



CORPORATE INTERFACE TEAM



**Annual Report
2016-2017**

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Overview

The Corporate Interface team, a student run initiative, is the face of SIBM Pune in the corporate world. The fundamental goal of the team is to conceptualize, develop and execute events which supplement the institute's pedagogy. The team has always tried to build, sustain and enhance this institute's relationship with the Indian corporate world and build on the brand 'SIBM Pune' in the industry. CIT, in the academic year 2016-2017, has strived to enhance the knowledge and learning of the students at SIBM Pune by complementing the conventional teaching methods with adequate industry exposure through guest lectures, symposiums, seminars, etc.

CIT aims to augment students' understanding of academic concepts by providing them an industry perspective through interactions with industry professionals. Through its series of events in the past academic year, the team provided a practical perspective on various domains of management & business to students and tried to ensure that students were kept abreast with the latest management trends and changes in the industry. The team endeavoured to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.

Schedule for Events for 2016-17

EVENTS	DATE
Godrej Loud Campus Launch	18 th – 19 th July, 2016
Mahindra War Room Launch	17 th July, 2016
Imperio 2016 (1.0)	25 th June, 2016
Imperio 2016 (2.0)	20 th July 2016
Imperio 2016 (3.0)	5 th August 2016
Imperio 2016 (4.0)	15 th December 2016
Imperio 2016 (5.0)	7 th February 2017
Imperio 2016 (6.0)	25 th February 2017
Arcturus	21 st August 2016
The Senate 2016	28 th January 2016

List of Organizations hosted

P&G	Blue Dart
KPMG	Grant Thornton
PWC	Mahindra & Mahindra
Deloitte	Godrej
Aditya Birla Group	Barclays
Google India	Crisil
IBM Global services	Index Advisory
Reliance Digital	Idea
Cummins India	L&T Infotech
Crimson Consulting	HP Enterprises
Xellenz Consulting Group	Airtel
Microsoft	Appster

MAIN EVENTS

Imperio 2016-17

Imperio 2016 – a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. Imperio aims to lessen the divide between theory and practice, to understand the success stories of thought leaders, their principles and rationales in order to gain a deeper understanding of contemporary business.

Imperio 1.0

Date: 25th June, 2016

Guest Lecture by

**Mr Chandan Pansari - Brand Manager,
Oral Care India | Proctor and Gamble**

Mr. Chandan Pansari is the Brand Manager – Oral Care at Proctor & Gamble India. He has been handling the country marketing for Oral Care at P&G since September 2015. Prior to this, he was the Associate Brand Manager, Beauty Care – India for the same for 5 years managing Olay since 2010 and Old Spice since 2013.

Before his stint with Proctor & Gamble, he was the Account Optimization Associate at Google. His role involved optimizing Online Ad Spends for some of the largest Advertisers in the US and developing strategies on their year-round Online Spend. Mr. Pansari specializes in Marketing, Integrated Marketing Communications, Brand Management, Internet, Digital Marketing, Social Media, Corporate Media and Film Marketing. He is a Google AdWords Certified Professional. He is an alum of Mudra Institute of Communication, Ahmedabad and Delhi University.

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Imperio 2.0

Date: 20th July, 2016

Guest Lecture by

**Mr. Puli S. Sarvanan - Managing Partner and Consultant,
Xellenz Consulting Group**

Mr. Puli S Sarvanan is the Managing Partner & Consultant of Xellenz Consulting Group, focusing on Project Investment & Due Diligence, Asset Management and Trading & Distribution services for the Oil & Gas industry.

Puli has been the Regional Director for Shell in managing multiple Refineries and Chemical plants managing Capital Investment and delivering Turnarounds & Projects across Asia and Middle East. He has accumulated around 25 years of experience in Turnaround, Projects, Engineering, Maintenance, Contracts & Procurement, Commercial, Operations excellence, HR Performance management and Internal Audit. Puli holds MBA in International Business & Finance from Imperial College Business School, University of London and MS degree in Industrial Engineering from NUS, Singapore.

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Imperio 3.0

Date: 5th August, 2016

Guest Lecture by

**Ms. Anupama Kaul - HR Leader - Engine Leader and Megasite,
Cummins India**

Mrs. Anupama Kaul, started her career with Cummins India Ltd in 2006 as the HR Leader for Cummins Exhaust Ltd based out of Daman. After completing 2.6 years with the business, she became the HR Leader for Cummins Turbo Technologies where she operated from Indore.

Anupama then took on the assignment of leading OD and Employee Engagement under the Talent Management vertical at India ABO in 2013. In 2014, she was given the opportunity to lead Components segment in India as the HR Leader. Anupama has worked with Standard Radiators Pvt Ltd, Hutchison and Hindalco Foil & Wheel Division. She brings in a total 18 years of rich experience.

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Imperio 4.0

Date: 15th December, 2016

Guest Lecture by

**Mr Puneet Jhavar – Senior General Manager,
Automotive Business | Cummins India**

He interacted with the students of MBA-1 Marketing on various Business-to-Business marketing concepts, Key Account Management etc. He also invited volunteers from the audience to for the enactment of a sales pitch in order to bring out the difference between Business-to-Customer and Business-to-Business marketing techniques.

Two case studies were provided beforehand and the students were advised to read up the same prior to the session. The case studies were discussed in depth which included anecdotal references from Mr. Jhavar in order to elucidate the finer points of presenting and implementing ideas. The session was highly interactive and illuminative and the students highly benefited from the same.

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Imperio 5.0

Date :7th February, 2017

2016 Guest Lecture by

**Mr Subbu Subramaniam – Founder and
Managing Partner | M-Cap Fund Advisors**

Mr. Subbu Subramaniam is the Founder and Managing Partner for M Cap Fund Advisors. He has over two decades of experience in the areas of private equity, investment management, banking, finance, accounts, risk management, system implementation and corporate governance, MIS and HRM.

He is an Independent Director at L&T Finance Holdings, Member of the Board of Directors at Nucleus Software Exports Limited and a Member of the Board of Directors at Ganesha Ecosphere Ltd. Prior to this he was a Member of the Board of Directors at Omkar Clean Energy Services Pvt Ltd from March 2014 – May 2015. He was the Chairman at Venture Capital Association of India from 2008-2011 wherein he built an effective platform to interact with regulators and policy makers.

MAIN EVENTS

Imperio 2016-17

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Imperio 6.0

Date: 25th February, 2017

Guest Lecture by

**Mr Prince Augustin, Executive Vice President |
Group Human Capital & Leadership Development | Mahindra Group**

Mr Prince Augustin is the Executive Vice President - (Group Human Capital & Leadership Development), of the Mahindra Group. Prince is a PhD. from BIT Mesra, Ranchi, a Post Graduate MBA in Human Resources from Symbiosis Institute of Business Management in Pune and has a graduate degree in Law specializing in Labour Law from the Government Law College, Mumbai. He is also a trained behavioural analyst from the Institute of Motivational Learning Singapore and is a certified practitioner of Harrisons, MBTI, Work place big five, OPQ from SHL, FIRO-B, Belbin team role analysis and a facilitator for group processes.

Mr Prince has over 30 years of Industry experience in various facets of the Human Resources function with leading Indian and Multinational corporations such as ACC, Burroughs Wellcome, Castrol, Star TV & Morepen, of which the last 15 years have been in the Senior Leadership Teams of the organizations he has served for.

MAIN EVENTS

Imperio 2016-17



MAIN EVENTS

Imperio 2016-17



MAIN EVENTS

Imperio 2016-17



MAIN EVENTS

Arcturus 2016-17

The Corporate Interface Team, SIBM Pune organized 'Arcturus 2016' – The Leadership Conclave on 21st August 2016.

Arcturus, the brightest star of the celestial equator is the eponymous star of one of the nakshatras of the Hindu astrology. The nakshatras are related to the most prominent asterisms in their respective sectors. SIBM Pune successfully got many an Arcturus to campus.

The Leadership Conclave witnessed a series of guest lectures by leaders from various organizations who have made their mark and proved their competency in the global business scenarios.


The themes for the two panel discussions for Arcturus 2016 were '**Business Disruption: Creating cobwebs or conjuring new vistas**' and '**Leading in times of change: Thriving in uncertainty**'

The eminent speakers for the event were:

1. Mr. Kunal Pande: Partner, KPMG
2. Mr. Rakesh Kaul: Partner, PWC
3. Mr. Chetan Gangoli: AVP & Marketing Head (Maharashtra Circle), Idea
4. Mr. Vidur Rattan : CEO Maharashtra, Airtel
5. Mr. Shantanu Bhamare - Director- Communications & Media Solutions, HP Enterprises
6. Mr. Guruprasad Iyer- Associate Director | Crisil Risk and Infrastructure
7. Mr. Smitha Nair Jain - COO | Barclays
8. Mr. Yogesh Mariwalla - CEO | Index Advisory
9. Mr. Prodipto Roy (Moderator)


MAIN EVENTS

Arcturus 2016-17



SIBM
PUNE

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, PUNE (SIBM-P)
Symbiosis International University Campus, Lavale, Pune- 412115, Maharashtra, India
Tel: +91-20-39116000/07/09 | Email: cit@sibmpune.edu.in | Website: www.sibmpune.edu.in











THE LEADERSHIP CONCLAVE 2016

TOPICS FOR PANEL DISCUSSION


LEADING IN TIMES OF CHANGE
Thriving in uncertainty

BUSINESS DISRUPTION
Conjuring new vistas or creating cobwebs

"Arcturus 2016, organised by SIBM Pune in association with CIT, aims to serve as a platform that brings together leaders who are at the forefront of various organizations, to share their experiences & the challenges of business management in their respective industries"

 Mr. Kunal Pande Partner KPMG	 Mr. Vidur Rattan CEO (Rest of Maharashtra & Goa) Bharti Airtel	 Mr. Chetan Gangoli AVP & Marketing Head Idea	 Mr. Shantanu Bhamare Director (Communications and Media Solutions) HP Enterprises
 Mr. Rakesh Kaul Partner PWC	 Ms. Smita Nair COO Barclays	 Mr. Guruprasad Iyer Associate Director CRISIL	 Mr. Yogesh Marwalia CEO Index Advisory

Organised by: CORPORATE INTERFACE TEAM, SIBM Pune
Venue: SIU Auditorium, Symbiosis Knowledge Village, Lavale, Pune
Date: 21.08.2016 Time: 1030 hours
Phone: 02039116078 Email: cit@sibmpune.edu.in



SYMBIOSIS INTERNATIONAL UNIVERSITY
(Established under section 3 of the UGC Act, 1956 vide notification No. F.9-12/2001-U3 Govt. of India)
Re-accredited by NAAC with 'A' grade

MAIN EVENTS

Arcturus 2016-17



MAIN EVENTS

Arcturus 2016-17



THE SENATE 2017

The Senate 2017

The Senate is the flagship event of the Corporate Interface Team, SIBM Pune which invites industry stalwarts from myriad sectors to come at one table to discuss and deliberate on topics which can add imminence value to the students. Senate invited who is who from the corporate world.

The event commenced with the lighting of the lamp followed by the first panel discussion on:

“Co-Opetition: The New Strategy in Dynamically Networked Markets”.

The panel members were:

1. **Mr. Damodar Mall – CEO, Reliance Retail;**
2. **Mr. Rajiv Dube – Director, Aditya Birla Group;**
3. **Mr. Khazat A. Kotwal – Partner, Deloitte and**
4. **Mr. Ram Gopal – COO, Barclays. The panel was moderated by Dr. Suruchi Mittar – Director – Learning, Development & Culture, Appster.**

The second panel discussion was on the topic:

“Evolution of Successful Companies: Preparation Over Adaptation”.

The panel members were:

1. **Mr. Ketan Kulkarni – Senior VP/ CMO, Blue Dart;**
2. **Mr. Ravinder Reddy – Partner, Grant Thornton;**
3. **Mr. Shreyash Sigtia – Industry Head: Media and Entertainment, Google India and**
4. **Mr. Siju Narayan – Retail & Consumer Industry Business & Technology Practitioner, IBM.**

The panel was moderated by Dr. Suruchi Mittar – Director – Learning, Development & Culture, Appster.

The session concluded with a special address by Mr. Bhaskar Pramanik – Chairman, Microsoft India.

The students added immense value through the discussion, deliberations and the special address.

This year the Corporate Interface team also conducted a National Case Study Competition called The Senate Trial which was sponsored by Real Value Bikes who awarded the winners with a cash prize of Rs.30000 and the runners up with Rs.20000. Huge participation was received nationwide for the competition.

THE SENATE 2017

The Senate 2017

SIBM
PUNE

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, PUNE
Symbiosis International University Campus, Lavale, Pune-412115, Maharashtra, India
Tel: +91 20-39116000/07-09 | Fax: +91 20-39116060
Email: cit@sibmpune.edu.in | Website: www.sibmpune.edu.in



Challenge of Change

The Senate is the flagship management conclave of SIBM, Pune, wherein, we host various thought leaders and pioneers from the industry to interact with the students so as to keep them abreast of the latest trends in the industry as well to glean management insights from Corporate India's best and brightest.

Powered by Real Value Bikes

CO-OPETITION

The new strategy in dramatically networked markets



Shri Varun Gandhi
Member of Parliament

PREPARATION OVER ADAPTATION

The evolution of successful companies



Mr. Bhaskar Premank
Chairman
Microsoft India



Mr. Rajiv Dube
Director
Aditya Birla Group



Mr. Demodar Mali
CEO
Reliance Retail



Mr. Ram Gopal
COO
Barclays



Mr. Khazal A. Kotwal
Partner
Deloitte



Mr. Katan Kulkarni
Senior VP and Head-
Marketing, Corporate
Communications and
Sustainability, Blue Dart



Mr. Ravinder Reddy
Partner
Grant Thornton



Mr. Siju Narayan
Retail & Consumer
Industry, Business &
Technology Practitioner
IBM Global Services



Mr. Suresh Singh
Industry Head, Media
Google India



Dr. Saruchi Mittar
Director
Learning & Development
Culture

Organised by: CORPORATE INTERFACE TEAM, SIBM, Pune

For registrations contact: +91 20-39116075 Email: cit@sibmpune.edu.in

Venue: SIU Auditorium, Symbiosis Knowledge Village, Lavale, Pune Date: 28.01.2017 Time: 10:00 hours

Dr. R. Raman, Director, SIBM, Pune



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THE SENATE 2017

The Senate 2017



THE SENATE 2017

The Senate 2017



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The Senate 2017



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The Senate 2017



THE SENATE 2017

The Senate 2017



CAMPUS CONNECT INITIATIVES

Mahindra War Room 2016

The War Room, first commissioned in 2007, is Mahindra's spearhead campaign, rolled out in 17 top Business Schools, to create excitement and transform perceptions. On the basis of the Mahindra Group's "War Room" practice, used as a major tool to engineer the transformation of the Group, a campus version called 'The War Room' was created to position the Mahindra Group, among B-school students, as a global federation of diverse businesses, united by the brand, purpose, values, and culture that Mahindra represents.

While attracting and engaging top notch B-school talent to creatively respond to live and realistic business issues through a fair and rigorous process of evaluation, these problems faced by the top managers of the Mahindra Group, are developed into sector caselets. Students form 4-member teams to solve these challenging caselets and generate realistic solutions in six months of intense planning and execution.



CAMPUS CONNECT INITIATIVES

Mahindra War Room 2016



CAMPUS CONNECT INITIATIVES

Mahindra War Room 2016

Launch: 17th July 2016



CAMPUS CONNECT INITIATIVES

Godrej Loud 2016

Launch: 18th – 19th July

Godrej LOUD, one of India's biggest B-school competitions specifically for first year MBA students, came to our campus on 18th and 19th July 2016.

Godrej LOUD is a golden opportunity for MBA 1 students to get their dreams sponsored by Godrej Industries Limited, which offers up to INR 1.5 lakh for them to pursue their dream. It also gives them a chance to get a Pre-Placement Summer Internship Offer to Gurukul, Godrej's Summer Internship Program.



CAMPUS CONNECT INITIATIVES

Godrej Loud 2016



BUILDING THE BRAND 'SIBM PUNE'

Offline Promotions

The team explored several innovative and creative ways to create promotional messages and spaces in an attempt to create a buzz.

1. Flash mob conducted during Godrej Loud 2016.
2. A promotional video which saw active engagement from the students end.
3. Distribution of personalized bookmarks during Arcturus 2016.
4. Introduction of The Senate Trial National Case Study 2017.
5. Buzz events like Promotional stickers and scrolls along with promotions in academic and mess area on campus through speaker posters for The Senate 2017.

Online Promotions

1. The Facebook page of the Corporate Interface Team has seen an exponential growth.
2. A massive rise in the number of likes since June 2016.
3. Twitter Handle for @CIT_SIBMPune was used to sustain a connect with corporate guests and was also aimed at generating leads for invites. CIT earned media coverage through tweets by guest speakers.
4. Online quizzes before events for creating buzz and page engagement.

THANK YOU NOTE

“The Corporate Interface Team would like to take this opportunity to thank the Director Dr. Raman, Deputy Director, Prof. V.V. Ravi Kumar, Head – Corporate Relations & Adjunct Faculty Professor Sandeep Bhattacharya, Administration Head Mr. Anand Singh, all faculty and staff in administration and other functions for the unwavering support that has been extended to us in conducting all the events throughout the year. Lastly, the success of our flagship events Arcturus and The Senate cannot be complete without mentioning our Associates who have worked side by side with the Corporate Interface Team for the days preceding these events”