



CONSULTING & STRATEGY CLUB

ANNUAL REPORT
2023-24



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INTRODUCTION

The Consulting and Strategy Club is a Special Interest Group established to drive vertical mastery in Strategy Consulting, Management Consulting, and Technology Consulting. The club aims to promote a consulting culture and assist students in pursuing a career in consulting and strategy. The club acts as a platform for academic and corporate exposure to help students develop a holistic understanding of the consulting industry. With a plethora of initiatives conducted throughout the year, the club bridges the gap between corporate expectations and students' skill sets.

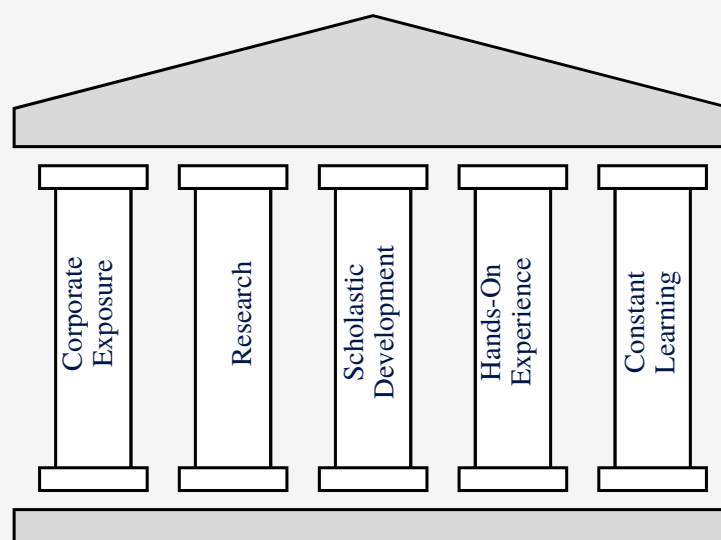
VISION

Nurture an ecosystem of consulting & strategy and develop relations with industry stalwarts for SIBM Pune's increased visibility in the consulting domain. The group endeavours to furnish the students with the resources necessary to build a career in consulting in order to maximize their prospects of transitioning into areas of Strategy Consulting, Technology Consulting, and Management Consulting.

MISSION

- To build relationships with consulting firms and strengthen the collaboration with subject matter experts.
- To nurture talent and commitment for the consulting domain at SIBM.
- To prepare the students for their consulting interviews & help them in scholastic development throughout the year

FIVE GUIDING PILLARS



EVENT CALENDAR

Event Name	Date
Continuum Series	June 2023
Rubric Series	July 2023
StratX - Blog Series	Conducted throughout the year
Industry Reports	Conducted throughout the year
C&S SIRP Mock Interview	August 2023
Resolve - P2P Case Discussion	November 2023
Consulting Masterclass 1 to 3	October 2023 - November 2023
Mindcraft - National Guesstimate Competition, Transcend 2024	January 2024
Paramarsh : National Consulting Conclave	March 2024
Aanklan 3.0 - National Guesstimate Competition	March 2024
Prajwalan 3.0 - National Case Competition	March 2024
Prawaah : Corporate Connect	March 2024
Consulting Casebook	March 2024

CONTINUUM

OBJECTIVE:

Continuum is a year-round series collaborating with well-known industry experts and international faculties who would help students understand different career choices, career progression, best practices, and daily responsibilities in the world of consulting, Product Management and Technology.

DETAILS:

The sessions introduced various cohorts of business consulting like **Strategy Management, Management Consulting** etc., to students of SIBM Pune. This helped build traction towards consulting as a career choice for the students. Sessions on **How to Ace Guesstimates** and **Case Solving** has introduced students to the world of Consulting Interviews. The sessions proved to be a great value addition to the students. All in all, Continuum helped in piquing and nurturing students' interest in a career in the ever-dynamic domain of Consulting.



CONSULTING & STRATEGY CLUB

SIBM PUNE

CONTINUUM

TOPIC - UNLOCKING MANAGEMENT CONSULTING

SPEAKER

BIBHAV SINGH

SENIOR CONSULTANT
MONITOR DELOITTE

25TH JUNE | 12:45 PM

RUBRIC

OBJECTIVE

Various sessions on different **Consulting Frameworks** and **Guesstimates** by the senior members of Consulting and Strategy Club as a part of summer internship preparation for the 1st year MBA students . A total of **3** sessions that focussed on topics such as:

- Guesstimate Fundamentals
- Profitability Case Framework
- Market Entry and Growth Strategy

The sessions were organized in the months of July and August made sure that no stone was left unturned and empowered students with the confidence that is required for cracking the consulting interviews.

The Sessions also focussed on hands on experience on different frameworks along with live case solving.



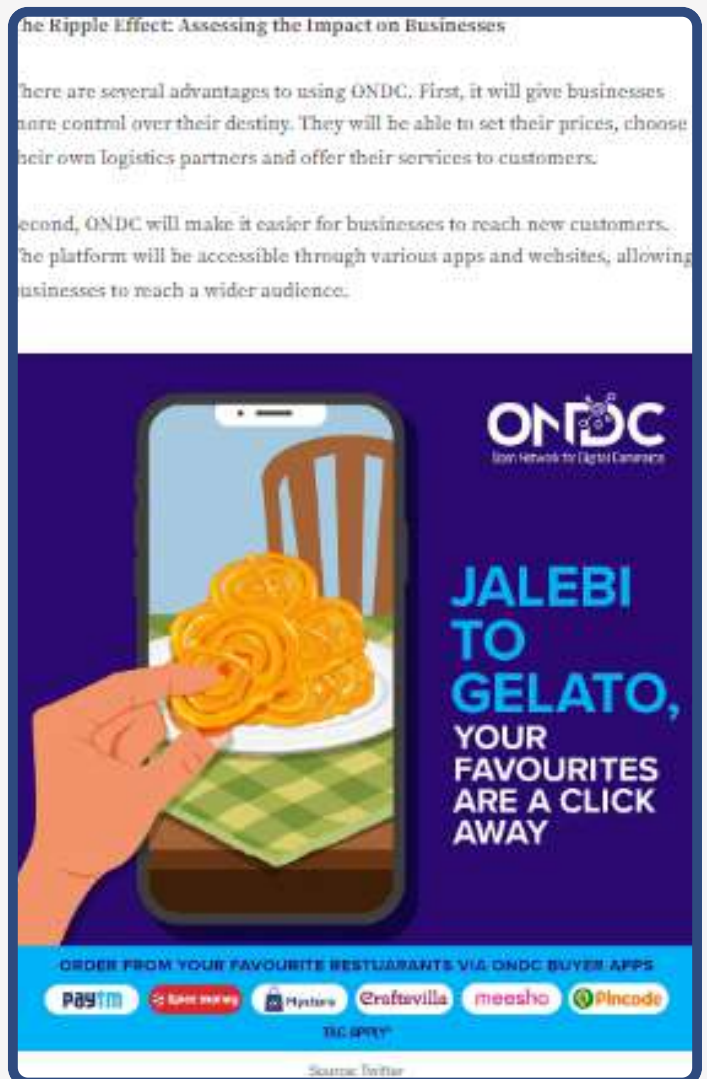
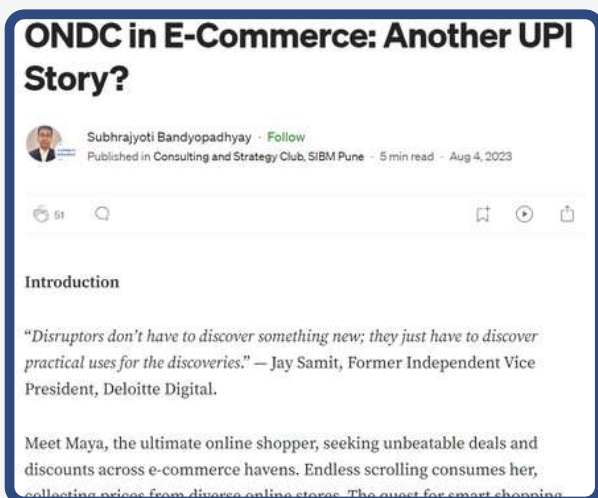
STRATX

The StratX is a blog series which addresses contemporary topics in the field of **politics, environment, technology, science** and many more.

StratX is published as a medium **blog** which comprehensively covers pressing matters on the most relevant happenings of the contemporary world.

With Strat X, the club endeavors to foster conversation in the student community on contemporary topics in the business domain. The various blogs published this year were:

The blog published this year was on topic: **ONDC in E-Commerce: Another UPI Story**



INDUSTRY REPORTS

OBJECTIVE:

The industry report series was started to aid the SIRP preparation of MBA-1 by providing a general overview of all the industries.

DETAILS:

The comprehensive reports covered major **trends, government initiatives, Key Performance Indicators (KPIs), Cost Drivers, Growth Drivers, Porter's Value Chain analysis**, etc., of the respective industries.

The reports were created in a **compact and easily consumable format** to aid in quick revision during the placement processes.

The industry report series was started to aid the **SIRP** preparation of **MBA-1** and **CRP** preparation of **MBA 2** batch by providing a general overview of all the industries.

The various Industry Reports released this year were on **Automotive, IT Alco-Bev, Aviation Industry**.



RESOLVE

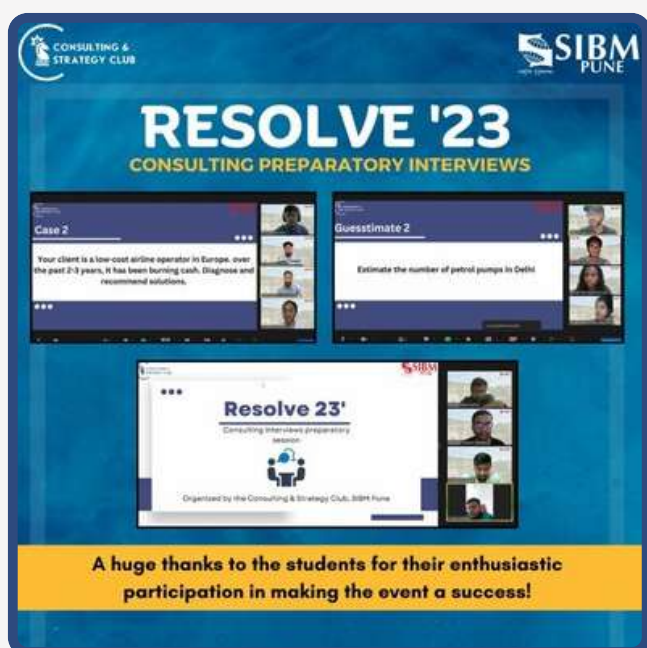
OBJECTIVE:

The **Consulting and Strategy Club** conducted a case interview preparatory series called **Resolve**. Resolve program was initiated to provide a **structured case-solving** approach to the students and get them ready to face their **Summer & Final consulting interviews**. The club intended to build a community of like minded students who benefit from share resources and peer-to-peer case solving approach.

DETAILS:

During this series, some of the most useful **frameworks, guesstimates**, and an array of intriguing cases were covered. With different case partners in every session, the students could gain from a wide variety of perspectives of their peers

The response was enthralling and was very encouraging to see students making the most of the opportunity. Through this series, the club built a cohort of students and encouraged the culture to effectively prepare for consulting interviews.



CONSULTING MASTERCLASS

Consulting Masterclass is a 3 **session** preparatory series to aid the 2nd year MBA students in their Final placement preparation. The session invited **SIBM Pune Alums** to share their experiences and insights about the consulting ecosystem and the different consulting frameworks.



Case Study- Chipotle
Case Analysis

Financial Feasibility Check

- Indian market size is around 1.5 Lakh Cr which is almost double the revenue of Chipotle. This gives us a good measure that we should go ahead and try to enter.
- For suggesting a market share, we should look at the market share attained by the last entrant by doing competitor analysis.
- The last entrant had a market share of 5% in its first year. So, we can suggest the same to our client.
- With 6% market share, the total revenues would be around 9000 Cr which is above the Client's target.
- It gives a good Go-No-Go decision to enter.
- According to the financial feasibility, the signs are positive for Chipotle to enter.

Porter's 5 forces to assess Products and Customers

High Competitive market, low CAPEX
High low switching cost, many substitutes

The sessions highlighted different interview scenarios and real problem statements that are expected by the interviewers during the interview process. The session covered - and deep-dived into the approach that is required during the process.

CONSULTING MASTERCLASS

DAY 1
ONLINE WORKSHOP
PROFITABILITY FRAMEWORK

OCTOBER 15, 2023
12:00 pm - 1:30 pm

MOHIT PACHORI
ASSOCIATE, BAIN & CO
SIBM PUNE, BATCH 2020-22

CONSULTING MASTERCLASS

DAY 2
ONLINE WORKSHOP
MARKET ENTRY FRAMEWORK

OCTOBER 18, 2023
8:30 PM - 9:30 PM

ABHISHEK DEWANGAN
CONSULTANT, AVALON CONSULTING

CONSULTING MASTERCLASS

DAY 3
ONLINE WORKSHOP
PRICING STRATEGY

OCTOBER 21, 2023
2:15 pm - 3:30 pm

SOURAV DEBNATH
MANAGEMENT CONSULTANT,
AGENCY STRATEGY & CONSULTING

CONSULTING MASTERCLASS

DAY 1
PROFITABILITY FRAMEWORK

Big thanks to Mr. Mohit Pachori for the insightful session! Together, we delved into case interviews, Profitability frameworks, and real-world management consulting through a compelling case study. Shoutout to all the engaged participants!

CONSULTING MASTERCLASS

DAY 2
MARKET ENTRY FRAMEWORK

Special thanks to Mr. Abhishek Dewangan for the insightful session on market entry. Explored decision-making, market analysis, customer segmentation, and various entry strategies. Participants, your active engagement made it even more enriching.

CONSULTING MASTERCLASS

DAY 3
PRICING STRATEGY

Hats off to Mr. Sourav Debnath. Explored pricing's pivotal role, strategy alignment with company goals, customer needs, and competitors. Delved into diverse strategies and appreciated a real-world case study. Heartfelt thanks to all engaged participants.

MINDCRAFT

MindCraft was a National-level competition case competition organised by Consulting and Strategy Club in collaboration with Co-Curricular Council of SIBM, Pune.



MINDCRAFT



The event tested leadership skills, ability to make decisions, and knowledge in all domains of business like Marketing, Finance, Supply Chain, Human Resources, Analytics, Consulting, and the Business World.

There were 600+ registrations out of which top 5 teams presented their solutions to our esteemed panel of judges, comprising of Prof. Anil Khurana and Dr. Tanuj Mathur.

Winners won Cash Prize worth **INR 35,000**

The winners of this competition were Team BITSOM from BITSOM and the Runner up were Team Winners from FMS Delhi.

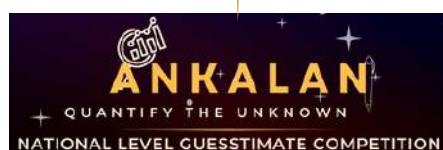
PARAMARSH

The second edition of the Annual National Consulting Conclave - Paramarsh, was conducted on 2nd and 3rd March 2024.

The conclave was composed of 3 different events - Prajwalan 3.0 - National Level Case Competition, Ankalan 3.0 - National Level Guesstimate Competition and Prawaah : Corporate Connect - Speaker Session.

OBJECTIVE:

The objective of Paramarsh is to bring together the brightest minds of the country on a single platform and provide them the Consulting exposure. With a whopping prize money of INR 72k, the event engaged over 700 students from premier B-Schools across the country.



ANKALAN 3.0



Aanklan, derived from the Hindi word for "estimate," aptly captures the spirit of our club's ambitious initiative: to rigorously test and enhance students' proficiency in one of the most critical tools in the corporate arsenal—guesstimation! This initiative goes beyond mere numerical guesses; it is designed to cultivate a culture of critical thinking and analytical prowess among students. By engaging in Aanklan, participants delve into the intricacies and subtleties that underpin key business decisions. The process encourages them to think deeply, question assumptions, and develop a strategic mindset that is invaluable in the business world.

ANKALAN 3.0

Aanklan 3.0 - National Level Guesstimate competition was conducted on 2nd March 2024 under the umbrella of Paramarsh. It featured over 300 participants from 30+ B Schools from the country.

A 2 Round competition where participants were asked to solve an Industry level guesstimate and submit the solutions.

Top 5 teams were selected for the Final Faceoff Round. The teams were asked to solve guesstimates on the spot and then present the solution to the jury. The case competition tested students on guesstimate solving and evaluated them of different parameters such as speed, approach and accuracy.



The banner features a dark blue background with a pattern of small white stars. At the top left is the Consulting & Strategy Club logo, and at the top right is the SIBM Pune logo. In the center, the word 'ANKALAN' is written in large, bold, yellow letters, with '3.0' in a smaller font above it. Below 'ANKALAN' is the tagline 'QUANTIFY THE UNKNOWN' in white. A horizontal yellow line with a diamond-shaped center is positioned below the tagline. The main text of the banner, 'GUESSTIMATE 1 - ESTIMATE THE TOTAL DURATION OF YOUTUBE ADVERTISEMENTS IN A DAY IN INDIA', is written in bold, yellow, uppercase letters. In the bottom right corner, there is a colorful graphic consisting of several overlapping, curved lines in shades of orange, yellow, and green, resembling a stylized '9' or a similar symbol.

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STRATEGY CLUB

ANKALAN
3.0
QUANTIFY THE UNKNOWN

GUESSTIMATE 1 - ESTIMATE THE TOTAL
DURATION OF YOUTUBE ADVERTISEMENTS IN A
DAY IN INDIA

SIBM
PUNE

PRAJWALAN 3.0

Prajwalan 3.0 was the third edition of the Flagship Consulting Case Competition which was organized under the umbrella of Paramarsh.

It is a National Level Live Business Case Competition to encourage problem solving skills and provide exposure to real life business case scenario. Through this competition, the teams were not only required to be adept at business concepts in theory but were also required to apply them and provide sustainable solutions.

A 3 round competition which spanned over a month with Finals being conducted at the SIU Convention Centre on 3rd March 2024.



PRAJWALAN 3.0



A Consulting Quiz round followed by a Live Consulting Business Case was presented seeking solutions. The submissions were judged on the basis of business scalability, novelty and value proposition. This year's event introduced new and captivating rounds in the electrifying finals!

PRAWAAH

Development of the students has always been at the core of what the Consulting and Strategy club does. In that pursuit, we collaborate with alums and startups and organize workshops for the students to gain relevant skills.



PRAWAAH



Speaker Session

Ms Sanjana Kashyap

Independent Management Consultant - Technology Strategy Roleplay

To gear up the students for their internships in various domains like Consulting ,Marketing , HR , Finance, Product management .

It focussed on helping students gain insights regarding the consulting tools and practices that are prevalent in the industry.

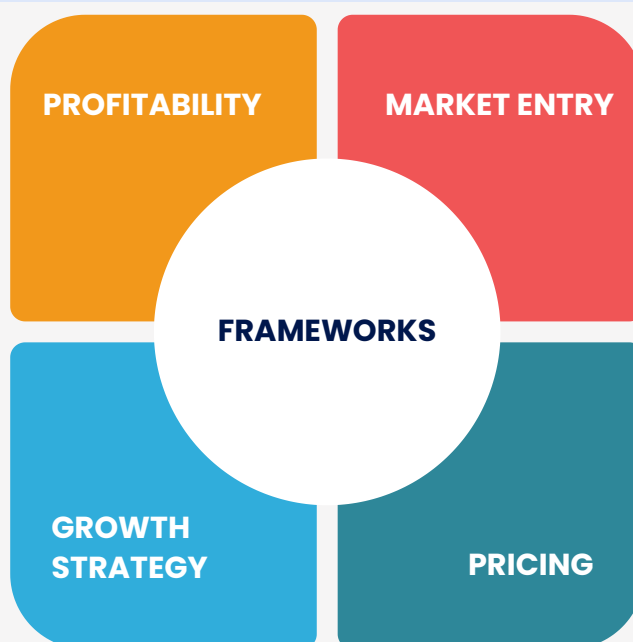
CONSULTING CASEBOOK



The **Casebook** documents the **interview experiences** of students across consulting firms to assist the students in their case interview preparation for SIRP and CRP. The casebook was built with diligence and through effort and support of Club Members, Alums, Student President and our esteemed Director.

The case book covers 10 Legacy Frameworks and movement to Case Competition Readiness based on 10 Legacy Case competitions and prepares students for interview process by covering 15 Companies.

The casebook comprises of pertinent business frameworks, **10 relevant guesstimates & 25+ cases** in different case domains such as:



The casebook was launched on the occasion of Annual Management Day, 23rd March 2024, among the august presence of our alumni and our esteemed Chancellor, Vice Chancellor, Director, faculty and students.

MEET THE TEAM



JUNIOR + SENIOR TEAM 2023-2024

SENIOR TEAM	JUNIOR TEAM	INTERIM TEAM
Adityaveer Singh	Atharva Zanzane	Archika Agarwal
Chetna Chhabadiya	Ayush Bhat	Ayush Bhat
Harita Jindal	Debraj Dutta	Gaurav Choudhury
Navjyot Singh	Kunal Dugar	Konima Baghel
Pranjal Srivastava (Coordinator)	Shilpa Sarkar	Subhrajyoti
Rishi Madhav	Shrithi Kannan	Shrithi Kannan
		Vidhi Lalwani

ADDRESS

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