



INTERFACE

where marketing comes alive **The Marketing Forum Of SIMSR**



Where Marketing Comes Alive

ABOUT US

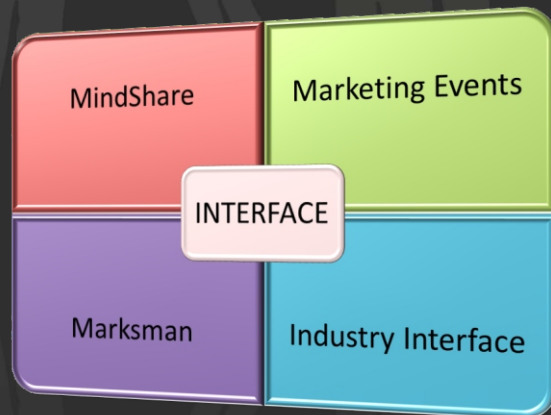
SIMSR

K. J. Somaiya Institute of Management Studies and Research (SIMSR) was established in 1981 as a part of K J Somaiya Trust and Somaiya Vidyavihar with the objective of providing state of the art education in education and allied areas. The institute was inaugurated by Dr. Manmohan Singh the present Prime Minister of India, and has since established itself among the top 20 B-Schools in India. K J SIMSR is ISO 9001:2000 certified by Bureau Veritas and has academic tie up with AIT - Bangkok , Deakin University - Australia , Cornell University - United States .



INTERFACE

Marketing is the ubiquitous connection between customer needs and Industry solutions. INTERFACE seeks to provide information and experiences that increase awareness about the marketing domain and educate students about the varied and exciting career opportunities available in this field.



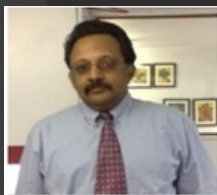
We conduct variety of events such as Brand equity Quiz Contest, Case Study Competitions , Guest Lectures by Marketing heads of the companies to promotes marketing interest of the Indian B-School fraternity. It also organises workshops on strategic selling, market research and advertising, conducted by top industry professionals in order to give students an insight into the exciting and dynamic world of marketing. The club brings out a monthly magazine - The MARKSMAN that updates enthusiasts about happenings within the Indian marketing context.

ABOUT US

OUR VISION AND MISSION

"To give a platform to the marketing enthusiasts where they can nourish their marketing skills & career and in the process make INTERFACE one of the leading marketing clubs among the top 20 B-schools in India & the most sought after brand among the corporates "

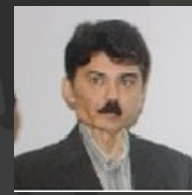
OUR GOVERNING COUNCIL



Mr. Satish Ramachandran
VP Interactive, FCB+ULKA



Mr. Tarun Chauhan
Senior VP and
Managing Partner,JWT



Mr. Naresh Tilwani
GM, Godrej & Boyce



Mr. Vipul Mathur
VP Marketing, Onida



Mr. Pradeep Lokhande
CEO, Rural Relations



Mr. Nitin Mukadam
Marketing Strategist

OUR MENTORS



Dr. Prof. S.C.Ghai
Sales & Distribution Specialist



Prof. Ramkrishan Y.
Rural Marketing Specialist



Prof. Brijesh Bolla
Marketing & Strategy Specialist



Prof. Isaac Jacob
IMC Specialist



Dr. Prof. Monica Khanna
Marketing & Strategy Specialist

INDUSTRY INTERFACE

VERTICALS

We, at Interface, work under different functional verticals, so as to collectively benefit the students as well as Industries. Our continuous & professionally channelized effort towards all these verticals has helped Interface to gain a trustworthy & respectable position in student & industry community alike.

These verticals are:

Industry Interface

Marketing Event Management

Mindshare

Monthly Newsletter

INDUSTRY INTERFACE

This vertical of Interface is responsible for building & developing long term & mutually beneficial relationships between SIMSR & Industry. The primary objective of this vertical is to develop synergies between academic knowledge & Industry acumen. We attract industry practitioners from the best of their fields to share their knowledge and experience with the students of SIMSR. This helps the student gain a thorough understanding of practical skills & real time demands in the market. Simultaneously, this helps the industries gauge the intellectual capital of SIMSR.

We accomplish this objective through three channels:

Guest Lectures

Academic Year 2010-2011

Mr. Kamal Nandi - VP (S & M) Godrej & Boyce.
Mr. Ravi Kiran - CEO , Starcom Mediavest.
Mr. Tarun Chauhan, PRESIDENT - Lowe Lintas.
Mr. Prabhakar Mundkur , CEO - Percept / H.
Mr. Vipul Mathur - VP, Onida.
Mr. A.N Ramaswamy, President (Marketing) Bell Ceramics.

Academic Year 2011-12

Mr. Abhishek Jha, Regional - HR, Wipro Consumer Care.
Mr. Shankar Subramanian, Product Manager, ONIDA.
Mr. Tushar Srivastava, GM-Mumbai, PepsiCo.

Workshops

Mr. Siddhartha Mukherjee–Sr. VP (Communications), TAM Media Research.
Mr Nitin Mukadam - Marketing Consultant.

Concurrent/ Consultancy Projects

Social Wavelength
Onida

MARKETING EVENTS

We organize national level case study competition for various brands. Our intent is to bring forward the best solution for the problem posted by the brand and also to generate a massive buzz for the brand. We have successfully conducted events for Godrej Appliances, Onida , Mahindra Scorpio ,Nyootv , Draft FCB Ulka and many more.

SOCIAL MEDIA MARKETING COMPETITION FOR GODREJ APPLIANCES

Case Problem : “ The company is looking for strategies to increase its presence on Social Media “

Participation: Communication Reached – 1 Lakh premium B School Students
Teams Participated – 150 Teams from all over India .

Finalist Teams from : NITIE Mumbai , JBIMS Mumbai , SIMSR Mumbai , IIM Calcutta , IIFT Delhi, SIBM Pune, Welingkar Mumbai.



Brand Takeaway : Increase in Facebook Fans from 2000(Jan 2011) to 47,000 (Aug 2011)

Date : Feb 2011

“GODREJ IN 2015” A STRATEGY COMPETITION “ BRAND O MANTRA “

Case Problem: “ The company is looking for marketing strategies to make Godrej Appliances as market Leader by 2015 “

Participation : Communication Reached – 1 Lakh premium B School Students
Teams Participated – 120 Teams from all over India

Finalist Teams from: NITIE Mumbai , IIM K , SIMSR Mumbai , SJSOM Mumbai , IIFT Delhi, SP Jain Mumbai, N L Dalmia Mumbai

Date : Feb 2011

“BRAND O MANIA “ A CASE STUDY COMPETITION FOR MAHINDRA SCORPIO

Case Problem: To suggest Mahindra Scorpio an alternative positioning for its SUV and device strategies to communicate it.

Participation : Communication Reached – 1.5 Lakh premium B School Students
Teams Participated – 90 Teams from all over India

Finalist : IMT Nagpur , NL Dalmia Mumbai, SP Jain Mumbai , IIM K , NITIE Mumbai, SJSOM Mumbai , SIMSR Mumbai

Brand Takeaway: The viral videos made by the participants were used by Mahindra Scorpio to create buzz on their website.

MARKETING EVENTS

“NYOOTAKE “ – A CASE STUDY COMPETITION FOR NYOOTV – ONLINE TV

Case Problem: Marketing strategies for launching Online TV

Participation : Communication Reached – 1.5 Lakh premium B School Students

Teams Participated – 70 Teams from all over India

Finalist: IMT Nagpur , IIM K, NITIE Mumbai, SJSOM Mumbai , SIMSR Mumbai , N L Dalmia , Mumbai

Brand Takeaway: The strategies suggested by the teams were used in the Online Campaigns done by Nyootv.

Date : Jan 2011

CORPORATE PANEL DISCUSSION

In SIMSR Asia marketing INTERFACE participated actively in the successful conduction of the panel discussion where stalwarts of the industry debated on new world challenged in media industry.

Date : Feb 2011



SIMSR ASIA MARKETING INTERNATIONAL CONFERENCE

Date : Jan 2011

MARK U TRANSIT – A CASE STUDY COMPETITION FOR ONIDA AC

Case Problem: “To device Operational and marketing strategies to increase sales of Onida AC”

Participation: Communication Reached – 80,000 premium B School Students

Teams Participated – 90 Teams from all over India

Finalist: IIFT Delhi, JBIMS Mumbai, IIM I , IIM K , NITIE Mumbai, SIMSR Mumbai

Brand Takeaway: The strategies suggested were used by Onida to revamp their web marketing plan and also to strengthen customer relationship management .



MARKETING EVENTS

NATIONAL LEVEL BRAND EQUITY ONLINE QUIZ WITH KOMLI MEDIA

Participation: Communication Reached – 2 Lakh premium B School Students

Teams Participated – 500 Teams from all over India

Finalist: IIT Khadagpur , NITIE Mumbai

Date: Dec 2010

COMSTRAS – DRAFT FCB ULKA COMMUNICATION PLAN COMPETITION

Case Problem: “ To devise communication strategies for Nokia C3“

Participation: Communication Reached – 1 Lakh premium B School Students

Teams Participated – 150 Teams from all over India

Finalist: SIMSR Mumbai , N L Dalmia , NITIE Mumbai , SJ SOM Mumbai

Date: Nov 2010

ONIDA - KNIGHTS (ONLINE BRAND QUIZ CONTEST)

INTER-ONIDA-People register in a team of two.

Date: 4th August 2011

Details & Format of ONIDA-KNIGHTS

The Quiz contained 30 questions. Time allotted to the teams was 30 minutes. A pdf containing questions was mailed to the registered people at 10:45 pm.

The FIRST & SECOND were awarded certificates from INTERFACE and also got a chance to meet Mr. Shankar Subramanian personally.

Results

1st - Team QuizBulmujheedin

Suket Gupta, Abhey Bansal [PGDM-1st]

2nd - Team India

Aditya Nair, Rohit Katyal [PGDM-2nd]

INTERNAL BRANDING QUIZ & KNOWLEDGE SHARING SESSIONS

Student

Gaurav Agarwal

Pranav Surana

Lokesh Biyani

Sankalp Chugh

Abhishek Dwivedi

Ekta Nandrayog

Client

Ujjivan Microfinance

Aries Agro

Godavari Bio-refineries

SIDBI

Tata Swach

Kingfisher Airlines

Projects

Working capital Analysis for Micro Borrowers

Marketing & Sales strategy of Agro products

Market Study of Xylitol (a natural sweetener)

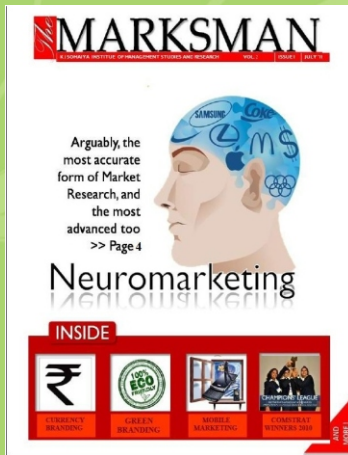
Due diligence for IT Security company seeking Venture Capitalist Funding

Triggers and Barriers for their new product, Tata Swach Smart

Cargo Utilization in Kingfisher Airlines

THE MARKSMAN

“The Marksman” is the exclusive pan India Monthly Marketing magazine of K.J Somaiya Institute of Management studies and research.



A Marksman is a sharp shooter, alert and tirelessly focussed at his target. Team Marksman puts forward the same dedication, working round the clock to present crisp, clear and precise articles for the readers to feast on every month.

Apart from featuring its own articles, Marksman calls for articles from B-schools across the country. Each article is meticulously scrutinised by the team, to bring to the readers a motley of powerful and thought provoking articles which will leave a MARK on your minds.

The Marksman runs the following sections:

The Cover Story: A constant attempt to bring forth a niche concept or tacit application of marketing which is changing the rules of the game subtly.

Special Stories: An in-depth and a riveting analysis of the latest trends from the world of marketing.

Tweets: Snippets from the marketing world, of what's making, breaking or changing fortunes.

Nuked: Marketing practices that never go out of fad!

Bookworm: Critical reviews of marketing related book, gauging their potential to be a worthy read.

Buzz: A crossword puzzle to encourage the readers to think on marketing lines.

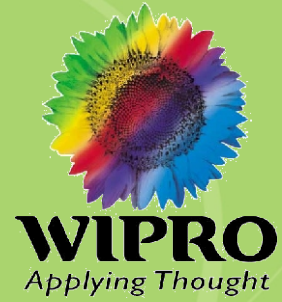
Rewind: A sneak peek into the world of stimulating engagements and activities at K.J. Somaiya, in the month gone by.

Featured articles: The most promising of all received articles, from the brightest minds across India, are featured.



With “The Marksman”, our aim is to provide a platform that brings out quality articles that are compelling, unconventional, creative and relevant reads to every enthusiastic marketer.

OUR ASSOCIATIONS



J W T

Percept/H



DRAFTFCB + ULKA



CONTACT US

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