Schools, the session received a great response.

Adverb is the Adversting Cell of NMIMS. The events and activities organized by Adverb are Verbalize, Sindbad, Contradict, and ADventions 1.0. Verbalize consisted of two rounds: Taboo where participants were asked to describe brands and Amazed where the participants were given brands as clues to solve the maze. Sindbad was a marketing concept based event based on the participant's knowledge of Maslow's hierarchy of needs and each round tested the knowledge of each level.

Contradict was another event

which consisted of three rounds and saw a tremendous response from the batch, especially from the second year students. The rounds has a quiz to test brain power, pitching products to specific target groups, and assigning a product & brand ambassador who was polar opposite to essence of the brand given. All in all, ContrADict showcased that an innovative concept, created and driven by a set of ignited minds can bring out the extraordinary in the commonplace, the beauty in chaos, and the coherence in contradiction. ADventions 1.0 is a Workshop on Media Mar-

keting where Apoorva Bakshi, Head of International Marketing, Sikhya Entertainment gave insights on the topic 'Marketing and Distribution of Indian Film and Television & content across the globe'. The session was highly interactive and gave all the attendees an opportunity to explore the media and entertainment sector especially with respect to marketing.

ADVERB

OPTUMIZ

Optumiz is the Operations Cell of NMIMS. They have started off with a Guest Session: Career in Operations Management to provide the batch of MBA 2014-2016 insights into career prospects in operations management. Prof. Piyush Shah, an alumnus and an ex-instructor at NMIMS, was the speaker in this session. He provided insights into the entrepreneurial opportunities available in supply chain, specifically in warehousing and process improvement. This session had a tremendous impact in terms of doubts cleared in the minds of the juniors, who had turned out in good numbers.

Buy-Zigar is an enlightening game on inventory decisions was conducted by Team Optumiz with the help of alumnus Prof Piyush Shah. In the simulation, the participants had to

make real time daily decisions on the amount of products to be produced based on previous month demand. The event was a resounding success with turnout of 120 participants. Three participants were awarded prizes according to the profit they made. Pit Stop is another event where 20 teams were selected for the event after clearing a series of rounds like drag, drift, extreme, fashion and circuit where they had to optimize between the choice of accessories and parameters for their respective cars. Three teams were awarded prizes.

'Gangs of Gas-eypur' was the event hosted by Optumiz during Parichay. It had five rounds with intense competition amongst the 50 teams, seeing elimination of a few teams at every stage. By creating a time bound virtual business

scenario, the teams were tested to the core on their ability to think quickly on their feet. The event was a grand success, to say the least. Wizard of Ops is a two-round event was held as a part of Augustus'14. Wizard of Ops received registrations from a whopping 225+ students across 75 teams. Around 15 teams contested in the run-up to the finals. Team Optumasters (Pawan pandey, Soham Kadam and Nirmal Mehta from 1st year) emerged as winners and Team Optumizers finished second (Jinesh Vora, Kumar Krishnamoorthy and Abhinay Panati from 2nd year).

E-CELL

E-Cell is the Entrepreneurship Cell of NMIMS and has always striven to provide a platform for the students to pursue their dreams and aspirations. With that in mind, they started a campus company called 'I2E services' that would enable members to work on live projects and case studies provided by its clients. Their first client – 'Nibble Matrix', is a hospitality software solution provider that enables restaurants to streamline their order process. They had a series of sessions, workshop and events organized for the students in the first three months. Mr. RajinishMenon (Head, Microsoft

Bizspark program, India) and Mr. UdayWankawala (Consultant, National Entrepreneurship Network) graced the first speaker session followed by a session with our alumnus, Mr. AbhishekShenoy (L&T). Both sessions gave insights to the students and motivated them to strive for their dreams and aspirations.

'Jack and Junk' was conducted during Parichay to test the 'jugaad' skills of the students. More than 90 teams participated in teams of three for this event. It is a two round event that tested the money management and creativity of the students. 'Place your bids!!' is an-

other event where teams had to make the best out of waste. Students explored their creativity to the hilt and came up with whacky ideas for products. 3 teams were adjudged winners, with the winner taking home a kitty of prizes worth Rs 5000. E-Cell in association with 'AnantVikas', an NGO trying to promote the spirit of social entrepreneurship among young students, conducted sessions at various schools and colleges within Mumbai on 'How to make a B-plan'.

NEPATHYA

Nepathya is the Cultural Cell of NMIMS. The first event by Nepathya in the academic year was Aaghaz'14 on 1 September. The first years participated in great numbers and it was a herculean task to audition them for the final event. The events were Singing (Solo/Duet), Dance (Solo/Pair/Group), Instrumental (Any instruments), Stand up (Mono acting, Drama, Mimicry, Poetry, Comedy etc. etc.). The performance by The Ozymorons - The Rock Band of NMIMS was the highlight of the night. The judges in the final event were - Ms Pravina Deshpande (theatre), Ms. Charmi Gondalia (dance) and Ms. Yashodha Bhudhkar (singing). Fahrenheit'14 set the temperatures soaring with

the biggest inter-section war. Events such as Mad Ads, Antakshari, You, Me aur Hum, Bollywood Potpourri, Kabaad se Jugaad amongst many other drew a large number of participation. The finals of Mr and Ms Fahrenheit were judged by Ms Akanksha Thakur from The Viral Fever (TVF) on the last day of Fahrenheit. The Movie Workshop was held in association with Yes Bank. It was undertaken by an expert from Yes Bank Foundation which Nepathya in association with Yes Bank organized a movie making workshop which was undertaken by an expert from the Yes Bank foundation. The Yes Foundation conducts a national filmmaking challenge where filmmakers and ama-

teurs make short films of up to 5 minutes duration on various social issues. The best films would be screened across national and international platforms to sensitise youth on social issues. The workshop saw an overwhelming number of registrations and generated a lot of interest in the batch.

PHOTO GALLERY from JUNE'14 to AUGUST'14

Scroll



Down











BREAKING MYTHS

Breaking Myths is a section that would try to answer most of your doubts and myths about the internships in different stream offered at NMIMS. Without any further delay, here comes the Breaking Myths!

#1: Finance companies prefer fresher/low work-ex over people with a heavy work-ex.

This is the biggest myth that needs to be busted. Finance companies have their own shortlisting criteria and we cannot estimate their plans for this year, even if they took a fresher last year.

#2: Finance Companies have a stringent organizational structure and there is not much interactions with other departments.

Most of the companies have an open door policy and one can always approach people higher up in the management for guidance in any domain. Even though one is an intern, one is treated like a full-time employee and given the same

#3: CFA is a pre-requisite for finance.

CFA does add some extra value but it is not at all a pre-requisite for getting placed in finance roles during summers. It gives you an added advantage as it gives you a practical knowledge about the financial domain. The companies majorly check your attitude, communication, analytical and technical skills and confidence, general awareness, cultural and role fit and the differentiating factor during summers.

#4: One must be well versed with the details of the company and be aware of its financials.

One should know the basics, like the key figures, where is it headquartered, who is the CEO etc. The financials are an added advantage. Maybe a question about the ROI or ROE of the company is for you to showcase your knowledge of the concept. But if you know the figure, it just adds that much value. You can even frame your answers in such a way where you are able to incorporate these values, leaving a favorable impression on the interviewer.

#5: Hardcore finance knowledge is required to crack interviews.

Companies do look to train you during your summers however your finance knowledge is also one of the key factors that sets you apart from the crowd. If you are going for a finance interview, it depends on your profile. From a B.Com graduate they would expect more knowledge of financial statement than from an engineering graduate. However a basic knowledge of current affairs and finance terms is crucial.

#6: Finance companies have crazy work hours and one gets very less time to relax.

The working hours challenging indeed, but work is more deadline based than putting in a minimum number of hours. It's all up to one to get work done

#7: An engineering background is an advantage/disadvantage.

It is a level playing field for everyone because the people and the companies visiting are very reputed and they know the industry in and out. They know what level each student is at according to his/her background so they will test accordingly.



#8: There are certain skills and qualities that a student of Finance must possess.

Both of them (Marketing and Finance) require similar abilities. One has to be analytical and a decision maker. So, whether one goes for Finance or Marketing, one requires the same set of abilities and needs to understand both the domains. So, a marketer cannot make decisions unless he understands Finance and a finance person will not function without understanding the markets. Both go hand in hand and the skill sets required are almost the same. Of course, in marketing good communication skills are a must, since the first few years one works in sales. But then, good communication skills are useful everywhere.

#9: It is very difficult preparing for Summers.

For people who want to take up Finance – Read the Finance Dossier given by the Placement Committee. It will give you the basic knowledge of the world of finance which is very important. Having the knowledge would mean that you have edge over the others. Also read at least one business newspaper daily, know what is happening around you and improve your communication skills. Form groups among friends and try to have regular formal Group Discussions. Keep a track of whatever you want to do. For e.g. if someone wants to be an investment banker, he/she should know about the big deals that have happened in the last one year. These are just some examples and some probable questions one may ask. If someone is sitting for equity research he/she may be asked the top companies by market cap on that day, last night etc. These are the small things and basic questions that can be asked. And most importantly, We would again emphasize the need to develop the art of reading the newspaper every day. People do it 10-15 days before placement season. That is fine if it becomes a sustainable daily habit. Make it a habit.



FINANCE

#10: Prior skills are required for the internship.

There are no such prior skills required. All the FAA knowledge would come handy in analyzing the Balance Sheet, understanding the profile of companies etc. The companies do tell about a few things that need to be brushed up on, the basic dynamics of the Indian economy being one. It is also recommended that all the students know Excel in and out.

#11: Your first Trim acads are used for shortlisting

For the initial companies that come to campus, your first trim results aren't even out yet so it's your undergrad, tenth and twelfth marks that create the cut and your work-experience if any. That said, in the later stages, your trim acads do play a role, especially if the company asks for it.

#12: Being good in quant (aptitude) is crucial for Finance

Quant is a necessary evil for Finance but number-crunching is not as important as an analytical brain, quick to grasp problems and effective communication skills.

#13: Companies that come first are better than companies that come last

So there is no easy order in which companies come to college. It is a tricky balance of schedules and what's good for the goose may not be good for the gander. So keep calm and let the summers begin!

#1: You will be placed at a location of your choice

Very unlikely. Be flexible and be prepared to travel, even if you're a girl.

#2: Aggressiveness in GD makes you come across as a leader

No! Recruiters are looking for emotional stability. Be calm and speak at least thrice. Show leadership by initiating or summarizing. Make valid points.

#3: You need to be thoroughly well-versed with Kotler

Interviewers usually test students' problem solving approach, not theoretical knowledge. They realize that first years have only been in the course for three months. Basic concepts like 4P's, STP and Distribution should be learnt. The dossier should suffice.

#4: A sales profile involves salesmanship, as in retail stores

The sales profile involves interaction with distributors and retailers. The intern would be expected to travel with the distributor on his rounds, and identify problems or hiccups in the distribution channel and recommend changes.

#5: Marketing is only for creative people.

While some marketing profiles need a certain amount of creativity but its not all about creativity, an analytical brain is also important.

#6: You will have a thorough training and mentoring during internship.

Most of the companies expect you to be well prepared according to the profile you are offered. You might be expected to get going right from day one.

#7: If you are not able to answer the interviewer's questions correctly, you won't get through.

Interviewers are not always looking for the right answers, but the right attitude and approach to problem-solving.

#8: It's better to go with the flow in a PI and not seem too rehearsed.

Preparation for an interview is very important. You should be aware about general information about the company and be prepared with your introduction, education, work-ex, hobbies etc

#9: You will have to stick to the specialization or sector chosen during internship for final placements.

It is possible to switch your sector and even specialization, provided you have a good reason to back up the change.

**#10: All interviews are the same. So once you are prepared for the first few companies, you need not put in the efforts again.**

The preparation for each company needs to be very extensive. The preparation for the first company should be the same for the 50th company. Start preparing for the companies as soon as possible, distribute among friends

#11: Once you get a summer internship, you can relax.

Your job only starts once you get a summer internship. You should stay focussed during your internship and put in your best. This might give you a chance to land a PPO or a PPI based on your company's policy.

#1: Not many specialisations are offered in Operations stream

Companies coming to NMIMS generally offer roles in supply chain management benchmarking, inventory management, warehousing & strategic cost management, project management, operations in banking & IT. Companies generally look to gauge performances based on short term projects

#2: People with non-operations background do not have an edge

Depends on the roles being offered. But there is no such thing that people with ops background can only apply for ops companies. People with IT background who have interned with ops companies form a formidable number.

#3: Work experience play a major role in the summers

At the end of the day it does not matter to companies what your prior experience has been if you can meet their expectations now. People with work-ex must be well conversant with what they actually did during their industrial stint. People without work-ex must be well conversant with the projects they have undertaken in their undergraduate college.

#4: Companies look for in depth operations knowledge in the candidates during summers

The companies are well aware that the 1st trimester hardly encompasses any Operations specific subjects & hence look out for a basic knowledge of Ops. Companies generally look out how logical the candidates are and look to test their presence of mind in the field. People opting for Ops must know for instance Supply Chain Management means the free flow of material with neither excess nor deficit.

#5: It is difficult to prepare for Ops. There is so much data available on the internet.

A basic knowledge of Ops for instance supply chain management, six sigma, inventory management, statistical concepts like correlation analysis etc would help. In this regard the dossiers might come handy. One must have an idea of the operations of the company and recent developments in the company & sector per say. Also one should not restrict himself to only ops related subjects but have a fair share of idea as to the application of academic concepts to business scenarios

#6: GD topics are restricted to only Ops

GD topics can range over a host of topics. The key is to relate even the abstract topics to some business scenario to some product and add a management or an economic perspective to it. One should be well versed with Current Affairs irrespective of the stream one opts for.

#7: Certifications in ops are really helpful and give an edge over others

Anything which showcases your interest in the field helps. In this regard certifications certainly help. But saying that does not mean one necessarily requires them to be land an offer from companies. Some noteworthy certifications are CAPM & Six Sigma which is conducted in the college itself. In addition candidates could help their cause with a good knowledge of MS Excel & HPSS which comes handy during the internship. Certifications like ATICS and CSCMP for supply chain management and CII certification are some to watch out for.



OPERATIONS

#1: Freshers or students with less than one year of experience are at a disadvantage

Freshers need to be confident and it is not that they are not preferred. Companies usually consider how well a person will fit culturally into their value systems. So some research on their work culture by talking to seniors or others who have or are working there will give an overall perspective. Being a fresher is definitely not a disadvantage at all.

#2: I don't know anything about consulting and hence I won't apply

If you are talking about summers, you cannot focus on subjects to learn "consulting". For consulting, you need to have a good knowledge about what you are reading so that you can analyze and put it across. Consulting is all about analysing and giving your perspective. They would look if you are culturally fit, have analytical bent of mind, and how logical is the thought process.

#3: I have good IT work-ex and will be able to easily crack the IT interviews. So, I won't prepare

If you have an IT work ex, it will be an attractive factor. But that does not mean that the interviews would be a cake walk. You need to prepare on the company, the business it is into and why you should be considered for the role being offered. Having confidence is good but overconfidence may ruin your chances of getting into a good company.

#4: People with more work ex are with no work ex in consulting

In consulting, people with work ex are preferred so there is no point in lying about it. Usually it is a belief that a fresher is preferred for marketing profiles, but that trend is slowly changing.

given more preference than people

ex are preferred so there is no point in lying about it. Usually it is a belief that a fresher is preferred for marketing profiles, but that trend is slowly changing.

#5: Having no client a coder is a disadvantage I have done a lot of coding

While you will be expected to know an overall picture of the working of an IT company and IT systems in general, there will not be much requirement for coding, as the role will involve a lot of interaction, feedback, and presentation building. Service companies will mostly require you to speak to the users of the application you are working on to bridge the gap between the development and the requirement generation. So, there is nothing in relation to your coding experience. Client interaction to a certain extent is helpful but is not a deciding factor.



INFORMATION
TECHNOLOGY

interaction and simply being (or) I am at an advantage as

#1: Psychometric test is used for elimination

Some companies also require students to complete a psychometric test before GD/PI. The psychometric test is primarily a test to gauge the applicant's behavioral orientation and is not a tool for rejection. Post this; students are required to go through GD/PI.

#2: Current affairs is not required to be prepared as companies won't focus on that.

It is very important to be updated with the current affairs. Hence, reading newspapers daily and following the news is very essential. Most companies like asking questions relating to the current happenings. Try to form groups, discuss news and events. Hold some mock GDs. Read about the economy. The Mantavya Presentations also help as they are concise.

#3: GD's are related to HR only.

The GDs are very well-rounded. There could be a discussion related to the current happenings of the world, and/or there could be a discussion based on a case where you are to apply your theoretical concepts or frameworks. For HR, a case involving knowledge of different verticals can also be given. One GD topic last year revolved around how organizations are experiencing a new generation of leaders and managers which could have implications for the HR department. Ranging from clashes between egos and aspirations, experience and ability, decisions about the compensation structure, knowledge transfer, training needs etc. were explored.

#4: interviews would be technical in nature

Interviews can be either a mix of both. In a behavioral looks out for certain requires. For this, you yourself and all the so far; be it working in a instances of persuading a taking unpopular decisions. It is interviewee communicates the point know various facts and details about the company, it may help you in your interview process. You may not even be asked the clichéd "Why HR?" in some interviews. The duration of the interview can be any length of time. You may also get a telephonic interview. So be prepared for anything!



HUMAN RESOURCE

technical or behavioral, or interview, the interviewer competencies that the role need to be very clear about experiences you've had team, leading a team, or group to buy your ideas or also incumbent that the across succinctly and clearly. If you

#5: It is not required to know all the theories in IDL

Of course! It's important to know. They may not ask you the theory part directly, but it will help when you talk in the interview. They assume that you know the theories. Sometimes you get case-based questions too, like, 'Should HR be managed internally or outsourced?' where you can apply the theories.

#6: Having a work-experience helps during internships is a great advantage

Yes, to a certain extent. This is because it becomes easier for an individual to understand the dynamics of working in an organization, how to talk to people, how the industry works etc. You may have a competitive edge in your profile, especially if you've worked in a similar sector. Having said that, you have to remember - having work experience can backfire too. In an internship, you will be treated like an intern. Sometimes our previous experience makes us expect a certain type of treatment, which won't happen; so it's important to be open to learning, during the internship.

TWO CENTS

My 2 cents is a section where the seniors would offer their suggestions and share their work experience to help the new batch to get a perspective of the summer internship process and the work one does as an intern.

We have received a lot of requests from the juniors to cover on Marketing and Finance, which are opted by the majority of students

AMAN JAIN

GE Intern

Aman Jain is B.Com fresher from Hansraj College Delh, with specialization in Finance and Taxation

What are the qualities/characteristics you think a student of Finance must possess?

I believe both of them (Marketing and Finance) require similar abilities. You have to be analytical and a decision maker.

Just broadly, what are all the profiles that companies offer when they come for placements?

Broadly, the two extremes are Investment Banking and the other is Corporate Finance and the rest fall in between. Investment banking is where you analyse industries, companies, do M & A, make pitches. A diluted form, Equity Research is where you follow certain companies and prepare equity analysis reports. Treasury is where you have a lot of funds and invest in various securities and make returns for a specific firm. Lastly, Corporate Finance includes auditing, taxation,

supply chain management, project appraisals and similar profiles.

With the summers approaching what should be the strategy for applying to the companies i.e. should we be very picky or just apply everywhere?

This is a perfect time to experiment with different things. And summers is not a very big deal, it's not that great.. I would say don't be picky, pick up any job, apply for all because the best companies visit us first and the worst last.

How much do certifications like NCFM, FLIP etc. add value to your CV?

I do not believe in certifications because ultimately what matters is the depth of knowledge you have of your subject and/or are you a cultural fit for the company. So, certifications if done for value-addition than just a CV point then I think that's a great move.

What about CFA? Is it necessary?

I didn't do it and CFA is just a hygiene thing.

How did you prepare for the summers? What did you do to be ready?

Firstly, for your Finance content, read the PlaceCom finance dossier in and out, read about the economy, newspapers, no compromise on that. Also, each and every point mentioned on your CV must have some document or backup of information to supplement it.

While preparing for an interview how well versed must we be about the company? Also how much of its financials must we be aware of?

Financials would not matter much. You should know the basic things like stock price etc. But take care know the values of the company and have examples of yourself to demonstrate how you align with them

What was your overall internship experience at GE?

I think GE is one of the best companies to intern with. One is the level of autonomy; the entire project was left to me. Second is visibility. My segment CFO pitched my project to be used across the globe. So, that's the kind of visibility that GE offers to an intern.

Were there any prior skills that one should have before the internship?

I would recommend all the students to know Excel and macros in and out. Excel is a must.

Any last tips for the junior batch?

Just focus on your value addition. It is not about Finance or Marketing. Make sure that once you leave NMIMS, you are prepared for the world and that the money that you have spent here is worth it.

BHUVANESH KUMAR

Ratnakar Bank Intern

Bhuvanesh Kumar completed Economics from Hansraj College, DU and then worked for a business consulting firm, Pro-tiviti Consulting and was a part of the team that launched the BSE Green-

Can you tell us how you arrived at your choice of Finance?

For a long time, I had been investing in the stock market and I have always been very passionate about it. In addition, I have always wanted to be a fund manager.

What are the basic qualities, if any; one must possess to pursue Finance? Any important characteristics required.

Finance companies don't expect as much finance knowledge from a candidate as much as analytical abilities, knowledge of current affairs, what's happening in the country.

Broadly speaking, what are the various Finance profiles that are offered by companies?

Firstly, Investment Banking, which covers all the topmost banks like GS, JP Morgan and Chase etc., Corporate Finance roles which are from GE, Sun Pharma. Core

banking roles are offered by ICI-CI, HSBC. In addition, there are stock broking firms/security companies like Religare, Motilal Oswal, and Reliance Capital etc. KPMG and PWC offer Finance consulting and 'fin-op' roles are offered by JP Morgan Chase.

What is the level of mathematical aptitude required for Finance?

Analytical skills; a logical way of thinking and the appetite for Quant is what is required.

How much do the certifications like FLIP, NCFM etc. help?

The NCFM is not too much in demand and FLIP helps in Treasury interviews and also Corporate Finance and Banking.

Is CFA a necessity?

CFA is not as important as a cultural fit or knowledge of current affairs. Just sitting in an interview not knowing yesterday's headlines, or at what level the NIFTY closed last night, seems a bit foolish to me.

For an engineer, how would the preparation differ?

You will be generally asked questions from your CV. Also look for finance aspects in your projects or sector to thoroughly impress the interviewer.

What was your overall experience at Ratnakar Bank?

So Ratnakar Bank is an upcoming bank, small to mid-sized bank and growing at one of the fastest rates in the industry. Coming to my internship, there were two parts. One was using their risk framework to appraise companies. The second part was busi-

ness development whereby they had launched a new product for hospitals. So, it was Finance with a bit of sales.

Any prior skills required for the internship?

Reading up read about the banking sector would really help in such an internship. All the FAA knowledge would come handy in analysing the Balance Sheet, understanding the profile of companies etc. Also, a sales oriented profile would also be apt.

Any critical experience or incident that you would like to share?

I would say at the end of my internship my mentor told me one thing which is very important. She said 'the days of intense finance desk jobs are over. But if you have adequate knowledge of finance and if you have a good personality, which can help you in getting business for any financial institution, then you would be very successful.'

ASHWARYA AGNIHOTRI

Wipro Limited Intern

Ashwarya worked for two months in the B2B Strategic Marketing profile, under the Strategic Business Unit ENU – Energy, Natural Resources and Utilities

What was your experience at Wipro like?

The internship was extremely well structured and provided an excellent learning curve. The team comprised of only three more people, including the senior manager, but they were very supportive and helped me blend in. A smaller team size meant more opportunities; I was involved in every assignment. This gave me a very holistic picture of B2B marketing.

What were your key learnings?

The first - Managing Expectations. Marketing team is always cost-centric; it spends a lot of money but does not really bring in any tangible revenue. You have to learn to manage everyone's expectations and deliver value. We worked in close co-ordination with the sales and delivery teams. The delivery team is the IT team. The sales team is composed of hunters and farmers. Hunters have the task of prospecting new clients and accounts, while the farmers are responsible

for cultivating existing clients by extending their service contracts and getting them interested in new products. Even in B2B, we do advertising. We prepare strategies for that as well.

What channels did you use for advertising?

Online, there's the website, and then we also did LinkedIn specific advertising, where we targeted CXOs through premium accounts. Print media, we advertised through industry specific, oil and mining journals as well as clients' journals.

Any other learning?

The second key learning was the touch-points. These are:

1. Website - Managing content and visibility
2. Sales visits - Instructing the sales team who then handles client interaction accordingly
3. Client visits - Clients often visit two to three vendors to compare capabilities. The marketing team makes the arrangements for their stay to ensure they get a complete experience which will leave a lasting, favorable impression.
4. Collateral/ white papers - This is a platform for collaborations between subject matter experts on industry related topics. We published a booklet called 'winsights.' Most clients use consultants like Gartner, IDC, to collect data about companies they should work with. If a company is at the top in Garter's magic quadrant, it means they possess the best capability. The marketing and analyst relations teams work closely with them to project the right

image.

5. Sales Conferences - Setting up stalls for promotion

Any tips for preparation for interviews of such companies?

Stay updated on the current news related to the IT sector.

The marketing role in B2B is very similar to B2C, but more sophisticated. B2C touches everyone that is why it is more in focus, even in the classrooms. Know your concepts – STP, 4Ps, how to evaluate market potential, and so on.

Be ethical. For example, I was asked about my take on the Ad wars between Colgate and Pepsodent. Is it ethical and should this be your company's strategy?

What were your expectations before joining and how do they compare to the actual experience?

I was a little apprehensive initially. I had three years work experience but was not sure what the marketing role would entail. Turns out, B2B is amazing. I was very happy and thoroughly enjoyed working there.

KRISHNA CHAITANYA

Abbott India Ltd. Intern

Chaitanya worked at Abbott for about two and a half months. He worked there in the role of Brand Promoter.

What was your role at Abbott?

I worked on the promotion of a newly launched Vitamin D3 product used to increase the melanin content. I travelled to all the major metros – Hyderabad, Bangalore and Delhi, to meet up with Doctors and Chief Medical Officers in medical camps to promote institutional sales.

Tell us about your experience

I had a good experience. It was a position of responsibility, to carry the brand on our shoulders and promote it to the medical community. We had to get proper data from Doctors and then do market research. We evaluated how the industry was performing, what factors influenced doctors when they were making their purchases and then use this information to promote the product.

The job requires a passion for the pharmaceutical industry and only those students who are genuinely interested should opt for such companies, because this requires a tremendous amount of on-the-job learning, not only about the real life applications of market-

ing fundamentals, but about the pharmaceutical sector as well.

Were you passionate about Pharmaceuticals when you sat for the interview?

Yes. I had worked at Wipro for three years prior to this and my client had been Novartis, also a healthcare company. Companies look for passion. It is important to come across as genuine.

Do they hire freshers as well?

Yes

What was your interview experience like?

I was mainly asked questions on my work experience. The panel also asked questions like, 'Which other companies did you sit for?' and 'Why do you think you did not get selected in that other company?'

This 'other company' was an FMCG company. I answered 'they did not require students with work experience and that I felt I was not best suited to that sector anyway, which is why I then applied for Pharmaceutical companies Dr. Reddy's and Abbott.' Read up about the company before going in for the interview. Know how they are performing and their current statistics. Understand what role is being offered.

They also asked me scenario based questions - If you faced this problem what measures would you take and how will you manage? Be prepared to think on your feet.

Be confident, work on personality development and go in with the right attitude.

What were your key learnings?

From the Summers point of view - Be patient. Perseverance pays. Choose your profiles wisely.

From the internship's point of view - You are given live projects. The company, the team looks to you for insights and innovative solutions. You are given end to end ownership of your work. Hassle people in other roles to get information and learn the ropes, be pro-active, go the extra mile to stand out. This will increase your visibility and earn you appreciation. Do not compare yourself to the IIM interns and do not be cowed by them. Be confident.

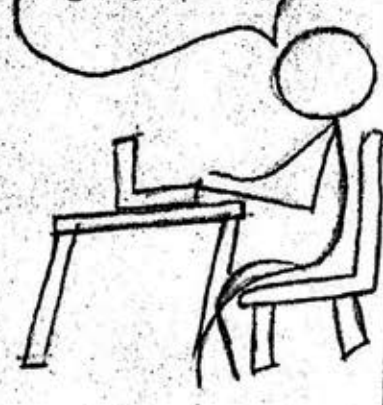
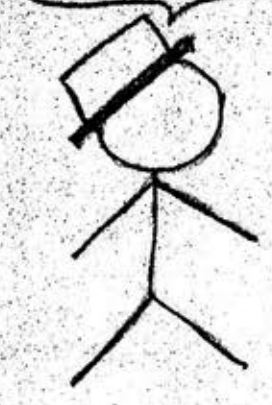
Priyanka Narang (also SPC) and I won the best intern award, and got the chance to give our presentation to the M.D. Mr Rehan Khan. Aim to excel.

What were your expectations before you joined and how do they match up to the actual experience?

I had no expectations before I joined. The seniors had advised us to keep an open mind, not restrict ourselves to roles or companies or sectors and that is what I did.

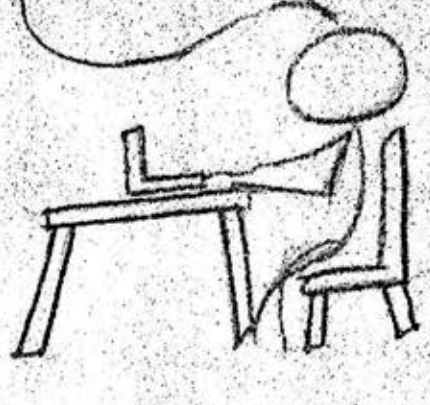
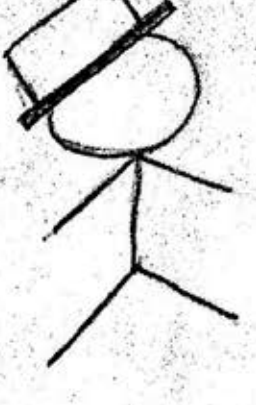
HEY! YOU WANNA GO TO ASIAD TONIGHT?

NO WAY, GOT MY MOCK GD/PI ON SUNDAY



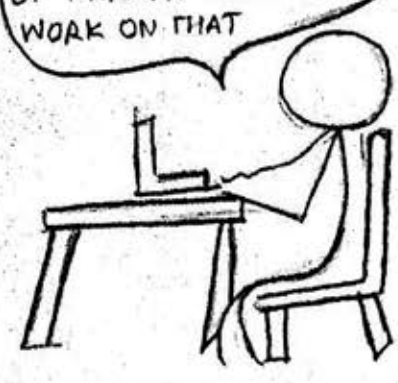
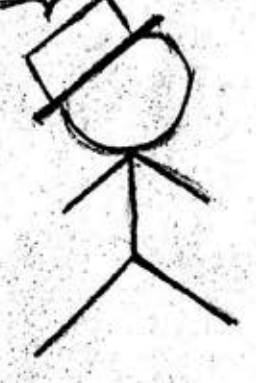
BUT IT'S MONDAY TODAY!!

YEAH, BUT I HAVE MY OC PRESENTATION ON SATURDAY!



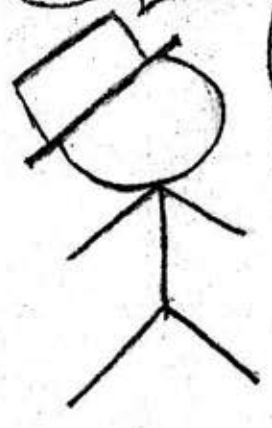
ARE YOU KIDDING ME? TODAY IS MONDAY!

BUT I ALSO HAVE MY MARKETING PRESENTATION ON FRIDAY. NEED TO WORK ON THAT



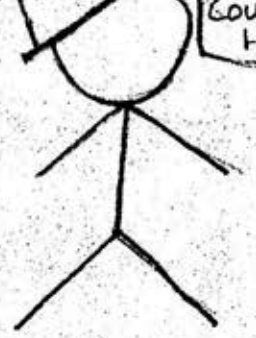
FRIDAY DUDE! CHILL!

YEAH, I WOULD IF I COULD. BUT I ALSO HAVE THE COUNCIL MEETING ON THURSDAY AND HAVE DONE ABSOLUTELY NO WORK. SO, NEED TO START THAT.



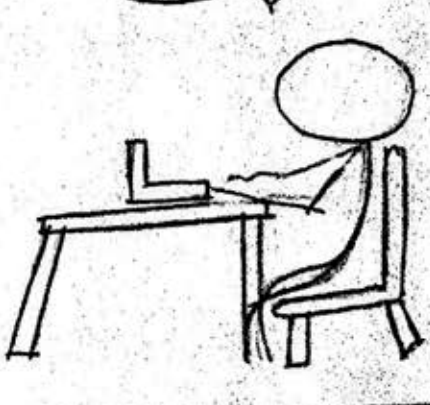
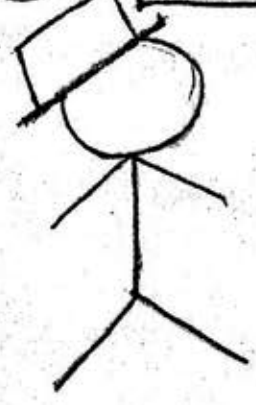
THAT IS STILL VERY FAR AWAY. CHAL NA, WE'LL JUST BE GONE A COUPLE OF HOURS

YAAH I HAVE IDL PRE-READS FOR WEDNESDAY'S CLASS



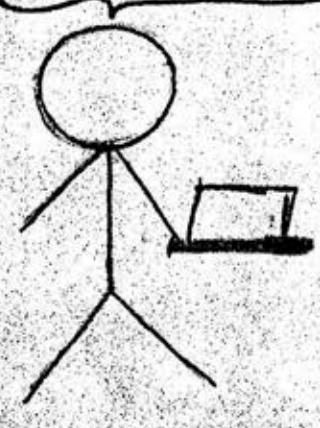
YOU CAN START THAT AS SOON AS WE ARE BACK! LET'S GO!

OH AND CSR ON.....



FORGET ALL THAT. LET'S JUST GO OUT FOR A TEA THEN

UMM.. I FORGOT TO TELL YOU. HAVE A PPT STARTING IN 5 MINUTES.



LIFE IN MBA

NEXT 3 MONTHS

What should you, as a student of NMIMS, look for in the upcoming months

ARCADIA

Arcadia is the first Sports event of this year. It is when the divisions battle between themselves to emerge as the Champion of Arcadia. The leaderboard is maintained and followed widely in the college.

DATES : 10TH TO 12TH OCTOBER

SAMARTHYA

Samarthya is the Inter-College Sports extravaganza. You get to see some of the best sporting talent from B-schools across the country. We have a gamut of games planned this year.

DATES : 7TH TO 9TH NOVEMBER

PARAGANA'14

Paragana'14 is the Flagship Annual Business Fest of SBM, NMIMS. We take pride in organizing one of the best and biggest events in the B-school community. Corporate Seminars is the flagship event. The various cells of SBM, NMIMS come up with events that sees huge participation across the B-school community.

DATES : 13TH TO 16TH NOVEMBER

CONTRIBUTION NOTE

TEAM EDITORIAL

Anjum Singhania
Arun Karthik
Deepankar Mukherjee
Jaydeep Ghose
Jinal Trivedi
Maitri Kotari
Megha Verma
Mukti Maloo
Neha Kandpal
Parag Sadayet
Purna Advani
Ronak Mehta
Ruchira Chakraborty
Surbhi Kaushal
Sujay Sridhar

SPECIAL THANKS TO

Aditya Anand, Aman Jain, Aniket Das Gupta, Ankit Jain, Anurag, Ashwarya Aghnihotri, Bhuvanesh Kumar, Debraj Dey, Devashree Trivedi, Dushyant Bhatia, Gagan Gulati, Harshitha Neti, Hina Gupta, Jinesh Vora, Krishna Chaitanya, Kirti Vennapusa, Navneet Lahoti, Nishant Vats, Pallav Parkhe, Pooja Lalwani, Praveen Srivatsan, Rohan Jain, Rubal Dhavan, Ruchika Malik, Saumya Pandey, Shikha Parekh, Snigdha Kondati, Sravanthi Karoor