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# The Perspective

**SUMMER INTERNSHIP  
EDITION**



**The Perspective of  
IMT Ghaziabad**

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# “UnQuote”

*Don't be afraid to give up the good and go for the great.*

*– Steve Prefontaine*

*The things you are passionate about are not random, they are your calling.*

*– Fabienne Fredrickson*

*The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.*

*– Steve Jobs*

*The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour.*

*– Vince Lombardi*

*Far and away the best prize life has to offer is the chance to work hard at work worth doing*

*– Theodore Roosevelt*

*If you can imagine it, you can achieve it; if you can dream it, you can become it.*

*– William Arthur Ward*

# From the Editors' Desk

**N**o matter how safe the port may appear to the ship, the latter is not built to be kept in the comfort zones of the safe haven is what they say. All the time and effort are invested in preparing it for the big day when the ship would finally ride the waves to challenge the uncertainties hiding in the unknown horizons of the ocean. Such are the thoughts jostling with anticipations in the atmosphere of the alma mater; such are the emotions floating around in the environment when, it's time for that proud moment of the year that brings along the harbingers of glorious moments of achievement to come in the near future. In this edition of *The Perspective*, we bring to you the words of the guiding stars, motivating, inspiring and preparing the young spirits of the batch of 2016 for the upcoming stormy weather that would eventually welcome a golden sunrise of an eventful career.

In the next section, we take you on a tour to the world of achievements in the B-School fraternity where some new stories have been scripted adding a few more feathers to the cap of IMT Ghaziabad. Following this, we cover the stories of a number of senior students who pass on the knowledge and wise words of their experience during internship in the best interest of the junior batch. In the Campus Buzz section, we have tried to cover the details of guest lectures, workshops and other events organized by the student bodies of the institute in the past one month. Summing it all, the Summers special edition of *The Perspective* is expected to provide a broad picture of what the junior batch should be prepared for and how to sail the ship towards the prospects of a bright future. Go ahead and have a look.

Happy reading!

*Ruchinit Kaur*  
*Saswati Sunayana*

**Co-Editors, *The Perspective***

# Director's Message

Every year the students of IMT Ghaziabad maintain the practice of interning with some of the most reputed brands in the corporate world across diverse sectors such as FMCG, Consulting, Market Research, Media, Engineering Industries, Pharmaceutical, IT & ITeS, BFSI, Telecom, Media, Advertising, Automotive and Retail. It is wonderful to see the students bagging prestigious internships and proving their mettle through hard work, dedication and through their out-of-the-box thinking. I congratulate the batch of 2015 for having been able to leave their mark in the industry even before graduating.

For the first year students, I would like to emphasize on the tremendous learning opportunities summer internships can offer. The experience can provide a taste of the real world and a feel of the practical aspects of business administration alongside great insights into the corporate structure, practice, culture and trends. Finally, the pure thrill of exploring functional areas of choice; this experience can bring along clarity to the future goals of a management student.

The interdisciplinary experience at the industry promotes a holistic development. Opportunities presented will help one identify if one is a right fit for the organisation and will help understand as well as discover the future aspirations better. At the same time, it helps to determine the right kind of environment for one's personal growth. The challenging yet exciting dynamics of internship projects helps draw a parallel between classroom learning and practical application and appreciate the fluidity and divergence of real time decision making. Internship experiences play a significant role in moulding the leaders of tomorrow.

I appreciate this initiative of the Media Relations and Ranking Committee of IMT Ghaziabad to showcase these diverse internship experiences that seek to inspire the first year students. It is bound to motivate the students and inspire them to aim higher and strive to excel in the upcoming summer internship placement processes.

With great confidence, I wish the students all the luck to take up the challenge and come out with flying colours making the college proud in the course.



***Dr. Bibek Banerjee***

***Director, IMT Ghaziabad***

***Area: Marketing Management  
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# Dean's Message



***Dr. N.L. Ahuja***

***Dean - Academics***

***Area: Finance and Accounting***  
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**Dear IMT Batch of 2014-16,**

Time has finally arrived for you to get your first exposure to the corporate world, through summer internships. The SIP is a very important part of the PGDM studies and will go a long way in your transformation from a student into a manager. The whole process of applying for summer placements followed by interviews/GDs/Case analysis etc will surely give you moments of anxiety but rest assured that if so many batches before you have made it through with flying colours, you can do it. The rigorous curriculum at IMT coupled with your determination and hard work can move mountains. So tread with confidence but do your homework well so that you are adequately prepared to face the selection process confidently.

Getting selected for the SIP is one thing and getting the best value out of it is quite another. Each day of your SIP, try to learn the practical aspects of business management as much as possible because you will not get this opportunity again. Success in the corporate world not only requires the conceptual clarity but also complete dedication, entrepreneurial spirit and discipline. With your hard work, it is very likely that you may land with a PPO just like many of your seniors have. Also amongst you are students seeking excellence through long term projects (LSIPs). Your long march to a successful career begins with the SIP/LSIP.

Remember, those who seek will find; knock and the door will be opened for you. Let the marvellous journey begin! We wish you all the best of luck and a successful career ahead.

# Chairperson's Message

*“It always seems impossible until it is done.”*

Generation after generation, these words of Nelson Mandela have inspired people in many more ways than one. While IMT makes the students aware of the complexities that exist in the business world, an internship experience provides the students a golden opportunity to really get their hands dirty and use the acquired business acumen for professional growth in the real sense. The internship period is that phase of the course which not only acts as a fertile environment where a student can absorb real world *gyaan* from all four corners, but also serves as the perfect acid test where these learnings can be used.

Summer internships hold benefits for both freshers and those with work experience. While it is the first corporate experience for a fresher, the experienced get to unlearn, relearn and prepare themselves for the industry. Opportunities to adapt as per the company requirements and evolve as per the industry, present themselves in full bloom.

The symbiotic relationship between the companies and the students of this institute is quite evident from the fact that it is a great platform for the corporate to scout new talent and recognize and hire the best brains for business. While interns give it all to prove themselves and hone their skill and knowledge, the mentors leave no stone unturned to mould their mentees into the star performers of tomorrow. It is here that long lasting networks are built in the corporate world. The experience of it all is to be etched in the memory for years to come.

This special edition of The Perspective aims to address the multitude of questions that might clout the minds of the students regarding the summers. It is an engaging compilation of personal experiences, anecdotes, general do's and don'ts, and that little extra insight from seniors who have successfully undergone the proceedings and have made the institute proud with the praise showered upon them by their prospective employers.

Here's wishing the batch of 2016 all the very best for achieving their goals and aspirations.



## *Dr. Lubna Nafees*

Associate Professor

Chairperson  
(Media Relations and Ranking  
Committee)

Area: Marketing Management  
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# Mavericks of Ghaziabad

*Delloite Maverick Season 3 Case Challenge saw participation from more than 4,000 teams representing the top 50 B-schools across the country. The Maverick is a distinctive industry-academia connect program by Deloitte focused on building solution oriented mindsets, leadership behavior and client service competencies among the leaders for the future. The program invites management students to form diverse teams, design solutions for current-day business challenges.*

*Team Daredevils constituted by a mix of first and second year IMT Ghaziabad students - Angshuman Sarkar (PGDM Finance, 2013-15), Ishita Bhowmik (PGDM Finance, 2013-15) and Ayan Saha (PGDM Finance, 2014-16), is one of the finalists for the final round to be held at Hyderabad later this month.*

*We had a brief chat with the members of the team about how they tackled the initial and the regional round.*

The initial round presented a business case on one of Deloitte's clients. We had to analyze the financial performance of the client and suggest some products/service segments that the client may want to consider exiting from. We carried out segmentation and using the concept of competitor analysis we recommended initiatives and opportunities to improve the business' position. The deliverable for this round included the submission of our findings in the form of a Power-Point presentation, on the basis of this the short listing for the next round was carried out.

We were elated to be shortlisted for the regional round after all the hard work we had put into the submission for the 1st round. What followed was another case based submission that required identification of the key issues in the financial sector and actions to unshackle the growth in this sector. About 60 shortlisted teams (15 from each region) qualified for this round. This round comprised of 2 sub-rounds. In the 1st round the teams had to present their ideas in a simulated, corporate, board room setting. The presentation had to be limited to 10 minutes followed by 4 minutes of Q and A.

***Tell us something about your presentation experience.***

The panel of judges for the second round presentations comprised of corporate heads (VP's) across different functional areas. From this round, 6 teams qualified for the next round, which was held on the

same day. In this round we had to be cogent, we had 4 minutes to present our ideas concisely and defend our proposal in a grueling 6 minutes of Q and A. Senior management amongst the jury members were- Corporate Head and Vice President of Deloitte, Bruce Stewart – Regional Managing Principal and Vikas Gupta – Director Talent

***What was the winning idea and your approach towards it?***

The regional case was related to identifying the key issues in financial sector and actions to unshackle the growth in this sector over the next 10 years. We talked about increasing capital requirement and declining profitability in Public Sector Banks. Also we shed light on Infrastructure lending, financial inclusion, FDI in pension funds and insurance and recommending the ideas for the road ahead. I think our divergent approach and thorough analysis was key to our win.

***What next?***

We are amongst the top 15 teams who will be competing in the Finals at Deloitte Office – Hyderabad on 26 September 2014.

***The finale saw XLRI Jamshedpur take home the winning prize money.***

# SABMiller - *Brew-A Career*

**B**rew-A-Career, a national case study competition conducted by SABMiller, India, saw IMT Ghaziabad compete against India's top B-schools to win summer internships and a cash prize of Rs.1,00,000. It was an exciting journey right from the start as SABMiller was a dream company for all of us.



Our team -The Millennials, comprised of strangers, but only initially as we went on to become the best of friends. We were amazed at the levels of self-motivation, dedication and temperament we displayed and this saw us through the entire journey.

We started with formulating the outline for the strategy and as we went ahead with filling it out, we realized we were missing something - The basic guidelines. This is when we consulted our seniors and professors. We would like to quote a line from the Harry Potter series in this context: "Help will always be given at IMT to those who ask for it".

Our hard work paid off. We were among the seven selected from the campus.

With this, we began our second round of intense preparation where we went a step further and consulted industrial experts. We also went to the market to get first-hand knowledge of consumer preferences. This round involved a presentation in front of a panel. Team dynamics played a huge role as we built on our submitted strategy and saw it grow into a beautiful slide deck. The entire journey was turning out to be priceless as the brainstorming sessions left us exhausted and yet wanting more. The D-day came and we were prepared for the battle.

Donning business suits, the 27 odd students looked sharp and snazzy. The presentations were done with, and photo shoots taken to preserve the memories.

The results were out and we were declared as campus winners. Now we were representing IMT at a national level which inspired us more than it terrified us. Following a week of intense preparations we were flown to Bangalore by SABMiller to present our solutions to their board of directors.

The venue was Taj Vivanta and the setup was grand and awe-inspiring. There were 10 teams that were chosen from a pool of 396 teams across 14 campuses.

We were indeed nervous, but the three golden words of advice of our seniors kept resonating in our heads- You are IMTians. We held our heads high and rubbed shoulders with our equals.

The board was impressed with our presentation and even conveyed the same. We were thrilled and couldn't wait to hear the much anticipated results. Our joy knew no bounds when our team was announced the winners! All our hard work had paid off!!

# Hindustan Unilever - *Carpe Diem*

## *The Competition*

Hindustan Unilever Limited announced its first B-school competitive event of the season, 'Carpe Diem' on July, 2014. This was the first edition of Carpe Diem and it saw participation from 6 B-Schools (including SIBM Pune, NMIMS, IIFT Delhi).

## *Our Experience*

We were given a case study on Pureit water purifiers, with the aim of expanding its reach to the urban as well as rural customers thereby expanding its customer base. The regional head for Pureit, *Mr Gauravjeet Singh*, mentored the students for this case. He also patiently answered the queries the teams had in the special sessions held by HUL. The idea synopsis we submitted in round 1 helped us make it through to the next round. Two other teams were chosen from IMT Ghaziabad.

In round 2, we presented our idea in depth and were glad when we were adjudged the Campus winners, thereby qualifying for the finals to be held in the Mumbai head office.

The 3 days leading to the finals were nerve-wrecking but our preparations were in full swing. We left college at 3 A.M. on the day of the competition, reaching the HUL Mumbai head office at 8, and the competition started at 10.

*The day started with breakfast, after which we were welcomed to their auditorium, where Mr Kedar Lale, (regional head) and Mr Gaurav spoke to us about HUL and about their journeys in their respective paths, and wished us luck for the Finals.*

Each team was given 5 minutes in which to present their solution, followed by a 10 minute question answer round from the 3 member panel. The order was chosen by drawing chits and we were to go fourth.

*Sitting in the meeting room allotted to us, we kept asking every team how it went and waiting nervously for our turn.*

When it came, we made our presentation, and were asked questions on it, all of which seemed like it happened within seconds. About an hour after we were done, we were told the results, SIBM Pune had won the event.

They also announced that they wanted to interview some candidates from all the Institutes for a possible Summer Internship. The process included two rounds of interviews, and on clearing both, HUL would offer SIP opportunity to the select few.

About 2 weeks later, *Pratyasha Dasgupta, Chetna Bharadwaj* and *Preeti Sulekha* received a Summer Internship offer from HUL for 2015.

## *Learnings*

Keeping our 20+ slides under a time limit of 5 minutes, keeping calm under pressure when we were asked questions that repeatedly made us second guess our solution were all things we learnt along the way. We also learnt that the best solutions to cases, especially complex cases were often the simplest ones that we could think of. That approaching a problem in the simplest terms, and having a clear idea of what we wanted out of the approach was most important while dealing with any case. The panel that we had preferred that we use simple terms, and what was important for them was that we were able to convey our thoughts clearly instead of how much we knew.

During the interview process, the learning was that panel members often look for the clarity with which one speaks, and their honesty. The best thing to do during the process is to be completely honest about your abilities and your limitations, and to just be yourself. I think that makes a difference in the end.

# HCL - Womenspire



It's one thing to be chosen from amongst 1078 women nationwide to represent one's institute at HCL Technologies' annual two-day conclave for women. But it is another thing altogether to live those two days with some of the finest young women that will lead the new generation of millennials into an era of unbound success.

Held on 11-12 September, 2014, at the HCL quarters in Noida, "Womenspire" opened with a humbling visit to Vidya Gyan – a secondary school completely free of cost for children from underprivileged homes. Funded by the Shiv Nadar Foundation and located in Uttar Pradesh, Vidya Gyan not only imparts education to some of the brightest and most meritorious children, but also houses them with state-of-the-art infrastructure.

The second day of the conclave saw a variety of esteemed women from different professions – all masters in their field, and all firm believers in the power of womanhood – interact with the participants. Listening to them, share their stories and pass their wisdom to us was highly enriching. The key learning each of them reinforced in us was to never feel shadowed by the still-male-dominated world, but to try to be a part of this fast-changing revolution.

The conclave ended with a relaxing concert by the musical band 'Elephant SoundSense', who in their signature style coined a very inspiring anthem for all the participants, dubbed '*She is the fire.*' After a lovely dinner where all the speakers and participants networked and intermingled, it was time to return to our hotel rooms for a night of comfortable sleep. The next morning, we departed satisfied, carrying with us the joy, encouragement, and learnings that we will remember for life.

*Ishita Das (PGDM 2013-15)*

*P Archana (PGDM 2014-16)*

**B**uzzle is a unique live chat application on Unilever Diaries through which you have an opportunity to interact with, and learn from marketing experts at HUL. With case practices every fortnight, the interactions are promisingly enlightening and fascinating.

The first chat topic, 'Kan Khajura Tessan' was hosted on 20th September. This stunning mobile marketing initiative has become the largest media channel in Bihar and Jharkhand within six months of its launch. With its irresistible tagline, '*missed call lagao, muft manoranjan pao*', HUL has injected a lively dose of entertainment for millions of rural Indians.

Boasting of over eight million subscribers in six months, the 'mobile radio' has brought Bihar, Uttar Pradesh and Jharkhand to the media light while ensuring their brands get the right attention in the process.



# groupm

*Joel Noronha and Samruddhi Nayak  
(Marketing)*

**H**eadquartered in New York City, GroupM is the largest advertising media company in the world in terms of billings. With over 21,000 employees in over 400 global offices, GroupM offers services ranging from entertainment, media planning and media buying to consumer research, sponsorship and sports marketing.



*We got Joel and Samruddhi from 2nd year to talk about their experiences while interning at GroupM.*

***Where were you posted?***

Both of us worked at the same office in Mumbai. It was a regular internship of over 2 months from April to June.

***What did your job entail? What kind of projects did you work in?***

Joel – I worked on a total of three projects, two in market research, one of which was for the brand association in the IPL and the other one for ADH Industries. The third project was a retail audit project for L’Oreal.

Sam – I worked in the entertainment and sports partnerships business unit. Though I helped the team get co-branded associations

for movies, my primary responsibility was to look for opportunities beyond movies where co-branded associations could be formed.

***Why GroupM?***

Joel – I was especially interested in the media sector and this sounded like the kind of company that ticked all the boxes. That is what helped me get through the interview as well. They look for that natural interest in the individual, someone who stands out from the rest and thinks on their feet.

***Something about the organizational culture at GroupM?***

There is a lot of work and deadlines are always around the corner, but the atmosphere is very relaxed and the excitement never wanes. It has the perfect mix of professional and casual, allowing us interns the leeway to perform our tasks. Being a media company, there was always some kind of brand activation or activity going on. It was interesting that way.

Sam – It was a young group of executives who worked together with us. That way, they were extremely approachable. The constant discussions in the office made the work all the more fun.

**I**dea Cellular, more commonly known as Idea, is an Indian mobile network operator based in Mumbai, India. With a subscriber base of over 138 million, Idea leads all other telecom operators in India in the Mobile Number Portability race and in having the most active subscriber base.



*Manya Joshi*  
(Marketing)

*Manya Joshi from 2nd year was with MRRC to talk about her experiences while interning at Idea*

***Where were you posted?***

It was a regular internship of over two months, and I was posted in Kolkata.

***What did your job entail? What kind of projects did you work in?***

It was a marketing profile, where my job was in driving branded retail post-paid activations and enhancing the quality of Idea's acquisitions. I had to analyse what Idea was doing in Kolkata, its current operational procedure, in-store and out-store marketing and mystery shopping. Sometimes, you had to go beyond your job description to understand the need gap. For example, I suggested

an incentive-driven FDE scheme to boost acquisitions for the front desk. Growing through better CRM, that was what it was.

***How was your experience of going through Idea's selection process?***

Idea had a unique selection process. It had an unnaturally large shortlist of over 150 students, and the process consisted of two group discussions and a personal interview. The group discussion was entirely sector based. Questions such as "How can a potential 3G scam affect Idea?" were common during the rounds.

***Any suggestions for the budding***

***candidates?***

Understand the company and the sector it belongs to. Familiarise yourself with the statistics to back your statements during the discussion and the interview. The trick to clear the group discussion is to identify the right air space and dive in with relevant points. Do not succumb to pressure.



**MICHELIN**

*Sharad Subramaniam*  
(Marketing)



Far far away from the comfort of an air conditioned B-school classroom lies a transport nagar. For the uninitiated, a transport nagar is a hub for trucks and buses that ply the entire length and breadth of the country: a pit stop, an overhaul center, the start or the end of any journey of a goods carrier. For the well versed (or the ones familiar with Porters Five forces), it is the nodal point of the country's logistics backbone. It was uncharted territory for me and it seemed like the transport nagar and I were like two hummingbirds that had never met.

The Michelin office (commercial centre in Gurgaon) is one of the places that have a slight fairy-tale quality to it. People carry smiles on their faces like they have been just granted a wish by a jinn. So, you get a warm nod every time someone passes by your cubicle.

This gets contagious after a while. So you go back home and say a "HI" to people you meet in the apartment's elevators, at the car parking, the gymnasium. The work ethic is quintessentially French, so, much emphasis is laid on punctuality, having an above average business dress code and a zero tolerance towards financial shenanigans.

Spanning across Ludhiana, Jaipur, Delhi, Gurgaon, Agra and Meerut, my project was to study the truck driver's influence in a tyre purchase; research the socio-economic challenges he faces and design marketing solutions for Michelin that would resolve his problems. The obvious methodology was administered questionnaire. Michelin gave me a free hand on the technique and I ended up interviewing them at dhabas, inside their trucks, on highway hotels

and the one base camp where I used to boomerang to-the transport nagars.

The transport nagar is a challenging place to be. One, they are not the people you meet in your life on a daily basis, and two, you are not used to walks in areas beset with dirt and grease. But by day 3, I started feeling at home. Truckers would reject a simple conversation like "Where are you headed to?" and I would have to skip ten such truck drivers to arrive at someone who is willing to give an interview. I ended up taking 169 interviews and discussions by the end of my internship period.

Most of us, I am willing to wager, have preconceived notions about truck drivers. You need an experience like this to pack them up in bag and throw it outside your window. This moved me much

more deeply than case studies on “bottom of the pyramid” could.

The experience doesn't make me a preacher though for the 2014-16 batch, I have a few fundamental tenets to share.

**Read, Read, and Read:** You must have realised by now that reading Delhi Times and Page 3's will take you only as far in your career as Big Boss did to Kamaal R Khan's. Switching from fiction to non-fiction may help and switching from Cosmopolitan to Economic Times, further so.

**Disheartened and disenchanted:** You may be subjected to some disappointment in the Internship Week; be aware that it's all about the organizational fit. If you are an apple, you cannot get into the orange juice. Have patience, a great company is going to come looking for you.

**The IMT Brand:** During internships, IMTians are a treat to watch. They work harder and stronger than any intern from equally good or better colleges. Do not be bogged down by an intern just because he/she is from an IIM or a Yale or a Harvard. Fire up all cylinders and throttle hard. **A Mental Hunger Games:** Personally affable, professionally ruthless-challenge fellow interns and encourage them to challenge you as well.

**Under-promise, Over-deliver:** Seriously, you do not want to look like Rajpal Yadav imitating Al Pacino. Period.

**Be Dissatisfied:** I sat in a truck's passenger seat and did a 15km ride just to get a real feel of a day in the life of a truck driver. Don't settle. If you are asked to staple papers as an intern, start gluing stamps, get photocopies done for

others, be a receptionist at times. The idea is to chase a new mystery. The moment the comfort zone encircles you, elope. There is a complete year of college after internship to enjoy till madness. She sells sea shells: Because you know long walks in the b-school campus with your eye-candy is like a candlelight dinner in real life. Use the long walks here in the college as practice and explore the sales field like you are a kid on a beach looking for shells.

**Scratch the veneer:** Learn in a much deeper way than reading through the astrology column on MSN. Add value to your life rather than just the CV.



**Abbott**  
A Promise for Life



*Manoj Kumar Jayaraman*  
(Marketing)

***Which company did you intern at and where were you posted?***

I interned at Abbott India Limited. I was posted in Mumbai for a period of two months from April to the end of May.

***What was your role in Abbott as an intern? Which projects did you work on?***

I was in the Sales Force Effectiveness division and the role was that of a Business Analyst. My project was to streamline the monthly National and Regional level review processes across the 7 business divisions of Abbott. This involved multiple iterations of interviews with the National level Sales Managers and getting a thorough idea about the entire Sales organisation. I was required to identify data interaction patterns and suggest “analytics based inference making” solutions. I was also briefly involved in the corporate competency mapping project.

***Why Pharma? Why Abbott?***

Abbott is, as of now, India’s biggest Pharma company by sales and has been able to maintain that position for a long time; that too in an industry that has been going through turbulence in the past decade. This made for a challenging and interesting environment which was why I was interested in Abbott.

***Could you talk about the recruitment process of Abbott at IMT?***

What suggestions would you give to an aspiring candidate? The recruitment process was a very calm affair. You just have to be yourself and exhibit composed confidence. A good idea about the company and industry will come in handy.

***What was the culture like at Abbott?***

The company culture is as open as it gets. Everyone, including the

Directors, was always approachable and no one ever flinched to give time. The interns were treated at par with full-time employees in the truest sense.

***What was your learning experience at Abbott?***

The internship was a huge learning experience in terms of getting to know the industry and the back-end of pharma sales. More than anything, I think those 2 months will clearly help one to identify interests and define one’s future career path.



*Shubhanvita Naval*  
(Marketing)

***Which company did you intern at and where were you posted?***

Hi! I interned with Dabur at their Kaushambi Office in Ghaziabad.

***What's your qualification and do you have any previous work-experience?***

I have a master's degree in economics and I have worked with Deutsche Bank for 15 months as an operation analyst.

***What was the kind of work you did during your internship?***

The work mainly involved modern trade and was as fun as it sounds. I was handling sales and marketing which involved a lot of on-ground activities. Being a combination of sales and marketing, my job mostly entailed figuring out the best way, assortment, viability and best practices to be employed.

***What were your expectations before joining the company?***

I was very excited about my internship since I had grown up using Dabur products and it is a household name. But since it is such an old company, I was apprehensive about the work culture and was not expecting a lot of people my age there; the sort of mental image that is formed of an old, conservative Indian company. Thankfully, I was pleasantly

surprised when I actually did join them. The ratio of young employees is high, so there is a definitely a lot of enthusiasm and freedom. Also, the culture is pretty open and everyone is very approachable. Interns are given a lot of freedom and are not put under tense or pressuring situations. I had expected to spend my internship under high pressure, but it seemed like a fun learning experience with huge number of opportunities to grow and develop.

***What would you say were the crucial factors that helped you bag the internship?***

I think I am a very real person and I cannot pretend to be someone I'm not. I am not a loud person and I did not go out of my way to get noticed during the group discussion as well. I was selected for the interview, even though I had spoken only twice, albeit pretty strong points. The interviewer liked my confidence about being a fit for the organisation and liked that I did not take up aggression just to get noticed.

***What would you like to say to the junior batch for the upcoming summer placements?***

Sign up only for companies that you really are interested in and be sorted about the profiles you're

looking for. Being clear-headed helps you streamline your efforts in the right direction. Do not try to fool people on the interview panel; they have years of experience and more wisdom than we can fathom. If you're comfortable in your own skin and confident about yourself, it shows and helps you throughout the process. Be as real and spontaneous as you can; they value such qualities.

***Does LSIP have any benefits over SIP?***

Now, this is simply my personal opinion, but try to stick to an SIP rather than going for an LSIP. Extra money and perks is all good, but nothing is worth the three months of IMT you miss. Again, it's just what I think. You can always take your call on this.



*Rajshree Sharma*  
HR (SAP Labs India)



**Hi, Rajshree! So, where did you intern?**

Hi! I interned with SAP Labs India as an HR Business Partner.

**Do you have any previous work-experience?**

Yes, I had worked as an HR professional at Atos India for 2.5 years before I joined IMT, Ghaziabad.

**What were the kinds of projects that you had taken up during your stint at SAP Labs India?**

I worked on “Leadership Trust Initiative” at SAP Labs India which was essentially research. I had to prepare a new wellness policy for SAP Labs India, which entailed more responsibilities than an intern would generally expect to be given.

Along with this, I was also part of the research on the work habits and attitudes of the millennials and the steps to be implemented for them at SAP Labs India. Such projects are like gold mine for an HR intern and the scope to learn and develop is boundless. I, and I’m not being hyperbolic here, absolutely loved every moment of my time spent on these projects. The real-world application of the textbook knowledge in such a dynamic environment amazes and

excites you.

**How would you describe the organisational culture at SAP Labs India?**

The culture of the company is unbelievably open and completely non-bureaucratic. Everyone, even my seniors, was highly approachable and I did not have to think twice before asking even the silliest doubt. This company always treats its interns as one of their own and lets them become a part of their organisation with much ease.

**Could you cite a cool or quirky thing about SAP Labs India?**

The entire time I was there, I did not experience even a single dull moment; there is so much energy all the time. Jokes and pranks were extremely commonplace at this organisation; so much so that our VP used to play pranks on the team!

**What would you say were the crucial factors that helped you bag the internship?**

I think the thing that worked hugely in my favour was my relevant previous work-experience. More than anything, they are looking for people who have the

right attitude and are a proper fit for their organisation. Make sure you are and you’ll sail through.

**Any pointers to your juniors for the upcoming summer placements?**

If you’re targeting the best HR jobs, make sure you have your IGD concepts in place. Brushing up the textbook wouldn’t hurt. Be sure to read up intensively about the companies that you’re short-listed for; it helps your confidence during the interview. Be attentive during the pre-placement talk and ask the right questions. Prepare the answers to the basic questions like “Why MBA?”, “Why HR?” etc .

**Any closing statements or words of wisdom?**

(laughs) Be yourself throughout the process and look forward to the internship. Trust me, it’s fun.



*Harinder Singh Pelia*  
(Marketing)

***Why did you choose DRL? Was it a company specific or a sector specific decision?***

It wasn't a sector specific decision initially, but once I read about the pharmaceutical industry, I realized it's a very exciting place to be, particularly for a marketer because we don't quite see pharmaceutical products being marketed, yet they reach your pocket somehow so it's very fascinating to see and learn how it's done. Plus, many companies will come to you and say that their product is changing lives, but the great sense of satisfaction I derived from saying that the product I put into the market did actually go on to save lives was what added even more value to what I learnt there.

***Tell us something about the job profile?***

I was working with the branding team in the Over-the-counter drugs division. This was a part of Global generics India, based out of Hyderabad.

***What was the project that you worked on and what were the key responsibilities?***

One of my products was on channel management and another one was on new product develop-

ment (brands for kids between 5 and 15 years old), so the second one was very exciting. Plus there were a lot of things going on here and there, like people within the branding team were tying up with the movie Kick. There was also a lot of revamp going around packaging. So there was a lot of going on within the branding team and we all got to learn a lot. There was a lot of quality exposure.

***What is the company culture like?***

Dr. Reddy's is one of the heavy weights in the pharmaceutical industry, and when we joined, Dr. Reddy's was the biggest. But within 3 days of our joining, Sun Pharma took over Ranbaxy, pushing the conjoined entity to pole position. But in terms of culture, we were treated extremely well. Small gestures like having visiting cards ready for each intern to giving us fancy accommodations, we were well taken care of. Our travel, stay and accommodation for when we went out for research, all of it was paid for by the company.

***As an intern, how much freedom/access/power were you given?***

The company operates in a very very ethical manner, sometimes too ethical. So sometimes, as

marketers there are many things you would want to do, but can't do. So though we were strictly within bounds of the ethical code of conduct that prevails in a pharma company we still got a lot to learn and had a fair amount of freedom to experiment, but again, well within permissible limits of the company.

***One advice/tip you would like to give the juniors .***

Like everybody else, I would also advice you people to go through the Philip Kotler book. But what I would like to add is, learn all the rules but be ready to break each one of them. Marketing, at the centre of it all, rests on creativity and if you go by the rules, things don't work out. Just make sure that what you say in the interview is perfectly original and also sets you apart from the rest. If you are aiming at the pharma sector, make sure you are well read and top of it all, make sure there is clarity in everything you say. People look for confidence and the hunger to learn more than the knowledge you have.



marico



*Niket Aggarwal*  
(Marketing)

*Hi, Niket! Tell us something about yourself and where you interned.*

Hi! I'm a B.Com graduate. I had no work experience when I joined IMT, Ghaziabad. For my summer internship, I was with Marico and was stationed at Mumbai, although the work involved a good amount of travelling.

*So what was the work like?*

I worked on two projects:

1) April-June: "Market Development for Nihar Shanti Amla in select geographies"

Nihar Shanti Amla hair oil, used majorly in North India, is a challenger to Dabur Amla hair oil which is the market leader in the Amla hair oil category. The project required travelling to select geographies to identify the reason for its success in the successful markets and the barriers to success in the unsuccessful markets

2) June-September: "Driving preference by building relevance for Nihar Perfumed coconut hair oil"

The project required driving upgrades from simple coconut hair oils to Value-added perfumed coconut hair oils among coconut hair oil users. The challenge was to drive these upgrades in Bihar which is 80% media-dark, without much access to conventional mediums of entertainment like televisions.

*Could you throw some light on the company culture at Marico?*

The company has an open-door policy where one is free to walk into any colleague's cabin for any help. The interns are considered equally capable of giving promising solutions to challenging problems. The various brands share their learnings from their previous campaigns and experiences to ensure maximum return from every project.

*Wow, the organization sounds like a fun place. Could you share something cool/quirky about it?*

Marico aims at an overall development of its interns. The HR team conducts separate sessions for all the interns to help match their true competencies to various business functions.

Besides that, you get to go for a meal with your brand's manager and his boss, where you discuss everything but regular boring office work.

One is actually advised not to work on weekends so that one arrives fresh every Monday.

*What would you say was your major take away from the entire experience?*

Having worked with creative agencies like BBH and Radiowani (recipients of the prestigious Appy Awards), I got a deeper sense of what marketing actually is.

After visiting 13 different locations in North and East India during the project, it was amazing to see how the social culture, family-structure and disposable income majorly

contribute in determining the consumers' buying behavior. The lowest SEC groups project the most difficult combination of the three. Every consumer is different and the magic lies in satisfying each such consumer with the same product.

***Any advice to the juniors who'd be facing the placement process soon?***

Firstly as would-be MBAs you are expected to have a point of view of our own rather than mentioning, "I agree with what my friend is saying."

GDs are essentially discussions where you showcase your group dynamics and come out with a practical and rational solution to a given problem. Individual heroism should only be expressed in the

PIs where you get multiple chances of doing so.

Seek constant guidance from your seniors as they know best what you are going through.

Use of jargons do not help you in any manner. It is more important to have crystal clear concepts which would be easier to recall in tough pressure situations.

Lastly, it is of utmost importance to have self-confidence. You first need to convince yourself as to why do you deserve the internship spot more than anyone else.

***Yours was an LSIP. Would you say it's in any way better than going for SIPs?***

I believe it is a simple mathematical equation. The primary reason for any internship is to learn from

experience.

Additional 3 months of internship mean more time spent on-field and in meetings with the senior management which add immensely to your learnings.

However in an LSIP you lose out on peer learning and some precious time that you could have spent with your friends. So ultimately it is more of a personal choice.



*Manjusha Subramanian*  
(Marketing)



**Why did you choose ConAgra?  
Was it a company specific or a  
sector specific decision?**

ConAgra foods is one of the very few FMCG companies that visits campus during placements within the first one week. It is a day zero company. It is a multi-national company. It's an American company headquartered in Omaha, Nebraska and deals with packaged foods. For all those who dreamt of starting their career with an FMCG company, this company is very good and worth taking your first step with.

**Tell us something about the job profile?**

My job profile was that of Sales.

**What was the project that you worked on and what were the key responsibilities?**

Essentially, my project was a mass market strategy for mass market peanut butter in the DMT i.e modern trade channel, and the CSD i.e the canteen stores. Though it looks a little heavy on the title, but it essentially meant making a "go to market" strategy for one of their products(peanut butter) in the modern trade and

the canteen stores department as two specific channels. It was about 4 weeks of field visit and 2-3 weeks for analysis and presentation of findings. That was the basic timeline for my project.

**What is the company culture like?**

It is a very lean organization so it has a more-or-less flat structure. This gave us interns the chance to interact even with the CEO a couple of times! There were about 15 mentors along with me and each one of us had mentors pre-assigned. All the mentors had fifteen or more years of experience in this industry, so the amount we could learn from these mentors was tremendous, even in a two month internship.

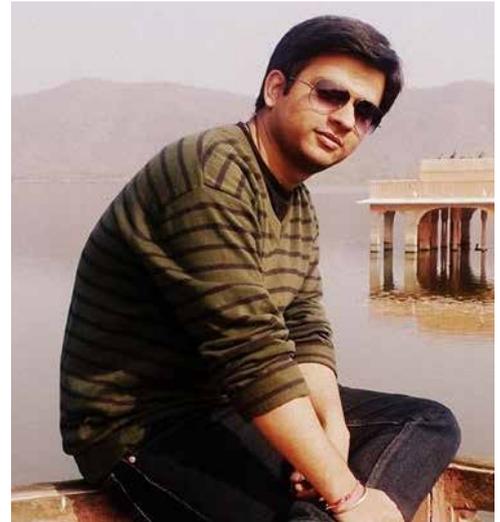
**As an intern, how much freedom/ access/power were you given?**

My project was field work oriented and because it involved developing/suggesting a market strategy for one of their key products, we were given a free hand to experiment in our own ways. The mentors were always there to guide us. So while we were given our freedom to work the way we wanted, we freely turned to our mentors

for support. They were always willing to put in the extra hours with us, in order to make our project a success.

**One advice/tip you would like to give the juniors .**

First and foremost, please maintain your calm and don't get frustrated. I'd like to share an anecdote with you. During my summer internships, I wasn't shortlisted for any of the initial 4-5 companies and my target was the FMCG industry per se. I was really disheartened. But my seniors also advised me to maintain my cool and not get disheartened. And I got short listed for ConAgra on day zero and I converted it. So my advice to you is prepare well, keep calm, be confident and things will work out for the better.



*Rishabh Kapoor*  
(Marketing)

***Where did you intern and in which city?***

I interned at Borges India Pvt Ltd. My internship location was New Delhi. Borges Mediterranean Group is a Spanish food company based in Tárrega. Borges India was launched in 2010 as the first 100% subsidiary of the Spanish parent company. Borges India operates in interesting categories of products in India which includes -Olive Oil, Pasta, Pasta Sauces, Table Olives, Balsamic Vinegar and Popcorn. It is one of the leading brands in the market for Olive Oil.

***What was the job profile?***

My job profile was that of Market Research.

***What was the project that you worked on and what were the key responsibilities?***

As I was in Market research, I was expected to analyse the feasibility of a new product, give insights on that product's development and provide suggestions regarding its packaging. I also worked on Stock Keeping Unit(SKU) sizes that would be in best interest for the product in consideration. Another

area of work was to find focus areas for promotion.

***What were the three crucial things that, according to you, helped you bag the interview?***

Well, I will tell you four, and I consider all four equally important.

The more you read, the better it is. And you never know what comes to your rescue there. Here are the things that helped me-

- a) Know your resume inside out. You should be able to justify every printed letter on that document.
- b) Read about the sector and the industry. A basic idea is necessary to add more conviction to your answers if questioned on those lines.
- c) Read the newspaper. Be aware of what's going on around you.
- d) Be prepared for the interview. From dress code to the documents you carry.

***Tell us something about the organizational culture of the company.***

It is a small, close knit organization. It is a distribution subsidiary in India. People were required to play multiple roles. So though the work load was high, we got to

learn a lot.

***As an intern, how much freedom/access/power were you given?***

Since it was a project that required a lot of field work, we were given immense freedom to choose our own areas. There was utmost strictness regarding the regularity of work. High quality work was expected with a DNA analysis of each insight. A lot of support from the organization, in the form of free goodies for participants was given, to facilitate market research.

***One advice/tip you would like to give the juniors.***

Clarity of thought is very important in an interview. They need to be clear that you are clear as to why you want to join a sector, and why you want to join that company in that respective sector. Getting clarity will require effort and time, but is worth the effort.



# TIMES OOH™

*Manya Jain*  
(Marketing)

***Where did you intern, and in which city?***

I interned at Times OOH, TIM-DAA, New Delhi.

***What was the job profile?***

It was primarily a research profile and involved a live business problem the sales team was facing.

***What was the project that you worked on and what were the key responsibilities?***

The Project was to tap the OOH Advertising potential of jewellery brands at the Delhi Airport. The project entailed primary research and critical gap analysis of the potential and actual business results. The final deliverable was a phase wise go-to-market strategy that will help them improve sales results.

The key responsibilities were:

- a) Undertaking market research to gain critical insights into a jeweller's advertising decision making process
- b) Leveraging this knowledge to align better with current business processes and coming up with a long-term plan to build the market

c) Implementing phase wise, the over-arching strategy and chalking out an immediate action plan.

***What were the three crucial things that, according to you, helped you bag the interview?***

These are the three points that helped me crack the interview:

- a) Have confidence and conviction in what you do or say
- b) Have thorough knowledge of the industry, including the common jargons and the laws associated with it
- c) Be flexible and comfortable in accepting a research profile and also be open to getting coached

***Tell us something about the organizational culture of the company.***

The organization has a very open culture. The mentors and supervisors were always available for support. The policies for sales tagalongs and field visits were very clear and concise, leaving no room for ambiguity and doubt. Even the HR department was very caring and cooperative. All of this made it a great place to work at. The only problem was the lack of affordable public transport from

around the office.

***As an intern, how much freedom/access/power were you given?***

There was full freedom and flexibility in work timings and project execution plans. I had access to all relevant company documents and was allowed to interact directly with clients during sales tag-alongs. I was allowed to travel through India to key Jewellery clusters if my project required me to do so.

***One advice/tip you would like to give the juniors .***

Make this company a priority if you want a career in sales or advertising. It allows flexible goals and offers great sales culture.



# Mahindra



*Ashish Kapoor*  
(Marketing)

***Tell us something about your experience at Mahindra and Mahindra.***

The internship program at Mahindra and Mahindra is prestigious and structured. It tells you about how one can implement the studies and the concepts which you study in MBA College to practical life. One thing that I would like to tell about Mahindra is that they challenge the conventional, they have an alternative thinking and they drive the positive change. These three things makes an MBA graduate a budding Manager, ethical and strong in his determined task.

***What was the job profile offered to you?***

It was basically a Group Management Profile. The project that was offered to me had a Marketing Concept, a Merger and Acquisition Concept and particularly a Market Research Concept where we had to find the industry inter-activeness index also. We also gave an entrance strategy for a particular project.

***Give us some insights about the***

***organizational culture.***

The one thing which I love about Mahindra is that it makes people come out of their comfort zone. This makes you to stretch your limits and then you exceed your expectations. The interns were free to implement their thinking and were well acknowledged as GMC profile in Mahindra brand. When I used to talk to seniors and top Management leaders at Mahindra, they were very accessible. The top Managers used to address the issues which I used to face and guide through the proper channel and therefore I could get good results and complete the internship quickly.

***What are the crucial factors necessary to bag the internship?***

The selection process is a long one, a process which is very structured and very well acknowledged in the industry. You need to learn all the aspects and specifically read day in and day out Economic Times. Try and understand the concepts and terms which you would be using in the interview and that will become your strength in the interview. Also, patience is a key

as the process is a long one. The Group Discussion lasts for approximately 1.5 hours wherein you get 7-8 cases from all the industries. You need to have a view of all the industries so that you can put an effort to show that you are an all-rounder.



*The Royal Bank of Scotland Group*



*Ravi Teja  
(Finance)*

***Can you tell us about your profile at RBS?***

My profile was about Risk Analyst. I was working with the credit analytics team of RBS. Basically, the core work was to do the credit analysis of Financial Institutions. I was associated with Asia Pacific region where I get to work in commercial banking division, Islamic banks,, local dealers and different aspects of financial institutions. The internship was about detailed learning of Credit Analysis. I got to know how Analyst actually approach a client, how do banks look at a client and how do banks forecast how much lending they can do for a particular pour over. The best part was that I was working

with Corporate Banking Division and not the personal banking division as the business book of the bank for corporate was far bigger.

***How did you prepare for the Summer Internship Interview?***

The FRA subject was much important for preparing for the interview because that is the basic finance subject which we go through in first term. Also, reading newspapers is important. I used to read Business Standard, Economists and keep myself updated with the latest financial happenings. If you are interested in giving the CFA/FRM it will help as it will help you use the financial terms and these terms much more

meaningful to you when you come across them somewhere else.

***Would you like to give any advice to students for Summer Internship interviews?***

The start-up time you get at IMT is a bit less but work hard and you will definitely get through.



*Manaswini Viswanathan*  
(Marketing)



*Whirlpool of India limited, Gurgaon*

*Marketing. Worked with KitchenAid brand of whirlpool. Developed Go-to-Market strategies for cordless hand blender*

***Key learning or take away from the internship***

It is important to prioritize, choose and strategize your ultimate objectives and a rough sketch of how to go about it before doing anything.

Like I said, main project was developing a Go-To-Market strategy which involved a lot of market visits to understand existing practices and developing innovative alternatives with appropriate reasoning backed by primary and secondary insights. There were other interesting projects like putting together a magazine of the brand for the first time, Planning and executing a national campaign (BTL activation with a celebrity master chef- Vikas Khanna) and a project of special significance to the brand in APAC region, the details of which are not to be disclosed ;)

I worked on a near-daily-basis with the Brand lead for India and

APAC and never felt that he failed to give me his time or suggestions when I sought him out and was more like a team mate than a “Boss”. My entire team was young and energetic and considered me a part of the team and never failed to encourage me.

***Anything, in particular, that helped you bag the internship?***

Be relaxed, talk to the point, be honest and accept when you do not know the question itself.

***Any pointers for the juniors preparing for the summers?***

Be thorough with your CV. Handle any situations thrown to you with incidents and don't repeat points.

Newspapers are a must specially for GDs. They do not expect you to know a lot of marketing, however, it always pays to know the basics from Kotler. You may not

be asked a direct question as to define something but if you can apply any concept sensibly while answering, it would add brownie points.

GDs go wrong when there is either of shouting or talking among each other. If you notice these patterns, do not respond. Have eye contact with everyone and show positive body language. Look for the drop in voice levels and enter. Even if you make minimum points, stick to them. Valid, few, assertive points are enough to set you sail.



airtel

Pradeep Hemachandran  
(Marketing)

***Tell us in brief about your company, location and profile during internship.***

I interned with Bharti Airtel Limited, Gurgaon in marketing domain. My work in particular was with Airtel Digital TV marketing team and I reported to the CMO of Airtel Digital TV. The main task for me was to increase the penetration of Airtel On Demand Service (Value Added Service for Airtel DTH subscribers; Internet on TV)

***Could you elaborate on your key learning or take away from the internship?***

The project given to me was highly target and numbers driven. You might get plenty of ideas. Two key things to note are Cost of implementing the idea (will you be able to implement in time that you are there in the company and show results?) and how much time will it take in achieving your target.

***How was the kind of work offered to you during the internship?***

The project involved coming up with marketing ideas and strategies (keeping cost in mind) and also implementing them and showing increasing number of

subscribers. A lot of freedom was given to me as I was the only guy taking care of that particular product of On Demand Service. Therefore, there were lots of opportunities of learning and freedom to implement my ideas. It involved multiple marketing concepts and ideas including targeting the right customer, optimizing the cost of customer acquisition, activation models, marketing communications, ATL, BTL etc. Basically I was allowed to do whatever I wanted to but at the end of the day achieving targets was the most important thing.

***Would you like to mention anything about the culture of the company?***

Awesome is the word for the culture of the company. The kind of freedom that is given to an intern is just unbelievable. If you can logically justify your ideas and thought, you can almost do anything. This is not just with interns but will other employees as well. And there is virtually no hierarchy. It's always like you are a part of the team and as such I never felt like I was an intern. The best thing is that good work never goes unnoticed at Airtel whoever

you are.

***Tell us something cool or quirky about the company.***

Airtel Centre at Gurgaon is like one of the best corporate headquarters. The facilities and amenities available are quite impressive. You can watch the video that is uploaded in Airtel careers FB page and that will surely get you motivated to work at Airtel. (smiles)

***Would you like to give any advice to students for Summer Internship interviews?***

Never get tensed at any point throughout the process. Be yourself, be truthful and you will crack it.

Have a valid reason for whatever you are doing or whatever you intend to do. That is the most important thing. It should never be like you are doing stuff just for the heck of it. The wrong answers we often come with are "Everyone applied so I applied, Senior told its good so it's good". Have your own proper reason and motivation for what you do. Be very thorough about each word written in your CV or company forms.

# Deloitte.

*Rahul Saraf*  
(Finance)



***Tell us in brief about your company, location and profile during internship.***

I worked with Deloitte Consulting India Pvt Ltd in Hyderabad. as a Technology Consultant in Enterprise Performance Management. The work involved project management for a live project. I had to identify gaps in the three attributes namely People, Process and Technology and look for ways to take care of the gaps. Also, I was required to identify the reason for the defects and suggest ways to rectify the same.

***Please elaborate on your project work and learning from the internship.***

I learnt to use Pareto and Fish-Bone analysis on a live project and interpret the results so as to provide implementable solutions. I had to learn to figure out what questions should be asked to the client and the project team in order to complete the work on schedule. Asking questions might be good but asking the right questions gets the work done quickly. We had to stick to the schedule and not compromise on the quality of the deliverables. A major part of our orientation was on NETWORKING and by the end of the internship we understood

why Networking was emphasized so much upon. Networking helps a person in completing the work, finding projects and also gaining credibility among team members.

***How would you talk about the work culture of the company?***

At Deloitte, the employees work hard and party harder. The leadership believes that a person can be more dedicated towards his/her work if he/she gets to have fun as well. So, there are various office events in Deloitte to keep the employees motivated such as project parties, Fun Fridays and various competitions organized in the evening such as cricket matches, football matches etc. Also, once in a year all the Deloitte employees are required to devote to the community service. The day is known as "Impact Day". This is Deloitte's way of thanking the community for everything it has provided. Interns are treated as regular employees and get enough opportunities to be part of the various events happening in the company.

***Could we share some cool or quirky facts about the company?***

All the interns were required to introduce themselves to the entire floor on a Fun Friday. The interns had to put up a show of 15 min-

utes in total to introduce themselves and that too innovatively. This helped the interns to get to know each other and work as a team, and also post the event each and every member of the entire floor knew the interns well, which helped us mingle in the Deloitte culture easily.

***Could you tell us about anything, in particular, that helped you bag the internship?***

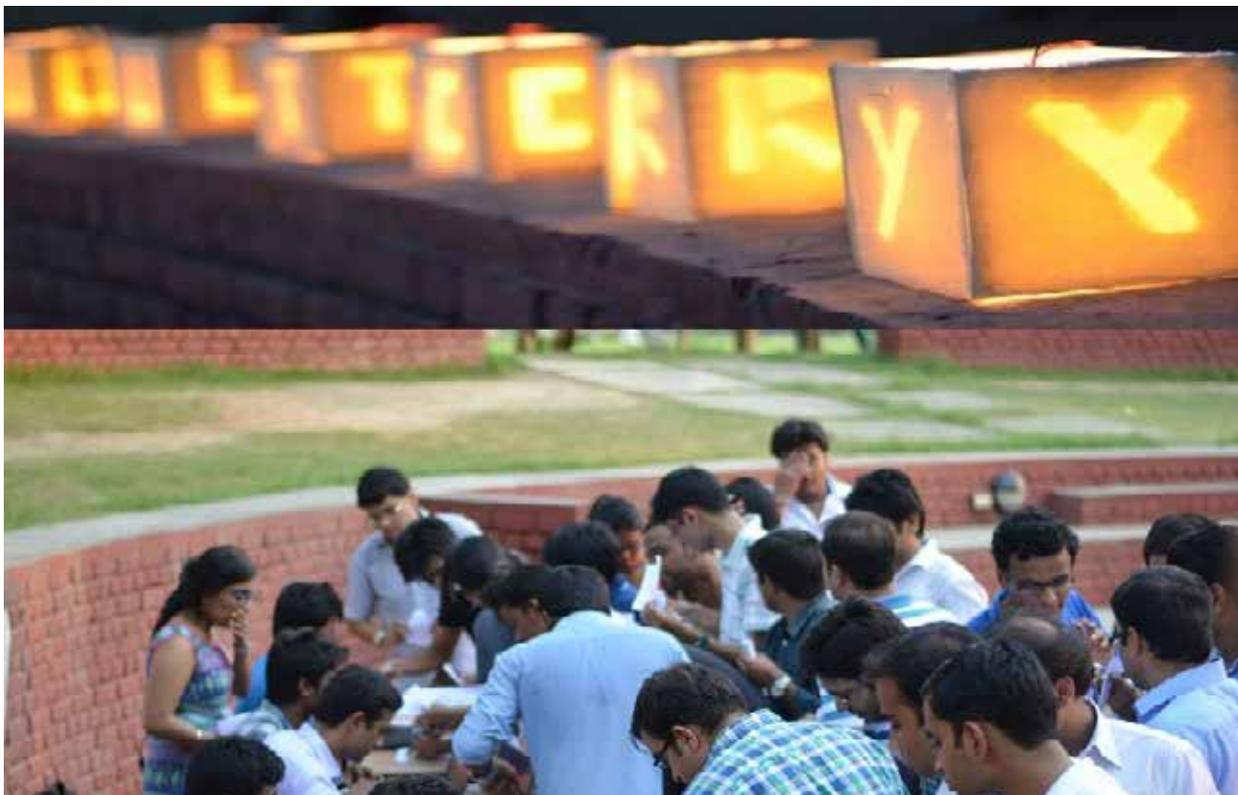
I think all one needs to do is the right approach to crack the GD/PIs. One needs to think as a consultant and behave in a similar manner, i.e. confident during interviews and calm and receptive during GDs along with making a point that could be useful in getting to the conclusion.

***Would you like to give any advice to students for Summer Internship interviews?***

Be confident, because that is the first thing the panel looks for while taking notice of you. Be aware of the latest happenings. The finance students need to be very clear about the concepts learnt in the first semester as a good grasp on the concepts is the minimum expectation the company officials have from the students.

# Campus Buzz

## Finnacle Investments: *Open Outcry*



**A**s the official investments and asset management club of IMT Ghaziabad, Finnacle Investments manages a closed ended equity fund, wholly invested in and looked after by students. One of the flagship events of Finnacle Investments is Open Outcry.

Open outcry is the share market simulation game primarily focussed for the first year students. This year, the event had two stages – Stage 1: The Prelim Qualifier and Stage 2: The Finale. The Prelims which was an online treasure hunt had pictorial general knowledge questions. Over 100 teams participated, out of which 15 teams qualified for the final event. The on-campus Final Event consisted of 3 rounds. Each of the teams was given an initial portfolio of 1000 points. The first round was a live market ‘Open outcry’ in which live feed with share prices for seven shares was shown to all participants and the share prices fluctuated according to the transactions between the teams. The teams had to bid among each other or with dealers in the traditional open outcry way. All the teams were haggling over the valuations of their respective shares. The second round was the bidding process with dealers, where the teams had to bid the prices directly to the dealer for each of the seven shares. The prices were once again fluctuated based on the demands. The highlight of the event was the third round where shares were sold by the dealers in a bidding process. Finally, the team with the highest portfolio was declared the winner. There were also bonus points for a particular portfolio.

# Guest Lecture by *Mr. Krish Dhanam*



On 29th August 2014, IMT welcomed one of its most distinguished faculty— Mr. Krish Dhanam, a motivational speaker and an extremely dynamic person. Mr. Dhanam is an alumnus of the 1984 batch; he has touched the lives of people in 55 countries globally and spoken about diverse topics ranging from personal relationships to corporate change. His story begins in New York City in 1986 when he landed with just nine dollars in his pocket and a vision of promise in his heart. He had a chance encounter with Zig Ziglar in 1991 which led to his association with Ziglar Inc. that exists to date.

Mr. Dhanam gave the students an insight to his ‘WIRED for Significance’ approach, which stands for Wisdom, Innovation, Responsibility, Empathy and Dependability. He emphasized that by engaging in continuous learning and moving towards our goals we can really improve the quality of our life. His advice to everyone was to be a more solution-conscious person

than a problem-oriented person. He also spoke about challenging the status quo and how we should strive to come out of our comfort zones by starting to think effectively and in an innovative manner.

Mr. Dhanam had the students in splits through his wit and humour, especially when he said that he had majored in ‘Mrs. Dhanam’ here at IMT. And his one-liners like ‘You cannot win it if you’re not in it’ had all the students applauding. The energy and enthusiasm in his voice was so infectious that it left the IMTians wanting for more. Finally, he left us with the motto that he lives by, and it sure gave us all of us immense food for thought, even after we were out of the auditorium:

Plan with Attitude  
Prepare with Aptitude  
Participate with Servitude  
Receive with Gratitude, and that should be  
enough to  
separate you from the Multitudes.

# *NDTV covered workshop organised by Club FinNiche*

**I**nflation eats into savings; salaries don't rise in a straight line. What can you do to protect the value of your money? The growing sophistication of financial markets means managing money is no more as simple as it was a decade ago. The termite that inflation is, eats into your savings and putting your hard earned money into a savings account would have worked just fine for our fathers, but can prove to be the worst money managing advice of this generation. Shares, stocks, derivatives, futures, options, trading and arbitrage- the world of finance is incomprehensible to layman which is perhaps the biggest reason which is why most of us hesitate from investing in the market and hence are deprived of the money that we can make or also end up losing a lot of money which we would not have lost had we known about the market.

Therefore, FinNiche, the finance club of IMT Ghaziabad, in collaboration with ICICI Direct organized a financial learning workshop named Pillars of equity investments with Mr. Sanjeev Bhasin as the speaker. Mr. Bhasin is an Alumni of SRCC, Delhi University with more than 25 years of experience in capital market. In his last assignment, he has worked with Deutsche bank in Hong Kong where he maintained the hedge book profile. Mr. Bhasin has conducted over 100 workshops of PAN India (at IIM, IIT, FMS, IIFT and many others) and is currently working for a free-lance consultant for NDTV and HB Financial group. FinNiche has been organizing this workshop since last 4 years and the student participation is rising exponentially year after year.

Mr. Kartik Awasthi, currently pursuing PGDM Finance in first year, says that this course helped him learn things that he would have learnt two years down the line. While it is true that MBA students learn various financial subjects in their course in the two year period but the money managers of tomorrow do appreciate the hands on experience given that helps them learn through the real life scenarios. Students were also given virtual money worth Rs. 15 lakhs to invest and further understand the stock market.

As Mr. Bhasin says, Indian equity markets are considered under-invested as we have just 3% spread of investing population into equity market. Therefore, investor knowledge is very important. Secondly, it is very important to be able to differentiate between the thin line of trading and investing.

This workshop was organised mainly for the first year students to give them some exposure of the financial markets out there which really proved to be beneficial. A second year Finance student Ms. Nupur Gupta says that after the workshop she feels confident that she can speculate and invest in the stocks with help of the valuable tips and real time training given by Mr. Bhasin.

**I**MT Ghaziabad Concepto 2014, an initiative of the IMT-G E-Cell which took place from 4th August 2014 to 7th August 2014, began with an unadulterated enthusiasm and verve. The idea behind this four day event was to promote and infuse an Entrepreneurial spirit in the youthful campus of the IMT-G. Concepto provided a platform for the students to showcase their ideas and business plans.

For five days, Concepto brought out the entrepreneur in every participating individual. Seven magnetic and flamboyant teams from the seven sections of the junior batch competed with each other toe to toe with their flourishing business ideas. The section wise team formation brought an innate strengthening of team spirit, competitiveness and camaraderie among participants. The concept was to be engaging and riveting to the highly sophisticated and the utterly mundane crowd alike. Also, to provide a service that is undeniable and to offer a product that is simple irresistible.

As the teams began to set up their business plan stalls it became eminent that the business plans would turn out to be spectacular. The ideas were as simple and serendipitous as one would find ranging from custom T-Shirts designs to LAN Gaming Competition. Junior Section B brought to the battlefield the gaming business plan called "Concurso". With an

enticing return probability, Concurso attracted a chunk of the IMT crowd towards their counter with beguiling and fascinating games such as FIFA 14, NFS Most Wanted, Counter Strike, etc.

Other ideas included the "Confession Stand" by Section G which offered services such as room delivered chocolates and roses to any person of desire. It is a portal that helps student to confess a feeling or an innate wish fulfilment.

Other immaculate and awe inspiring ideas at Concepto were the Tee Shirt stall by section D and the "Photowala" stall. Tee shirt design is certainly a widely used concept and equally an inviting prospect. Custom Tees were designed by the students at the whim and will of the customer.

But the pick of the pack was certainly the "Drab to Fab" stall by section C. The idea was magnificently displayed and it simply revolved around the concept of turning unused wasteful things into fabulous usable items. Admirable mention must also be given to the runners up Section A, who came up with an erudite business plan called "Greenwave Waste Management" which aimed at channelizing waste through different vendors and thereby generate revenue through it. They had proposed the plan as B2B but for the event it was conducted with a B2C agenda which included door to door waste collection followed

by an apt disposal and recycling to which ever limits possible.

After a span of four gruesome days, the teams were judged based upon various business criterions including market promotion, strategy, ROI, Business model concept, innovativeness, future strategy and suchlike. As none of the teams went into losses it required profound pondering and deep gazing into each and every business idea. The winners were decided to be Section C with their prodigious "Drab to Fab" concept. Prizes worth Rs. 5000 were distributed to the winners and the runners up.

As days have breezed by, Concepto.exe has become one of the most recognizable events of IMT Ghaziabad. It is the first event that brings the batch together and puts them into a fun filled yet hard-working campus activity. Concepto brings out ideas that would help a student in their campus life and would heed to their needs. The event itself is a success only through continuous support of the participants, their hard work and enthusiasm.

Concepto lays forth the stepping stones towards a student's successful business career. It gives the students a first-hand experience at what being an entrepreneur is all about. It teaches the tough lessons of running a business and how creativity, talent, hard work and discipline can forge a true businessman.

# MARK Roadies 7.0 - The Journey Begins Here



Club MarkUp, the marketing club of IMT Ghaziabad kicked off a packed year of events with Mark Roadies 7.0. This was the first chance for the first year students to get a glimpse into the exciting world of marketing.

With over a hundred teams registered for this event, the first round was all about speed, creativity and quick thinking. The contestants were put through a challenging treasure hunt that required ad making skills, sales pitching and knowledge of marketing terms.

The top ten teams from the first round were called for the final round, this round called for the development of a product or service targeted at the rural population of India. The teams had to conduct thorough research and prepare a comprehensive presentation. Prof. Harvinder Singh, faculty in the area of Marketing Management was the judge for the final round.

Finally after a closely contested round, team 'White Punters' were adjudged to be the winners of the event. Their innovation and creativity had given them an edge over the other teams. But all the participants got their first taste of life at IMT, filled with obstacles and trials, but always with learning and fun throughout the way.

# ADOHOLIC 9.0- *Breaking the Stereotypes*



Club MarkUp held its annual inter college advertising extravaganza, ADOHOLIC on 5th September 2014. This year the focus of the event was on men grooming products. Team MarkUp worked with local businesses to get an idea of current market trends, on the basis of which the events and promotions were designed. For the first round the teams had to choose one of the four given products and come up with an innovative ad that sells the chosen product. The ad while being creative must be able to convey the story and meaning behind the product.

The first round entries included teams from many of the IIM Trichy, IIM Ranchi, IIM Indore, MICA, K J Somaiya and many

more top institutes. This topic challenged the teams to think out of the box while also using their skills as managers to sell the product.

The best teams from across the country were then invited to IMT Ghaziabad to present an entire advertising strategy for the selected product. Contestants had to apply the skills learned in the class room to real time problems. The event was judged by Mr. Sandeep Puri, faculty in the area of Marketing Management, IMT Ghaziabad.

Teams made 15 minute presentations on their chosen strategy and had to justify the reasons for each choice.

Ultimately team 'Katalyst' from IMT Ghaziabad were the winners of this exciting contest. They employed novel methods to address the issues that made all teams sit up and take notice. It was a glimpse into the exciting and fast paced world of advertising.

# FMCG Symposium

On 2nd of August, 2014, IMT Ghaziabad witnessed the first symposium organised by the Alumni Relationship Committee, as part of the Symposium series planned for this year. There is no prize for guessing that the auditorium was jam packed with students as FMCG and marketing roles are no doubt the most sought after in our college during placements. The conference witnessed the culmination of several great minds from diverse fields marketing, converging their thoughts and ideas under one roof. Different esteemed alumni of IMT Ghaziabad delivered a session on different concepts and fields of marketing and also shared their valuable insights and experience for the enrichment of the students' knowledge.

On the onset, the symposium was kick started by Ms. Sujatha V Kumar, Category Head - Coca Cola, and she also chaired the entire symposium. Ms. Sujatha talked about Brand Evolution and she took us on an exciting journey on understanding brand evolution with the example of how Coke, since its inception, has continuously gone through a process of continuous change and improvement, which is why Coca Cola today, is a brand synonymous with maximum global reach and recognition.

The stage was then taken over by Mr. Debashish Das, Category Head, SC Johnson, who delivered an insightful session on communication strategy and execution, wherein he discussed how certain companies like STAR TV, Henkel and Mother Dairy improved their communication strategy to revamp their brand identity and also how they effectively faced competition in the market. The students were very engrossed in the session and followed it up with a lot of questions and discussions.

After the lunch break, the symposium was re commenced by Mr. Vidhu Sagar, Executive Vice President, Carat Media, who presented on the Media Landscape prevalent in the market. He shared some of his experience and insights on the media buying world and how to choose which channel of communication for which type of brand. This presentation was followed up by a session on Market Research by Mr. Puneet Awasthi, Vice President at IMRB International. He captivated the audience by presenting some astonishing facts and figures about the Indian retail market and displaying the pivotal role of market research in getting to know your customer well.

The symposium was concluded by Mr. Ramashish Ray, Vice President Samsung, South West Asia, who presented on the topic of Sales and Distribution. Mr Ramashish presented on the importance of the consumer, and how costly it can be for a company which forgets the golden rule of sales, that customer is king! The symposium was very well received by the students who are now eagerly waiting for other ALCOM symposiums planned for the year. All the guest speakers received great applause and appreciation from the students and the faculty alike. We would like to extend our greatest thanks once again to all the alumni present at the symposium and we keenly wish to see them soon again.

# HR Symposium

The Alumni Relationship Committee organized the first ever HR Symposium at IMT Ghaziabad on 30th August, 2014. The symposium garnered lot of excitement among the students and faculty and it witnessed the convergence of several great minds on a single platform. The symposium was chaired by Mr Prabhat Ummat, an IMT Ghaziabad alumnus of batch 1995. He is a partner and co-founder of Aksas.

The first session of the day on 'Introduction and Understanding of HR Roles' was delivered by Mrs Madhulika Makar of batch 1995, who is the director and founder of Mirus Solutions. She explained the importance of talent acquisition role of HR Department in a firm. It was a highly interactive session where students were made to undertake group activities and participate in spot interviews.

Next speaker was Mrs Harpreet Dutta, an alumna of 1995 batch. She is Vice president - Human Resource and Administration at SMS Siemag. She covered 'HR Dynamics' and in the process busted myths relating to the field of HR. She emphasised on the significance of HR professionals, who according to her, are 'harbingers of change in an organisation'; responsible for understanding the objectives of the company and creating an environment conducive to achieve the same.

Post lunch, the stage was taken over by Mr Sudeep Ralhan, 2001 batch passout of IMT Ghaziabad. Mr. Ralhan is the HR Business Lead for Sales and Marketing at GlaxoSmithKline Consumer Healthcare. He spoke on 'HR Evolution'. From being a peripheral function designed to store employee information to being a key factor in shaping policies and strategies of today's multinational organizations, he explained the importance and changing dynamics of human resource management.

The final speaker for the day was, Mr Dev Amritesh, an alumnus of 1999 batch. Mr. Amritesh, one of the most distinguished alumnus of IMT is currently the COO of Dunkin Donuts. He shared his insights on the topic 'CEO's perspective on HR'. It was a highly informative and entertaining session for the students. He re-emphasized on the role of HR personnel as the ones, who inculcate the change in an organisation whenever it becomes necessary. He explained the process of achieving business goals by defining a process of steps, which begins by nurturing the required culture or attitudes among the organization and its people to achieve results. He summarised all that had been discussed by the previous speakers about the role and dynamics of talent acquisition and human resource management and linked it with the overall strategy of the firm.

The students thoroughly enjoyed the HR symposium and are looking forward to more such upcoming events in near future. We would like to express our gratitude to all the alumni present at the symposium and are looking forward to host them soon again.

