

Annual Report

ISSUE 2021-22

APRIL 2022

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Marketing Society of SIBM Pune

Mark-O-Polo is the Marketing Society of SIBM Pune. It is our constant endeavor to keep the students abreast of the latest happenings in the world of marketing. We do so by carefully curating content, transforming them into easily digestible forms, and adding aspects to help students retain better and connect with their real-life examples easily. For offline events, we stay in touch with eminent personalities from both, academia and the corporate world and regularly conduct knowledge transfer sessions to bridge the gap between the world-class knowledge that the students gain here at SIBM Pune and where they envision themselves in a few years (at decision making positions in corporate)

Mission

To enable the students of SIBM Pune be competent to lead the companies by setting an example in the industry they work in by providing a platform to learn from academia and industry stalwarts and implement the gained knowledge.

Vision

To make SIBM Pune a brand of global eminence by providing highly competent business leaders delivering high value to the company and society at large.



Team Members :

Interim Term

Archit Gupta

Mohit Sinha

Srinath Reddy

Ria Bagaria

Rajat Kumawat

Junior Term

Archit Gupta

Mohit Sinha

Srinath Reddy

Rishabh Bhat

Rajat Kumawat

Senior Term

Ayaustika Ray

Vikas Pal

Mandar Dixit

Poojitha Nayak

BRAND CHARADES

In July, 2021, Mark-O-Polo hosted "Brand Charades" to greet SIBM Pune's first-year students. It was a fun-filled event that put the students' marketing knowledge to the test in a unique way.

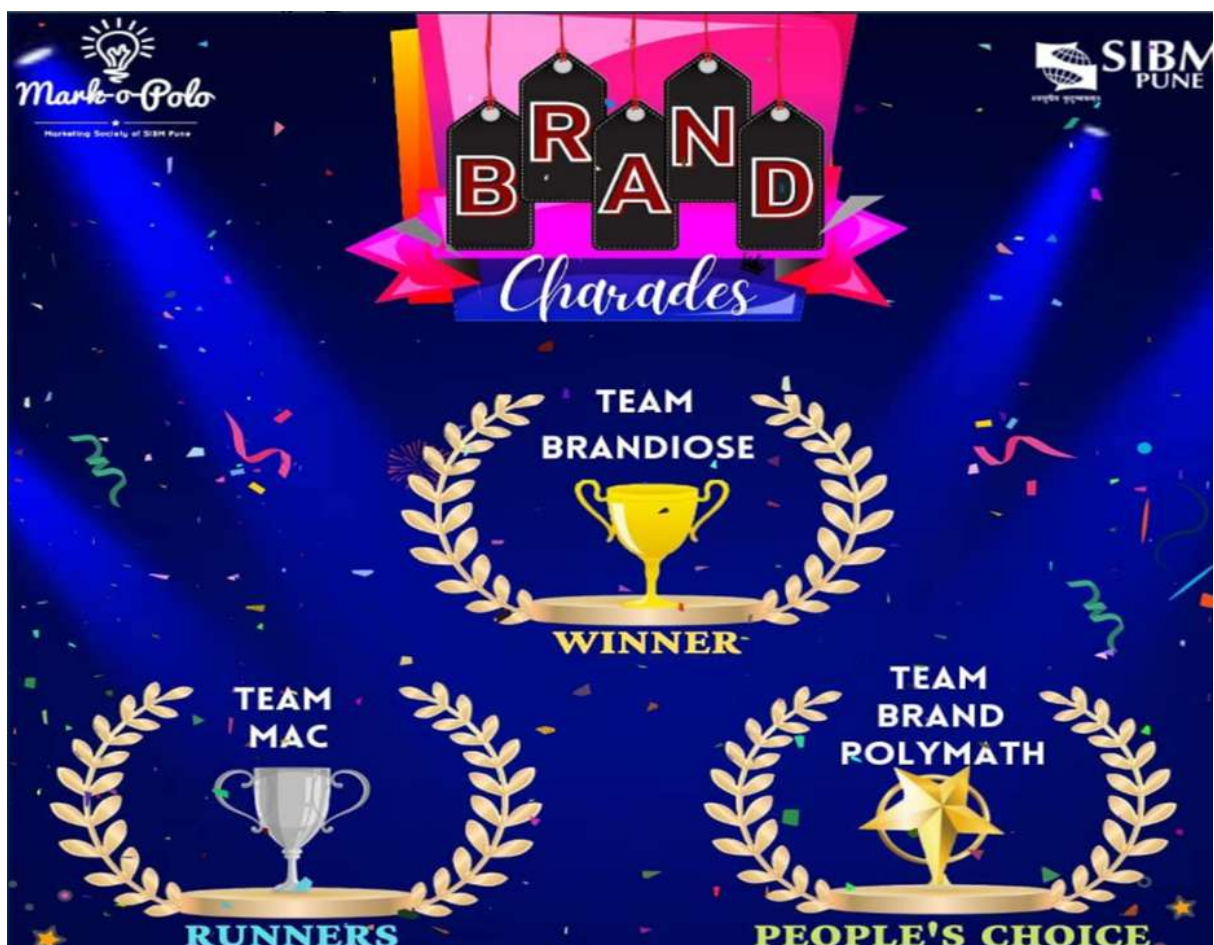
The event was a huge success, with students from many disciplines participating in large numbers. Students were divided into groups of three. The competition consisted of two rounds that were played consecutively.

Round 1: Fun Quiz

- The quiz was held on D2C due to the pandemic scenario.
- A total of 20 brand-related questions were asked, with a time limit of 10 minutes.

Round 2: The Grand Finale

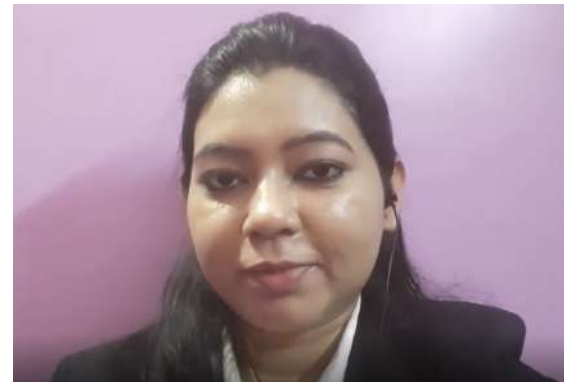
- From Round 1, nine teams were picked.
- Each team was given one product and was required to create a commercial to market it.
- Teams were supposed to enact in the online platform and they were judged based on their uniqueness and creativity.



KALEIDOSCOPE

Kaleidoscope, is 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.

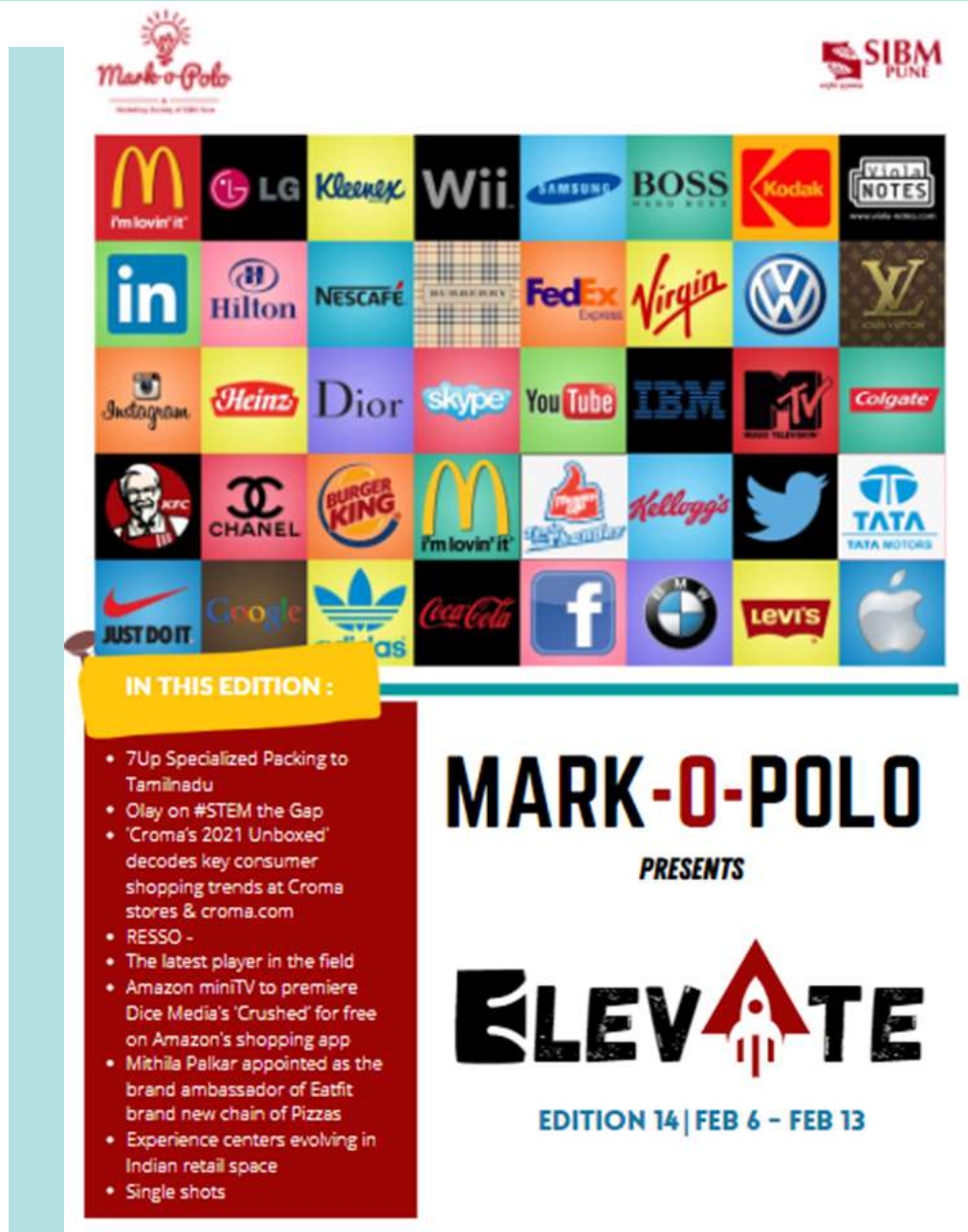
MBA-2 Marketing seniors created short videos to give a glance of their journey that made them choose Marketing.



ELEVATE

Weekly Newsletter

It is critical for an individual, especially an MBA graduate, to be updated about the changing world. Mark-O-Polo helps the students through a continuous knowledge-sharing process by providing a weekly newsletter that contains marketing and branding-related articles in short content for ease of reading. Elevate provides external links and images to help the students understand more about any particular topic or news-related content. It also helps them relate the industry happenings with what is learned in their curriculum.



IN THIS EDITION :

- 7Up Specialized Packing to Tamilnadu
- Olay on #STEM the Gap
- 'Croma's 2021 Unboxed' decodes key consumer shopping trends at Croma stores & croma.com
- RESSO -
- The latest player in the field
- Amazon miniTV to premiere Dice Media's 'Crushed' for free on Amazon's shopping app
- Mithila Palkar appointed as the brand ambassador of Eatfit brand new chain of Pizzas
- Experience centers evolving in Indian retail space
- Single shots

MARK-O-POLO
PRESENTS
ELEVATE
EDITION 14 | FEB 6 - FEB 13

MARK-O-SHOTS

Summer Internship Preparatory Guide

For first-year students, the summer internship recruiting process is the first obstacle and milestone. Mark-O-Polo created Mark-O-Shots that covered most of the marketing principles to supplement the first-year students' preparations. Important marketing knowledge was well-explained with the aid of real-life industry examples in the kit. This not only prepares the student with domain knowledge, but it also helps them become more industry-ready by teaching them how to use that information in the workplace.

The kit was quite interactive, with integrated links that directed the reader to the appropriate videos or web pages for a more in-depth understanding. The 78-page guide was meticulously crafted to include all relevant themes that students would find useful in their SIRP preparation



MARK-UP SERIES

SIRP Preparatory Lecture Series

As part of its SIRP Preparatory lecture series, Mark-O-Polo conducted a series of lectures for knowledge transfer from 2nd year students to 1st year students to aid the students with their Summer Internship Recruitment preparation.

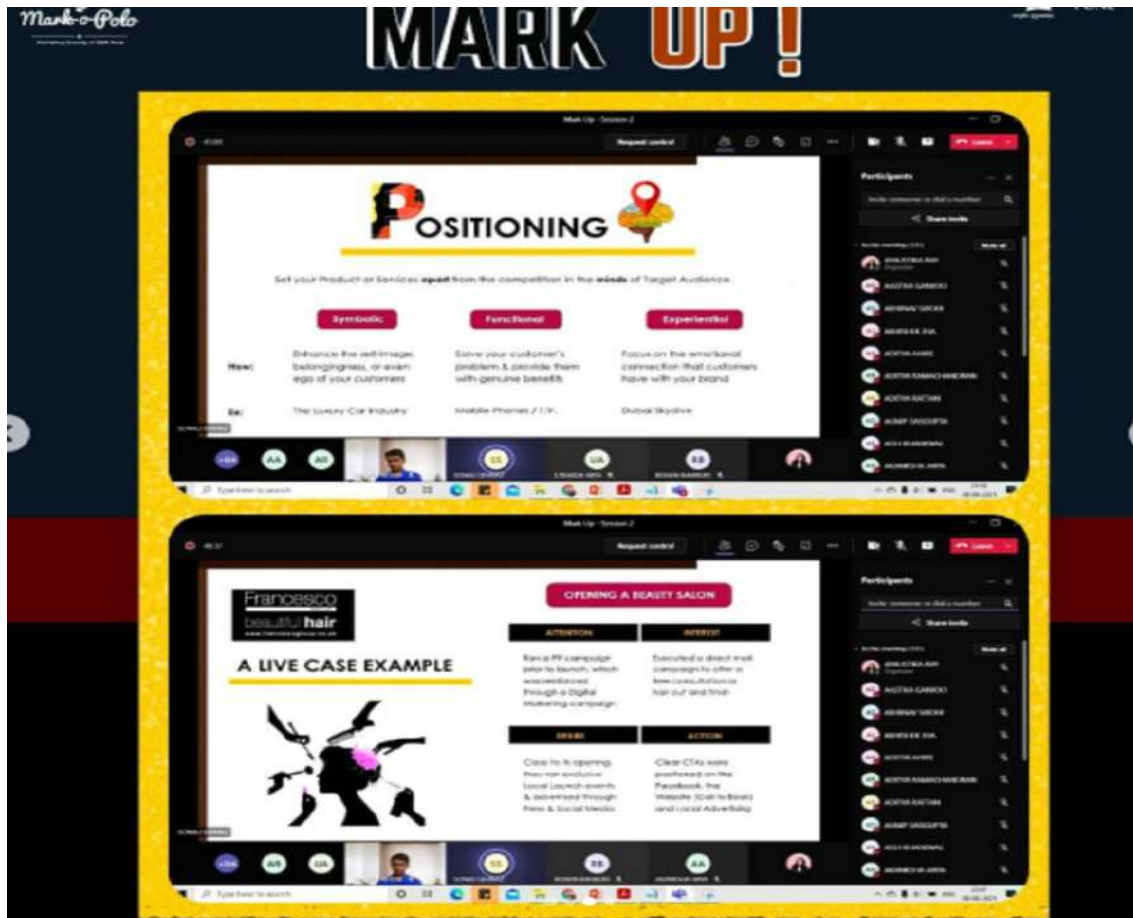
The 2nd year students covered a variety of topics across the lengths and depths of the subject in these lectures to help with the SIRP.

- 4Ps and 7Ps of Marketing,
- Porter's Five Forces,
- STP, GTM
- Rural markets and distribution channels
- Pricing Strategies
- SWOT analysis, BCG, Ansoff Matrix
- And other relevant topics that came in handy to students in their interviews.

A Kahoot quiz was held at the end of each session which scored the participants on their speed and accuracy in answering the questions. The winners were given a shoutout on our social media handles.



The banner features the Mark-O-Polo logo on the top left and the SIBM Pune logo on the top right. The central text reads "MARK UP!" in large, bold letters, with "UP!" in a larger, orange font. Below this, it says "SIRP PREPARATORY LECTURES" in a yellow box with a magnifying glass icon. Three circular portraits of the lecturers are shown: Swaroop Patil, Anukriti Krishna, and Agnivesh Satapathy. Below the portraits, the topics are listed: "TOPICS : TYPES OF MARKETING, PRICING STRATEGIES, 4P & 7P FRAMEWORKS". At the bottom, there is a blue "JOIN US" button, a calendar icon, and the date "August 05, 2021".



FROM THE HORSE'S MOUTH (FTHM)

B-School contests are another key source of information for B-School students, and according to the D2C rankings, SIBM Pune is one of the most competitive universities.

From the Horse's Mouth (FTHM) is a session aimed at equipping students with the requisite skills and steering them in the proper direction in order to compete effectively. Mark-O-Polo goes to great lengths to locate and bring in champions of various contests at various levels, as well as organize a knowledge transfer session between them and SIBM Pune students. Getting insights and advice from the winners themselves propels students forward and gives them a leg up. This year, we invited in folks who had participated and won in competitions like HUL LIME, VOIS Vantage, and others.

All other SIGs also worked together to put together this session.



The poster is for an event titled "FROM THE HORSE'S MOUTH" with the subtitle "Hear from the horses' on how to Ace Cases". It features two winners of the ACE Challenge 2018:

- CA RAMAN SHARMA, CPA**, CFO at Parker Lord Chemical
- MR DHARMESH SHAH**, Technical Strategist at MaxLinear

The poster also includes logos for ACE Challenge 2021, SIBM PUNE, CAF-FIN SIBM PUNE, pCexcellence, vitarka, and Mark-o-Polo. A calendar icon indicates the date is 05 Aug.

CAF - FIN
SIBM PUNE

SIBM
PUNE
स्वायत्त संस्थान

चितारका
THE FRC & IRC CLUB

FROM THE HORSE'S MOUTH
Hear from the horses' on how to Ace Cases

COMING SOON

Mark-o-Polo
Marketing Society of SIBM Pune

OpCeXence
Operations Club for Excellence, SIBM Pune

U
Markusha Online Limited

L.I.M.E.
SEASON XIII

SIBM
PUNE
स्वायत्त संस्थान

FROM THE HORSE'S MOUTH
Hear from the horses' on how to Ace Cases

CAMPUS WINNER HUL LIME S12

Mrinal Kashyap
SIBM, PUNE

Sonali Sehnaaz
SIBM, PUNE

Vikas Yeddu
SIBM, PUNE

Friday

03
SEPT

9.30
PM

CAF - FIN
SIBM PUNE

OpCeXence
Operations Club for Excellence, SIBM Pune

चितारका
THE FRC & IRC CLUB

Mark-o-Polo
Marketing Society of SIBM Pune

Kotler Konzept

Mark-O-Polo provides information about new marketing concepts, different terminologies, and content through short Instagram post series so that the students gain knowledge on marketing terminologies through infographics which helps them understand easily and better retain the content.



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Marketing Failures

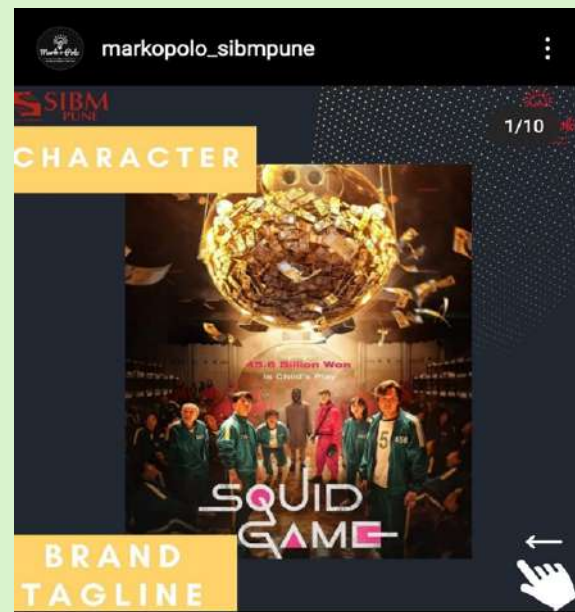
Knowing about a successful marketing campaign is just as vital as knowing about a failed marketing effort. As a result, Mark-O-Polo offers a video series titled "Marketing Failures" that provides thorough information regarding brand marketing failures. It describes the reasons for the failure, what went wrong and how it might have been prevented, as well as how it is still relevant today and what alternatives may be implemented.



[Visit Post](#)

Squid Games brand Taglines

Mark-O-Polo is constantly thinking on its toes and delivering consistently in its endeavour to make readers more informed of current trends while also offering knowledge to them in an appealing manner. This article compared the taglines of existing businesses to characters from the web series "Squid Games."



[Visit Post](#)

BINGE 7.0

Annual Marketing Magazine

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

For its annual marketing magazine, BINGE!, Mark-O-Polo asked entrants to pierce them with their ideas in an essay writing competition for leading B-Schools across India.

This year's theme, which recognizes the customer to be at the heart of marketing, is: Contemporary Marketing: Customer Centricity driving strategic alliance

There were over 210 registrations. The articles were judged, and the top ten were chosen to be published in the magazine.

Ms. Aashi from NMIMS Mumbai won the competition, with Ms. Ratula Bandyopadhyay of IIM Kozhikode bagging the second position and Ms. Nitya Bhardwaj standing in the third position. Articles from our Marketing faculties, Mr. Parag Deshmukh and Mr. Bhuvanesh Sharma were also praised by many.



The image is a celebratory graphic for the BINGE 7.0 Volume 7 award ceremony. It features a teal background with a subtle pattern of fireworks. At the top left is the SIBM PUNE logo, and at the top right is the Mark-o-Polo logo. The central text reads "BINGE 7.0 VOLUME 7" in large, bold letters, with "2022" written vertically to the right. Below this, the word "Congratulations!!" is written in a large, white, cursive font. In the center is a gold trophy with a white star. Below the trophy, the name "AASHI" is written in large white letters, followed by "NMIMS, MUMBAI". To the left of the trophy is a gold laurel wreath with a "2nd" in a yellow circle, and below it, the name "RATULA BANDYOPADHYAY" and "IIM KOZHIKODE". To the right of the trophy is a gold laurel wreath with a "3rd" in a yellow circle, and below it, the name "NITYA BHARDWAJ" and "SIBM PUNE". At the bottom, there are social media links for Instagram and LinkedIn, and contact information for Srinath (+91 96002 29200) and Mohit (+91 89876 38366).

CRP Preparatory Lecture Guide

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

This time, we produced an "On Your Mark" series of articles covering a variety of topics that were both interactive and fascinating to read.

The team recognizes that this preparation is similar to a race and wishes all of the seniors well. This collection of preparing materials has been deliberately crafted to ensure that sector-specific knowledge reaches the MBA-2 cohort with the latest ongoings encapsulated.

Students were supplied materials that included marketing campaigns, strategies, STP, news updates, and methods used by corporations to combat COVID – 19 in the FMCG/FMCD, Consulting, BFSI, IT/ITES, Pharmaceutical, Manufacturing, IT/ITES, Automobile, and other industries.

Mission
'To provide paints as per market demand, ensuring the desired level of quality of customer (dealer) service, continued availability of the right product mix of right quality at the right time'

Vision
'We want to be an innovative, agile, and responsive world class research and technology organisation that's aligned to future customer needs and catalyses the growth of the company across existing and future businesses.'

Leadership

- CEO, MD, and Director: Amit Syngle
- CFO & Compliance Officer: R. J. Jeyamurugan
- Manager, Customer Centricity: Varun Amar
- Chief Manager, Human Resources: Sachin Singh

Financials

- Revenue: 22,015 Cr
- Profit: 4275.75 Cr
- Net Profit Margin %: 16.48
- Basic EPS: Rs. 33
- D/E Ratio: 0

STP

Segmentation:
Asian Paints has segmented its market based on utility of the products, recognizing **3 major segments - (i) Decorative Coating, (ii) Industrial Coating and (iii) Automotive Paint.**

Targeting:
Exterior paints are targeted at builders, real estate developers, and contractors. **Interior Paints** on the other hand are targeted primarily at homeowners, interior designers, as well as carpenters and contractors. The primers, putties and other such **ancillary products** would be purchased by contractors and carpenters as a part of the painting process.

Positioning:
"Asian Paints is about people who invest emotional energy in the creation of their homes"
Asian Paints introduced a new dimension of service offering - where it finally delivers not just paint but a painted home. Asian Paints began to position itself as a part of this high voltage emotion of home creation.

Product categories
Wide range of paints for Decorative and Industrial use. In Decorative paints, It is present in all the four segments v.i.z Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. It also offers Water proofing, wall coverings and adhesives. In the Industrial coatings space, Asian Paints serves the **4 automotive coatings market: The protective, industrial powder, industrial containers and light industrial coatings markets**

Competitors

- Berger Paints
- Jenson & Nicolson India Limited.
- Kansai Nerolac Paints.
- Akzonobel.
- Sherwin-Williams.
- Nippon Paint.
- PPG Industries.

The concept was humorously poking at the fact that their paint **maintains its freshness and longevity** even through the various surrounding and life changes.

Depicting a switch in now communicating sophistication and innovation.

ON YOUR MARK
FMCG & FMCD

Updates

Digitization

- Asian Paints adopted **robotic warehousing** and **integrated it with ERP** to solve the problems of a bloated inventory, increased opex, supply chain efficiency, and factory level losses.
- The company has used the **combination of industrialized sensors, automation, and social media analytics** to catalyze both internal operations and customer-driven product development and marketing outreach.
- It has **upgraded its demand forecasting platform** which allowed better predictability of the sales patterns across various geographies and brands. It also has a **cloud model** to facilitate its business operations.
- **Data mining platform** are being leveraged to gain insights into a wide variety of business problems in logistics, people analytics, and material sourcing.

ESG

- Launched by Asian Paints, **Project NEW (N- natural resource conservation, E- energy, and emission reduction, W- waste reduction)** focuses on eco-friendly manufacturing facilities and activities, with the objective of minimizing the impact of operations and nurturing biodiversity.
- **Colour Academies** to hone talents within the painter and contractor teams, orienting them towards taking responsibility for the overall project. In Himachal Pradesh, upskilling programmes were conducted for plumbers, opening the door to more opportunities. During the year 2020, 43,000 persons benefited through the employee volunteering programmes which carried out successful healthcare camps in rural communities.

CSR

- Initiated **biodiversity projects** in Mysuru and Vizag factories inspired by their award-winning initiative at Sriperumbudur factory.
- The **Safe Painting campaign** provided external stakeholders like contractors and painters with masks and sanitizers to ensure their safety.
- Apart from online learning, the education interventions include scholarships for lesser privileged but bright kids, renovation of school buildings, coaching and tuitions for those who cannot afford them, health and hygiene sessions. **TABLAB** brings the new age plug-and-play method of learning to government schools.

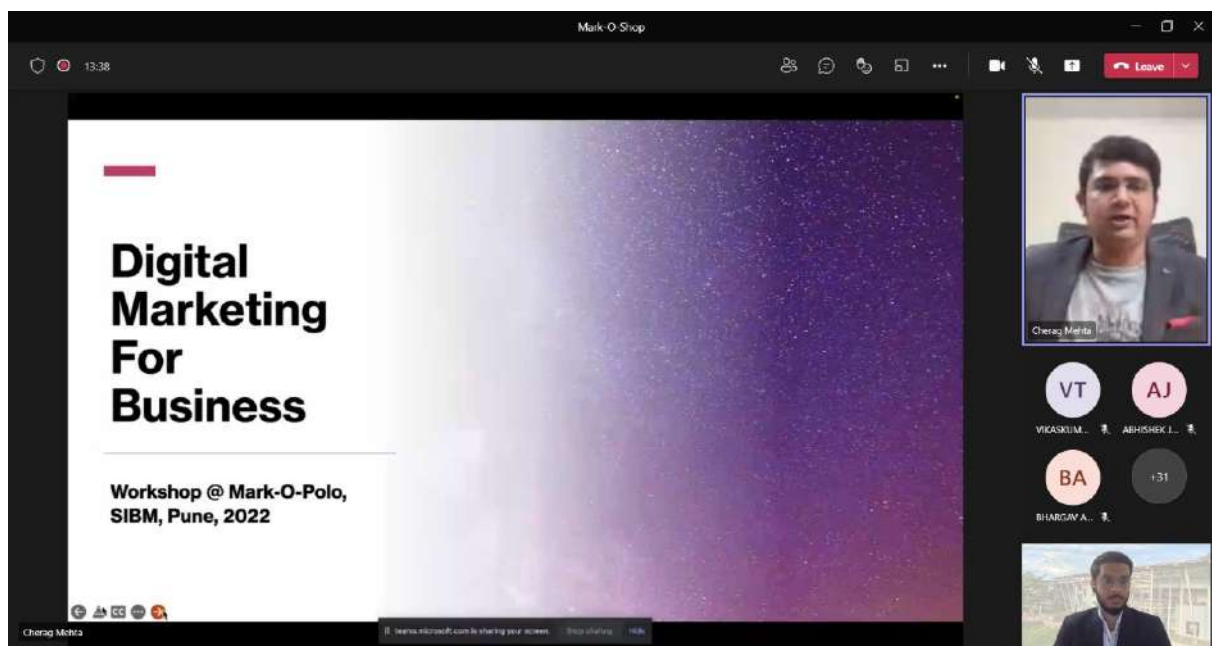
NEWS

- A whistle-blower had flagged off related party transaction (RPTs) carried out by the promoters of Asian Paints Ltd. (APL) that allegedly benefited them at the cost of company's shareholders. The whistle-blower informed SEBI that money to buy a company called Palacin Paints and Chemicals (PPC) went from APL but its promoters Jayram Dani and son Vicky now control it in their personal capacity.
- Asian Paints clarified to the stock market on 24 October 2021, that the company had entered into a technical consultancy agreement with Jayram Naidkarni (ex-employee of the company) and Palacin Paints and Chemicals during the financial year 2005-2008 and that the amount was his consultancy fees.

MARK-O-SHOP

Marketing Workshop

Mark-O-Polo is hosts a marketing workshop to assist students acquire important skills from some of the top experienced experts and marketing consulting firms. To help students master digital marketing approaches, we held a Digital Marketing workshop with Mr. Cherag, founder of Crategy Consulting. We are certain that it will assist students in preparing for internships and case competitions. These seminars are designed to improve students' understanding and provide them with greater exposure to various marketing ideas.



HOURGLASS

Live Case Competition

Hourglass is a marketing case competition in which students solve case studies and gain marketing knowledge via hands-on experience.

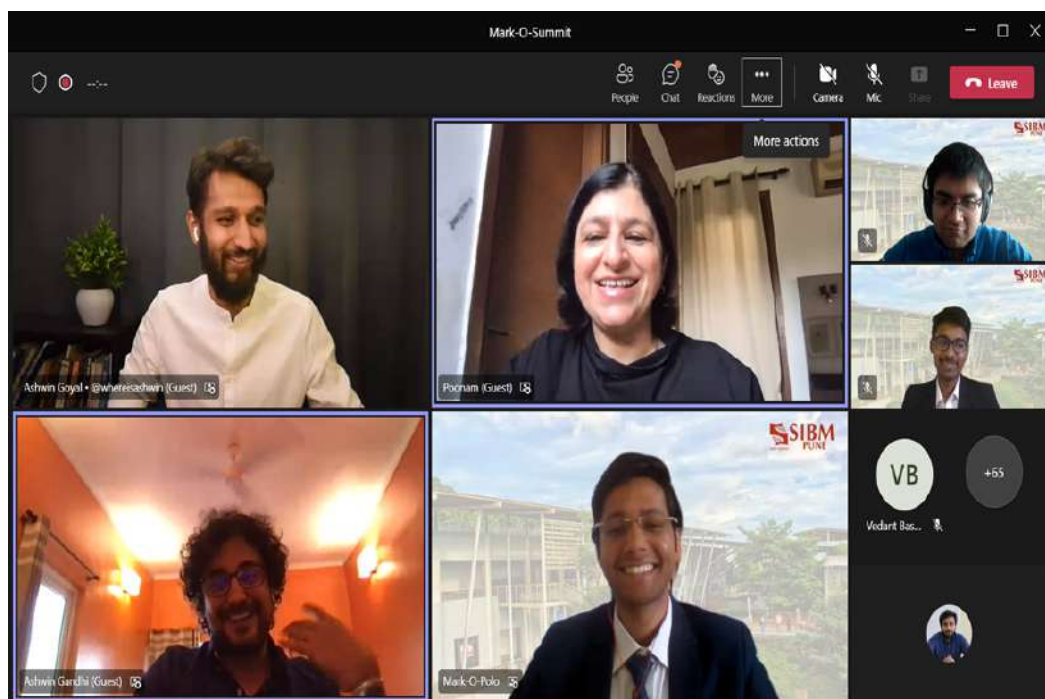
Traditionally, it has been a live case study competition in which contestants had an hour to deliberate, formulate solutions, and present them to the jury. This taught our future leaders how to think quickly on their feet and respond to simulated real-life crisis scenarios. This year too, it drew a lot of interest from the class, and the victors received fantastic rewards.

MARK-O-SUMMIT

Flagship Marketing Conclave

Mark-O-Polo organized its first-ever summit this year. With the ever-increasing craze about the startup culture which was fuelled by the show Shark Tank India, we wanted our students to be abreast of what it takes to build a brand from scratch. The Mark-O-Summit, which had the theme ‘Evolving nature of brand strategies with changing future’ perfectly depicted the picture of how brands fight every day to be relevant to the consumers. The summit featured a panel discussion that was graced by people at the management level from renowned start-ups and established brands alike. The Keynote address by Mr. Rajesh Srinivasan, a modern marketing strategist guided the students on how to be a successful marketer in modern times.

The event witnessed eminent personalities praising the students’ amazing engagement with intriguing questions and would henceforth be the flagship event of Mark-O-Polo. With the foundation stone so strong, we intend to take the event at a much larger scale and touch new heights.



MARKETSHAstra

National Level Marketing Competition

Mark-O-Polo hosts Marketshastra, a national level three round marketing competition, during the college festival Transcend. It puts each competitor's marketing knowledge to the test and brings out the marketer in them.

- The first round is a quiz that assesses the candidates' knowledge of branding and marketing fundamentals.
- The students who had made it through round one were required to make an advertisement based on the topics given by us. 6 teams were selected for the final round of Marketshastra, which was completed in offline mode, judged by industry experts from the domain. The last round consisted of an investment and sales pitch.
- Participants in the investment pitch round had to develop their own chocolate-related product. They were asked to give an 8-minute pitch on their business model and a Go-To-Market plan for their product, followed by a 10-minute Q&A session. After the investment presentation, participants were asked to call some random consumers and persuade them to purchase their product using a 5-minute sales pitch call. Throughout the process, Marketshastra aided participants in building marketing knowledge and offering a platform to work in crisis situations.

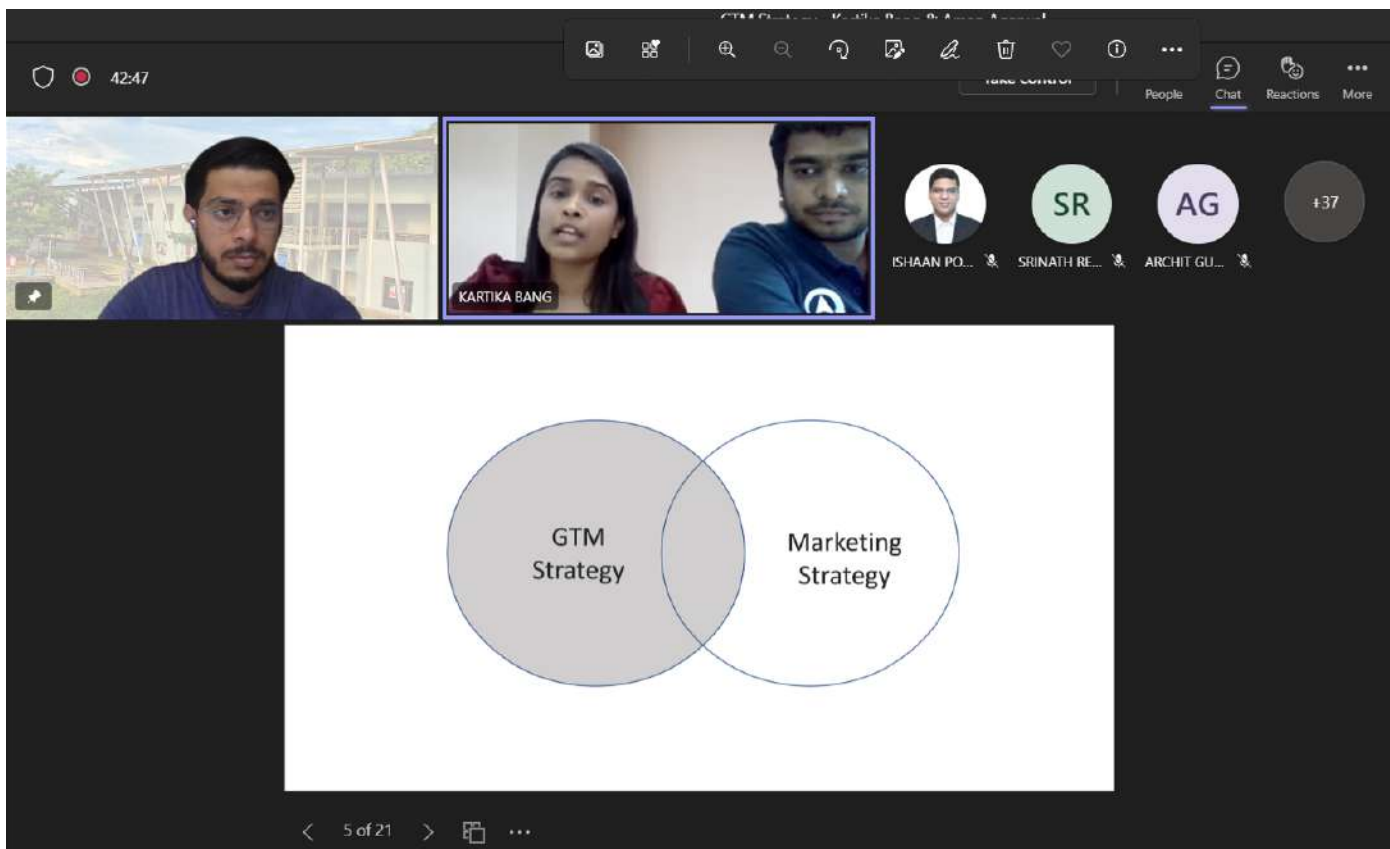


SUIT-UP SERIES

Summer Internship Preparatory Lecture Series

Mark-O-Polo arranged 'Suit Up for Summers' to ensure that the students of the 2021-2023 batch are fully prepared for their Summer Internships. 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. Suit Up sessions were held from the 20th March to the 4th April 2022 and were open to people of all specializations.

A total of six sessions were held, with four essential general themes and the rest being focused on the field of marketing



The screenshot shows a Zoom meeting interface. At the top, there is a toolbar with various icons for chat, mute, video, and screen sharing. Below the toolbar, there are three video thumbnails: one on the left showing a man, one in the middle showing a woman labeled 'KARTIKA BANG', and one on the right showing a man. To the right of the thumbnails is a 'People' list with four entries: 'ISHAAN PO...', 'SRINATH RE...', 'ARCHIT GU...', and a '+37' button. The main content area displays a Venn diagram with two overlapping circles. The left circle is shaded and labeled 'GTM Strategy'. The right circle is white and labeled 'Marketing Strategy'. The intersection of the two circles is shaded. At the bottom of the screen, there is a navigation bar with a back arrow, '5 of 21', a forward arrow, a screen sharing icon, and a menu icon.



Mandar Dixit



Ayaustika Ray
(Co-ordinator)



Poojitha Nayak



Vikas Pal



Rishabh Bhat



Archit Gupta



Mohit Sinha



Srinath Reddy