

PLACEMENT REPORT 2024-25

Management (Specialisation in Marketing)



OUR FOUNDER

“
Education is all about
igniting young minds and
enabling them to achieve
their fullest potential ”

Smt. Nita M. Ambani

Founder Chairperson
(Reliance Foundation Institution of
Education & Research)





ABOUT JIO INSTITUTE

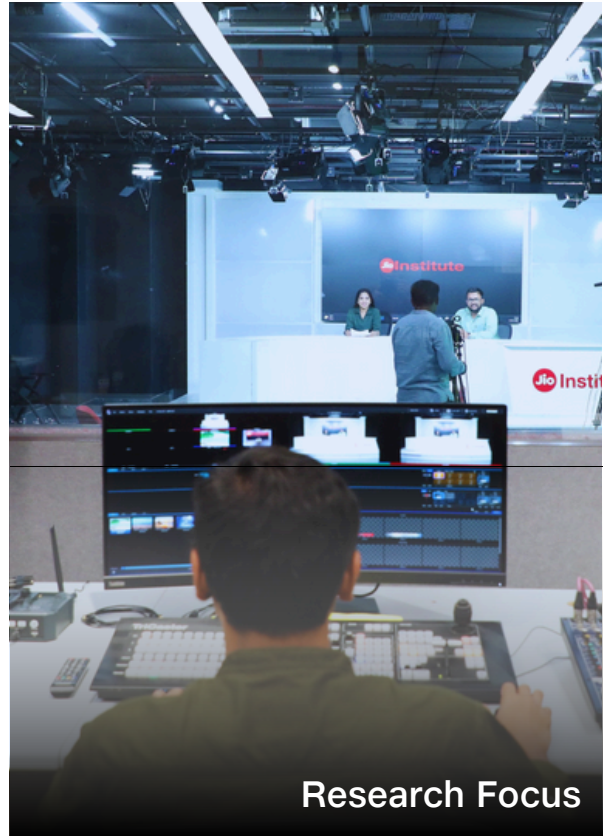
Jio Institute is a multidisciplinary higher education institute set up by the Reliance Group. The Institute is dedicated to the pursuit of excellence by bringing together global scholars and thought leaders and providing an enriching student experience through world-class education, and a culture of research and innovation.

OUR VISION

We envisage being a world-class higher education Institute through our multidisciplinary academic programmes, and a culture of research, innovation, and entrepreneurship. To achieve this, we focus on creating relevant ecosystems for lifelong learning, developing an attitude of problem-solving, and associating with global scholars and thought leaders from around the world. With this solution-driven approach, Jio Institute aims to play a pivotal role in nation-building and nurturing global citizens.



PILLARS OF **JIO INSTITUTE**





Global Outlook

PILLARS OF JIO INSTITUTE



Holistic Education



State-of-the-art Infrastructure



Learning for Life

PGP

PROGRAMMES

PGP in Artificial Intelligence and Data Science

This programme offers a comprehensive and rigorous curriculum that covers courses from foundation to advanced levels including Machine Learning, Deep Learning, Fundamentals of AI, Natural Language Processing (NLP), Optimization, Bigdata Engineering, Data Visualisation, Responsible AI, Reinforcement Learning and Time Series Analysis. The programme focuses on both theoretical foundations and practical application. Students learn to solve business problems using AI and Data Science across various industries. Through hands-on projects, capstones, industry interactions and internships, students gain practical exposure to real-life AI & DS applications.

PGP in Management (Digital Media & Marketing Communications)

This Management Programme in Digital Media & Marketing Communications offers a robust foundation in core management principles, preparing students to effectively plan, lead, and execute strategic decisions. The programme includes a specialized focus on marketing fundamentals, delving into consumer behaviour and brand strategy. It emphasizes New Age Digital Marketing, equipping students with essential skills such as social media analytics, content marketing across emerging platforms, and leveraging AI-powered marketing tools.



PGP in Sports Management

This Sports Management programme equips students with the skills to navigate the fast-growing sports industry. Students master sports marketing, event management, finance, analytics, and legal aspects, preparing them for careers in sports media, sales, marketing & sponsorships, sports analytics & consulting, sports events, operations, performance management and eSports. Through case studies, guest lectures, and real-world projects, students emerge career-ready with a deep understanding of the business of sports.

MESSAGE FROM VICE CHANCELLOR



Dear Industry Partner,

I hope this message finds you well.

At Jio Institute, we are committed to developing career-ready professionals with specialized, new-age skills. We currently offer three one-year, full-time, residential postgraduate programmes in Artificial Intelligence & Data Science (AI&DS), Management (specialisation in Marketing) & Sports Management

These programmes are designed and mentored by expert academicians from renowned international universities, and are taught by a blend of both academics and industry practitioners from India and around the world.

Our approach to education goes beyond traditional academic excellence. We focus on holistic development, combining academic knowledge with practical skills, personal development, and real-world experiences. This approach prepares our students to step confidently into the professional world. A strong emphasis is placed on fostering a research-oriented and innovative mindset, which is essential for both personal growth and driving positive change in society.

As a valued partner, we invite you to visit our beautiful sea-side campus in Ulwe, Navi Mumbai, and meet our students if you have not done so already. We are confident that our upcoming graduating cohort will be well-suited for roles in your organization, and we encourage you to consider recruiting from this talented pool of future leaders.

The entire Jio Institute team is dedicated to collaborating with you, and we look forward to strengthening our partnership to contribute to India's knowledge economy

Dr. Dipak Jain

Former Dean, Kellogg School of Management, USA
Former Dean, INSEAD, France



PGP
IN

Management (Specialisation in
Marketing)

PROGRAMME OVERVIEW

MANAGEMENT (SPECIALISATION IN MARKETING)

Foundation

- Fundamentals of Management & Strategy
- Organizational Behaviour
- Marketing Management
- Media Strategy in a Digital World
- Financial Reporting and Analysis
- Financial Management
- Business Statistics for Marketing Professionals
- Operations Management
- Principles of Leadership and Persuasion

Consulting (Project/Industry courses)

- Marketing Decision Making
- Pricing (Strategy and Analytics)
- Strategies for Growth

AI & Data analytics

- Digital Marketing and Media Metrics
- AI/ML for Marketing
- Emerging Technology Policy Module
- Causal Inference for Marketing

Tools

Marketing Core Courses

- Consumer Insights
- Brand Management
- Strategic Marketing Communications
- Digital and Social Media Marketing
- Marketing Research Methods

Media and Marketing Communications

- Media Planning (project course)
- Content and Storytelling
- Marketing Communications and Public Relations

Brand & Product Management

- Brand Strategy and Consumer Experience
- Strategic Marketing (brand focused)
- Advanced Consumer Behaviour
- Product Management
- Consumer Experience Design (project course)
- Omnichannel Marketing

Sales and Distribution

- B2B Sales and Business Development
- Sales and Distribution Management



Hootsuite



DISTINGUISHED FACULTY

We bring together exceptional minds from around the world. Our faculty includes accomplished professionals, researchers and industry leaders. Our educators have a keen eye on current trends. Together, they collaborate to deliver an enriching learning experience for our students, drawing on their wealth of knowledge.



Dr. Partha Krishnamurthy

Larry J. Sachnowitz Professor of Marketing,
Director of the Institute for Health Care
Marketing, University of Houston, US



Dr. Vijay Viswanathan

Hamad Bin Khalifa Al-Thani Professor of
Integrated Marketing Communication, Associate
Dean of IMC, Northwestern Medill, USA



Mr. Alan D'souza

Founder Member, Mudra Institute of
Communications Ahmedabad (MICA), India



Mr. Mudit Mathur

Strategic Advisor, Curate Data LLP, USA



Dr. Sharad Borle

Associate Professor of Marketing, Rice
University, USA



Mr. Dominc D'Souza

Advocate, Legal-Strategy-Regulatory
Former Legal Head, Balaji Group, India



Mr. Nitesh Mohanty

Visual Artist & Design Consultant
Adjunct Faculty, Mudra Institute of
Communications Ahmedabad, India



Dr. Prantosh J. Bannerjee

Visiting Faculty, IIM Ahmedabad, India



Mr. Sukaran Thakur

Founder and Principal Partner, Inspire
Creative Express Studios, India



Mr. Tejas Toro

Core Alignment Coach
Founder, Soul@Work, India



Mr. Siddhart Deshmukh

Teaching Fellow, University of Southampton,
UK



Dr. Vishnu Prasad

Assistant Professor, Jio Institute, India



Ms. Pratibha Vinayak

Adjunct Faculty, MICA, India



Dr. Anil Sood

Professor & Co-Founder, Institute for
Advanced Studies in Complex Choices
(IASCC), India



Mr. Chandrachur Ghosh

CEO, Nispand, India, Former CEO, DiGiSpice
Technologies Ltd, India



Dr. Seshadri Tirunillai

Associate Professor - Marvin Hurley Professor
of Marketing & Entrepreneurship, University of
Houston, USA



Mr. Anurag Mishra

ICF-PCC Certified Leadership and Executive
Coach | Ex-CXO turned Visiting Professor at
Leading MBA Institutions, India



Dr. Atanu Ghosh

Former Dean, SME, IIT Jodhpur
Former Professor of SJMSOM, IIT Bombay
Former Visiting Professor and Dean (AER) IIM
Ahmedabad



Mr. Ashok Charan

Consultant, NUS Business School, Singapore



Dr. Denish Shah

Barbara & Elmer Sunday Professor and
Associate Professor of Marketing, Founding
Director of the Social Media Intelligence Lab,
Executive Director of the Marketing
RoundTable, Georgia State University, USA

STUDY

ABROAD MODULE

The Study Abroad Module is one of the key elements of the Institute's curriculum, reflecting its commitment to providing students with valuable international exposure. This mandatory module ensures that every student has the opportunity to study at one of the partner universities, integrating academic learning, industry immersion, and cultural enrichment into a comprehensive experience. In the previous years, students have visited Nanyang Technological University (NTU), Singapore to attend new-age courses and industrial immersion at pioneers such as Dentsu, Burger King and more. The Management (specialisation in Marketing) Class of 2024-25 visited NTU Singapore and attended lectures on **Strategic Marketing** and **AI & Marketing** by renowned faculty, including Dr. Lewis Lim, Associate Professor of Marketing; Dr. Caleb Tse, Assistant Professor of Marketing and Prof. Jonathan Briggs, Adjunct Associate Professor (Business) of NTU. They visited the **Porsche APAC** and **Mastercard's** Marketing business as part of their industrial immersion.

Our Partner University



EXPERIENTIAL LEARNING

Our pedagogy focuses on experiential learning, which involves immersing students in practical experiences to apply and reinforce theoretical concepts. This method enhances understanding and skill development through direct engagement, reflection, and iterative practice.



Internships

Students undertake an internship with leading organisations, offering them practical experience in a professional setting. This opportunity enables them to apply academic knowledge, build valuable professional networks, and gain hands-on experience across various functions, all under the guidance of industry mentors.



Capstone Project

Industry-driven projects are a crucial element of the curriculum, allowing students to apply classroom knowledge to real-world challenges. Guided by industry mentors, these projects provide students with valuable insights and support, helping them develop solutions within a simulated environment.



Corporate Projects

The students engage in live projects for various organizations, mentored by senior executives. These projects allow students to tackle real business challenges and develop actionable solutions. Running concurrently with their academic programme, these projects provide an opportunity to apply their classroom learnings in a practical, real-time setting.



Industry Collaboration

Throughout the year, students participate in industry visits to leading organizations, gaining invaluable practical exposure and interacting with senior leadership from renowned global companies. These visits offer a comprehensive view of "a day in the life" of their desired profession, including opportunities to tour expansive corporate campuses, observe processes in action, and engage with the leadership teams.

LEARNING & DEVELOPMENT

Learning & Development (L&D) is an important part of academics at Jio Institute. It includes a wide range of activities designed to help students grow both personally and professionally. From classroom learning to hands-on corporate exposure, L&D helps bridge the gap between academics and the real world.

These activities include skill-building workshops, mock interviews, industry talks, group projects, and career guidance sessions. The goal is to make students confident, interview-ready, and well-prepared for the demands of the industry. Some of the activities conducted include :



Placement Preparation

- Critical thinking
- Resume Prep and workshop
- GD Workshop and Mock Interviews
- Role Based Workshop
- Offline and Online Mentorship



General -Soft Skill Sessions

- Communication
- Elevator Pitch
- Presentation Skills
- Tableau



Technical Workshops

- Tableau
- Advanced Excel
 - Finance for Business Application
 - Miscellaneous (Ad Hoc)



Aptitude Test

Mock Test for Aptitude Preparation



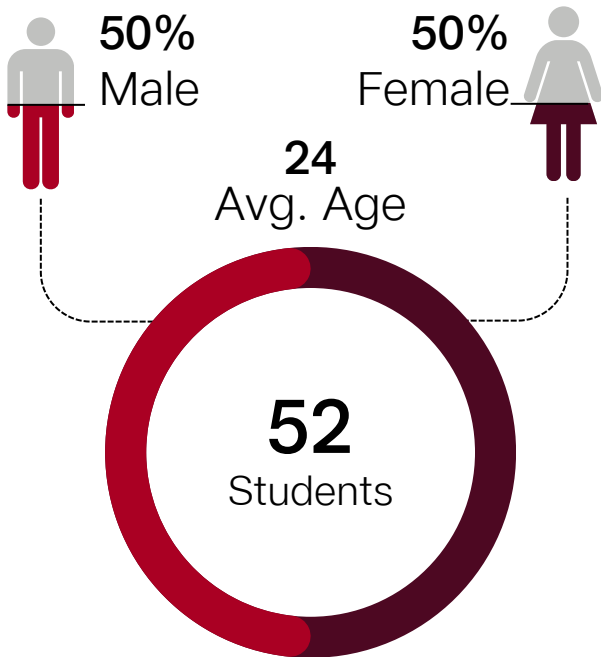
Domain Related

- Google Analytics
- Search Engine Optimisation

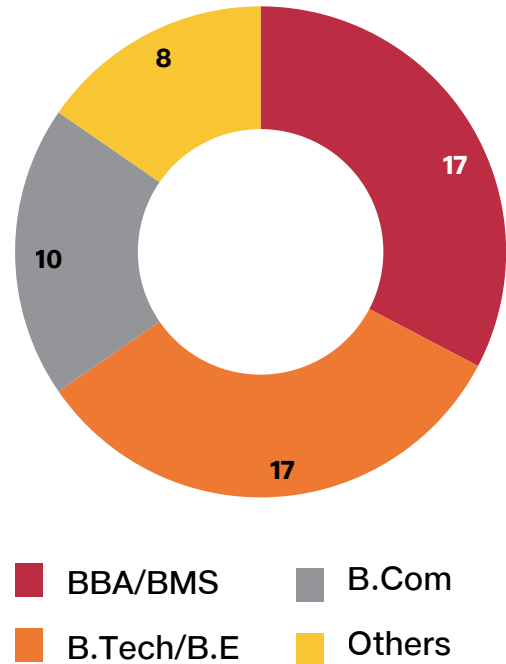
CLASS PROFILE

PGP in Management (Specialisation in Marketing)

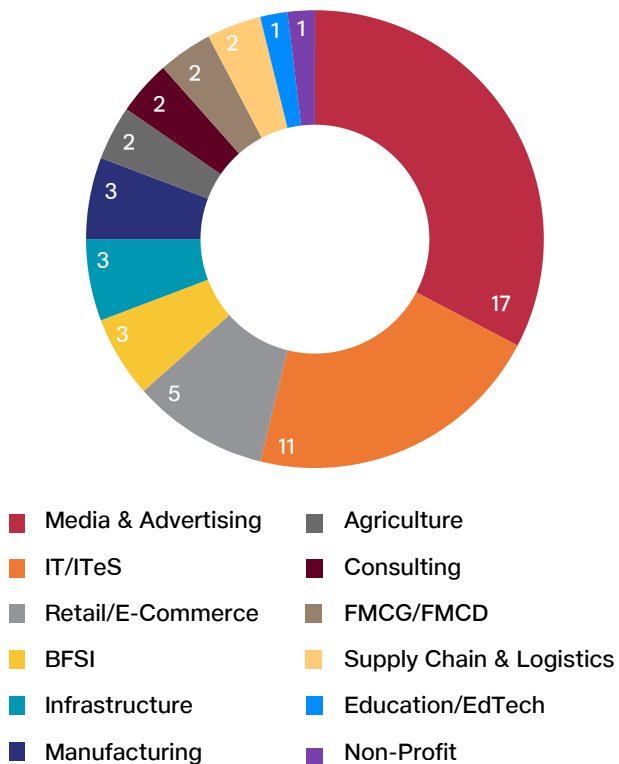
BATCH STRENGTH



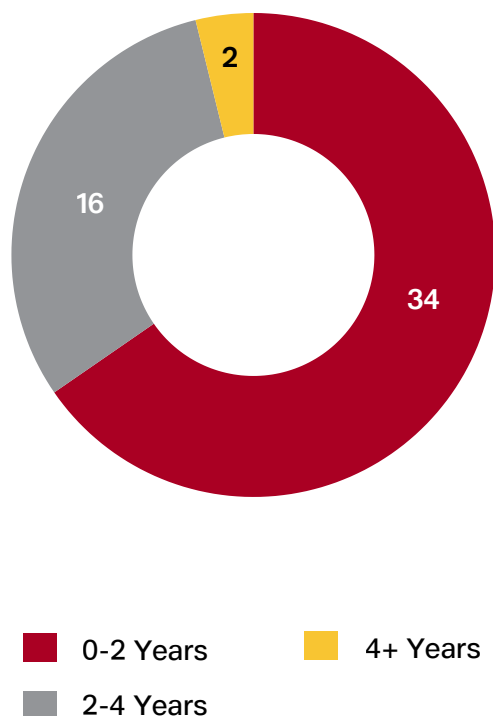
EDUCATIONAL BACKGROUND



PRE PGP WORK EXPERIENCE SECTORAL DIVERSITY



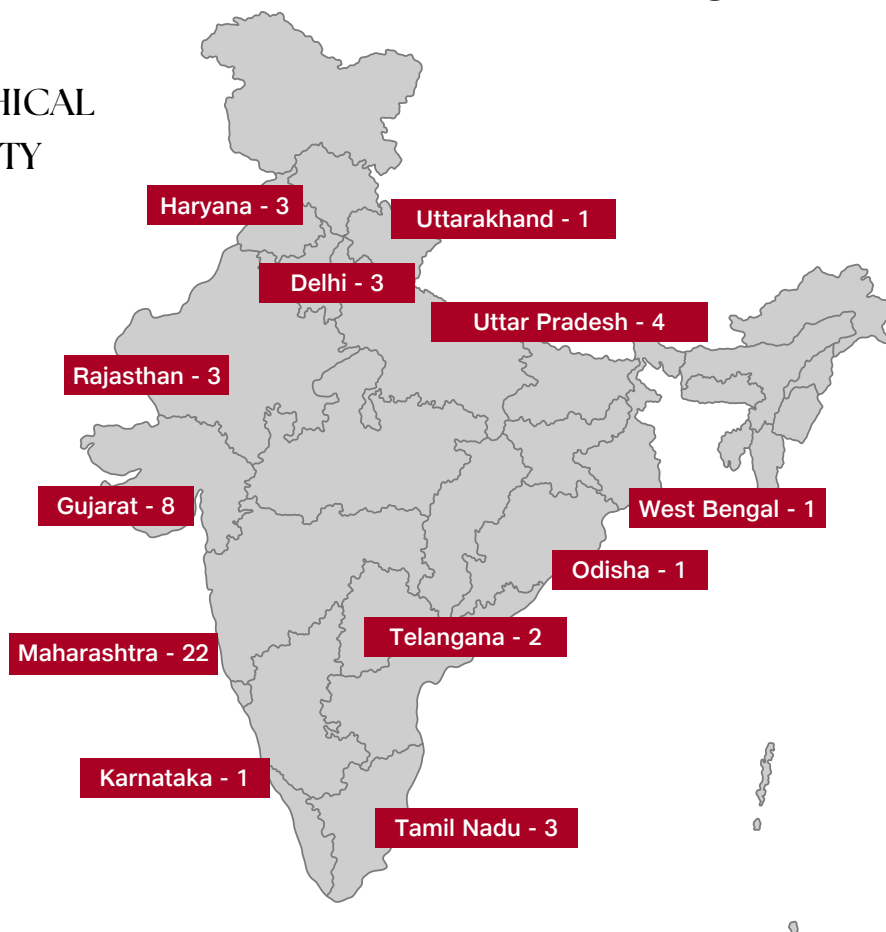
PRE PGP WORK EXPERIENCE



CLASS PROFILE

PGP in Management (Specialisation in Marketing)

GEOGRAPHICAL DIVERSITY



PRE PGP WORK EXPEREINCE COMPANIES

1729 Digital	CFARELabs	Native	Think & Learn
Accenture	FCB Kinnect	Nielsen India Media	Tradexa Technology
Amazon Business	Fusion India	Ocularity Analytics	Willis Tower Watson
Argusoft India	Geniemode Global	Omnicom Media Group	
Avenue Supermarkets (DMart)	Graphic Wings	Publicis Groupe	
BBC World News	GroupM	Reliance Retail	
BKT Tires	Headphone Zone	Schbang	
Clover Ventures	lenergizer	Schneider Electric	
CloudEagle.AI	Indo Nissin	Secur Credentials	
Cognizant	Infosys	Signet Jewelers	
Concentrix	InMobi	Skyline	
DeltaX	Jio Platforms	State Street HCL Services	
Dentsu Creative	KPMG Global Services	Surface Moto	
Diageo	Learning Routes	Swiggy	
Dolphy Australia	Mastek Enterprises	Teach for India	
Drip Capital	Media.net	Team Lease	

PLACEMENT DATA COMPENSATION

PGP in Management (Specialisation in Marketing)

Highest Salary

20.05 LPA

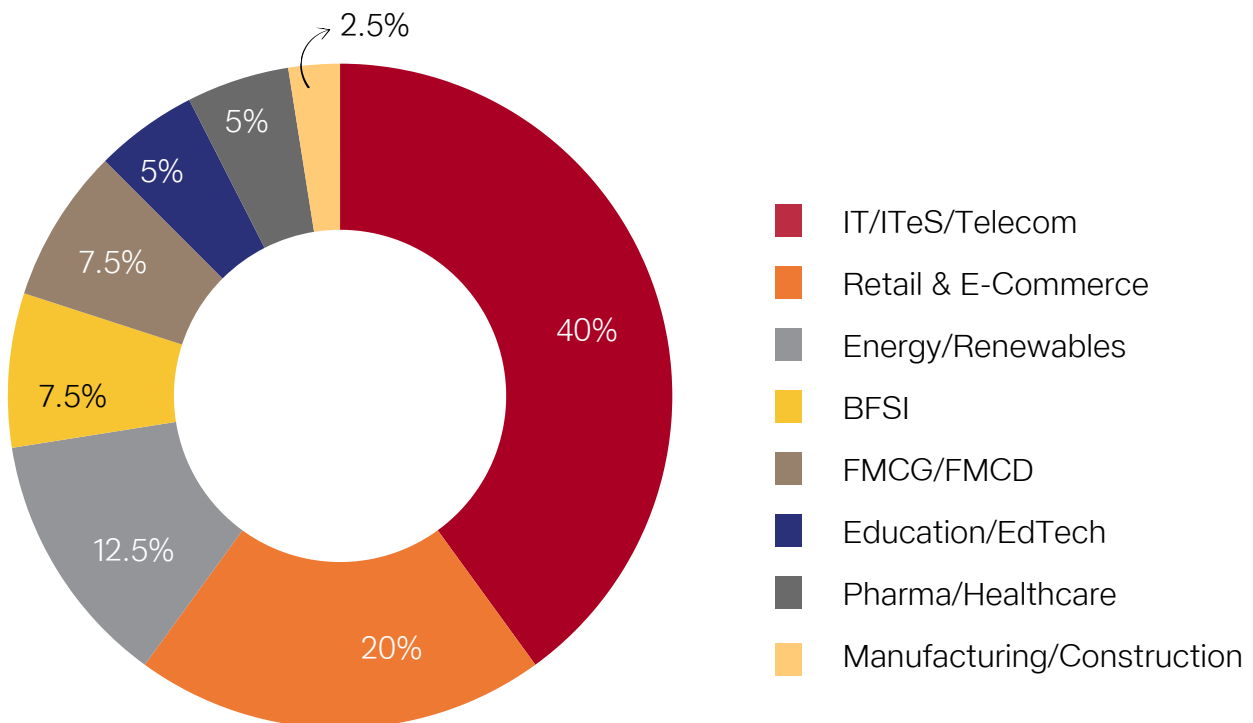
Average Salary

13.12 LPA

Median Salary

14.00 LPA

PLACEMENT DATA: INDUSTRY WISE BIFURCATION



Ref: B2K/Jio/MUM/RB/0002/2025-26

October 17, 2025

To
The Head of Placements
Placements Department
Jio Institute,
Ulwe,
Navi Mumbai - 410206

Dear Sir,

Re: **Audit of Placement Report for the batch 2024-25 of Post Graduate Programme in Artificial Intelligence and Data Science, Management (specialisation in Marketing) and Sports Management**

We have audited the data related to remuneration, function & location as presented in the Placement Report prepared by Jio Institute for the final placement (based on the offers accepted on campus) for the batch 2024-25 of Post Graduate Programme in Artificial Intelligence and Data Science, Management (specialisation in Marketing) and Sports Management.

The preparation of the Placement Report is the responsibility of Jio Institute. Our responsibility is to validate the information related to remuneration, function & location provided in the report with the relevant documentation and comment on the conformance of those with the Indian Placement Reporting Standards (IPRS) Revision 2.2.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations, which, to the best of our knowledge and belief, were necessary. In our opinion, the data related to remuneration, function & location as presented in the Placement Report complies with the Indian Placement Reporting Standards Revision 2.2. B2K has relied on declaration of authenticity from the management of Jio Institute for considering such data points.
2. The validation of information presented in the report is based on communication received by Jio Institute from the recruiting companies. B2K Analytics has not independently sourced any information or documentation from the recruiters.
3. We have verified the information with respect to job location, function and remuneration presented in the report with communication received from recruiters by Jio Institute.
 - a. The information has been categorised as best as possible under different salary heads as given in the IPRS Revision 2.2; where a break-up was not available, the entire remuneration has been considered as 'Fixed component' as advised by Jio Institute through a suitable declaration.

B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

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P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com



- b. The data points mentioned under different salary heads are representative of aggregate salary components offered to the candidates.
 - c. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered for the calculation of 'Maximum Earning Potential'.
 - d. We have considered the amount of Gratuity in the calculation of MEP even though it is payable after 5 years of service as this amount is not separately available for all the candidates.
 - e. Wherever information about the job location and function of students could not be established from the documents, and where offer letters were not signed, the details have been confirmed by the institute. An official declaration regarding the same has been obtained from the Placement Head.
 - f. Wherever information was missing reasonable assumptions have been made.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication from those students.
 - a. Out of 123 eligible students, 14 students opted out of the placement, including 2 company sponsored students who have returned to their respective organizations.
 5. Although a total of 16 students from Sports Management Programme were placed through the Institute, the report presents salary statistics for only 15 students as one of the students was offered internship.
 6. We have only audited the data related to remuneration, function & location in the Placement report and not the overview, placement highlights section or any additional information presented in the report.

Best Regards,



Ritaban Basu
CEO
B2K Analytics

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OUR RECRUITERS

Companies that recruited in the placement drive for Management (Specialisation in Marketing)



ROLES OFFERED

- Brand/Product Management
- Digital & Growth Marketing
- Sales & Business Development
- Consulting & Strategy
- Media, PR & Communications

ALUMNI TESTIMONIALS



The Placement Cell has been extremely supportive throughout the placement journey. They helped us build the right skills and regularly checked in to help us improve. The team worked tirelessly to bring top recruiters to campus and ensured meaningful interactions with students. They aligned opportunities with our individual strengths and career interests. Thanks to their efforts, I secured a great internship at Nivea—one of my top choices in the skincare industry—and later, a job at Reliance Retail. Their dedication, professionalism, and mentorship made a big difference, and I'm truly grateful for their support.

Sristi Ahuja

PGP in Marketing, Class of 2024–2025



The placement season is often stressful and takes a toll on both mental and physical health, but the incredible support from the placement team at Jio Institute made the journey manageable and focused. Their dedication, timely guidance, and structured approach gave me the clarity and confidence I needed. I was fortunate to get placed at Addverb during the very initial days of the placement cycle, in a role I had always aimed for. It's a company that would have been hard to break into without the right direction. I'm truly grateful for the team's efforts in making this milestone possible.

Yukti Srivastava

PGP in Marketing, Class of 2024–2025



The program offered valuable exposure to industry leaders, world-class infrastructure, and some truly insightful academic interactions. While the year came with its share of challenges, it fostered a sense of camaraderie and led to lifelong friendships, one of the most rewarding aspects of the experience.

Meet Sorathiya

PGP in Marketing, Class of 2024–2025

ALUMNI TESTIMONIALS



My journey at Jio Institute has been instrumental in shaping both my professional mindset and career path. I'm thrilled to share that I've joined Swiggy Instamart as an Assistant Manager – Category, and this achievement wouldn't have been possible without the consistent support from both the academic team and the career services team. The academic team ensured that our learning was always industry-relevant, combining core marketing principles with practical insights and case-based discussions. Their guidance helped me build a strong foundation and the right problem-solving approach required in today's fast-paced business environments.

At the same time, the Career Services team went above and beyond in preparing us for placements — from resume building and mock interviews to one-on-one mentoring and connecting us with leading organizations. Their efforts truly made a difference. As I step into this exciting role in the dynamic world of Quick Commerce, I carry forward everything I've learned at Jio Institute and look forward to giving back to the community that helped me grow.

Soham Shinde

PGP in Marketing, Class of 2024–2025



Believe in yourself. Trust the process. Good things will surely follow.”

My one-year journey at Jio Institute, Navi Mumbai in the Postgraduate Program in Management (Marketing) has been truly transformational. The program's cutting-edge curriculum, global exposure, and holistic approach helped me grow into a confident professional ready to take on today's dynamic business world. Learning from distinguished professors such as Kiran Pedada, Partha Krishnamurthy, Denish Shah, Anil Sood, Sheshadri, Alan D'Souza, Siddharth Deshmukh and many more great minds, I gained invaluable knowledge across areas like digital media, brand strategy, B2B sales, AI-driven marketing, and core management disciplines.

A true highlight was the International Immersion at Nanyang Business School, Singapore, where we explored Strategic Marketing and AI in Marketing, and visited global business headquarters like Porsche Asia Pacific and Mastercard, adding rich practical insights to the experience. Beyond academics, the world-class campus, vibrant student life, and unparalleled support from the Office of Career Services and Dr. Vishnu Prasad played a key role in my success. Their mentorship, mock interviews, and career guidance helped me secure my placement at Bahwan CyberTek (BCT Consulting), an established multinational IT services and business consulting firm. I am proud and deeply grateful to be part of Jio Institute's 3rd cohort in shaping my journey- for the friendships, mentorships, experiences and the growth I have achieved. This place will always hold a special place in my heart and I look forward to representing my alma mater with pride in the corporate world.

Keshav Lodha

PGP in Marketing, Class of 2024–2025

RECRUITER TESTIMONIALS



We had the pleasure of participating in the campus recruitment process at Jio Institute in 2025, and we highly appreciate the professional approach by the team on ground. The coordination by the placement cell was seamless—from scheduling interviews to facilitating smooth communication between candidates and our team. The students were well-prepared, articulate, and demonstrated strong technical and interpersonal skills, reflecting the institute's commitment to holistic development and industry readiness. We truly value this partnership and look forward to continued collaboration with Jio Institute in future hiring cycles.

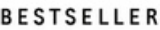
**NETWORK
SCIENCE**



We at Accops had the pleasure of interacting with several students from Jio Institute for the positions we were looking to fill. We were genuinely impressed by their professionalism, preparedness, and potential. The students we spoke with exhibited strong technical competence, effective communication skills, and a high level of enthusiasm — all essential qualities for succeeding in today's dynamic work environment. We wish Jio Institute continued success in nurturing and shaping future talent!

 **accops**

COMPANIES OFFERING INTERNSHIPS 2024-25

INTERNSHIP PROJECTS

Digital Marketing and E-commerce

- Digital Marketing Strategy for 'Shein'
- Performance Marketing for Jio Mart
- Propose GTM for QC by Competition Benchmarking, JioMart, Reliance Retail
- Competitive Benchmarking of Digital Marketing Strategies for Quick Commerce: Jio Mart
- Quick Commerce Merchandising & Pricing Benchmarking with In-App Analytics
- Benchmarking Q-com Platforms' Merchandising, Assortment, Pricing Against JioMart & In-App Analytics of Selected Merchandising Elements
- Performance Marketing for E-Commerce and Quick Commerce
- Boosting Sales (Through Linking and Listing) and Improving Presence of Tata Consumer Products on DMart E-Commerce Platform
- Strategy to Optimize and Grow E-Commerce and Quick Commerce Platforms Organically for Nivea's Body Lotion Range
- Modern Trade and E-Commerce

Brand Management and Marketing Strategy

- To Design Brand Architecture and Suggest a Portfolio Pipeline
- Brand Marketing of Bloom by Boldcare
- Making Amul Mithai an Evergreen Selling Range
- Brand Management for Selected Homme
- Marketing & Branding for Products at Raymond
- Streamlining Branding and Communications for the Parent and Partner Companies

PLACEMENT REPORT

- Marketing Strategies to Drive Revenue Generation Campaign and ICP Creation
- Marketing Communication Flow Optimization of Justdial's Customer Journey
- Drive 30% Growth in Capital Foods Portfolio via Offtakes through Promoters
- Market Expansion and Brand Optimization
- Marketing for PVR INOX
- Engagement-Driven Marketing Strategies for Luxury Audiences

Market Research and Consumer Insights

- Market Research and Consumer Behaviour Understanding of Refrigerator and ACs Of IFB
- Why Vijay Sales have more sales as compared to Croma and Reliance Digital
- Benchmarking Competitors Marketing Strategy of TMT Bars in Retail
- Market Analysis and Customer Survey Analysis on Telecom Sector
- Benchmarking for International and Indian Convention Centres

Go-to-Market (GTM) Strategies

- Go-to-Market Strategy Proposal for Reliance Retail's Jiomart Quick Commerce Expansion via Competitive Benchmarking
- Crafting Go-To-Market Strategy for Paytm Ads: Entering Programmatic Advertising and Elevating Content Engagement
- Go to Market Strategy for Solar Module

Product Development and Merchandising

- Understanding Ingredient Trends and Developing a Strategic Buying Plan for Swaadesi Understanding User experience and Product listing on E-commerce Platforms
- New Product Development and Data Analysis at Bold Care
- Quick Commerce NPD Management
- Apollo Store Segmentation and Must Sell List Definition
- Fiber Business Planning
- Glucon-D Packaging (Zydus Wellness)
- Curation Of Nivea's Ideal Gifting Set: Product Selection and Packaging Strategy

Business and Strategy Consulting

- Archiving and Curating Content for Chairperson's Office Team
- Enhancing the User Experience of the JSW Steel Privilege Club Application
- EV Stroke Hybrid Strategy in India
- Brand Health Track (BHT) and Client Consulting
- Price Benchmarking and STP with Communication and Competition Insights
- Research on Renewables Energy Sector
- Fiber Business Planning
- Analysing Business and Funding Trends, Tracking and Creating Dashboards for Real-Time Monitoring

Data Analysis and Performance Optimization

- Data Analysis at Bold Care
- Performance Mapping for Market Optimization: A Heat Map Framework
- Benchmarking JioMart vs Blinkit Insights & Recommendations: Study on Merchandising, Assortment, Pricing
- Driving Digital Strength at Jio Financial Services

AI/ML in Marketing & Management

- Chair Detection ML Model for Workspace Optimization and its Marketing

CAPSTONE PROJECT

Brand & Product Strategy

- Building Brand Loyalty: A Loyalty Program Design for Titan Skinn
- Brand Repositioning Strategy for Legacy Consumer Electronics Products
- Launching a Sustainable Men's Skincare Brand from Scratch in the Indian Market
- Launching Caffeine Infused Mint Tablets - Alternative to Coffee
- Launching a New Product (FMCG/FMCD) in Market

Digital & Omnichannel Innovation

- Transforming B2B Electrical Distribution: Designing and Curating Shree NM Electricals' E-commerce Presence
- Develop an Omnichannel Strategy for DMart to Expand its Presence in Tier-2 and Tier-3 Cities
- Quick Commerce in India: Growth Flywheel Strategy
- Digital Transformation: Redefining a Legacy Platform with Innovative Strategies for Future Growth
- Pivoting a Traditional Brand into a Creator Digital First Brand

Marketing Strategy & Consumer Experience

- Revitalizing Portico: A Comprehensive Marketing Strategy for Brand Growth and Digital Presence
- Impact of Experiential Marketing on Consumer Buying Behaviour
- Investigating the Impact of Packaging Design on Customers Purchasing Behaviour
- Redefining Luxury Retail Experience in JWP : A Critical Analysis of the Issues and Opportunities in Converting Overseas Shoppers into Local Customers
- Elevating Indian Travel Retail Experience

AI & Technology-Driven Marketing

- Automating Intent Prediction and Content Generation for Digital Marketing Using NLP and GPT Models
- Developing Heat Map by Performing Market Analysis and Work Force Optimisation for Nissin
- Shein's Relaunch in India - Digital Strategy to Appeal Gen Z Target Segment
- Accelerating Surface Moto: Digital Launch & B2B Market Breakthrough

Healthcare & Social Impact Solutions

- AI-Driven Anemia Detection: Accessible Solutions for Early Diagnosis and Preventive Care
- GTM (Go-to-Market) Strategy for Falhari in Packaged Food Segment (Targeting Quick/E-commerce and Modern Retail)

LIVE

PROJECTS

Vibrant Media

Students collaborated with experienced category managers to analyze brands, websites, and ad creatives. They created detailed audience personas reflecting consumer behavior, helping to tailor marketing strategies for Tira, Reliance Digital, Urban Ladder, and Jio Mart.

Jio Financial Services

Students developed a comprehensive launch strategy for a finance superapp. They conducted market research, created financial projections, crafted a multi-channel marketing plan, and applied strategic frameworks to ensure effective market entry and differentiation. They also developed communication strategies to engage stakeholders and the public.

CASE COMPETITION

LuxFeud by SDA Bocconi Asia Center, Mumbai

A team consisting of 4 PGP Marketing students won the LuxFeud-Second Edition Business Competition on 10th August 2024. The three-round competition saw spirited participation of more than 600 teams from across India. After a couple of rounds of online quizzes, the students presented their pitch that outlined the strategic roadmap for Fidenza Village, a luxurious open-air shopping destination, followed by Q&A with an expert panel

SproutIT 2024 by Symbiosis Center for Information Technology

A team consisting of 4 PGP Marketing students won an ideation challenge as part of the SproutIT 2024 organized as part of their Prismatic North fest with Information Technology Entrepreneurship and Leadership Forum (iTELF). The two-round competition saw participation from more than 300 teams from leading universities. After the quiz round, 25 teams presented their pitch, amongst which the Jio Institute team secured the first place.

Ideate: Pitch Deck and Marketing Strategy Event, IIT Dharwad

The E-Summit 2024 hosted by IIT Dharwad, saw participants present innovative business ideas along with comprehensive marketing strategies. Out of 400 participating teams, the team consisting of three of our PGP students secured the second place.

The team's project, titled "Waste Not, Feed All: Innovating Food Waste Management in India," focused on addressing two significant issues: India's growing food waste crisis and the demand for sustainable animal nutrition. Their proposal outlined a scalable business model aimed at transforming food waste into high-quality animal feed. The initiative would initially launch in Tier 1 cities, with plans for national expansion.

The business leverages cutting-edge technology, utilizing AI-powered waste segregation systems and low-heat dehydration techniques to preserve the nutritional value of the waste, ensuring it meets the needs of the animal feed market.



CONCLAVES ON CAMPUS

Marketing Conclave: Mastering Marketing in a Digital Landscape

The panel discussion convened industry leaders to explore strategies for navigating today's dynamic, digital-first consumer environment. Speakers emphasized adaptability, innovation, and empathy as key pillars of successful modern marketing.

Key themes included tailoring strategies to regional and generational consumer behaviors, building precision-driven luxury brands, leveraging technologies like AR, VR, and AI for deeper engagement, and optimizing supply chains with sustainability in mind. The panel also discussed retention strategies like omnichannel integration, gamification, and emotional branding to foster long-term consumer relationships.

Case studies from **Samsonite**, **Reliance Brands Limited**, and **Hamleys** illustrated how combining creativity with tech-led personalization and immersive retail can drive success. The conclave concluded by emphasizing that the future of marketing belongs to brands that build trust, deliver memorable experiences, and remain deeply attuned to evolving consumer values.

- Mr. Narendra Pratap Singh – Director of Business Development, Samsonite
- Mr. Aviral Chopra – Supply Chain Lead, Eureka Forbes
- Mr. Manish Mittal – Senior Vice President, Reliance Brands Limited

Marketing Conclave: D2C-A New Age Markting Giant

The management students hosted the Marketing Conclave on the theme “**D2C: A New-Age Marketing Giant.**” The panel featured leaders from D2C brands, retail, and digital agencies who discussed how direct-to-consumer startups are reshaping traditional brand dominance through innovative GTM strategies, tech-led personalization, and customer-centric experiences.

Key insights included the importance of customer lifetime value over acquisition costs, strategies to reduce product returns and cancellations, and the rising relevance of omnichannel presence. The panel explored the role of AI in hyper-personalized marketing and cautioned against intrusive tactics

Panelists

- Mr. Rajat Jadhav – Co-Founder, Bold Care
- Ms. Aakansha Cheema – Senior Account Director, Reliance Retail
- Mr. Rehan Dadachanji – Co-Founder, The Starter Labs
- Mr. Praveen Kamath – Head of Growth Marketing, Bummer

CONCLAVES ON CAMPUS

Convergence 2024

The conference in Singapore focused on bridging industry and academia to shape the future workforce amidst rapid technological change. The theme for Convergence this year was **'AI and the Future of Work'**. The conference saw two panel discussions on **'Tech & Transition: Convergence of AI Across Sectors'** and **'Navigating The Future: Breakthroughs & Perspectives From New-age Start-ups'**.

HR Conclave

The **'ViewPoint 2023: AI Reshaping the Future of Workplace'** HR conclave featured two engaging panel discussions on **'Navigating Megatrends: AI in HR'** and **'Emerging Trends in AI and Employment Opportunities'**.

AI Conclave

The AI conclave on **'Embracing AI Disruption – Skill Sets Required in the Changing Workplace'** addressed the latest developments in artificial intelligence, inherent challenges, and explored the ethical, policy, and practical implications of AI's pervasive use in the workplace.

Sports Management Conclave

The students organized the conference on **'Harnessing Data for Transformative Sports Consulting and Sustainable Growth'**, with distinguished panelists from Consulting, Investment Banking, Analytics & Product Management backgrounds.

INDUSTRY SPEAKERS ON CAMPUS

Shri Niraj Ambani

Group President, Supply Chain, Reliance Industries Limited

Session Topic: The Essence of Business Strategy: At Macro and Micro Level

Mr. Harit Nagpal

CEO and MD, Tata Play

Session Topic: Harnessing Disruptions to Build Sustainable Brands

Ms. Keerthana Ramakrishnan

Chief Marketing Officer, 82°E, India

Session Topic: Brand Marketing 101

Dr. Rupinder Singh Sodhi

President, Indian Dairy Association; Former MD, Amul, India

Session Topic: From "C2C" to Brand Legacy: Lessons from Amul

Ms. Aakansha Cheema

Senior Account Director, Reliance Retail

Session Topic: D2C: A New Age Marketing Giant

Mr. Praveen Kamath

Head of Growth Marketing, Bummer

Session Topic: D2C: A New Age Marketing Giant

Mr. Akshay Kishore Khairnar

Account Director - Traditional Media, Madison World, India

Session Topic: Media Mix Planning & Strategy

Mr. Ashutosh Sharma

Head - Search Engine Optimization, Madison World, India

Session Topic: Essential SEO Skills: A Beginner's Workshop

Dr. Jens Frederiksen

President, New Havens University

Session Topic: Global Education System, Leadership & Impact of Technology on Decision-Making

Ms. Pragya Priyali

Founder & Creative Director, Unrush; Former Head of Marketing, Myntra

Session Topic: Fashion E-commerce

Ms. Saba Alam

Partner, Leadership Mavericks

Session Topic: How to Make an Effective LinkedIn Profile

Mr. Rajat Jadhav

Co-Founder, Bold Care

Session Topic: D2C: A New Age Marketing Giant

Mr. Rehan Dadachanji

Co-Founder, The Starter Labs

Session Topic: D2C: A New Age Marketing Giant

Ms. Vanita Keswani

Chief Executive Officer, Madison World, India

Session Topic: Media Mix Planning & Strategy

Mr. Saurbh Kalra

Managing Director, McDonald's India (West & South)

Session Topic: Planning Framework/Roadmap: Where to Play

Mr. Atul Gandre

Global Head of Industry Solutions and AI Cloud, TCS

Session Topic: Overview of AI & Generative AI

INDUSTRY SPEAKERS ON CAMPUS

Ms. Nita Khare

Global Lead in Emerging Technologies & AI Cloud, Microsoft Practice, TCS

Session Topic: Overview of AI & Generative AI

Mr. Gaurav Ghelani

Regional Head of Talent Acquisition and Academic Alliances, TCS

Session Topic: Overview of AI & Generative AI

Ms. Sneha Wadekar

Manager, Human Resources, TCS, India

Session Topic: Overview of AI & Generative AI

Mr. Akashdeep Bansal

Founder & CEO, SaralX, India

Session Topic: Digital Accessibility

Mr. CKM Dhananjai

Chief Executive Officer of Data & Innovation, Mumbai Indians

Session Topic: Performance Data & Innovation

Mr. Naveen Ningaiah

Founder & CEO, SportsKPI, India

Session Topic: Sports League Ecosystem: IPL, ISL, PKL

Mr. Mandar Tamhane

Chief Executive Officer, NorthEast United FC, India

Session Topic: PowerTalk Podcast

Mr. Ashish Shah

Founder, Dynamic Sports Pvt. Ltd, India

Session Topic: Sports for Development (S4D)

Mr. Peter Sprenger

Chairman, Techonomy; President, Volleyball Federation Netherlands

Session Topic: The Future of Sports

Mr. Anirbhan Bhar

Investment Banker, AW Capital

Session Topic: Sports Management Conclave

Ms. Nupur Gupta

Product Head, Sportz Village

Session Topic: Sports Management Conclave

Mr. Akbar Akhtar

Manager, PwC India

Session Topic: Sports Management Conclave

Ms. Subhayu Roy

Global Sales Director, CricViz

Session Topic: Sports Management Conclave

Dr. Kamlesh Vyas

Partner, Deloitte India

Session Topic: Consulting Skills: Problem-Solving with Technology

Ms. Karishma Bhalla

Founder & Director, Taramis Labs, India; Former Managing Director & Partner, BCG India

Session Topic: Demystifying Consulting

Mr. Shaktie Prakash Shukla

Founder & CEO, BigHit Sportz, India

Session Topic: Company Interaction

INDUSTRY SPEAKERS ON CAMPUS

Mr. Vinit Kore

Co-Founder & CBO, BigHit Sportz, India

Session Topic: Company Interaction

Mr. Uddhav Welinkar

*Partner, Natekar Sports & Fitness, India;
Business Development Lead, Michezo Sports,
India*

Session Topic: Company Interaction

Mr. Rajeev Sangar

*AVP - Founder's Office, The World Pickleball
League*

Session Topic: Company Interaction

Mr. Debashish Roy

*Director and Head - Transformation, Digital
Innovation and Customer Experience, Pfizer
India*

Session Topic: Overview of the Pharma &
Healthcare Industry

Mr. Manab Bose

*Adjunct Faculty - Organizational Behavior
and Human Resources Management, IIM
Udaipur, India*

Session Topic: General Management and
Multidimensional Approach in Business

Ms. Surbhi Sarkar

Head of Learning & Development, FabIndia

Session Topic: Learning & Development

Mr. Neville Bastawalla

*SVP & Head of Marketing & On-Air
Promotions - Sports Channels, Sony
Pictures Networks India*

Session Topic: Innovation & Ideas-Driven
Approach to Marketing

Ms. Shivali Kapoor

*AVP Marketing, Sony Sports, Sony Pictures
Networks India*

Session Topic: Innovation & Ideas-Driven
Approach to Marketing

Mr. Karthik Lakshminarayan

*Vice President - Media Planning & Strategy,
Vibrant Media, India*

Session Topic: Vibrant Live Project

Ms. Surbhe Sharma

Group Strategy, Jio Financial Services

Session Topic: Live Projects at JFS

Ms. Amrita Mohanti

HRBP, Jio Financial Services

Session Topic: Live Projects at JFS

Dr. Pragya Roy

HR, Jio Financial Services

Session Topic: Live Projects at JFS

Ms. Michelle Mathew

HR, Jio Financial Services

Session Topic: Live Projects at JFS

Mr. Manu Kumar

*Head of Marketing & Corporate
Communication, Hero Electric, India*

Session Topic: Fireside Chat

Mr. Anil B. Singh

*Managing Director, Procam International
Pvt. Ltd.*

Session Topic: Fireside Chat



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Solving Global Challenges*

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