



**SVKM'S NMIMS NAVI MUMBAI**

A REPORT ON

**AVION'18- A BUSINESS SEMINAR  
& CASE STUDY COMPETITION**

24<sup>th</sup> February 2018

THEME: EXPLORING THE GLOBAL FRONTIER  
ORGANIZERS: BUSINESS EVENTS COMMITTEE  
FACULTY INCHARGE: DR. MANOJ KUMAR

# Contents

AVION'18 - First Ever Business Conclave at NMIMS Navi Mumbai .....	3
The Theme.....	3
The Inauguration.....	4
The Panel Discussions .....	4
The Case Study Competition .....	5
The Event Flow .....	6
Panel Discussion.....	7
Marketing Panel Discussion .....	7
Finance Panel Discussion .....	7
Case Study Competition .....	8
Number of teams: 63 .....	8
College split up:.....	8
Domain Break-Up: .....	9
Year of Study:.....	9
Area of Specialization of Participants: .....	10
Case Study Timelines: .....	10
Sponsorship .....	10
Business Events Committee .....	11
Management Wing .....	11
Logistics and Sponsorship Wing .....	11
Final Round Up .....	11

## **AVION'18 - First Ever Business Conclave at NMIMS Navi Mumbai**

The NMIMS Navi Mumbai held its first ever business conclave, Avion'18 on 24<sup>th</sup> February 2018. The theme of Avion'18 was "Exploring the Global Frontier", delving into the present-day buzzword 'Globalization'. A case study competition which attracted above 90 registrations from top B-schools across the country, was also a part of Avion'18.

### ***The Theme***

Globalization has been the 21st century buzzword in the business world. The term "globalization" encapsulates an array of processes that collectively increase the scale, speed, and effectiveness of social interactions across political, financial, cultural, and topographical borders. The most extraordinary effect of globalization has been the amalgamation and expansion of world economy boosted by liberalization, capital flows, especially, FDIs spearheaded by MNCs, and reduction of tariff barriers. The globalization of technology has led to explosive growth of information exchange.

Now, in the aftermath of the global financial crisis, the nature of globalization is changing as emerging markets take on a larger role in the global economy. If anything, the so called "global financial crisis" drives home the fact that economies no longer exist in isolation. Cultures, economies, government policies and markets around the globe have always interacted and influenced each other. The new global economy of the 21st Century has transformed the economic, social, educational, and political landscape in a profound and indelible manner. Never before in human history has the tempo of transformation been more omnipresent, swift, and global in its context. The increase in the breadth and depth of connections between individuals, companies, nations and regions has changed the lives of billions of people.

In India from steel to Bollywood, from cars to IT, Indian companies are setting themselves up as powerhouses of tomorrow's global economy. The global arena is where the remarkable prospects lie but it is also where complexity and risk abound. Hence, gaining insights on global perspectives, focusing on finance and marketing, required for expanding beyond frontiers - was the major focus of our Avion'18. Our business conclave brought together a distinguished panel of industry experts who shared their trailblazing ideas and most-updated knowledge on new approaches to understand global challenges and reflected on paths forward.

### *The Inauguration*

The event was inaugurated by the lamp lighting ceremony by Dr. P.N. Mukherjee, Director, NMIMS Navi Mumbai, Dr. B.S. Sahay – Advisor to VC, NMIMS, Dr. D. Sanyal, Vice Provost, SBM and Mr. Jitendra Nangia – VP, HDFC Bank, our Title Sponsors.

### *The Panel Discussions*

Avion'18 business conclave saw eminent corporate personalities from the fields of Finance and Marketing sharing their insights on global perspectives imperative to expand beyond frontiers. The distinguished panel comprised of Mr. Pawan Bindal, Entrepreneur, Mr. Dhaval Patel, Avanse Financial Services Ltd, Mr. Ajit Singh, ICICI Bank, Mr. Goutam Y, Reliance, Ms. Nidhi Ahuja, JLL, Mr. R Kannan, Hinduja Group, Mr. Atul Donde, Atul Donde Consulting and Training, Mr. Rakesh Sharma, JSW, Mr. Utsav Rawat, Novartis Healthcare, Ms. Ashmita Venkatesh, Nykaa.



The keynote speakers commenced the engrossing panel discussion by comprehensively throwing light on the various aspects of globalization and its impacts on India and rest of the world. The distinguished panel then launched into an enthralling discussion wherein these corporate thought leaders shared their trailblazing ideas and most-updated knowledge on new approaches to understand

global challenges and reflected on paths forward. The stage was set alight with the fascinating tradeoff of thoughts and it was a fantastic learning experience for the students of NMIMS. The students also got the opportunity to interact with our guests and understand the corporate culture.

### ***The Case Study Competition***

The panel discussion was followed by the grand finale of Avion'18 case study competition. Out of 92 registrations, our panel of judges had shortlisted 6 teams which were from IIM Lucknow, SIES College of Management Studies, Indira Institute of Management, Pune, KJ Somaiya Institute of Management and Research and NMIMS Navi Mumbai.

The teams had to crack cases from one of the two domains – Marketing and Operations. After 2 strenuous rounds of case analysis, these 6 teams had to compete in the final presentation round.

The final round was fiercely competed which saw each team put their best foot forward. Competition was neck-to-neck and our jury panel had a tough time choosing the first among equals.

Avion'18 Case Study Competition Winners were IIM Lucknow Team for Operations and Indira Institute of Management Team for Marketing. The winners were felicitated with a trophy, certificates and a cash prize of Rs. 10,000.

**The Event Flow**

<b>AVION 2018</b>			
<b>AGENDA</b>			
<b>S. No.</b>	<b>Start time</b>	<b>End Time</b>	<b>Activity</b>
1	8.30 am	9.30 am	Arrival of Guests
2	9.30 am	9.35 am	Welcome address
3	9.35 am	9.40 am	Lighting of the Lamp by Dignitaries
4			Saraswati Vandana & NMIMS Theme
5	9.40 am	9.50 am	Directors address
6	9.50 am	10.00 am	Inaugural address by Dr. Sahay
7	10.00 am	10.10 am	Address by Dr. Sanyal
8	10.10 am	10.20 am	Address by Chief Guest
9	10.20 am	10.40 am	Welcoming of all Marketing guests
10	10.40 am	10.50 am	Keynote address Panel 1
11	10.50 am	11.30 am	Marketing Panel Discussion
12	11.30 am	11.50 am	Tea Break
13	11.50 am	12.00 pm	Welcoming of Finance guests
14	12.00 pm	12.30 pm	Keynote address Panel 2
15	12.30 pm	1.45 pm	Finance Panel Discussion
16	1.45 pm	2.00 pm	Vote of Thanks
17	2.00 pm	3.00 pm	Lunch break
18	3.00 pm	4.00 pm	Case Study Competition
19	4.00 pm	4.15 pm	Case Study Competition Prize Distribution
20	4.15 pm	4.30 pm	Vote of Thanks & Event Round up
21	4.30 pm	5.00 pm	High Tea



## Panel Discussion

### Marketing Panel Discussion

1. Key Note Speaker- R Kannan (Head- Corporate Performance Management Function, Hinduja Group)
2. Name – **Rakesh Sharma**
  - Designation – Vice President – International Marketing
  - Company – JSW Steel
3. Name – **Atul Donde**
  - Designation – Founder and Director
  - Company – Atul Donde Consulting and Training (OPC) Pvt. Ltd.
4. Name – **Ashmita Venkatesh**
  - Designation – Marketing Manager
  - Company – Nykaa
5. Name – **Utsav Rawat**
  - Designation – Head of Marketing
  - Company – Novartis Healthcare Pvt. Ltd.

### Finance Panel Discussion

1. Key Note Speaker- Pavan Bindal (Entrepreneur)
2. Name – **Dhaval Patel**
  - Designation – Product Head
  - Company – Avanse Financial Services Ltd.
3. Name - **Goutam Y**
  - Designation – Manager
  - Company - E & Y
4. Name – **Ajit Singh**

- Designation – Manager (Business Development)
  - Company - ICICI Bank
5. Name – **Nidhi Ahuja**
- Designation – Associate Director
  - Company – JLL

## Case Study Competition

**Number of teams: 63**

**College split up:**

NAME OF COLLEGE	NO. OF TEAMS
1. IIM Lucknow	2
2. IIM Kozhikode	1
3. IIM Visakhapatnam	1
4. IIM Indore, Mumbai Campus	1
5. IIM Kashipur	1
6. IIM Udaipur	1
7. IIM Lucknow Noida Campus	1
8. NMIMS Mumbai	1
9. NMIMS Navi Mumbai	3
10. NMIMS Hyderabad	1
11. NMIMS, Bengaluru	1
12. IMT Ghaziabad	1
13. FMS Delhi	1
14. GIM, Goa	2
15. NITIE, Mumbai	1
16. University of Mumbai	1
17. KJ SOMAIYA, Mumbai	7
18. SIMSREE, Mumbai	3
19. Xavier Institute of Management	1
20. MISB Bocconi	3
21. Prin.L.N. Welingkar institute of	6
22. SIBM Pune	1
23. Symbiosis Institute of Management Studies, Pune	1
24. Department of Management Sciences (PUMBA)	1
25. IES MCRC	1
26. SIESCO MS	6
27. ITM Navi Mumbai	2
28. School of petroleum management	1
29. National Institute of Agricultural Extension	1
30. International Management Institute, Kolkata	1

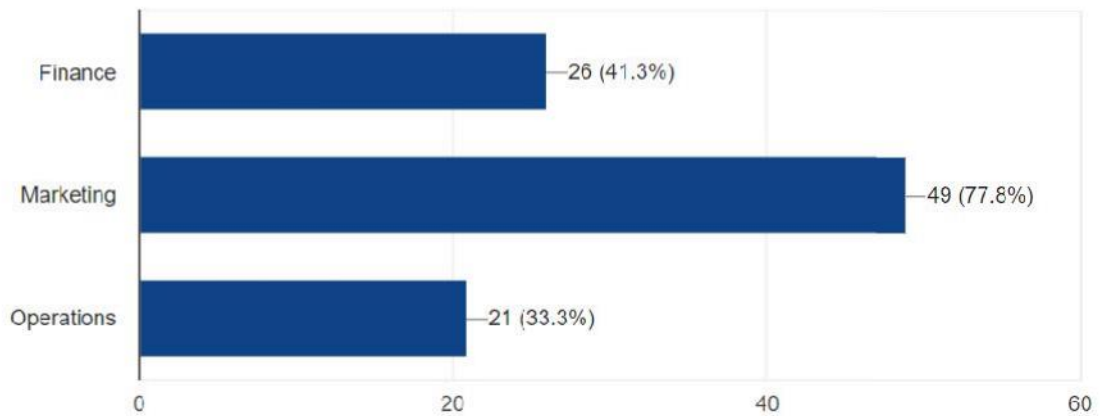


31.	SCMHRD Pune	2
32.	Department of management studies IIT-R	1
33.	National Institute of Agricultural Extension	1
34.	BIMTECH	1
35.	Sinhgad Institute of Business Administration & Research	2
36.	SIBAR kondhwapune	1
37.	Dayalbagh Educational Institute	1
38.	Indira Institute of management Pune	1

**Domain Break-Up:**

Please select the domain of Case Study? (Note: We will provide you case study related to this domain)

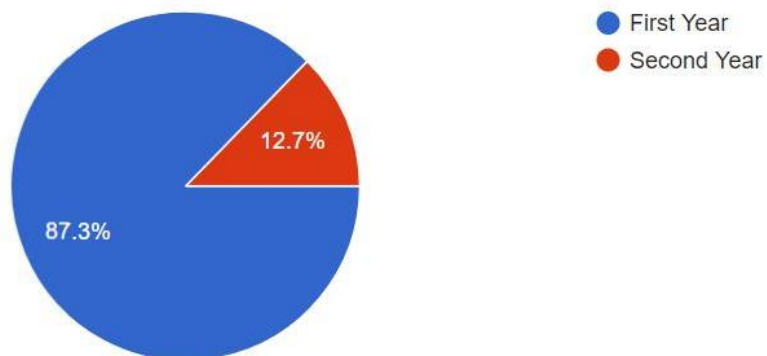
63 responses



**Year of Study:**

Studying in which year of PGDM/MBA? (Majority of Members)

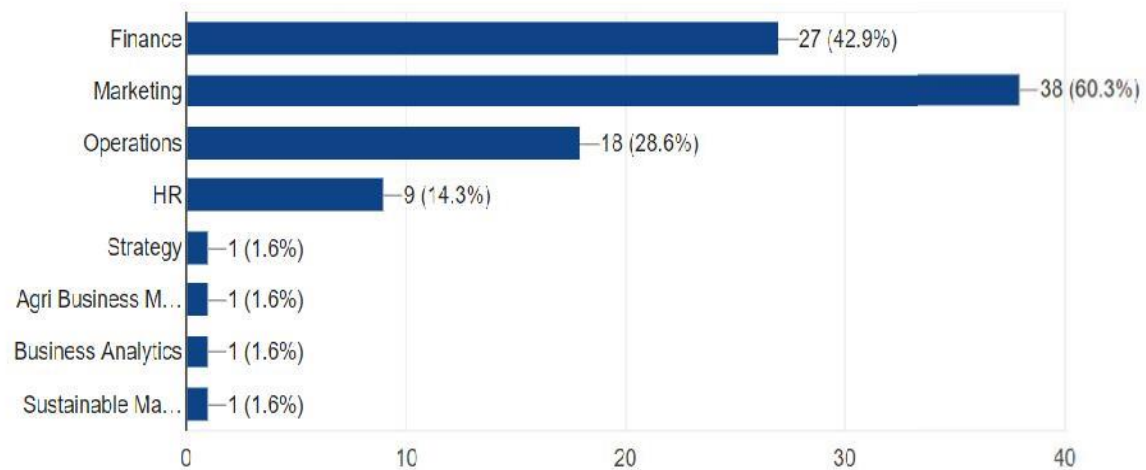
63 responses



## Area of Specialization of Participants:

Please select your area of specialisation? (Check all for General)

63 responses



## Case Study Timelines:

1. Registration confirmation - sent as and when the participants registered
2. Cases & guidelines - 22<sup>nd</sup> January 2018
3. First Reminder email - 2<sup>nd</sup> February 2018
4. Second Reminder email - 8<sup>th</sup> February 2018

## Sponsorship

- ❖ Title Sponsor: HDFC Bank- Rs 1 Lakh
- ❖ Co-sponsors:
  - MR Developers- Rs 15,000
  - Da Capo- Rs 5000

## **Business Events Committee**

### *Management Wing*

- Alisha Gajare PGDM President
- Simeran Sharma PGDM Vice President
- Sughra Ali PGDM Secretary
- Aayush Bedi PGDM Treasurer
- Gaurav Rampal PGDM Executive Committee Member
- Surbhi Ratra PGDM Executive Committee Member
- Tanya Kumar BBA Executive Committee Member
- Shantanu Acharya BBA Executive Committee Member
- Niharika Patne MBATECH Executive Committee Member
- Dhairya Shah MBATECH Executive Committee Member

### *Logistics and Sponsorship Wing*

- Saman Shakir PGDM
- Ashutosh Sharma PGDM
- Himangi Daga PGDM
- Meghna Banka PGDM
- Abhishek Singh PGDM
- Raghav Nangia PGDM
- Devank Gupta PGDM
- Vrushti Pandya PGDM

## **Final Round Up**

A journey of a thousand miles begins with a single step. NMIMS Navi Mumbai has embarked on its voyage with this first step, its first ever business conclave, Avion'18.

The overall meticulous planning and successful organization of the Avion'18 Business Conclave was executed by the Avion'18 Organizing Team (Prof. Burna Nayar, Prof. Manoj Kumar, Ms. Prachi Pawar and Prof. Sushil Chaurasia) and the Students Business Events Committee (Alisha Gajare, President; Simeran Sharma, Vice President).

### *Avion'18 Organizing Team*

*(Prof. Burna Nayar, Prof. Manoj Kumar, Ms. Prachi Pawar and Prof. Sushil Chaurasia)*

### *Business Events Committee*

*(Alisha Gajare, President; Simeran Sharma, Vice President)*

*NMIMS Navi Mumbai*