



**MARK-O-POLO**

**THE MARKETING SOCIETY OF SIBM PUNE**

**ANNUAL REPORT**

2020-2021

# EVENTS and ENGAGEMENTS

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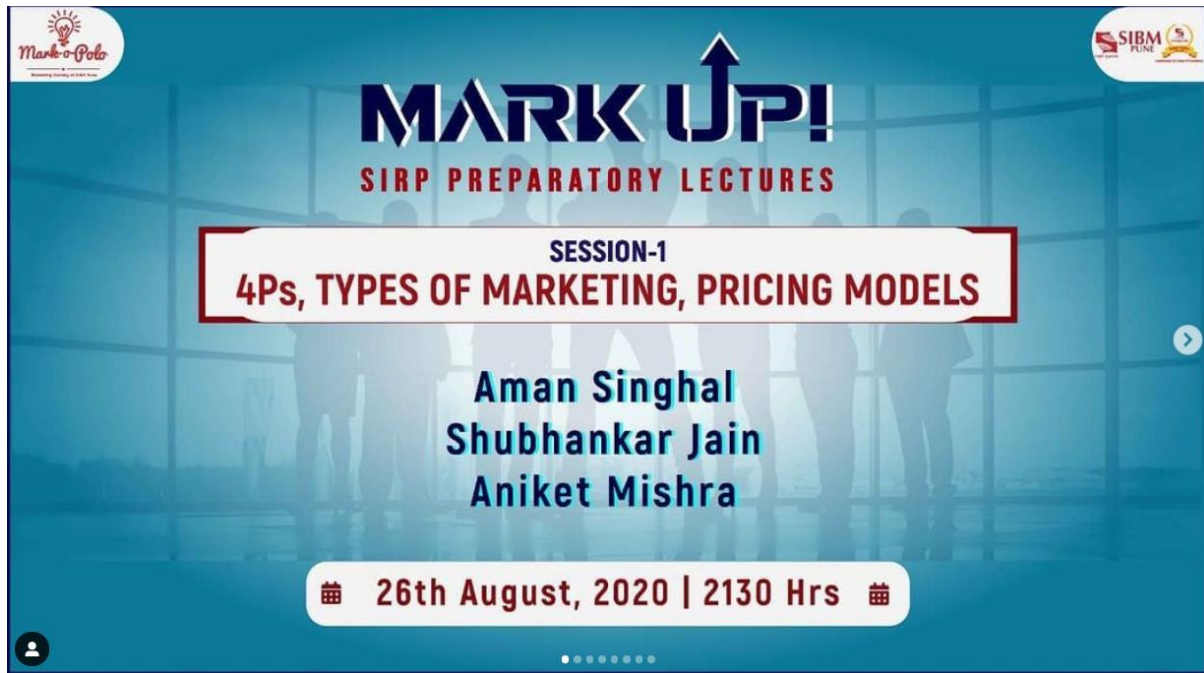
## I-Term (August 2020- October 2020)

### Mark-O-Shots



The summer internship recruitment process forms the first hurdle and milestone later for the first-year students. To buttress the preparations of the first-year students, Mark-O-Polo prepared Mark-O-Shots that covered most of the marketing concepts. The kit contained important marketing content well explained with the help of live industry examples. The kit was highly interactive with embedded links guiding the reader to the respective videos or web pages for detailed understanding. The 78-pager document was efficiently curated to contain all important concepts that might come handy to the students for their SIRP Preparation.

## Mark-Up: SIRP Preparatory Lecture



In another step to assist the first-year students with their Summer Internship Recruitment Program preparation, Mark-O-Polo facilitated a series of lectures as part of its SIRP Preparatory lecture series for knowledge transfer from 2nd year students to the 1st year students.

A host of topics were covered in these lectures by the 2nd year students to ease the SIRP preparation process for the 1st year students like 4P's of Marketing, Porter's Five Forces, STP, BCG, etc. Each session was concluded with a Kahoot quiz.



## FTHM: From The Horse's Mouth

OpC@nce  
Mark-o-Polo  
SIBM PUNE  
vitarka  
CAF-FIN

### FROM THE HORSE'S MOUTH 2.0

Why listen to hearsay,  
when you can listen to the winners?

### Global Challenge 2020

Entrepreneurs with purpose

Mr. Akash Ahuja    Mr. Anshul Bhadouria    Mr. Budhaditya Roy

Batch 2018-20    Batch 2018-20    Batch 2018-20

*Regional Finalist*    *National Finalist*    *National Runners Up*

Saturday, August 29, 2020  
Time : 9:30 PM  
Live at:

B-School Competitions are another major learnings for B-School students and SIBM Pune is one of the most competitive college as per D2C Rankings.

FTHM: From the Horse's Mouth, was a workshop conducted with an aim to equip the students with necessary skills and give them right direction in order to crack competitions. It was a knowledge transfer session from alumni of SIBM Pune, who had participated and won several competitions like HUL Lime, RB Global Challenge and others.

This workshop was organized in collaboration with all other SIGs.

## J-Term (November 2020- March 2021)

### Binge! 6.0

“Words can be like X-rays if you use them properly – they’ll go through anything. You read and you’re pierced.” ~ Aldous Huxley

Mark-O-Polo invited applicants to pierce them with their ideas in an article writing competition for premier B-Schools across India, for its annual marketing Magazine - BINGE!

Identifying the advent of technology in marketing, we have this year’s theme:

Artificial Intelligence and Marketing: Hand-In-Hand

Over 132 registrations were received. The articles were evaluated and top 10 articles were published in the magazine.

Tarandeep Singh from SIDTM Pune emerged the winner and Abhishek Ranjan from GIM Goa emerged the runner up. Articles of our esteemed faculty Dr Abhijeet Lele was also published.

SIBM PUNE

The Marketing Magazine  
of SIBM, Pune

Let's **BINGE!** together

2021

VOLUME 6  
CALL FOR ARTICLES

TOPIC: Artificial Intelligence and Marketing-Hand in hand  
DEADLINE: 3rd Feb, 21

Mark-o-Polo  
Marketing Society of SIBM Pune

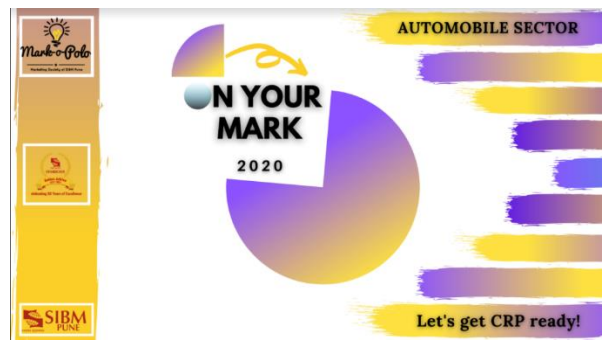
# CRP Kit: On Your Mark

Mark-O-Polo designed the CRP kit to help the senior batch with their preparations for the final placements.

This time, we prepared “On Your Mark” series of 8 sectors which was interactive and interesting to read.

The team understands that this preparation is like a race and wishes all the seniors to come out victorious. This series of preparatory material was designed thoughtfully such that sector wise content reaches to the MBA-2 batch and there is no confusion.

The students were sent documents that provided the details of marketing campaigns, strategies, news updates, strategies adopted by the companies to tackle COVID – 19 of certain companies in the FMCG/FMCD, Consulting, BFSI, IT/ITES, Pharmaceutical, Manufacturing, IT/ITES, and Automobile sectors.



### CAMPAIGNS

**"MOVE UP" WITH DZIRE 2020**

- Conceptualized and executed by Dentsu Impact the campaign introduces the latest edition of the sedan, the 2020 Dzire.
- With the all-new 2020 Dzire, Maruti Suzuki has introduced an offering that provides an upgrade not just for the owner of the car, but to every member of his or her family.
- The idea of 'Moving Up' together with your family is one that resonates with every Indian. And when it comes to cars — moving up and togetherness is exemplified quite well by Dzire.

### NEWS UPDATES

**MARUTI SUZUKI SUBSCRIBE EXPANDS TO MUMBAI, CHENNAI, AHMEDABAD AND GANDHINAGAR**

- Maruti Suzuki Subscribe - allows a customer to use a brand-new car without actually owning it. The customer needs to pay an all-inclusive monthly fee that comprehensively covers maintenance and insurance for the complete tenure.
- Maruti Suzuki has partnered with GRM Auto Infrastructure Services India, to introduce the service for individual customers in these four cities.

**FOR SAFER ROADS, MARUTI SUZUKI AND MICROSOFT JOIN HANDS TO INTRODUCE HAMS TECHNOLOGY FOR DRIVER TRAINING**

- The technology - HAMS (Harnessing Automobile for Safety) - has been deployed at Automated Driving Test Centre (ADTC), Dehradun in association with the Transport Department, Government of Uttarakhand. The technology is being developed and tested jointly by Maruti Suzuki-promoted Institute of Driving and Traffic Research (IDTR) and Microsoft Research India.

### AWARDS & RECOGNITION

- National Safety Award**  
Received from the Ministry of Labour and Employment, Government of India, 2019
- Platinum Safety Award:** Received from Federation of Indian Chambers of Commerce & Industry (FICCI), 2019
- L&D Team of the Year, 2019, Chief Learning Officer of the Year, 2019:** TISS LeapVault CLO Awards
- Maruti Swift has been awarded as the **Indian Car of the Year 2019 (ICOTY)**. It is the only car in the country to win ICOTY awards for all its three generations

### ROAD AHEAD

<p><b>01</b></p> <p>Enhanced spending on infrastructure, speedy implementation of projects &amp; continuation of reforms are expected to provide further impetus to growth in the banking sector.</p>	<p><b>02</b></p> <p>All these factors suggest that India's banking sector is poised for a robust growth as rapidly growing businesses will turn to banks for their credit needs.</p>	<p><b>03</b></p> <p>The banking sector is laying emphasis on upgrading their technology infrastructure to enhance customer's overall experience as well as give banks a competitive edge.</p>	<p><b>04</b></p> <p>India's digital lending stood at US\$ 76 billion in FY18 and is estimated to reach US\$ 1 trillion by FY23 driven by the five-fold increase in the digital disbursements.</p>
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**IMPACT OF COVID - 19**

- COVID- 19 has impacted the BFSI sector in a significant manner all across the globe. The government financial institutions had to make several unexpected changes and policies during the period to not only revive the economy but also support the population.
- During these current times, BFSI needs to work on maintaining liquidity and managing credit risk while being able to ensure the well-being of its employees.
- The sector is hardly hit by the pandemic and had to undergo measures that it had never planned in its forecasts of the near future. In fact, many countries were unprepared for any such extreme changes to be taken at the spur of the moment.

### STRENGTHS

- Strong & transparent balance sheet
- First mover advantage in many of the banking & financial services.
- First bank in India to introduce complete mobile banking solutions & jewelry card
- Tie-ups with best brands in the industry such as Nakshatra, Asmi etc
- Marketing and advertising strategies have good reach compared to other banks in India

### WEAKNESSES

- Customer support of ICICI sector is not performing well in terms of resolving complaints
- It has the most stringent policies in terms of recovering the debts and loans, and credit payments.
- The bank service charges are comparatively higher

### OPPORTUNITIES

- The concept of saving in banks and investing in financial products is increasing in rural areas.
- Small and non performing banks can be acquired by ICICI because of its financial strength
- ICICI bank has the minimum amount of non performing assets

### THREATS

- RBI allowed foreign banks to invest up to 74% in Indian banking
- Government sector banks are in urge of modernizing the capacities to ensure the customers switching to new age banks are minimized
- In rural areas the micro financing groups hold a major share

## Social Media Presence

Marketing being the flagship program of SIBM Pune, lands great responsibilities on the shoulders of Mark-O-Polo, the marketing society, to represent the batch well on various social media platforms.

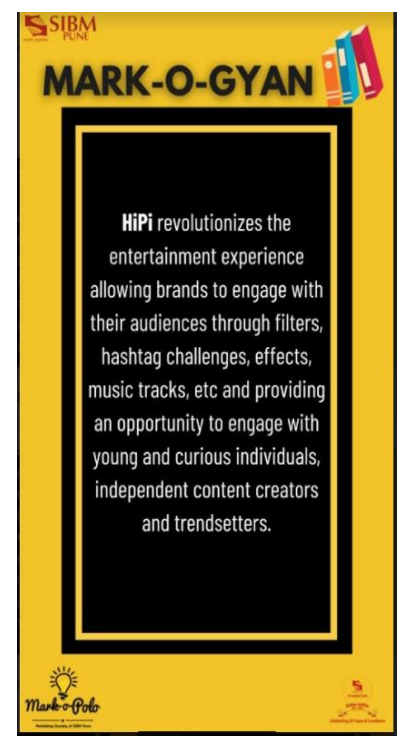
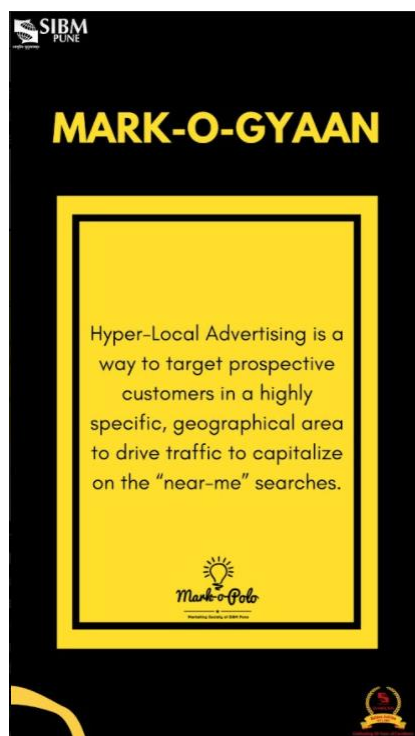
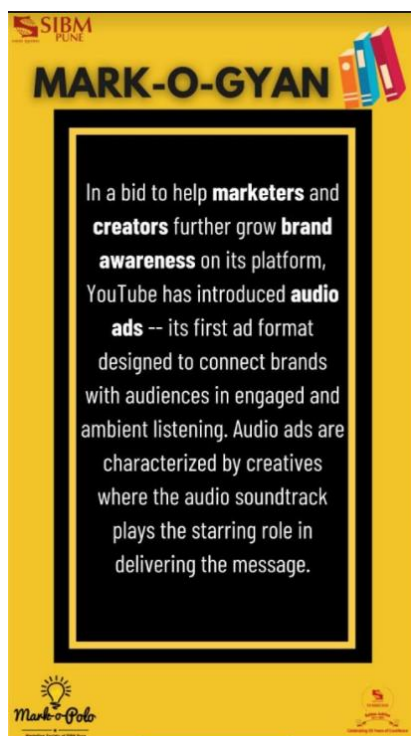
Apart from its presence on Twitter and LinkedIn, Instagram is one of its most actively followed handle- @markopolo\_sibmpune (Instagram handle) hosts a variety of updates ranging from latest marketing trends and innovative marketing strategies employed by firms nationally and internationally to posting creative advertisement and TVC.

We realized that students log into such sites with an expectation to see some entertaining and relaxing content. In this scenario, posting important happenings of the markets and explaining marketing related topics in a mundane way would have been in vain.

Hence, we revamped our social media content to target students preparing for CRP. Two new series were launched:

### **Mark-O-Gyan**

Mark-O-Gyan was published daily in November and December. This series aimed at bringing new interesting campaigns that were being introduced everyday so that they help during the interviews and Group discussion. Every day one new interesting topic of a firm was highlighted along with which Marketing Concept being used.





## Logo Logic

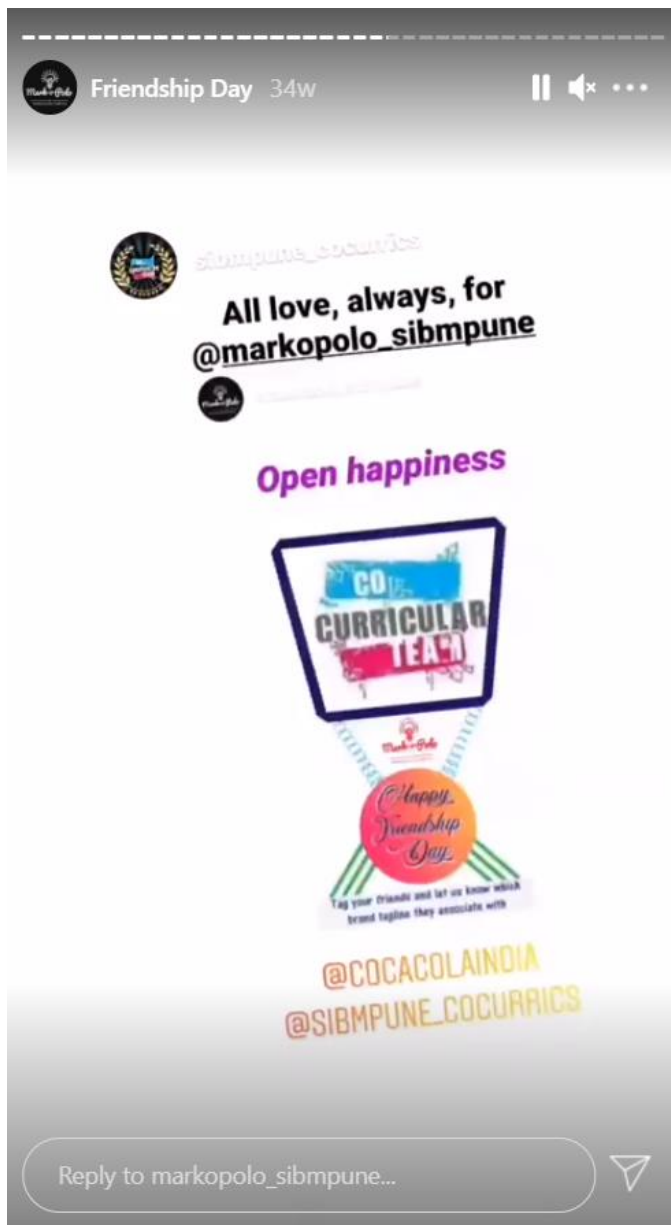
Logo Logic is published every Sunday. This series is aimed at explain the logic behind every logo, what the colour of the logo symbolizes, the message the logo wants to convey and any recent changed that has happened in the logo. With this series we hoped that all students would be well aware of the recent logo changes or logo news happening around the world.



## Friendship Day Campaign

This year Mark-O-Polo came with a unique idea to celebrate Friendship Day. We incorporated an engagement wherein you had to click a picture of your friend and associate them with a tagline of an established brand. A customized frame was also created to use it in insta-stories.

Through this campaign Mark-O-Polo wished all the councils and SIGs for being with us through all thick and thin.



quod quod\_sibmpune

markopolo\_sibmpune

**Red bull gives you wings**

Tag your friends and let us know which brand tagline they associate with

@QUOD\_SIBMPUNE  
@REDBULLINDIA

**This is so sweet!!  
Here's some love for you**

❤️❤� @MARKOPOLO\_SIBMPUNE

Friendship Day 34w

SIBM sibmpunealumniconnect

**And here's some inter-council PDA in action!**

markopolo\_sibmpune

**Wherever you go, our network follows**

Tag your friends and let us know which brand tagline they associate with

@SIBMPUNEALUMNICONNECT  
@VODAFONEINDIA

## Bingo – SIBM Pune Version

While the Lock-Down had just started and all were being asked to stay home and stay safe, Mark-O-Polo tried to bring a smile by breaking your boredom with **Have you Ever version of SIBM Pune BINGO**.

There were various activities which every SIBM Pune student must have done throughout their journey. This was aimed at triggering nostalgia among alums and for those who still had chance, these were some to-do things in campus.

HAVE YOU EVER  
**BINGO**  
SIBM Pune Version

Mark the things that you have done, share the screenshot and nominate friends

Watched a movie on class projector	Go Goa Gone!!	Paid more than Rs. 3000 in fine	Did the Kuku Challenge	Screamed Odheesh
Drunk entry post 2 AM	Slept in guest lecture without getting caught	Got a parked vehicle locked	Asked for a lift between hillbase and hilltop	Went inside the opposite gender hostel
Posted the Yellow Tree picture	Been to Annex in first month of college	 Marketing Society of SIBM Pune	Not started Research Paper	Copied mentor's HR blanks
Marked multiple proxies in same lecture	Asked out senior and later dated him/her	Stolen an Umbrella	Cooked in hostel room	Survived on mess food completely for 3 days
Been to Sandipani without guard's disturbance	Wore shorts to the library	Posted pic with SIBM Wall	Tried all delicacies served by Jeetu Bhaiya	Didn't contribute a thing to a group assignment

## Brand Charades

Mark-O-Polo organised “Brand Charades” on 29th July 2020 to welcome the first-years students of SIBM Pune. It was a fun-filled event to test marketing knowledge of the students in an interesting way.

The event was successful with astounding participation from students of all streams. Students were asked to form teams of 3 each. The event comprised of 2 back-to-back rounds.

### **Round-1: Fun Quiz**

- Due to the pandemic scenario, the quiz was held on D2C.
- 20 fun questions related to brands were asked with a time limit of 10 minutes.

### **Round-2: The Ultimate Act**

- Nine teams were chosen from Round 1.
- Each team was given one product and they had to enact an advertisement to sell that product.
- Teams were supposed to enact in the online platform and they were judged based on their uniqueness and creativity.



## Kaleidoscope

Kaleidoscope, was an exclusive series where MBA-2 Marketing students from diverse backgrounds tell us why they chose Marketing and pass some beneficial tips to help juniors choose their specialization.

MBA-2 Marketing seniors created short videos to give a glance of their journey that made them choose Marketing.



## Suit-Up For Summers

To ensure that the students of the 2020-2022 batch are well prepared for their Summer Internships, Mark-O-Polo organized 'Suit Up for Summers'. It was a series of sessions conducted by students of MBA-II batch to provide key insights on how to gear up for the summer internship and excel at their respective stints in the Corporate World. The Suit-up sessions were scheduled from 12th March to 23rd March and were open for all specialization.

A total of 9 sessions were conducted with 4 important general topics and rest being specifically for the marketing domain.

