

ANNUAL REPORT



**2022-
23**



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Annual Report 2022-23

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ABOUT SIBM

Symbiosis Institute of Business Management, Pune (SIBM, Pune) is a prominent business school in India with a rich legacy of 45 years. Since its establishment in 1978, the institute has achieved recognition across the world for its academic excellence, intercultural solidarity, and significant contributions to industry, society, and students.



SIBM Pune believes in fostering a student-driven culture where students are encouraged to take up critical tasks that help them develop strong problem-solving and leadership skills. During the year, the institute hosts a variety of events where students interact with and learn from leading industry professionals. The eminent alumni of SIBM Pune, all of whom are connected to their alma mater, also contribute to its success. The world-class facilities of SIBM Pune, set on a hilltop campus in Lavale, offer a complete learning and development environment.

ABOUT CIT

The Corporate Interface Team is a student-run initiative of SIBM Pune that strives to strengthen, maintain, and improve the 'SIBM Pune' brand and the institution's relationship with the corporate world. The team's main purpose is to plan, design, and execute events that complement the institute's pedagogy, such as guest lectures, conclaves, and seminars.



CIT attempts to improve students' understanding of academic courses by providing them a platform to engage with industry professionals and gain an industrial perspective. In the academic year 2022-23, the team facilitated the organisation of events that hosted numerous prominent leaders and industry experts, and aimed to keep students up to speed on the latest management trends and market developments.

PARTNER ORGANISATIONS



Key Highlights

2 CONCLAVES

IMPERIO **09**
SESSIONS

09 FORTUNE 500
COMPANIES

CXO'S INVITED **10**

30 COMPANIES
HOSTED



Event Timeline





IMPERIO

2022
Creating Excellence

Imperio is a leadership talk series conducted by the Corporate Interface Team of SIBM Pune, wherein stalwarts from various industries enhance the corporate exposure of students by conveying their thoughts, experiences, and wisdom on diverse topics. Along with helping the batch connect further with the corporate world, this is a platform for them to learn how to be better business executives. In the year 2022-23, the team hosted nine Imperio sessions which proved highly beneficial for the students.

Ms. Shefali Mohapatra, Chief People Officer at Atria
Convergence Technologies

On 19th June 2022, Ms. Mohapatra elaborated on unlocking and identifying the hidden behavioural drivers and getting the best out of employees. She highlighted the importance of understanding the formal ways in which an organisation is organised as well as the informal ways in which it operates.



Mr. Abhinav Garg, Product Head at Amazon

On 20th June 2022, Mr. Garg presented his insights on customer experience, highlighting the significance of both functional and emotional needs of customers. With his diverse experience in the e-commerce space, Mr. Garg outlined the importance of putting the customer at the centre of the process, by involving five key elements in order to create a niche and sustain in the current highly competitive landscape.



Mr. Ram Velaga, Senior Vice President & General Manager
at Broadcom

On June 23rd, Mr. Velaga engaged in an Ask Me Anything session with students, during which he shared insights about his professional path, stressed the significance of digital technology and networking, and emphasised the value of maintaining proximity with customers.



Mr. Mukul Sukhani, Sr. Vice President - Business
Development at Mastercard

On 24th June 2022, Mr. Sukhani gave a presentation highlighting how the utilisation of data and digital payments has transformed the delivery and consumption of financial services. He emphasised that the banking industry relies on four pillars: customer focus, technology, innovative solutions, and customer safety and discussed in detail on how they impact the evolution of the banking sector.



Mr. Deepak Sharma, Co-founder & Chief Executive Officer
at MedLern

On 29th June 2022, Mr. Deepak Sharma led the conversation about digital transformation in healthcare, its unique potential and challenges. Mr. Sharma discussed, in detail, the shifts in the healthcare industry owing to the unprecedented circumstances of COVID while being enabled by advances in technology like AI, Telehealth, OMICS, Virtual Hospitals, Deep Medicines.





Ms. Abhinaya A, Data Analytics Manager at Meta

On 20th July 2022, Ms. Abhinaya addressed the students on the fundamentals of data analytics, why we need it and the ways in which we can employ it for personalisation. She gave a detailed overview of the pyramid of data needs, the intersection of roles in data analytics and the variety of jobs it gives rise to in the data science field.

Mr. Yogendra Joshi, Product Manager at Google

On 9th October 2022, Mr. Yogendra Joshi gave a glimpse into the life of a Product Manager and shared the different aspects of Product Management. He explained how the art of innovation transitions into happiness and provided numerous analogies. He also imparted important life lessons to students through his passion for photography and perspectives on life.



Mr. Rajeev Jain, Vice President (Marketing) at DS Group

On 15th October 2022, Mr. Rajeev Jain talked on how various organisations leverage cultural differences to develop their marketing strategies. He explained how marketing campaigns are tailored to cater to different customer segments and provided a perceptive insight to the students.



Mr. Nirmal NR, Chief Executive Officer at Zoomcar

On 11th December 2022, Mr. Nirmal NR explained the different stages of a startup and offered his valuable perspective on shifting from a 200 year old company to a 2 year old company, setting up businesses from scratch and being a hustler in the startup space.



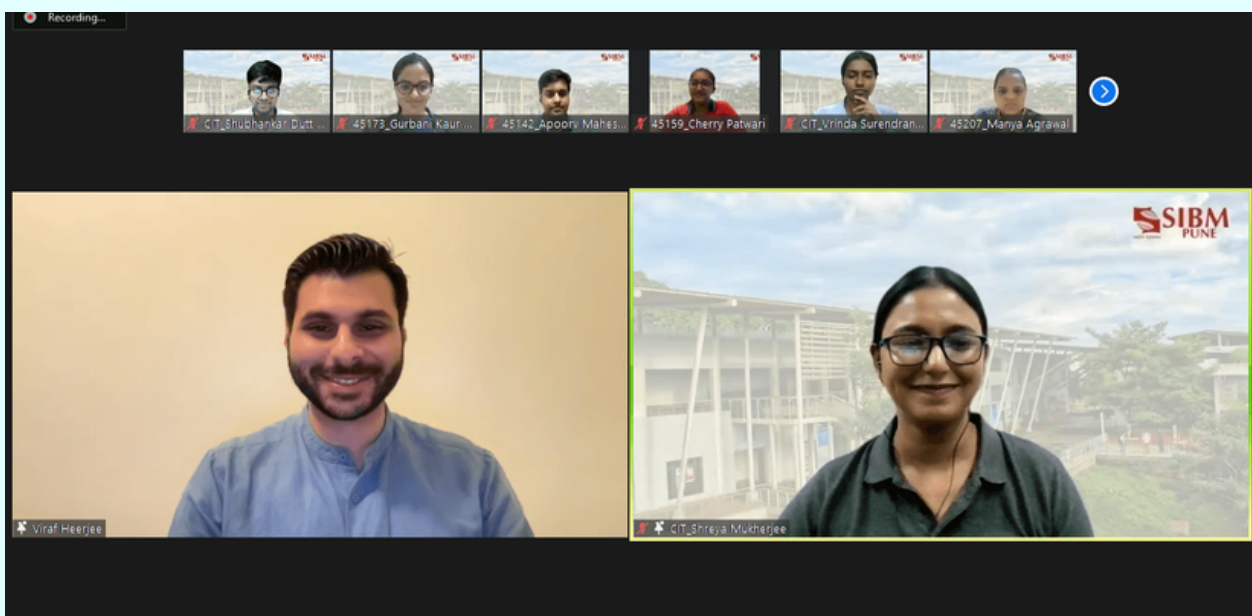


The Corporate Interface Team successfully launched Season 11 of Godrej LOUD in an online mode on 11th July, 2022.

After 10 prominent years of Godrej LOUD, season 11 was set in motion by Ms. Vandana Lisa Scolt, Head of Leadership Development, Employer Brand, and Diversity & Inclusion. Her enthusiastic speech on how Godrej nurtures passionate, dedicated people with a deep understanding of self pumped up the audience. With the shift in this year's theme from creating awareness for the society to being self-aware and understanding what drives each of us, the theme portrayed the significance of individual growth and vision. With the idea of transforming ourselves to the best version, this year opened up a more personal approach to a purpose that fuels us.

The Corporate Interface Team of SIBM Pune hosted the Godrej LOUD Campus Launch on 12th July 2022, with season 6 (2017) winner, Mr. Viraf Heerjee. He shared the essence of what Godrej LOUD tries to propagate and look for while sharing his journey of navigating his way through the challenge.

Season 11 turned a new leaf in pumping up the audience and filling them with excitement for the upcoming adventure of Godrej LOUD to #GoLOUDForYou.



DIAGEO

DRINKiQ

The Corporate Interface Team of SIBM Pune hosted 'DRINKiQ', an interactive, non-judgmental awareness program developed by Diageo as a part of their positive drinking strategy. The program was developed under the guidance of W.H.O and approved by the International Alliance for Responsible Drinking.

This year at SIBM Pune, the session was conducted by Mr. Gavin Gomez, Brand Ambassador, DRINKiQ, Diageo India and Ms. Sanjana Ramavarapu, Senior Manager in Talent Engagement, Diageo India. Mr. Gomez spoke about various aspects of alcohol consumption including the effects of alcohol, responsible drinking and harmful alcohol use.





Product Management Conclave

The Corporate Interface Team of SIBM Pune conducted the second edition of Genesis 2022 - Flagship Product Management Conclave on 30th July, 2022.

Product Management is the function in an organization that revolves around every aspect of the product and works to ascertain its utility and feasibility in the market. To that end, product managers are the nucleus of the product cycle as they connect the needs of the consumers to the company objectives of fulfilling them and determine the success of the company's output in the market. This year's conclave successfully provided a platform for eminent personalities from leading organizations like Tata Cliq, Flipkart, PhonePe, Disney+ Hotstar, PharmEasy, Thoughtworks, Tavisca and Media.net to share their views on various themes relating to Product Management.





The conclave commenced with a Keynote address by Mr. Ashutosh Dabral, Chief Product Officer at Tata Cliq on the topic “Recipe for Disruption: Thinking beyond Systems”. Mr. Dabral provided us with valuable glimpses into how products begin from small ideas and emerge as game changers, and provoked the minds of the audience to think beyond set conventions in order to innovate.

This was followed by a lively Round Table discussion on the topic, “Design Dominance: Developing Intuitiveness the Design Way” with Mr. Harmind Singh, Director of Design and Creative, PhonePe, Mr. Karthik Srinivasan, Senior Product Manager, Tavisca and Mr. Umeshananda Mohanty, Principal Product Manager, Thoughtworks. The discussion covered various grounds regarding design dominance, from the soft but long-term impact of good design to the inadequacies of bad design.



The conclave concluded with a panel discussion on the theme, “The Good-Better-Best Approach to Monetization and Pricing” moderated by Mr. Kshitij Bajaj, Staff Product Manager, Disney+ Hotstar, with Mr. Meet Jariwala, Senior Director and Head of Products - Pricing and Promotions, Flipkart, Mr. Aman Mehta, Vice President - Product Design and User Experience, PharmEasy and Mr. Devesh Dedhia, Group Product Manager, Media.net providing keen insights on how different companies use pricing as a strategy to attract consumers.



Kshitij Bajaj
 Staff Product Manager
 Disney + Hotstar

Meet Jariwala
 Senior Director and
 Head of Products
 Flipkart

Devesh Dedhia
 Group Product Manager
 Media.net

Aman Mehta
 VP Product Design
 and User Experience
 Pharmeasy



Harmind Singh
 Director of Design and Creative
 PhonePe



Ashutosh Dabral
 Chief Product Officer
 Tata Cliq

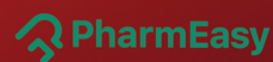


Karthik Srinivasan
 Senior Product Manager
 Tavisca



Umeshnanda Mohanty
 Principal Product Manager
 Thoughtworks

**Partner
 Organisations**



Senate

Management Conclave 2023

The Corporate Interface Team, SIBM Pune successfully organised its flagship management conclave, Senate 2023 on 18th February 2023. The conclave was based on the theme - “Array of Avenues”, a concept that encourages people to embrace the different opportunities available to them and develop new capabilities. Senate 2023 was aimed to provide a platform for people to think creatively and stay open to new ideas, learn new things, connect with others, and get inspired by the experiences of top leaders and experts.





Senate 2023 commenced with a keynote session by Ms. Geetika Mehta - Managing Director, Hershey India on the topic 'Diversification: A Success Strategy'. Sharing her experiences and learnings, Ms. Mehta highlighted the importance of investing time and energy to build diverse skills that can provide substantial returns in opportunities and income.



The conclave concluded with a round table discussion that took place with a focus on the topic 'Capitalising on Collaboration'. The event was graced by Mr. Ashish Sehgal - Chief Growth Officer, Advertisement Revenue at Zee Entertainment Enterprises Ltd., Ms. Divya Karani - Chief Executive Officer, Media - South Asia at Dentsu International, Mr. Prashant Kumar - Managing Director & Chief Executive Officer at Standard Chartered Capital Ltd., Mr. Subhro Chatterjee - Geography CEO at Reliance Jio Infocomm Ltd. as panelists and was moderated by Mr. Shailendra Rathi - CMO & COO, SAMETA (South Asia, Middle East, Turkey & Africa) Alliances, at Eli Lilly & Company.



Ashish Sehgal

Chief Growth Officer
Advertisement Revenue
Zee Entertainment Enterprises



Geetika Mehta

Managing Director
Hershey India



Shailendra Rathi

Chief Marketing Officer &
Chief Operating Officer - SAMETA
Eli Lilly & Company



Divya Karani

Chief Executive Officer
Media - South Asia
Dentsu International



Prashant Kumar

Managing Director &
Chief Executive Officer
Standard Chartered Capital



Subhro Chatterjee

Chief Executive Officer
Reliance Jio Infocomm



'The Big Small Talk' is the newest addition to our list of events. It is a platform where leaders and eminent personalities talk about all the small steps they took in their journey to make it big. Through this podcast, we aim to cover diverse topics in personal and professional spaces to help our audience climb their career ladder a little faster.

In this inaugural edition, we hosted six leaders from leading organisations who shared their stories with us.

Episode 1: Sports, Startups & Life: Subhayu Roy, Head - Brand Partnerships, Sportskeeda





**AVIATION AND
FMCD MARKETING**

Neel Jadhav
Ex Marketing Head
Akasa Air



Episode 2: Marketing, Aviation & LinkedIn - Neel Jadhav, Ex Marketing Head,
Akasa Air



**CORPORATE TO
BEST-SELLING AUTHOR**

Satyajit Senapati
Best-selling Author



Episode 3: The Professional Ladder - Satyajit Senapati, Best-selling Author



Episode 4: Pharma, Marketing & Storytelling - Rohit Gulati, Director - Marketing, J&J Vision



Episode 5: AdTech and ChatGPT - Abhinay Bhasin, Head of Product Marketing, ProfitWheel



Episode 6: Jobs during a Recession - Debashish Majumdar, Head HRBP & Rewards, Godrej Capital

6

EPISODES

17k+

SOCIAL MEDIA IMPERSSIONS

30+

VIDEOS

SOCIAL MEDIA

Neel Jadhav · 1st
 VP - Marketing@Katonic.ai | Ex - Market...
 Reshared from Corporate Interface Team, SIB...

I have been extremely lucky in my career so far. For the people I met and the opportunities I got.

Thank you, Corporate Interface Team, SIBM Pune, Isha & Tripti, for giving me an opportunity to share my learnings, my mistakes and some interesting titbits.

PS: Thank you, Abhishek, for having my back since 2010 :)



← ashish sehgal

Posts People Companies Groups

Ashish Sehgal · 2nd + Follow ...
 Chief Growth Officer,
 Advertisement Revenue at Z...
 1w · 🌐

It was a wonderful experience interacting with the bright students at Senate, Symbiosis Institute of Business Management, Pune's Flagship Management Conclave.

My fellow panelists and I had a very interesting discussion on 'Capitalizing on Collaboration' - an immensely crucial topic in today's hyper-connected world.

Thanks to the Corporate Interface Team, SIBM Pune for inviting me.



👍❤️🔥 130 10 comments

Like Comment Repost Send

🏠 👤 + 🔔 1 📁

Subhro Chatterjee · 1st
 Chief Executive Officer & P&L Leader in...
 1w · 🌐

A big round of applause to Corporate Interface Team, SIBM Pune team for organising the 2023 CONCLAVE "Senate" so meticulously.

It was an amazing experience to match notes and exchange thoughts with Ashish Sehgal, Shailendra Rathi, Divya Karani, Prashant Kumar & Geetika Mehta as we interacted with our future industry leaders & colleagues (the students of SIBM).

Thank YOU Symbiosis Institute of Business Management, Pune for the hospitality.

←

Divya Karani · Following
 Board Director, CEO Media South Asia, dentsu
 2d · 🌐

A big call out and thank you to [Symbiosis Institute of Business Management, Pune](#) for having us. The positivity and enthusiasm was palpable! Thank you to my co-panelists, [Prashant Kumar](#), [Ashish Sehgal](#), [Subhro Chatterjee](#) and panel moderator [Shailendra Rathi](#)!

Corporate Interface Team, SIBM Pune

Kshitij Bajaj · 1st
 Product | ISB | NIT-A
 7mo · 🌐

Thanks, Symbiosis Pune for inviting me to host a panel on 'Monetization & Pricing' in the Product Conclave.

I had a great time interacting with students and fellow panelists, and exploring your beautiful campus!

Corporate Interface Team, SIBM Pune
 1,980 followers
 7mo · Edited · 🌐

The [Corporate Interface Team, SIBM Pune](#), is proud to present our esteemed panel of speakers for the

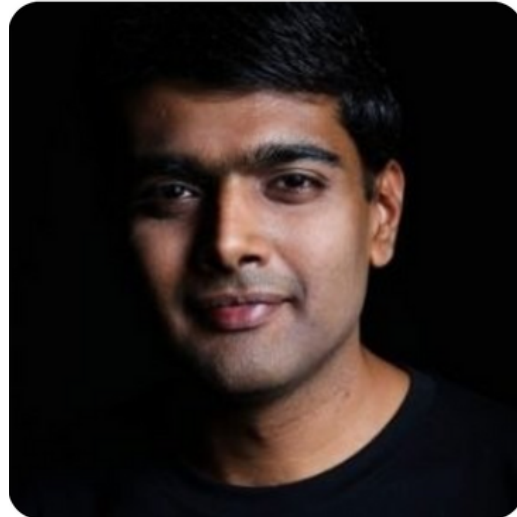
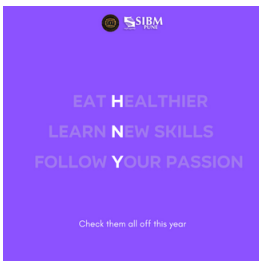
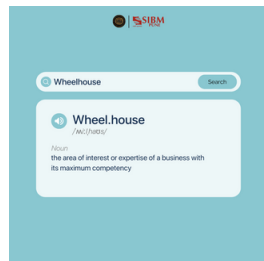
SM Campaigns

5K+

Views on
Youtube

55K+

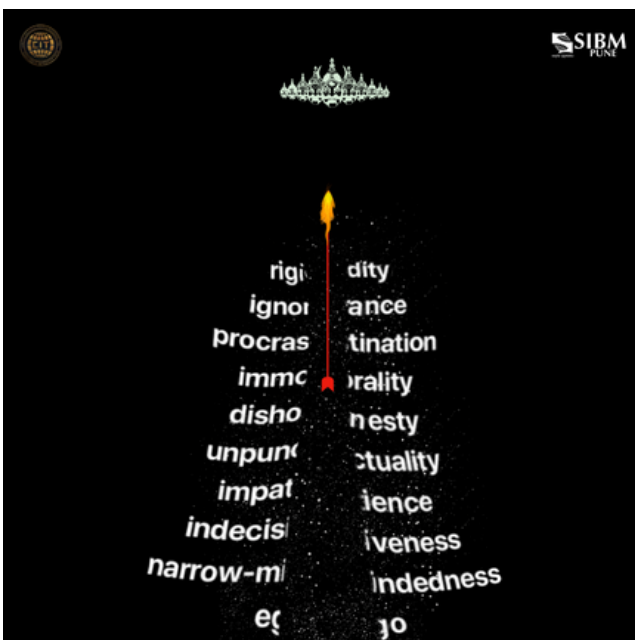
Impressions
on Insta



Harish Narayanan
CGO at Upstox | Ex CMO at Myntra

0:00 0:53

Imperio 2021



S TEAM



Varsha Priyadarshini
Co-ordinator



Ishan Garg
Senior Member



Daksh Vala
Senior Member



Yash Sachde
Senior Member



Utkarsh Manchanda
Senior Member



Sorach Sabharwal
Senior Member



Aishwarya AR
Senior Member

J TEAM



Anirudh Tiwari
Junior Member



Isha Billore
Junior Member



Nabil Aktar
Junior Member



Shubhankar Dutt Semwal
Junior Member



Tripti Agarwal
Junior Member



Vrinda Surendran Nambiar
Junior Member



Vuthoori Manideep
Junior Member

I TEAM



Anirudh Tiwari
Interim Member



Isha Billore
Interim Member



Vandan Soni
Interim Member



Shubhankar Dutt Semwal
Interim Member



Shreya Mukherjee
Interim Member



Vrinda Surendran Nambiar
Interim Member



Vuthoori Manideep
Interim Member



Nihlah Younus
Interim Member

CLOSING NOTE

In the academic year 2022-2023, the Corporate Interface Team was honoured to host eminent leaders through various conclaves, corporate engagements and leadership sessions. The year began with hosting the first offline conclave, since the lockdown imposed by the pandemic. By hosting various leadership lessons throughout the year, the team made sure that the students gained a comprehensive understanding of prevalent industry topics. The team successfully achieved the feat of adding to the brand value of SIBM Pune by also curating an online podcast series. The team's objective of hosting firms from various sectors & industries, strengthening the corporate relationship and furthering the academic and professional growth of the students was fulfilled through its consistent efforts and standards of excellence. Reflecting on the successful initiatives, we would like to thank the institute for its constant support. We extend our gratitude to Dr. R. Raman - Director, Prof. V.V. Ravi Kumar - Deputy Director, Dr. Madhura Bedarkar - Associate Professor & Deputy Director, Dr. Deepika Pandita, Associate Professor & Deputy Head - Corporate Relations, Dr. Santosh Gopalkrishnan, Associate Professor & Deputy Head - Corporate Relations, Mr. Anand Singh - Administration Head, faculty members and staff for steering us ahead with their counsel.

Address:

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