Progress often happens when objective thinking gets transformed into perspective, when there is more value addition to a product in each and every stage, leading to the transaction happening between the supplier and the customer in a market place.

Taking cues from this idea, this issue of the Newsletter is based on Marketing. There could be few forums providing better opportunity to put a student’s understanding of all marketing concepts to test than ‘Kritva’, IMI’s annual Management and Cultural Fest.

In addition to an article on Kritva, this edition of the newsletter contains articles appreciating the concepts, ‘brand’ and ‘marketing’.

It also contains the thought stimulating opinions of our honorable Director General Padmashri Dr. Bakul Dholakia on various topical issues.

-Dr. Manaswini Acharya is a Professor of Marketing Communications & Chairperson of Branding & Media Relations Committee at International Management Institute, New Delhi
SPORTS MARKETING – PROMOTING SOCCER IN THE INDIAN CONTEXT

Nilesh Pandey, 2nd Year PGDM-Marketing

The global sports market is expected to reach $145 billion by 2015. Including infrastructure required, sporting goods, licensed products and live sports events, this figure reaches an enormous $350-450 billion. Over the past few years, football has dominated the global sports event market. In 2009, football had 43% share amongst the global sports events market. Football is also the most followed sport across the globe with 3.3-3.5 billion fans around the world. Football is played by approx. 200 million people in over 200 countries.

Talking in financial terms, in 2013 alone, FIFA generated $404 million from the marketing rights associated with the football World Cup 2014, which formed 29% of its annual revenue. Companies which are partners of FIFA, like ADIDAS, Coca Cola, etc. along with specific companies that sponsor the World Cup, like Budweiser, Castrol, etc. pay huge amounts ranging from $25 million - $50 million per year to be associated with the sport.

For quite a number of years, sports marketing in India was limited just to cricket. The recent years have seen a transition in this trend, with football aggressively catching up with cricket. As per the TAM India research, in 2013, cricket had a reach of 209 mn (individuals) while football had attained tremendous growth to reach 155 mn individuals. Also, the viewership increased from 39.4 million in 2006 to 67.2 million in 2010, vis-a-vis Football World Cup. FIFA president Sepp Blatter’s recent visits to India have given many hopes and promises including a potential bid for the 2017 U-17 Football World Cup. A host of other infrastructural developments including 8 new football fields (under the scheme of ‘Win in India with India’) and various academies were sanctioned to improve the state of the sport in the country. With a population of more than 1.2 billion, FIFA President Sepp Blatter has correctly called football the ‘sleeping giant’ in India. The Indian Super League that started from October 2014 is an earnest attempt to revive the image of the world’s most popular sport in India. While it is a venture of Reliance-IMG (Reliance Industries and IMG), corporate giants like the Sun Group, Den Network and Videocon group, amongst others have instantly seized the opportunity to cash in on the ISL. The league includes international players like Alessandro Del Piero and Elano who have lent a truly global appeal to the event.

Sports Marketing is traditionally carried out in two ways- Marketing of Sports and Marketing through Sports. Owing to the combination of being both a product and a service, the traditional 4Ps of marketing are not sufficient to encompass the dimension of sports marketing. Hence, 4 new Ps have been added to completely analyse the entire array of sports marketing. These include planning, packaging, positioning and perception.
Marketing of sports refers to the marketing of various goods or services related to sports. It refers to making use of marketing mix variables to communicate the benefits of sport participation and benefits of spectatorship in various sporting events. There have been many instances where marketing of sports has led to a significant impact in the development of a country.

Talking about football in particular, the recent Brazil World Cup (2014) has estimated a BRL 142 billion contribution to the Brazilian economy. Marketing through sports is the marketing of non-sports related activities, companies or products, using sports as a medium. In a general scenario, the company and the sport usually get associated with each other when they have something in common, either the target audience or some form of congruence in their personalities. Mountain Dew sponsoring events of X-games reinforces its image of being adventurous, initiating the idea of the ‘adrenaline rush’ associated with the drink and the game. Sponsorships are the most common forms of marketing through sports. The decision to sponsor any event/team is highly strategic and several factors play a key role in determining how any company should proceed with marketing through sports. The banners or the electronic advertisements, television advertisements that are displayed while an event is going on also fall under the domain of Marketing through Sports. Under the same concept, digital marketing is gaining widespread popularity by leveraging the reach of sports.

The advent of ISL brings with itself a plethora of opportunities to promote football in the country, especially amongst the youth. Having said that, the support of the government is paramount to achieve this, which in turn would encourage the corporates and media to do the same. An organisation has to efficiently manage the 8Ps of Sports Marketing which, in all fairness, are strategic decisions and require considerable cost and time. Having tasted success in one ‘new’ sport, these strategic moves can be replicated to other sports like badminton, wrestling, kabaddi and many others where Indians have left their mark in recent times. If these dreams can be turned to reality, India is surely on its path in becoming a true sporting nation.

References:
PwC : “Changing the Game: Outlook for the Global Sports Market to 2015”
As per Forbes:
As per Erin McGrath : Challenges in Sports Marketing – Posted on June 26 2011 available on :

SELLING LUXURY ONLINE IN INDIA:
Perception of Brand Managers

- Dr. Manaswini Acharya

The internet as a medium for information, communication and entertainment has grown by leaps and bounds and has become all pervasive. Its role in communication, in social networking and thus, in influencing consumers in a number of categories such as apparel, books, financial services and travel has been phenomenal. One of the key challenges for companies today is to ensure effective portrayal of their brand’s characteristics through the Internet. The category of luxury products is also experiencing the use of this new media. ‘Luxury brands are those whose ratio of functional utility to price is low while the ratio of intangible and situational utility to price is high’ (Nueno & Quelch, 1998, p. 62). They are more than just premium-priced products with an elaborate design. With the online environment, conversion of the once exclusive to niche markets; luxury brands have now become available to the large mass market. This has created significant problems for luxury brands with regard to their identity and how customers perceive their brand image. It has been observed that brands like Gucci, Salvatore etc. have only made a select range of their very basic products available on e-commerce websites in India. The full range is not available online and therefore, the question, “whether luxury brands sell online in India,” sets a heated debate in motion.

There is concern regarding how luxury brands should sustain their niche position and appear exclusive while utilizing digital platforms that are available to the masses.

A study was conducted to understand how luxury brand managers in India perceive the Internet and the new media as a means for communication as well as for selling their products. It was revealed that among Indian luxury brand managers, initially, there was an element of skepticism about taking their luxury offerings online to connect with the customers. But, inspite of this, they agreed on the relevance
and significance of the digital platform specifically for connecting with the customers. Evidence from other nations has shown that having presence on social networking sites led to dilution of such brands which none of these luxury brands can afford at any time. It seems, that only for such a reason, Indian luxury brand managers became over cautious about going full-scale on such platforms. What these luxury brand managers need to ensure is that they find the right environment for their target audience so as to maximize engagement with them. Globally, luxury brands have gone online in a full-fledged way and have benefitted from the move. Going digital seems imperative for Indian luxury brands as well. Engaging with the present and prospective customers seems to be the key.

-Dr. Manaswini Acharya is a Professor of Marketing Communications & Chairperson of Branding & Media Relations Committee at International Management Institute, New Delhi

Celebrity endorsement is an oft used tool in marketing communication that has stood the test of time. In the late 1800s, Queen Victoria’s laundress endorsed Glenfield patent starch; Mark Twain lent his name to a diverse basket of products from flour to fountain pens and from motor cars to tobacco and cigars. Till date, celebrities remain an integral part of modern advertising. In fact a comprehensive study by Illinois State University reported that 20% of all television advertisements feature a well-known individual from the world of sports, TV, movies or music. David Schulte, Vice Chairman, American Vantage Media argues in favour of celebrity advertising saying, “With such a clutter of Brands trying to break through with different messages, celebrities have an ability to make the message heard.” The advertisers believe that brand images built through celebrities command a relatively higher degree of attention and recall by consumers, eventually leading to higher sales. Undoubtedly, the advantages of using celebrity advertising are immense, but then so are the risks and costs. Thus, it becomes imperative to carefully assess the impact of celebrity endorsements on consumer perception and purchase behavior. Celebrities reflect the modern society; transfer their core qualities on to the brand’s persona in a manner that is quick, efficient and effective. This triggers a chain of social influence which allows the consumers to be in accord with the communicated attitude instantly. The cameos and portrayals that we see are usually of two different styles - first, where the celebrity plays himself or herself and converses on Gujarat or ICICI securities as Mr. Bachchan did. The intention is to create a viewer-brand connect. Here, the congruence between the brand and the actor is essential and yet camouflaged. So, the multiple roles played by Aamir Khan in the old Coca Cola series or Mr. Bachchan as the endearing ‘pappu’ for Cadbury and Parineeti Chopra in ‘teda hai par mera hai kurkure’ are some examples. However, no matter what is the depiction or the medium and no matter how evolved the consumer is, as a country we still love our celebrities and never fail to stop to listen and remember when the icons talk to us and what they talk about. The reasons for this Indian-Idol connect is as elementary as A, B, C Mr. Watson! Advice & advocate: As a collectivist society, we are used to adopting as advised. And when the advisor is Ms. Balani asking us to build a ‘shauchalaya’ (toilet), or Wasim Akram recommending Accu-check to monitor your insulin levels; the claim is believable. Blend & harmonize: When the brand and the celeb are complementary, where one does not know whether Roger is the face of Rolex or the precision of a Federer shot is the benefit of the watch, the personification is perfect. Comic relief: In our mundane life, we always seek entertainment through buffooney and fantasy. Thus, if in the commonplace narrative we see Abhishek Bachchan telling us, “No ulu banoing” or the spunky Ms. Priyanka Chopra quirkily asking us, “Why should boys have all the fun?”, we cannot but smilingly agree.

THE MAGIC OF CELEBRITY ENDORSEMENT

THE FORMULA THAT NEVER FAILS

- Professor Neena Sondhi, Marketing- Area Chairperson
Redefining the Promotion Mix:
Social Media Marketing

- Harsimran Singh Sandhu, PGDM, 1st Year

The traditional marketing wisdom has for long bestowed the fact that an unhappy customer tells another ten. But that’s the story of past, today’s highly educated, historically affluent, increasingly skeptical and demanding customers can change the fortunes of a company or a product overnight with just a few strokes. That’s the power of the new hybrid entrant in the integrated marketing communication strategy and the promotion mix of every organization today - “The Social Media”.

The consumers of the world have created their own dominion having a wide array of online, word-of-mouth forums including blogs, consumer-to-consumer e-mail, customer product or service ratings, websites and forums, company-sponsored discussion boards and chat rooms, Internet discussion boards and forums, and social networking websites to name a few, where there lies an immense potential for marketers to get in, attain consumer attention, create brand awareness, shape their opinions, attitudes, purchase behaviors and stimulate post-purchase communication by bringing their discussions in line with the organization’s mission and performance goals. Hence, the power of social media is massive and if exploited properly can work wonders for companies; the important aspect in play is controlling the content and dissemination of information.

People often create their own forums to discuss about various products, services, movies, frankly everything under the sun; a way in which this consumer habit can be used by companies for their own interests is by serving them with their exclusive forums where they can rate products, provide feedback, share their experiences etc. Also the platform can be used by companies to promote their own products, conduct studies about the acceptability of the product and consumer expectations from the same. An example can be, a number of online communities exist where parents can share their experiences, discuss issues etc. like indiaparenting.com and shishuworld.com. These sites help information sharing along with opportunities for interaction through message boards, forums, and chat rooms. Another strategy can be a blend of both conventional marketing mix and social media to engage customers through online competitions and contests. Be it events like Big Boss, Indian idol or campaigns like ‘Dove campaign for real beauty’ in which creative advertisements were made and one among the top five semifinalists was selected through online voting, with the winning advertisement displayed during Oscar awards, 2008. Such kind of events and opportunities imbibe in customers a sense of ownership and trigger interest in them about the product.

People have a tendency to gather information about the product that interests them before they start discussing it online. Thus in order to ensure that the information a customer is gathering and sharing is from a trusted source, companies are creating portals where they provide all the product information in complete detail. Procter and Gamble has such a section known as ‘ask Julia on their website created for the sole purpose of catering to customers’ information cravings. Apart from this, providing exclusivity to the customer makes them feel special and this can be done by offering services to a certain subset of consumers. It creates a lot of online as well as offline murmur about the product in that particular community. Supporting events and causes which are important to customers also help create a buzz about the company online as we have seen the ALS ice bucket challenge going viral, supported by many firms.

Even if marketing managers cannot fully direct information dispersion through social media, ignoring the impact of this information transmission through varied portals on customer behavior is tantamount to yielding the communication process to the vagaries of the marketplace. Creating a more effective promotion mix by incorporating social media can give these new communication formats a home in standard marketing management practices and theories.
SYMPOSIUM WITH DIRECTOR GENERAL, DR. BAKUL DHOLAKIA

Japan remains a large economy. In terms of its actual purchasing power, it ranks in the top 3. If we look at the period from 2008 to now, the global economy was hit by recession in 2008-09. This was followed by a phase of partial economy in 2010 but Japan wasn’t doing too well. Then the European countries were attacked by recession and Japan was recuperating. Now, when the European countries are doing well, Japan is suffering, which is not good news for India. But Japanese foreign investment in India may not get affected that much. If Japan continues to be in a bad shape, then 2016 may be bad but not 2015 because it holds surplus to be invested into the market.

Q. The Prime Minister’s visit to any foreign country is viewed with a sense of anticipation; what productive collaborations could come about from his visit to Australia?

Australia has a lot of experience when it comes to infrastructure- ports, roads, etc. It has also experimented with public-private partnerships. It has coal in abundance and that is one resource which can solve our power sector problem. Bilateral trade can offer a lot of opportunities with Australia. Australian universities in the higher education system want to aggressively pitch for India. But there are ethnic problems which the Indian students face in Australia. The worst problem is getting a work visa for our businessmen. I am sure the Prime Minister must have addressed these issues.

Q. Japan has been reported to have fallen into recession; what are its implications on the world economy in general and the Indian economy in particular?

Q. The E-Commerce is all set up to contribute significantly to the Indian economy but there seems to be a pertinent scepticism and even fear that the ‘bubble might burst’. Your comments about the same?

No, I think it is too early to start worrying about bubble bursting. Even if it is a bubble, it has to first develop. As long as purchasing as an activity continues, it will only be a switch. E-commerce is about innovation. The manufacturers know that they have to be current. It is like the mobile industry; you discard the existing product and buy a new one. Considering the penetration rates, E-commerce as a business may still be emerging in the smaller towns. A number of players may enter this space, competition will increase. These players may not be able to earn high profits but the industry will expand.

Q. What is the future of retailing in India? How does organized retail help the retail sector grow?

The future of retail is absolutely bright. It is the customer facing aspect of any business. Brands will carry only the value which the retail is going to impart to them. Today’s customer is intelligent, knowledgeable and very fussy about his/her choices. In this segment, the purchasing power lies and only good retail focus can cater to this customer segment which is very fast growing.

Organised retail can atleast create perceptions about the quality of the product which has to be then sustained by performance. The customers, particularly the middle class, want to be 100% sure about the quality of what they are buying. For the developing countries that’s where the problem lies. The simple element of gradation of total output by quality is an emerging area. So, organized retail has a lot to contribute.

Investment in this sector has the potential to expand the market.

Q. Micro Finance seems to be in its decline phase and is deemed by some academics to fizzle away with time. Do you think a revival is possible?

It is a perception that microfinance is declining. It is the only method to reach the bottom of the pyramid. If you do not have strong microfinance institutions, you can never aspire for inclusive growth. This country still has 25-35% population below the poverty line. I don’t think there are too many options to well manage large number of microfinance institutions. Trust is what is absolutely required. That is the reason why one of the private bank licenses that has been given, is to a microfinance institution.

-Dr. Dholakia is a Gold Medalist from Baroda University and holds a Doctorate in Economics. He has 45 years of teaching experience, including 33 years at IIM Ahmedabad. He has served as the Reserve Bank of India Chair from 1992 to 1999. He has been awarded the Padmashri by the Government of India in 2007 for his contributions in the field of Literature and Education
Q. It has been 7 years since you passed out of IMI. What first comes to your mind when you think about IMI today?

It’s not just one thing. But yeah one thing that I definitely recall at first is the Amphitheatre. The other thing is the experience of working with friends on various projects and presentations. Though I was a Day Scholar, I do clearly recall the time I spent in the hostel after classes with friends.

Q. What kind of skills do you think IMI has helped you obtain which have been really helpful to you in your corporate life?

Learning on the job is the biggest learning factor but one of the things which was really helpful to me was making presentations. In graduation, you don’t get that much opportunity to present. During MBA, your presentation improves and in general your public speaking becomes better. The other thing is my experience as a part of Placement Pitching Committee. I was part of the team that went to Mumbai. That whole thing of pitching for your college, speaking to corporates etc was a confidence builder. Again, this is part of presentation skills but obviously speaking to corporates gives you more confidence. I think that experience helped me a lot during the overall placement season.

Q. How important do you think it is to have an industry specific approach while studying?

I don’t think it is necessary to have an industry in mind. But it is necessary to know what your interest is in terms of stream. So if you’re interested in Sales then you should choose the subjects related to it like Sales and Distribution Marketing, Retail Marketing, Rural Marketing etc. There is a set of subjects you need to have when you choose a particular stream. So basically, it is tough to choose the industry at this stage be it consumer durables or FMCG or retail but you should have an idea of the stream you want to work in and accordingly choose marketing or finance subjects. My own experience shows that you may not need to restrict your career to one industry. I started working in the FMCG sector, then I moved to advertising and now I’m in retail. Tomorrow I might move into the consumer durables sector. So what is important is that, if I’m in sales then I should be able to sell. If you’re a marketing guy then you should be able to market any product across industries. However, if you’re in IT, then it matters because then you need to keep up with the IT knowledge that changes at a very fast pace.

Q. How do you think the brand of IMI is doing in the corporate world?

Well, if I need to talk about the company that I’m working for, Adidas, I think the perception of the IMI brand is really good. There is a fair strength of people in Adidas from IMI which also includes the Retail Director. But overall I feel that though there is a reasonable amount of awareness about IMI in the Delhi/NCR region, it is not as good outside the capital, say in a metro like Mumbai or Bangalore. We should be focussing more on such cities with high number of corporates to increase awareness.

Q. How do you think IMI should aim to grow in the coming years?

There are many things that a B-School can do to grow, like have Management Development Programmes, seminars that include corporates. One essential thing is that you should have these special guest speakers from corporates and not just those that you know but essentially corporates that are doing really well in the industry. The focus must be on corporate houses where the senior management would have a good word of mouth in terms of spreading the word around for IMI. Another important thing is that the quality of students must also be maintained to a level such that when the corporates come they would be impressed.
As the saying goes, “All work and no play makes Jack a dull boy, All play and no work makes Jack a mere toy.”

An MBA life isn’t just about live projects and presentations; nor is it about overnight parties. There is much more to it and there is a need to get a work-life balance. IMI’s flagship Cultural Management fest Kritva is something which (like its theme) would be a ‘redefining’ experience. Kritva is a healthy (and much welcome) break from the hectic life of an MBA. The 2 years of an MBA programme isn’t just another course: it’s a commando training regime. A regime which would make us polished diamonds and shape us into the global leaders we are destined to become; a breather in the midst of the rigorous schedule is always welcome.

KRTIVA 2014 is a 3 day long Annual Management – Cultural fest held at IMI Delhi. Kritva is derived from the Sanskrit word which means ‘to do’. Kritva 2014’s theme of ‘Redefining India’ was chosen because we feel it is the need of the hour to change perceptions, fight established norms that are a setback to the country, and take India to new heights altogether. Kritva 2014 would also celebrate this change as the nation moves ahead to a brighter tomorrow. Wheels of change move as India moves towards an era of Economic Stability, Growth and Prosperity. Managers need to constantly look at the bigger picture; this is not just a fest but a platform for change!

This flagship event is organized by the students and has been growing in size and success over the past few years. Hosting one of India’s most participated B school fests in the country requires the application of all the managerial and organizational skills one should expect from any typical MBA graduate.

Kritva has a plethora of events ranging from case discussions to fashion shows, from online quizzes to on campus debates, from hardcore Marketing to hardcore LAN gaming, IMI’s Kritva has it all. Case studies right from the companies’ desks provide a real life exposure to students to what they would be dealing with after they pass out. A fashion show that has eye popping performances and displays of talent that aptly showcase the myriad of abilities students have, from tackling case studies, to being at their trendiest best, from sharing information and knowledge on specializations to participating in management quizzes and what not!

All said and done, it is the night time when the life of an MBA graduate truly comes to life and Kritva is no exception. Instead of having late night case discussions and project work, going on Flamboyant Fashion shows, VH1 Supersonic Parties and the much awaited Star Night was when the campus truly came alive. It might have been 3 cold nights in Delhi, but it surely was 3 unforgettable nights at IMI Delhi.
Luxury Brand Management

A seminar course on Luxury Brand Management was conducted was Prof. M. Acharya at the end of August 2014. The course had both the theoretical and the market perspective of the luxury industry. The course had industry guest speakers like Mr. Amit Seth, CEO, Luxury Hues and many other speakers from DLF Emporio and Brand Managers of other leading luxury brands. The course brought to the fore the following:

• Definition of Luxury
• Nuances of building and managing luxury brands.

There were 33 PGP 2nd year students who attended this 20-hour course.

Taking mocks, seriously!

Jittery nerves and butterflies in the stomach are a given when there is a lot at stake, especially placements. With the shape of the career and the future being decided on a candidate’s performance in a span of under an hour, students have every reason to be nervous. To deal with this nervousness and imbibe confidence, students were categorised according to their area of interest and mock GDs and PIs were conducted for them by Industry experts from Ernst&Young, Snapchat, Genpact, Siemens, Accenture, Denstu, JWT, etc.

PLACEMENT REPORT 2014-15

The Final Placement Season 2014-15 at IMI, New Delhi has established that the Institute has gone from achieving 100% placements to placements exceeding expectations. This has reinforced the standing of IMI, New Delhi among the top-tier B-Schools of India. Over 150 students were offered their dream jobs in the very first week of the placement season this year. With the top recruiters across industries offering a plethora of profiles to the students, IMI, New Delhi is witnessing an incredibly successful placement season in consonance with the expectations of the batch in terms of company profile, opportunities to learn and compensation offered. Many top notch corporate houses have joined the bandwagon of the regular recruiters to hire from one of the most diversified talent pool, offering a higher average CTC in comparison to previous years. Showing a greater faith in the quality and potential of students at IMI, Delhi, recruiters have offered superior job profiles so far, spanning functions from consulting, general management, strategic planning, sales and marketing, operations, investment banking, portfolio management, etc. representing sectors such as technology, information management, e-commerce, banking among others.

The junior batch also enjoyed stellar summer placements with an average monthly package of Rs. 40,000 per month over last year’s Rs. 25,000 per month. With one of the best placement seasons of all times currently ongoing at the rapidly evolving campus of IMI, New Delhi, the prospects are only getting better with each day.
STUDENTS’ ACHIEVEMENTS

IMI, New Delhi won ranked at the 2nd place at MDI's Annual Sports fest Akshayam after bagging Gold and Silver medals in events such as Volleyball (Women's) , Football, Basketball, Throwball.

Students from IMI also came Runners-up in a case study competition and also came second runners up in a Biz-Modelling Contest organised by University of Delhi.

IMI student, Vishruta Mattu has won the NHRDN & Prof Ram Charan Young HR Icon Award -2014.

AN INTERACTION WITH THE PAST FOR A BETTER FUTURE

The National Alumni Meet- NAM’14, hosted on 23rd November 2014 by Alumni Relations Committee in the IMI New Delhi campus, saw tremendous participation from over 300 alumni from pan India . The event was inaugurated by honourable Director General Padamshri Dr. Bakul Dholakia.
Events @ IMI

14th Advanced Management Programme (October 27 – November 11, 2014)

Omnium Global Executive MBA Program (5-17 October 2014)

National Alumni Meet 2014

MDP - Effective PMS for High Performance Culture

Workshop - Building Communication Through Movement

Guest Lecture by Industrial Experts

International Workshop on China, India and Beyond


Books Published

• Concise Commentary on Company Law - Taxmann Publications (P.) Ltd.- Dr. G. K. KAPOOR and SANJAY DHAMIJA

Books Published (Reprints)

• Company Law - Taxmann Publications (P.) Ltd.- 17th Edn.- Dr. G. K. KAPOOR and SANJAY DHAMIJA

• Company Law and Practice - Taxmann Publications (P.) Ltd.- 19th Edn.- Dr. G. K. KAPOOR and SANJAY DHAMIJA

• Business Law including Company Law - New Age International Publishers - 17th Edn. - S. S. GULSHAN and G. K. KAPOOR

Chapters Edited in Book (International)


Conference Presentations


• Shankar, Gauri, “9th Sustainable and Inclusive Solutions Summit organised by CII on September 16-17, 2014 held in New Delhi.”


• Shankar, Gauri, “International Conference on " Mass Urban Transportation " organised by CII on October 10, 2014 held in New Delhi.”

• Shankar, Gauri, “Annual Management Convention on " Architecting Competitive Edge for Sustainable Development " organised by DMA on October 31, 2014 held in New Delhi.”

• Shankar, Gauri, “10th Higher Education Summit on "Higher Education Vision 2030: Making it Happen "organised by FICCI on November 14, 2014 held in New Delhi.”

• Shankar, Gauri, “Delhi Franchise Summit : Leadership and Growth organised by CII on November 21, 2014 held in New Delhi.”
Red Hot Summer internship stipends sizzle: Jump 30-40% as cos prepare to hire talent

B-schoolers get a Haversack of Happiness

Summer Scorcher!

Average stipends up by 30-40% at IMI-Indore, it is up to ₹1,01,000 for 2 months. At IMI, more firms offering ₹80k-1 lakh
Top stipends hit new highs: MDI-Gurgaon had the highest stipend of ₹4.2 lakh and KLJ: ₹3 lakh
Ecommerce cos and startups make splashes! Flipkart, Snapdeal, eBay, Shopclues, Firstcry, Paytm, My Deal 24 7 are some of them.

IMI in News

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

Sharda University signs collaborations with 3 foreign universities

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?

IMI Delhi: The Institute of Management & Industrial Relations

B-School Placements Set to Rock: E-Comm Tops Charts

Why PGDM schools bat for autonomy

Most Cos have Increased Stipends

Can anything be better than an MBA degree?
ACCREDITATIONS

Eligibility

PDGM/PGDMHR/PGDM(B&I): 50% or equivalent in CGPA marks in graduation from any AIU approved university. Those graduating in 2015, with results available by 2015 may also apply.

Ex-PGDM: 60% or equivalent in CGPA marks in graduation from any AIU approved university and a minimum of 5 years of post qualification, full time work experience.

Admission Procedure

- IMI uses Common Admission Test (CAT) conducted by IIM’s to shortlist the candidates. Candidates have to appear for CAT. (Refer CAT Bulletin for further details). IIM’s have no role either in the selection process or in the conduct of the program.
- Foreign students, PIO and NRI sponsored candidates are also eligible and are required to take the Graduate Management Aptitude Test (GMAT) at a test center outside India.
- For Ex-PGDM course, the admission of self sponsored candidates in the program is based on scores in the CAT or GMAT. For all such candidates IMI accepts CAT scores for any year from 2010 onwards.
- Foreign students, PIO and NRI sponsored candidates are also eligible for Ex-PGDM, based on their GMAT scores, provided they have taken the GMAT test not earlier than January 1, 2010 and not later than December 31, 2014, and submit such scores while applying to IMI.

For complete information on all the programmes, visit us at www.imi.edu and apply online at http://admissions.imi.edu
MANAGEMENT DEVELOPMENT PROGRAMMES (Open MDPs) (December 2014 - March 2015)

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Dates</th>
<th>Venue</th>
<th>Facilitator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HPCL Wealth Creating Mindset</td>
<td>3-5 Dec 2014</td>
<td>HPCL campus, Pune</td>
<td>Prof. Sanjay Dhamija</td>
</tr>
<tr>
<td>IOCL Enhancing Leadership Capacities and Potential among Professional Women</td>
<td>8-10 Dec 2014</td>
<td>IIPM Gurgaon, Prof. Asha Bhandarker</td>
<td></td>
</tr>
<tr>
<td>NHPC Developing a Learning Organization</td>
<td>8-10 December 2014</td>
<td>NHPC/ Hotel Atrium Faridabad, Prof Bhupen Srivastava/ Prof Mamta Mohapatra</td>
<td></td>
</tr>
<tr>
<td>GAIL Wealth Creating Mindset</td>
<td>10-12 Dec 2014</td>
<td>GTI, Noida, Prof Sanjay Dhamija</td>
<td></td>
</tr>
<tr>
<td>Towards Effective Negotiation Skills</td>
<td>10-12 Dec 2014</td>
<td>IMI Campus, Prof Subir Verma</td>
<td></td>
</tr>
<tr>
<td>CSR and Sustainability: New Mantras of Corporate Strategy</td>
<td>10-13 Dec 2014</td>
<td>IMI Bhubaneswar, Prof Arun K Rath/Prof Shailendra Nigam</td>
<td></td>
</tr>
<tr>
<td>ONGC Leadership Development Programme(LDP-1) 3rd Phase</td>
<td>8-22 Dec 2014</td>
<td>IMI Campus, Prof Subir Verma/Prof G K Agrawal/Prof Sonu Goyal</td>
<td></td>
</tr>
<tr>
<td>ONGC Creative Leadership</td>
<td>15-18 Dec 2014</td>
<td>ONGC Academy, Dehradun, Prof Bhupen Srivastava/ Prof Mamta Mohapatra</td>
<td></td>
</tr>
<tr>
<td>IOCL Wealth Creating Strategic Mindset</td>
<td>15-19 Dec 2014</td>
<td>IIPM Gurgaon, Prof Sanjay Dhamija</td>
<td></td>
</tr>
<tr>
<td>Training for Trainers</td>
<td>22-24 Dec 2014</td>
<td>IMI Campus, Prof Asha Bhandarker/Prof Premila Verma</td>
<td></td>
</tr>
<tr>
<td>Performance Management System - A Strategic Tool for ITEC</td>
<td>5-17 Jan 2015</td>
<td>IMI Campus, Prof Shailendra Nigam/Prof Afsha Dokadia</td>
<td></td>
</tr>
<tr>
<td>ITEC Certificate Course on General Management</td>
<td>22 Jan-5 March 2015</td>
<td>IMI Campus, Prof Deepak Chawla/Prof Ramesh Behl</td>
<td></td>
</tr>
<tr>
<td>IOCL Transformational Leadership</td>
<td>19-22 January 2015</td>
<td>IIPM Gurgaon, Prof Asha Bhandarker</td>
<td></td>
</tr>
<tr>
<td>ONGC Creative Leadership</td>
<td>19-22 Jan 2015</td>
<td>ONGC Academy, Dehradun, Prof Bhupen Srivastava/ Prof Mamta Mohapatra</td>
<td></td>
</tr>
<tr>
<td>ONGC Creative Leadership</td>
<td>16-19 Feb 2015</td>
<td>ONGC Academy, Dehradun, Prof Bhupen Srivastava/ Prof Mamta Mohapatra</td>
<td></td>
</tr>
<tr>
<td>India Module Omnium Global Executive MBA Programme of ROTMAN</td>
<td>8-12 March 2015</td>
<td>IMI Campus, Prof Sonu Goyal</td>
<td></td>
</tr>
<tr>
<td>ONGC Creative Leadership</td>
<td>9-12 March 2015</td>
<td>ONGC Academy, Dehradun, Prof Bhupen Srivastava/ Prof Mamta Mohapatra</td>
<td></td>
</tr>
<tr>
<td>ESSEC General Management Programme</td>
<td>19-21 March 2015</td>
<td>IMI Campus, Prof Sanjay Dhamija</td>
<td></td>
</tr>
<tr>
<td>ITEC Certificate Course on Operations Management</td>
<td>30 March-13 June 2015</td>
<td>IMI Campus, Prof Arvind Chaturvedi/Prof Sidharth Varma</td>
<td></td>
</tr>
</tbody>
</table>