

PRISM

School of Business Management



The Public Relations,
Digital Marketing and
Editorial Committee

JUNE 2025



School of Business Management



TABLE OF CONTENTS

01	SBM PR Convener's Letter	01
02	PR Committee's Letter	02
03	The Public Relations, Digital Marketing and Editorial Committee	03
04	Student Council	07
05	Corporate and Academic Excellence Committee	10
06	Alumni Committee	13
07	Community for Social Initiatives Committee	15
08	Research & Faculty Development Committee	18
09	Fincorp Club – The Finance Club	20
10	Opnotch Club – The Operations Club	24
11	HITO – The HR Club	26
12	Marcell – The Marketing Club	28
13	Shining Stars	33
14	The Editorial Team	46

PR Convener's Letter



As the Convenor of the Public Relations Committee, it gives me great joy to present this edition of our newsletter, "PRISM," a vibrant canvas reflecting the spirit and success of SBM, NMIMS Navi Mumbai.

As we turn these pages, I am reminded of the incredible journey we have shared over the past year, a journey defined by enthusiasm, collaboration, and countless memorable moments.

This academic year has been a remarkable journey, marked by enthusiasm, collaboration, and many memorable experiences. From cultural festivals and academic conclaves to sports tournaments and student initiatives, each event has not only enriched our learning but also strengthened the bonds within our community. The passion and energy of our students have been truly inspiring, constantly motivating us to aim higher.

Equally rewarding has been the way these moments were captured and shared through our social media platforms. The vibrant photos, engaging stories, and insightful updates captured the essence of every occasion, allowing us to relive the moments and share our experience with a wider community. This digital record is a result of collective efforts and is a reflection of the dynamic and inclusive environment we all work to build at SBM.

I extend my sincere gratitude to all the committees of SBM. Your tireless efforts, innovative ideas, and unwavering support were the driving force behind the success of every event. Your collective commitment has not only created a dynamic environment but has also set a new standard of excellence. This edition of PRISM is both a celebration of your efforts and a reminder of what we can achieve together.

I invite you to explore the pages of PRISM and relive the spirit of the year gone by.

Dr. Krunal Punjani

PR Committee's Letter

We are thrilled to present the latest edition of the Prism Newsletter, which reflects on an action-packed and memorable period for SBM, Navi Mumbai. The past few months have been buzzing with energy, creativity, and unforgettable moments, from thought-provoking guest lectures to vibrant cultural fests and epic sports events.

This newsletter is dedicated to you, our readers, as our way of celebrating what makes our campus special. We have worked hard to showcase incredible events and spotlight your amazing achievements, ensuring that every page feels like it comes directly from the heart of SBM.

This edition is a product of the passion and creativity of all our committees. Inside, you'll find everything from inspiring initiatives to unforgettable experiences, as well as the student accomplishments that consistently make us proud. Each story is a small piece of the magic that defines SBM as a community we are all proud to be part of. We invite you to dive into these pages and relive the moments that have made this half of the year so special. Let's keep this wonderful energy going – here's to many more awesome experiences ahead!

We hope you enjoy the read, and thank you for being a part of the SBM family.

Team PR



THE PUBLIC RELATIONS, DIGITAL MARKETING AND EDITORIAL COMMITTEE

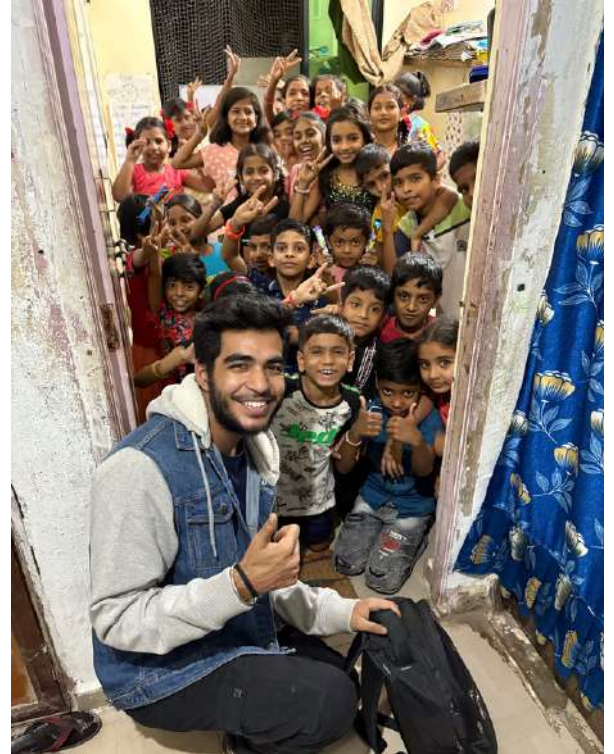
The PR Committee enhances the campus's external visibility by managing communications and promotions. It oversees the official website, engages audiences on social media, maintains an event photo repository, and addresses queries, ensuring a strong institutional presence.

Prernaa: A Celebration of Kindness

NMIMS Navi Mumbai hosted Prernaa, an event to bring smiles to the faces of **underprivileged children** and fostering a culture of compassion. This heartwarming initiative was organized and managed by The Public Relations, Digital Marketing, and Editorial Committee.

The highlight of the event was hosting the children from the NGO on campus on 22nd January 2025. On this day the campus was filled with joy as the kids played, shared laughter and enjoyed snacks.

As a part of the initiative, a **donation drive** was organized to support the work of **Manjari Charitable Trust and Guru Lingeshwar School, Panvel**. Various items including books, stationary, clothes, toys, etc. were donated by personally visiting the NGOs on 24th January 2025. Apart from items, monetary donations were also made to procure furniture such as chairs and blackboards for their school. To encourage participation, two **collection stalls** with banners were set up on campus. Prernaa exemplified the spirit of NMIMS Navi Mumbai by bringing together students to create a positive impact. It had a meaningful impact and motivated students to continue making a difference. This reflected the ethos of **Prernaa - a celebration of giving and compassion**.



Hosted by Public Relations Committee Prernaa was a compassionate initiative at NMIMS Navi Mumbai, featuring a donation drive and a fun-filled day with underprivileged children. It fostered community spirit, spreading joy while supporting education and holistic development.



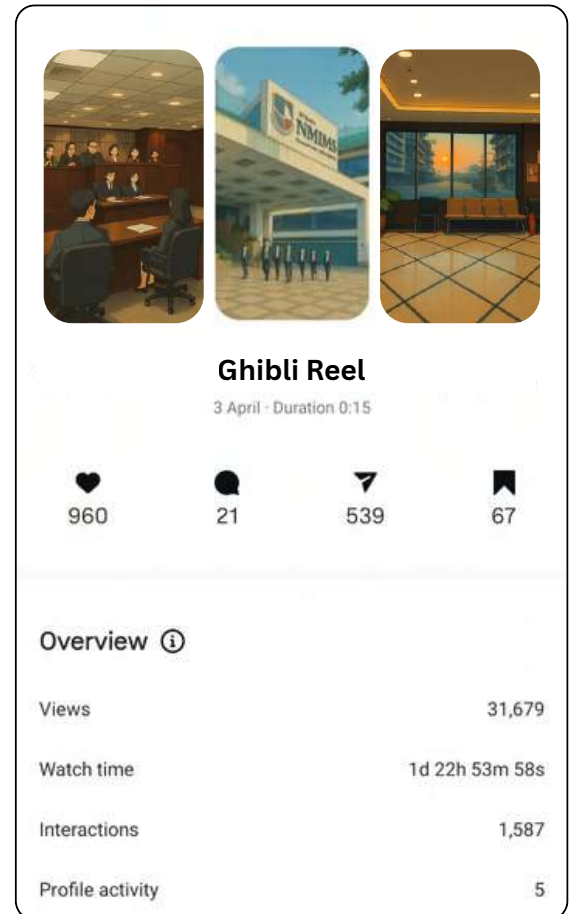
Social Media Initiatives

In the last six months, the PR committee has been actively developing and implementing creative ideas, which is evident on NMIMS Navi Mumbai's Instagram handle. From following trends to showcasing the lives of MBA students at SBM, the committee consistently creates engaging content on Instagram. The key highlights were two popular series of reels: **'A Day in the Life of an MBA Intern'** and **'Case Study on Brands'**.

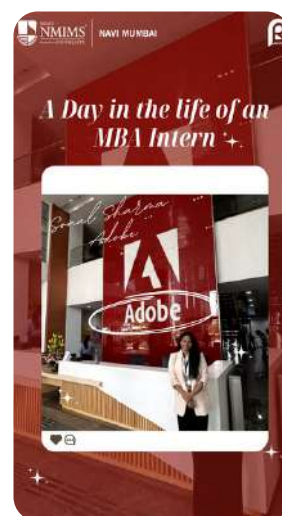
In the 'A Day in the Life of an MBA Intern' series, MBA students from NMIMS Navi Mumbai shared their **internship experiences** at companies like DTDC, Home First Finance, Capgemini and Adobe.

The next series, "Case study on Brands", was focused on **imparting knowledge in a storytelling format** about the marketing moves of brands like Asian Paints, Zepto, Blinkit, Nykaa and events like the Mahakumbh. The case studies were presented by members of the PR committee in a fun and easy-to-understand format.

Apart from these two series, the PR committee also created a reel following the recently **viral 'Ghibli trend'**. The reel showed how the entire campus of NMIMS Navi Mumbai would look like in the Ghibli world. This reel went viral, reaching 31,679 views in just one day!



The PR Committee of NMIMS Navi Mumbai has actively engaged audiences through creative Instagram content, including popular series like "A Day in the Life of an MBA Intern" and "Case Study on Brands." Their viral Ghibli trend reel highlighted campus life and creativity, making the MBA experience fun and relatable.



PR Rescue - Avion 2025

As part of the week-long Avion celebrations, the PR Committee of SBM hosted PR Rescue in January, an exciting event centered around **crisis management and problem-solving** in public relations.

The event unfolded in two rounds. The first round featured a fast-paced Kahoot quiz, where teams answered **questions on brands and general PR concepts**. It was a battle which required quick thinking and knowledge. Out of 23 teams, only the top 8 earned a spot in the second round. In the second round, the qualifying teams were handed **unique PR crisis scenarios** and were tasked with analysing them and **devising practical, effective solutions**. The teams were given a limited time to brainstorm and create the presentations. For this round, the teams were judged on their ability to think critically, develop strategies, and present their ideas convincingly. The event was graced by Ms. Pragya Chandrakar, a seasoned Communication Strategy and Public Relations Consultant. PR Rescue wasn't just a competition; it was an opportunity for participants to **test their theoretical knowledge against real-world challenges**. It was also an opportunity for them to collaborate and leverage the strengths of each team member.



PR Rescue was an engaging crisis management competition where teams tackled real-world public relations scenarios. From a fast-paced quiz to solving high-pressure brand crises, the event tested participants' strategic thinking, creativity, and communication skills—making it a dynamic learning experience in the field of PR.





STUDENT COUNCIL

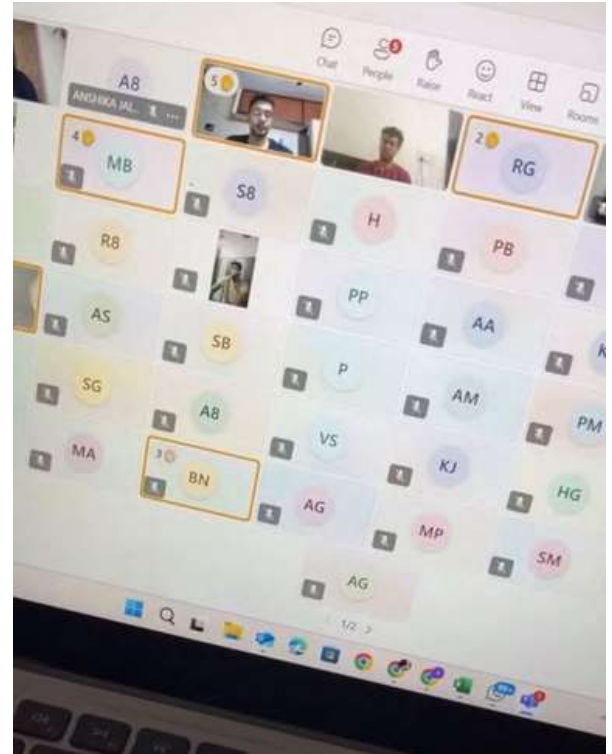
SBM's Student Council, an apex body, ensures discipline and student support across schools. It plays a vital role in bridging the gap between students and faculty, facilitating communication channels.

Buddy Program 2025

Buddy Program 2025 was a heartwarming and energetic initiative by the Student Council to welcome the newest batch of freshers into the SBM family. Designed as an online icebreaker, it aimed to **ease the transition** for incoming students, helping them connect, make friends, and feel part of the community even before stepping onto campus.

The Student Council curated **engaging sessions filled with fun activities** that encouraged conversation, teamwork, and laughter—from quick-fire introductions to lighthearted team games all designed to dissolve first-day awkwardness and spark camaraderie. Participants were divided into smaller groups, each guided by enthusiastic senior “buddies” who ensured everyone felt included.

The program also served as an informal introduction to the culture and spirit of SBM, with seniors sharing tips on academics, clubs, and campus life. More importantly, it gave freshers a **sense of belonging and reassurance** that they were not alone in this exciting new chapter.



The Buddy Program was an online icebreaker initiative by the Student Council to welcome freshers into the SBM family. Through fun activities and guided group interactions with senior “buddies,” the program helped students bond, ease their transition, and feel at home even before arriving on campus.



Avion & Freshers 2025

Avion (13th – 18th January 2025) was a dynamic college program hosted by the Student Council in collaboration with all the clubs of SBM. Celebrating business acumen and creativity, it featured a **curated lineup of competitions and activities** that blended competitiveness with innovation. The event provided meaningful real-world exposure while fostering **collaboration across clubs, giving participants a platform to showcase their skills and perspectives**. It not only encouraged out-of-the-box thinking but also strengthened the spirit of unity and camaraderie within SBM.

Farewell 2025 was an evening of nostalgia, laughter, and heartfelt goodbyes as the SBM community came together to celebrate the graduating batch. Highlights included the title ceremony with fun superlatives like Mr. and Ms. Farewell, along with touching messages from faculty and mentors. More than just an event, it was a celebration of **memories, achievements, and the bonds** that turned classmates into family. The evening beautifully captured the emotions of parting while also marking a hopeful beginning to new journeys.



Avion 2025 and Farewell 2025 marked two defining moments of the year at SBM—one celebrating creativity, business acumen, and collaboration, and the other honoring memories, achievements, and bonds of the graduating batch. Together, they reflected the spirit of learning, camaraderie, and celebration that defines the SBM community.





CORPORATE AND ACADEMIC EXCELLENCE COMMITTEE

Corporate and Academic Excellence Committee, We take the responsibility of bridging the gap between academic learning and corporate exposure for the students of NMIMS Navi Mumbai.

HR Conclave 2025

Held on 22nd February 2025, the HR Conclave was organized by the Corporate and Academic Excellence Committee (CAEC) in collaboration with Placements & Corporate Relations and powered by Kareer Krafers India Pvt. Ltd. It **brought together leading HR professionals and industry experts** for a day of impactful discussions and collaboration.

The event began with a networking breakfast and a welcome address by Former Campus Director Dr. Shubhasheesh Bhattacharya. Student presentations **highlighted NMIMS's industry-focused academic approach.**

A key highlight was the **panel discussion** on "Shaping Talent, Bridging Tomorrow," featuring leaders from TCS, Reliance Jio, SBM Bank, Arrivae, and Josh Software.

The **Keynote Session** featured insights from senior leaders of LTI Mindtree, BigMint, and Yes Bank on strategic HR and digital transformation.

In association with the Ministry of Education (BOAT), the conclave reaffirmed NMIMS's role in bridging academia and industry.



Hosted by CAEC, the HR Conclave 2025 brought together top HR leaders and experts for a day of insights, networking, and collaboration. Key highlights included student presentations, a panel on "Shaping Talent, Bridging Tomorrow," and impactful keynote sessions—reinforcing NMIMS's role in connecting academia with industry.



Orientation MBA Batch 2025-27

The Orientation Week for the MBA Batch of 2025–2027 and School of Economics Batch of 2025–2028 was a **transformative experience, filled with vision, wisdom, and ambition.**

It began on June 2nd with an inspiring session by Mr. Subhash Chandra N., urging students to reject mediocrity and pursue excellence. This set the tone for a week of impactful learning.

Day 2 featured Mr. Amar Thomas (Times Group) on the evolving business landscape, and Mr. Gajendra Kothari, CFA, on financial literacy and wealth building.

Day 3 highlighted innovation with Mr. Alok Tiwari (AIVOT AI) discussing AI disruption, and alumnus Mr. Manish Vatsal (ArcelorMittal) on adaptive leadership and digital transformation.

The School of Economics also hosted Ms. Mahima Yadav (UBS), who inspired students with her journey in global finance and risk assessment.

Led by Dr. Shubhasheesh Bhattacharya and supported by faculty and student organizers, the week laid a strong **foundation for future business and economics leaders.**



Orientation Week 2025 welcomed the new MBA and Economics batches with a series of inspiring sessions led by industry experts and alumni. From motivational talks and financial insights to discussions on AI and leadership, the week laid a strong foundation for students' academic and professional journeys.





ALUMNI COMMITTEE

The alumni committee is a vital bridge between past graduates and their alma mater, fostering connections, organizing events, and nurturing a thriving network supporting former students and the institution.

NEXUS 2025

NEXUS 2025 saw enthusiastic participation from distinguished alumni across industries and regions, creating a vibrant exchange of experiences and insights. The event featured **interactive networking sessions, panel discussions, informal catch-ups, and cultural performances**—each curated to offer a meaningful and memorable experience.

Alumni shared post-graduation journeys, offered career guidance, and reflected on how the institute shaped their personal and professional growth. Their experiences provided current students with real-world perspectives and valuable advice for navigating their careers.

A key highlight was the Alumni Recognition Ceremony, where **notable alumni were felicitated for their achievements**, inspiring students to aim higher and stay connected with the NMIMS community.

The success of NEXUS reaffirmed the power of alumni engagement and community. The Alumni Committee looks forward to organizing more such impactful events to continue strengthening the **lifelong bond between alumni and the institute.**



NEXUS 2025 – The Grand Alumni Meet was a landmark event organized by the Alumni Committee, celebrating the spirit of connection, nostalgia, and growth. Designed to bring together graduates from various batches, NEXUS 2025 served as a vibrant platform for rekindling old memories, forging new bonds, and strengthening the bridge between alumni and their alma mater.





COMMUNITY FOR SOCIAL INITIATIVES COMMITTEE

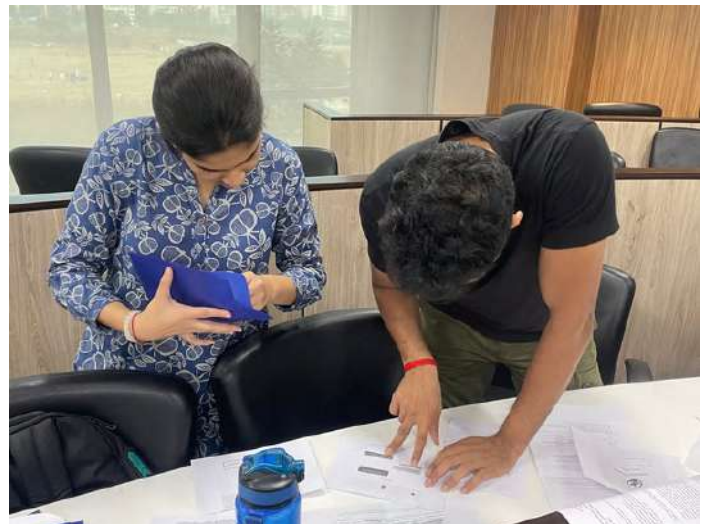
The CSI (Community for Social Initiatives) at NMIMS Navi Mumbai is committed to creating social impact through meaningful initiatives and collaborations with NGOs through WeCare.

Crime and Cocktails - Avion 2025

"Crime and Cocktails," held on January 15th, 2025, was an engaging interactive event that transformed 21 students into **master detectives** for a day. Participants, working in 7 teams, immersed themselves in a **thrilling murder mystery, complete with hidden clues and unexpected plot twists**. The journey to uncover the truth involved a captivating storyline introduction, an exciting **treasure hunt, mind-bending logic puzzles and crosswords**, and the meticulous assembly of fragmented evidence. The event, which used various rooms and outdoor spaces, was a masterclass in teamwork and creative problem-solving, with elements like role-playing and riddles making it truly dynamic and enjoyable. The ultimate triumph belonged to "Team Nosferatu," who successfully identified the murderer, their motive, and the crucial evidence. The overwhelmingly positive feedback from students, coupled with their requests for similar events, underscored the success of "Crime and Cocktails" in fostering **critical thinking, collaboration, and creativity**.



Crime and Cocktails was an immersive murder mystery event where 21 students became detectives for a day. Through role-playing, puzzles, and a thrilling treasure hunt, teams collaborated to solve a complex case. The event blended fun with critical thinking and teamwork, earning enthusiastic feedback from participants.



WeCare Internship 2025

The WeCare Internship 2025 offered MBA students a unique opportunity to **move beyond academics and engage directly with pressing social issues**. Over three weeks, students collaborated with **28+ NGOs** across sectors like education, healthcare, environment, women empowerment, and disability support—gaining valuable insights into leadership, empathy, and social responsibility.

From organizing health camps and digital literacy workshops to supporting elderly care and participating in environmental drives, students actively contributed to impactful initiatives. A standout moment was the **Valentine's Day visit to Golden Nest Old Age Home**, where students spent time with senior citizens—an act of kindness that was featured in Mid-Day.

Despite challenges such as tight schedules and limited resources, students adapted quickly, learning to innovate, lead, and collaborate under pressure. These real-world experiences transformed their perspectives on business, encouraging many to see it as a tool for **ethical and inclusive change**.



The WeCare Internship 2025 immersed MBA students in real-world social impact through collaborations with 28+ NGOs. Focused on leadership through service, the program fostered empathy, resilience, and a deeper sense of responsibility towards inclusive change.



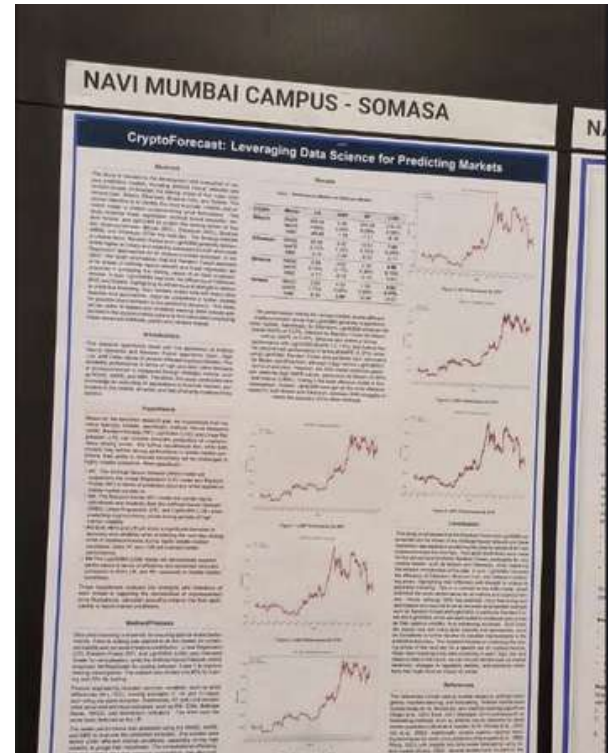


RESEARCH AND FACULTY DEVELOPMENT COMMITTEE

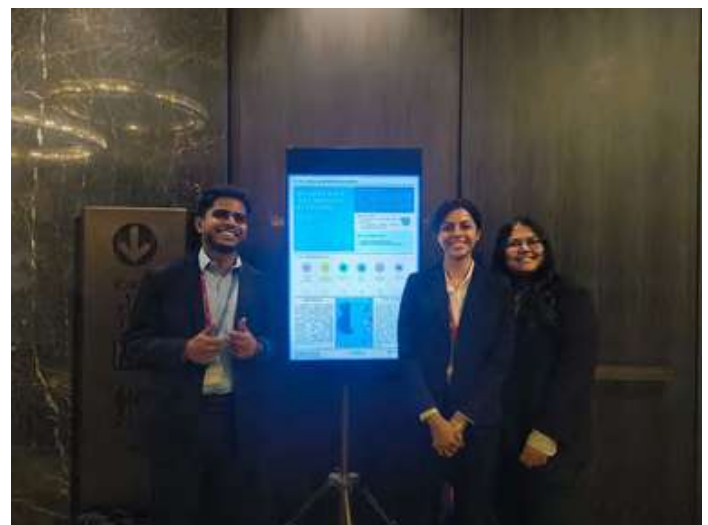
The RFDC provides all the faculty members a platform to present their research papers in front of their colleagues and receive feedback and suggestions for the same. It also provides all the students a mentorship program for their upcoming and ongoing researches.

Research Embedded Learning (REL) Poster Symposium

The Research Embedded Learning (REL) Poster Symposium, held from January 11–13, 2025, was a **flagship university-wide event** celebrating academic excellence and innovation as part of the University Day celebrations. Students across campuses **showcased their research through posters, with faculty-led evaluations** selecting the best projects for final competition. At the Navi Mumbai campus, 28 posters were reviewed, and 25 advanced to the Mumbai round. Two projects emerged as winners: “Crypto Forecast: Leveraging Data Science for Predicting Markets” (SOMASA) and “Automated System for Cleanliness Inspection (ASCI): Swachh Survekshan” (STME). A panel discussion on “Out of Class Academic Collaboration (OCAC)” highlighted the **value of interdisciplinary and cross-campus teamwork in fostering creativity** and preparing students for real-world challenges. The symposium successfully celebrated **student research, strengthened collaboration**, and showcased the university’s commitment to innovation.



The REL Poster Symposium was a university-wide platform where students showcased innovative research through posters, with top entries advancing after rigorous evaluation, reflecting the university’s focus on research, creativity, and academic excellence.





FINCORP CLUB

FinCorp, the Finance Club intends to offer a forum for students wherein they get an opportunity to learn more about the finance domain & enhance their conceptual understanding from a more practical standpoint.

Margin Call

Margin Call Lexus 3.0, hosted by FinCorp, was an exciting **stock market simulation** for finance enthusiasts. Starting with an initial investment of ₹5,00,000, students built portfolios worth ₹1,50,000 by choosing from 16 different companies. Unlike traditional stock exchanges, the event had non-dynamic stock prices, which pushed participants to **plan smartly and maximize their portfolio value** to win top prizes.

For two action-packed days, the venue was filled with the energy usually seen on Dalal Street, as budding financiers shouted orders and watched their virtual fortunes rise and fall in real time. The event gave participants **practical exposure to stock trading, helping them understand market dynamics and investment strategies** better.

Periodic price shocks added surprise twists, forcing participants to think quickly as paper fortunes changed dramatically. The leaderboard kept shifting as trading strategies were tested to the limit. To ensure fair play, the event followed strict rules to prevent misconduct, encouraging participants to stick to ethical trading practices, something they can carry into real life as well.



Organized by FinCorp, Margin Call Lexus 3.0 was a thrilling stock market simulation where students built virtual portfolios and navigated fixed prices and sudden market shocks. The event blended strategy, speed, and ethics—offering participants hands-on experience in trading and investment decision-making.



Operation Code Red

Operation Code Red was an event which challenged participants with a **simulated investigation** of a fictional entity. Teams explored **different business scenarios**, which could be a corporate organization managing investments, a charitable foundation handling donations, or a small business with regular revenue and expenses.

The main challenge was to **detect a mysterious fraud within the assigned entity**. While the exact nature of the fraud and the culprits remained ambiguous, participants had to use sharp **financial forensics** and quick thinking to piece together the puzzle and expose the fraud.

The event was filled with hilarious moments as participants interrogated **"employees"—club** members playing dramatic characters. These interactions proved crucial, offering insights that helped participants uncover the bigger picture.

Through the experience, participants gained valuable skills in **fraud detection, data analysis, and effective communication**, while also learning to identify red flags such as **accounting irregularities**. The event combined suspense and humor, showing that uncovering financial crimes can be both educational and highly entertaining.



Operation Code Red was a finance-meets-fun simulation where participants investigated fictional fraud cases using financial forensics and role-play. The event sharpened analytical thinking and fraud detection skills while delivering plenty of laughter and learning.



Clash of Cash - Avion 2025

"Clash of Cash - Avion," hosted by FinCorp, was an exhilarating competition that transformed the classic Monopoly board into a vibrant, **real-world business arena**. It began with an exciting quiz round which was designed to test financial knowledge, strategic thinking, and quick decision-making skills. This unique competition challenged teams to engage in dynamic challenges, make high-stakes decisions, and outwit their rivals in a race to financial supremacy. Participants showcased their **business acumen, financial expertise, and entrepreneurial spirit** as they bought, traded, and negotiated their way to the top. From negotiating deals to managing resources effectively, participants had to think on their feet and make quick decisions to stay ahead of the competition. The thrill of landing on a desired property or successfully outplaying an opponent added to the excitement. Amidst laughter and clever deal-making, teams honed their ability to navigate complex scenarios.

The event taught critical lessons in **strategic planning, resource management, and quick thinking** under pressure, mirroring real-world business hustle.



Hosted by FinCorp, Clash of Cash – Avion was a high-energy business simulation inspired by Monopoly, where teams competed through quizzes, strategy, and real-time deal-making. Blending finance, negotiation, and quick thinking, the event gave participants a fun yet practical glimpse into the world of business and resource management.





OPNOTCH CLUB

Opnotch at NMIMS Navi Mumbai cultivates Operations and Supply Chain Management skills through KPMG partnerships. OPMANIA, their annual newsletter, imparts insights on operations strategies and industry trends, enhancing students' knowledge.

Opsthon - Avion 2025

As part of the vibrant Avion Fest, OpNotch proudly hosted Opsthon—a high-energy, one-hour operations game tailored for management students with a flair for strategy and precision. Designed to test agility of thought and depth of knowledge, the event featured three adrenaline-pumping rounds, each more challenging than the last.

Participants tackled a mix of **puzzles**, **crosswords**, and **rapid-fire quizzes**, all centered around core operational and supply chain concepts. Every second counted as teams raced against the clock to solve problems, make decisions, and outperform their peers. The pressure-packed environment mimicked **real-world operations challenges**, requiring both speed and accuracy.

What set Opsthon apart was its perfect fusion of **gamified learning** and competitive spirit. It wasn't just about answering fast—it was about thinking smart, working in sync, and applying theoretical knowledge in a practical, high-stakes format. The event left participants exhilarated, informed, and hungry for more, proving once again that operations can be both intellectually intense and incredibly fun.



Hosted by OpNotch during Avion Fest, Opsthon was a fast-paced operations game featuring three thrilling rounds of puzzles, crosswords, and quizzes. Designed for management students, the event tested strategic thinking, problem-solving, and core operations knowledge in a high-energy, competitive setting—making learning both fun and impactful.





HITO CLUB

HITO, NMIMS, Navi Mumbai's HR Club, guides students on profile building through guest sessions, competitions, blogs, and more activities to develop soft skills in them to become future leaders.

Gamification 3.0

Gamification 3.0, a **universe-themed event blending pop culture with intellectual challenges**, drew enthusiastic participation from across campus.

The first round, **Marvel Mastermind** (online quiz, 16 Jan 2025), featured 15 Marvel-themed questions, with the top 8 teams advancing. The second round, **Breakout of the Multiverse**, was a Marvel escape room packed with puzzles, crosswords, code encryption, and logic challenges, testing participants' analytical skills and teamwork under pressure, narrowing the field to 5 teams.

The finale, **Marvel's Hidden Treasures**, was a campus-wide treasure hunt where teams raced to decipher unique riddles and complete mental and physical tasks to uncover clues. Energy, creativity, and quick thinking defined the day, keeping audiences as engaged as the players.

Team Bazuka (Kavish Anand, Jaineel Parmar, Harsh Singhal) claimed victory after a nail-biting finish. The event was a resounding success, combining entertainment with cognitive challenges and reinforcing Hito Club's commitment to innovative and engaging learning experiences.



Gamification 3.0, a universe-themed event by Hito Club, blended pop culture with problem-solving through three thrilling rounds—a Marvel quiz on Unstop, a puzzle-filled escape room, and an adventurous campus treasure hunt. Testing knowledge, teamwork, and strategy, the event crowned Team Bazuka as champions, leaving participants with an unforgettable, action-packed experience.





MARCELL CLUB

Marcell, the Marketing Committee of NMIMS Navi Mumbai, delves into the dynamic world of marketing through insightful discussions, engaging blogs, captivating podcasts, and flagship events like Incendo.

Jailbreak : Decode and Discover

Jailbreak: Decode and Discover – A Thrilling Journey!

Participants embarked on an exciting adventure across four challenging rooms, each testing their knowledge and problem-solving skills.

Room 1: The Jail Cell started the journey with tricky clues about brands and owners. Guessing the parent company correctly was the key to moving forward.

In Room 2: The **Interrogation Room** participants faced a series of true/false questions about their parent company, with accuracy being paramount.

Room 3: The **Police Station Evidence Room** presented a distorted timeline of events, and participants had to rearrange major milestones in the correct chronological order.

Finally, Room 4: **The Courtroom** wrapped up the event with a word search puzzle, featuring 15 brands under their assigned parent company.

The event was a blend of knowledge, wit, and teamwork, making it an unforgettable experience. Kudos to the organizers for a brilliantly planned and engaging event!



Jailbreak: Decode and Discover was a four-stage challenge where participants solved brand-related puzzles, answered tricky questions, arranged timelines, and cracked word searches. Blending knowledge, wit, and teamwork, the event offered an engaging and unforgettable experience.



Rivalry Reloaded - Avion 2025

Marcell's latest creative spectacle, part of Avion, captivated the audience with "Rivalry Reloaded." This **roast-style debate** featured six teams, each representing **rival brands**, analyzing case studies, and fiercely defending their chosen brands in a battle of wit and humor.

The event began with an exciting opening ceremony where the host set the stage, explaining the rules, judging criteria, and showcasing epic brand rivalries. Teams drew chits to decide their brand rivalries and debated order, with pairs like Nike vs. Adidas and Apple vs. Samsung going head-to-head.

The competition heated up with the top three teams advancing to a thrilling **3-way final round**, featuring Swiggy, Blinkit, and Zepto. Teams received extra prep time and then clashed in a 20-minute debate, roasting two opponents each.

The event was judged by **Mr. Chetan Dubey**, who provided insightful feedback. Avion's "Rivalry Reloaded" proved to be a sensational event, leaving the audience entertained and teams proud of their dynamic debates.



Rivalry Reloaded, part of Avion, was a roast-style debate where six teams represented rival brands, defending them with wit, humor, and case study insights. After intense rounds, the top three battled it out in a fiery final, making it a highly entertaining and engaging showdown.



Incendo: The Amazing Race

Epic Adventure Unleashed at Incendo: The Amazing Race!

Marcell's event, as part of Incendo, sparked a wave of excitement on campus! Students gathered for "The Epic Chase," an incredible race full of **puzzles, clues, and challenges** that tested both their brains and brawn.

The adventure kicked off with teams solving a **tricky 25-piece jigsaw puzzle of a brand logo**. With brains buzzing, they raced to the first location, only to be met with misleading QR codes and clues! The hunt continued through the canteen and room 303, where participants solved challenges, including identifying items from memory and deciphering mirror-imaged clues.

Sabotage Tokens added a twist, allowing teams to create hurdles for their rivals—silently communicating while seeking the next clue added to the chaos and fun.

The final round was a nail-biter, as teams dashed up and down the staircase, balancing lemons on spoons, all to unveil the last clue. The event wrapped up with participants finding a hidden fire-torch cutout, signaling the end of their thrilling journey.



The Epic Chase, part of Incendo, was a thrilling campus race packed with puzzles, clues, and physical challenges. From solving jigsaw logos to decoding clues and using Sabotage Tokens, teams battled brains and brawn in a high-energy hunt, ending with a nail-biting final dash to victory.



INCENDO: Conglomerate Premier League 3.0

The Conglomerate Premier League 3.0, a key highlight of INCENDO, brought a wave of excitement and strategic thinking to the campus! Teams were allocated a budget of **₹70 crores** and tasked with purchasing exactly **seven companies from designated industries—fashion, food, electronics, beverages, and personal care.**

The auction process was intense, with teams bidding fiercely for their desired brands. The rules were strict: jumping bids were prohibited, and acquiring an eighth company led to disqualification. Teams had to manage their budgets wisely to avoid running out of funds and stay competitive. As the auction progressed, the atmosphere was electric with strategic bids and counter-bids. The event was not just about winning but also about smart financial management and strategic planning. Ultimately, the team with the highest score emerged victorious, with the tie-breaker being the remaining budget.

INCENDO's Conglomerate Premier League 3.0 proved to be a thrilling event, **blending strategy, competition, and excitement.**



Part of INCENDO, Conglomerate Premier League 3.0 was an intense auction-based strategy game where teams managed a ₹70 crore budget to acquire seven companies across industries. Blending bidding wars with smart financial planning, the event kept participants on edge, ending with thrilling victories and strategic triumphs.



SHINING STARS

SPRING 2025 CAPSTONE 2.0

GLOBAL RANK 3RD



DHWANIL JARIWALA



HENIT SHAH



UMANG VAKHARIA



VIBHOR ANAND



RATHIKA PATEL

SHINING STARS

PRABALYA

WINNERS (FOOTBALL)

TEAM : BOMBSQUAD



KARAN KHANDURI



SAAGAR DESAI



ADITYA MULGAONKAR



VARUN



SHALES R RAWAT



ANUJ NAIR



ANKIT DINKAR

SHINING STARS

PRABALYA

WINNERS

MIXED DOUBLES-BADMINTON



ANSHIKA JAIN



YASH KAVITKAR

WINNERS

MIXED DOUBLES-TABLE TENNIS



HIYA DOSHI



ANKUSH JAISWAL

SHINING STARS

PRABALYA

WINNER

WOMEN'S SINGLES TABLE TENNIS



HIYA DOSHI

WINNER

MIXED SNOOKER



ANKUSH JAISWAL

SHINING STARS

MBATTLEFIELD

WINNERS

TEAM : 10X SQUAD



AMAN SAXENA



DHRUV JAJOO



ABHINAV SHIKHAR



SHUBHAM BEHELE



CHANDRADEV VERMA



KEWAL JAIN



PARTH PANWAR



DHRITI GOENKA



RUSHVI PARIKH



AVANI JAIN

SHINING STARS

MBATTLEFIELD

RUNNER UP

TEAM : DECADYNAMOS



RAJ GUPTA



PULKIT KHANDELWAL



PRAYAS TRIPATHY



AKHIL SAINI



ROHIT MUNDRA



KEERTHANA SAI



SANJANA GUPTA



CHARAN PODILAPU



PRANAV NANDA



AYUSHI AGGARWAL

SHINING STARS

PR COMMITTEE - PR RESCUE

WINNERS

TEAM : TREASURE HUNTERS



ADITYA BAJAJ



VINIT GOSALIA

1ST RUNNER UP

TEAM : DEADLY DUO



DIVIJ HOODA



ANSHUMAN MISHRA

SHINING STARS

OPNOTCH CLUB - OPSTHON

WINNERS

TEAM : URANUS



ROSHAN AKHTAR



AASTHA



VINAYA INUMELLA

SHINING STARS

HITO - GAMIFICATION 3.0

WINNERS



KAVISH ANAND



JAINEEL PARMAR



HARSH SINGHAL

HITO - MEME-O-MANIA

WINNER



NIYOMI JOBANPUTRA

SHINING STARS

FINCORP - MARGIN CALL

WINNERS

TEAM : 3 IDIOTS



NIKHIL DHARWAL



ADITYA CHOURE



SWAPNIL TAUR

2ND PRIZE

TEAM : GROW



REV AGARWAL



ANIRUDH PATIL



JAINEEL PARMAR

SHINING STARS

FINCORP - CLASH OF CASH

WINNERS



NIKHIL DHARWAL



ROHIT BHAMARE



SWAPNIL TAUR

2ND PRIZE



REV AGARWAL



ANIRUDH PATIL



JAINHEEL PARMAR

SHINING STARS

FINCORP - OPERATION CODE RED

WINNERS



SIDDHARTH JAIN



SONALI SANAP

Newsletter By
EDITORIAL TEAM

An official publication of NMIMS Navi Mumbai

PATRON



Dr Arun Sharma
Campus Director



Dr. Nitin Balwani
Associate Dean



Dr. Krunal Punjani
Assistant Professor

GUIDANCE

MEMBERS



Shivkant
President



Niyomi Jobanputra
Vice President



Riddhi Shetty
General Secretary



Aditi Pachpute
General Secretary



Jannat
School Head



Arpita Shrivastava
Content Head



Anushka Gupta
Social Media Head



Mouli Jain
Social Media Head



Muskan Agrawal
Creative Head



Vaibhav Khetan
Events Head



Rupantak Shekhar
Senior Executive
Member



Yash
Senior Executive
Member

Newsletter By
EDITORIAL TEAM

An official publication of NMIMS Navi Mumbai

EXECUTIVE MEMBERS



Akash Ranjan
Executive Member



Angela Rumao
Executive Member



Anubrota Gogoi
Executive Member



Dhruv Jajoo
Executive Member



Jayalaxmi Kamath
Executive Member



Palak Laddha
Executive Member



Prachee Makhija
Executive Member



Rahul Madhu
Executive Member



Vinit Singh
Executive Member