



ANNUAL REPORT 2023-24

**PRODUCT MANAGEMENT &
TECHNOLOGY CLUB**

the first year



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VISION & MISSION



The Product Management and Technology Club at SIBM Pune, is dedicated to nurturing a vibrant community of product management enthusiasts by providing comprehensive resources, fostering mentorship opportunities, and facilitating industry engagement. Our mission is to empower individuals with the skills, knowledge, and networks necessary to excel as product leaders, thereby contributing to the advancement of technology and the creation of impactful solutions to real-world challenges. Through a diverse array of initiatives, we aim to cultivate a culture of innovation, collaboration, and lifelong learning, thereby positioning SIBM Pune as a premier destination for aspiring product managers seeking to make a significant impact in the tech landscape.

MEET THE TEAM



I-Team

Kshitij
Mohitha
Anuhya
Saksham
Sunit
Diwas

MEET THE TEAM

J-Team

Kshitij
Mohitha
Saksham
Deepak
Diwas



MEET THE TEAM



S-Team

Akshat

Irfan

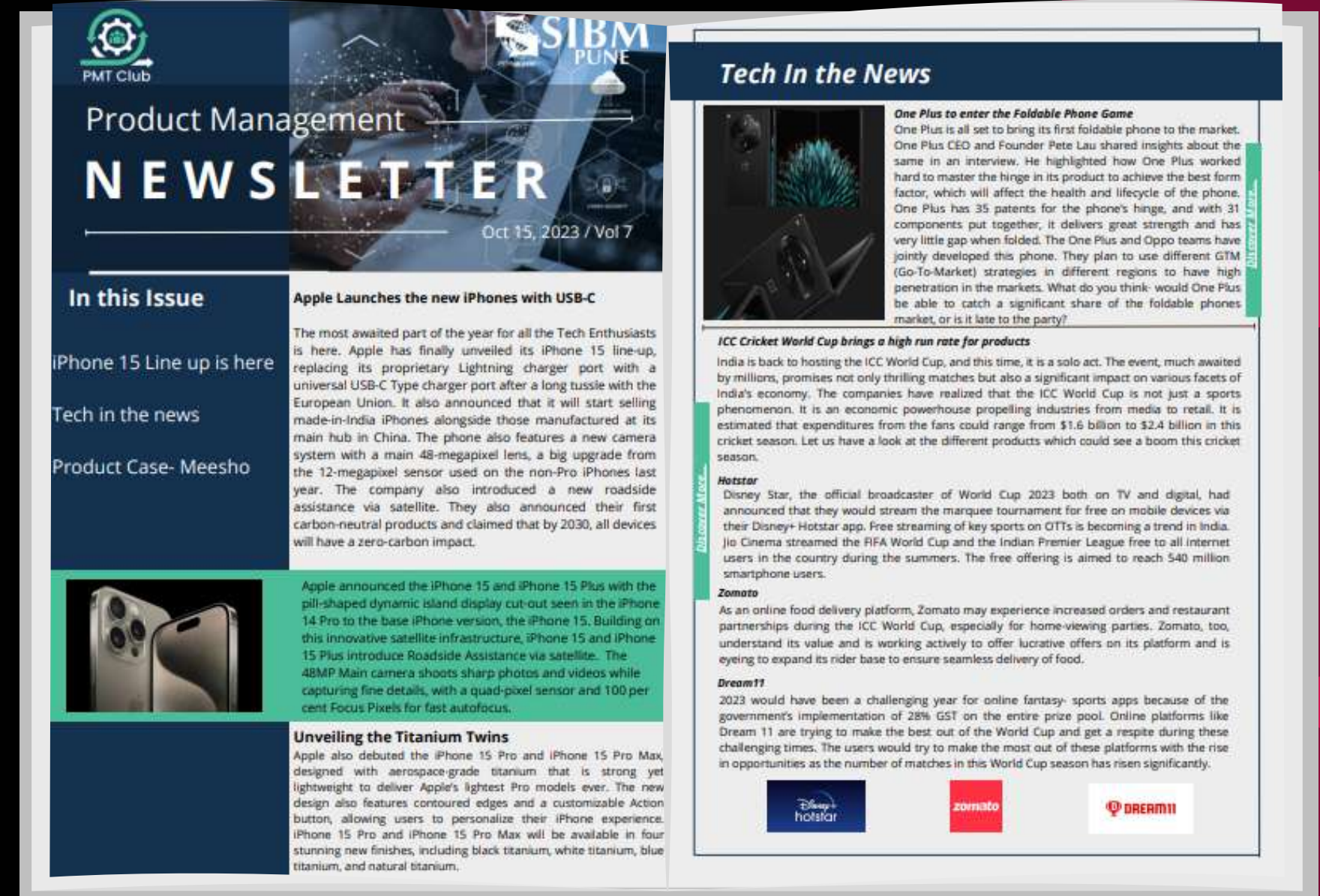
Rajat

Ravi

Sachit

The PMT Newsletter was used to keep SIBM, Pune students updated about the latest tech buzz and product management wisdom in their inbox, unravelling essential PM concepts to arm them with cutting-edge industry knowledge and practical insights.

“Stay ahead, stay informed!”



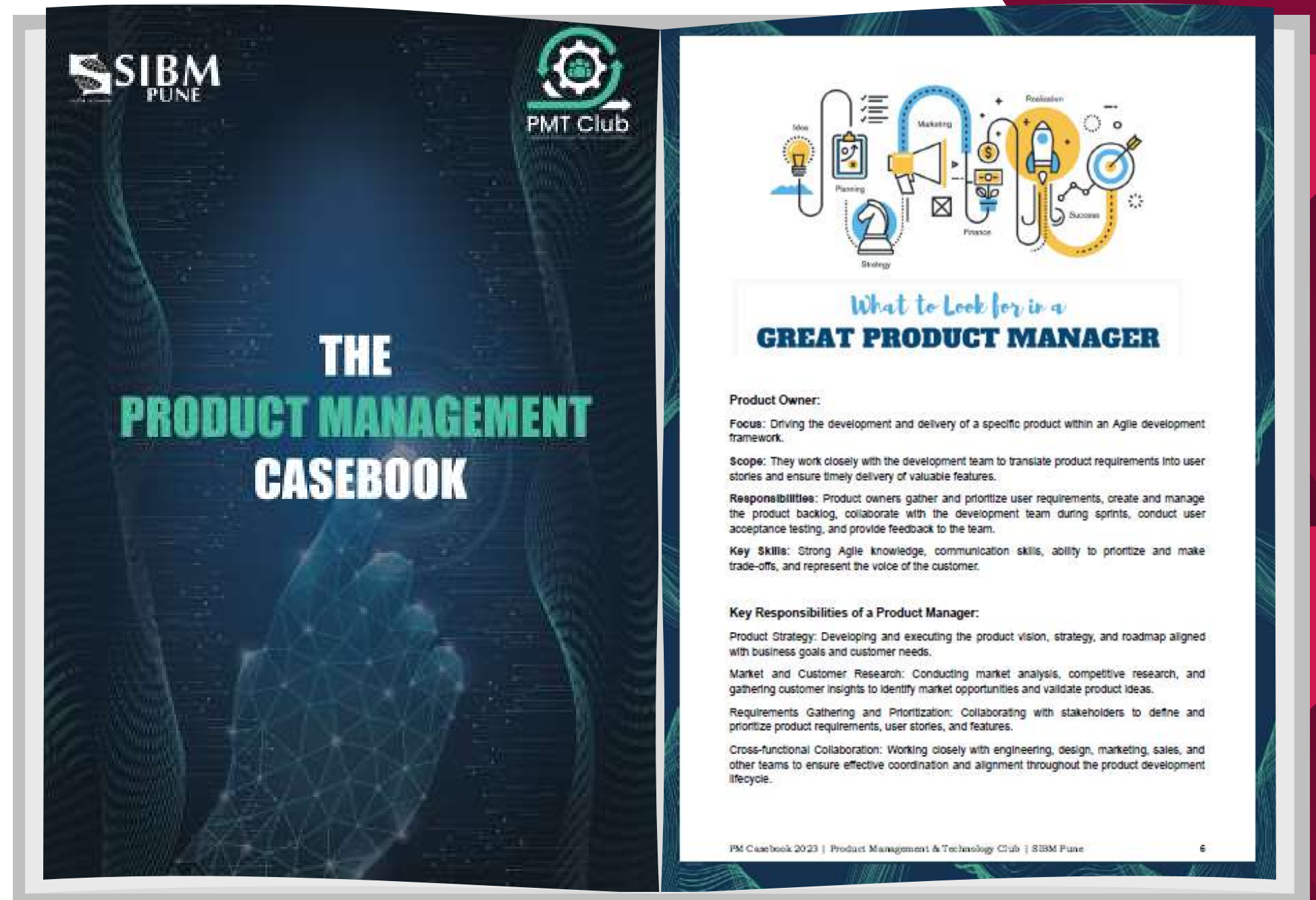
NEXUS 1.0 & 2.0

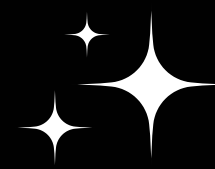
Kicking off the year, PMT's Nexus 1.0 and 2.0 were the gateway events, immersing freshers into the thrilling realm of product management, sparking curiosity and fostering a passion to delve deeper into the dynamic world of PM.



PM CASEBOOK

The ultimate primer to Product Management brimming with industry insights and hands-on case studies empower the students with the concepts and insights to excel in the dynamic world of PM.





PRESS PLAY

in association with iSMaRT



In collaboration with iSMART, PMT launched the first volume of Press Play with Mr Neelesh Das, AGM- Product at PayTm, and SIBM's esteemed alumnus to illuminate emerging pathways for the budding Product Managers.



SOCIAL MEDIA

BizzShots:




BizzShots

Decoding Nykaa




Nykaa Offerings

Nykaa: Deals in beauty and wellness products including body care, makeup and personal hygiene

Nykaa Man: An on-demand ecommerce app that deals exclusively in grooming products for men

Nykaa Fashion: An on-demand ecommerce platform focused on branded and designer fashion products such as clothes, accessories and footwear

Nykaa Pro: An exclusive membership program that caters to salons and artists by providing special offers and educational content

Nykaa On-Trend Stores: They offer makeup and beauty products from trending brands along with a staff of professionals guiding customers in finding right product for their personality

Nykaa's Success

 Monthly Active Users: 17 Million	 Market Valuation: 4.94 Billion \$
 Revenue in FY2023: 5144 crore rupees	 Profit in FY2023: 21 crore rupees



Bite-sized teardowns of renowned apps and platforms, revealing their business mechanics and secrets to their success. Discover these gems on Instagram and LinkedIn to unravel what sets them apart!

SOCIAL MEDIA

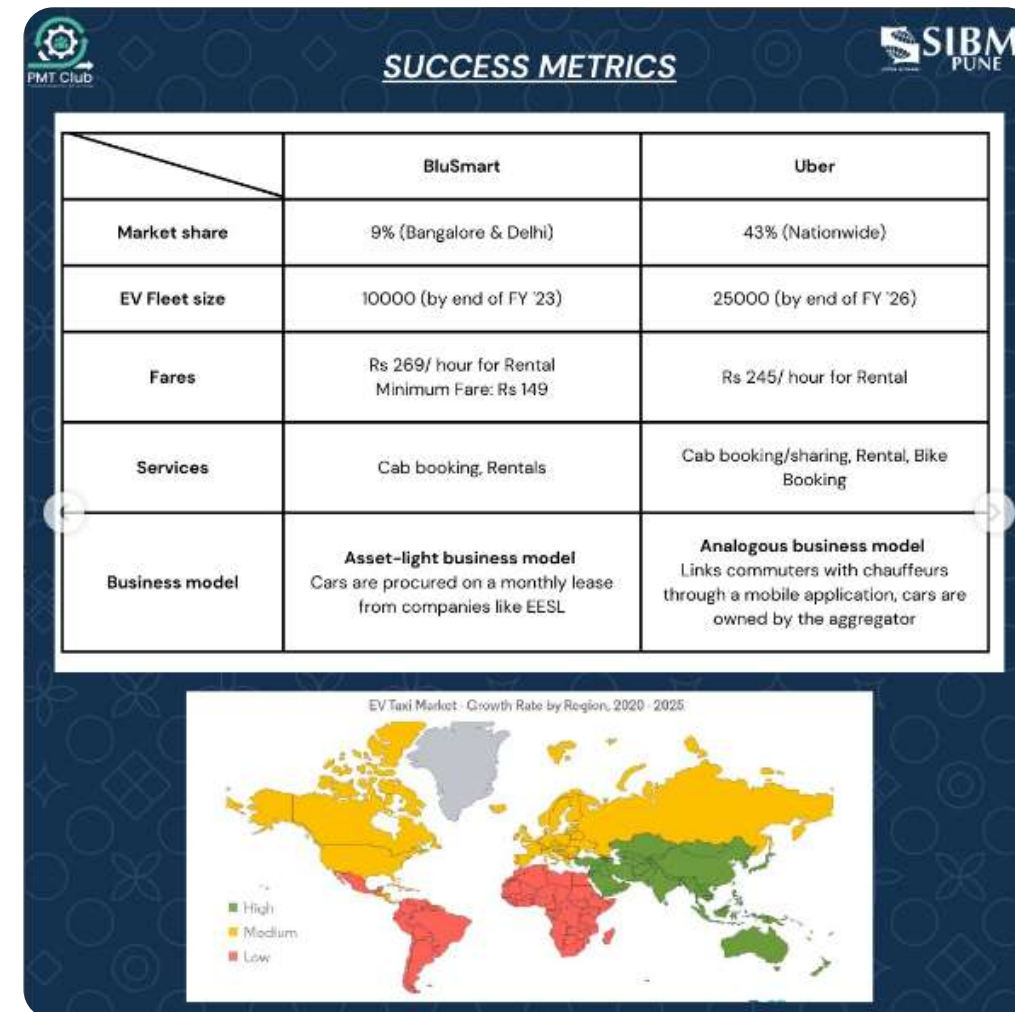
Brand Wars



BRAND WARS

BLU SMART MOBILITY vs **Uber**


The graphic shows a hand holding a smartphone displaying a map with several red location pins over a cityscape, representing the mobility services of BLU and Uber.



SUCCESS METRICS

	BluSmart	Uber
Market share	9% (Bangalore & Delhi)	43% (Nationwide)
EV Fleet size	10000 (by end of FY '23)	25000 (by end of FY '26)
Fares	Rs 269/ hour for Rental Minimum Fare: Rs 149	Rs 245/ hour for Rental
Services	Cab booking, Rentals	Cab booking/sharing, Rental, Bike Booking
Business model	Asset-light business model Cars are procured on a monthly lease from companies like EESL	Analogous business model Links commuters with chauffeurs through a mobile application, cars are owned by the aggregator

EV Taxi Market - Growth Rate by Region, 2020 - 2025



Legend: High (Green), Medium (Yellow), Low (Red)

Competitor Analysis of two industry giants, dissecting their strategies to reveal both their shared tactics and unique edges that elevate them as market front-runners in their industries.

MOCK INTERVIEWS

A launchpad for first-year students offering first-year students a deep dive into the latest Product Management trends while sharpening their interview acumen for SIRP success!

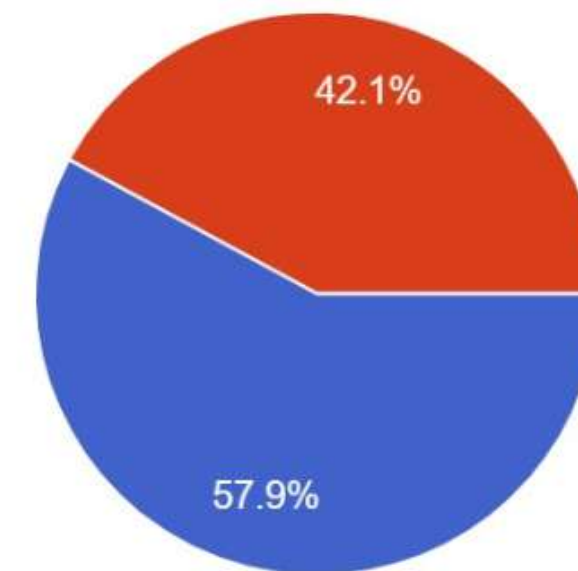
Product Management Mock Interview | PMT

This is an interest form for students who wish to give a mock interview focusing on Product Management. PMT is going to conduct Product Management mock interviews for MBA-1 students and interested students should fill up this form.

This is on a voluntary basis and students interested for Product Management roles should only fill as the interview will revolve around Guesstimates, Product Management frameworks, Business case solving.

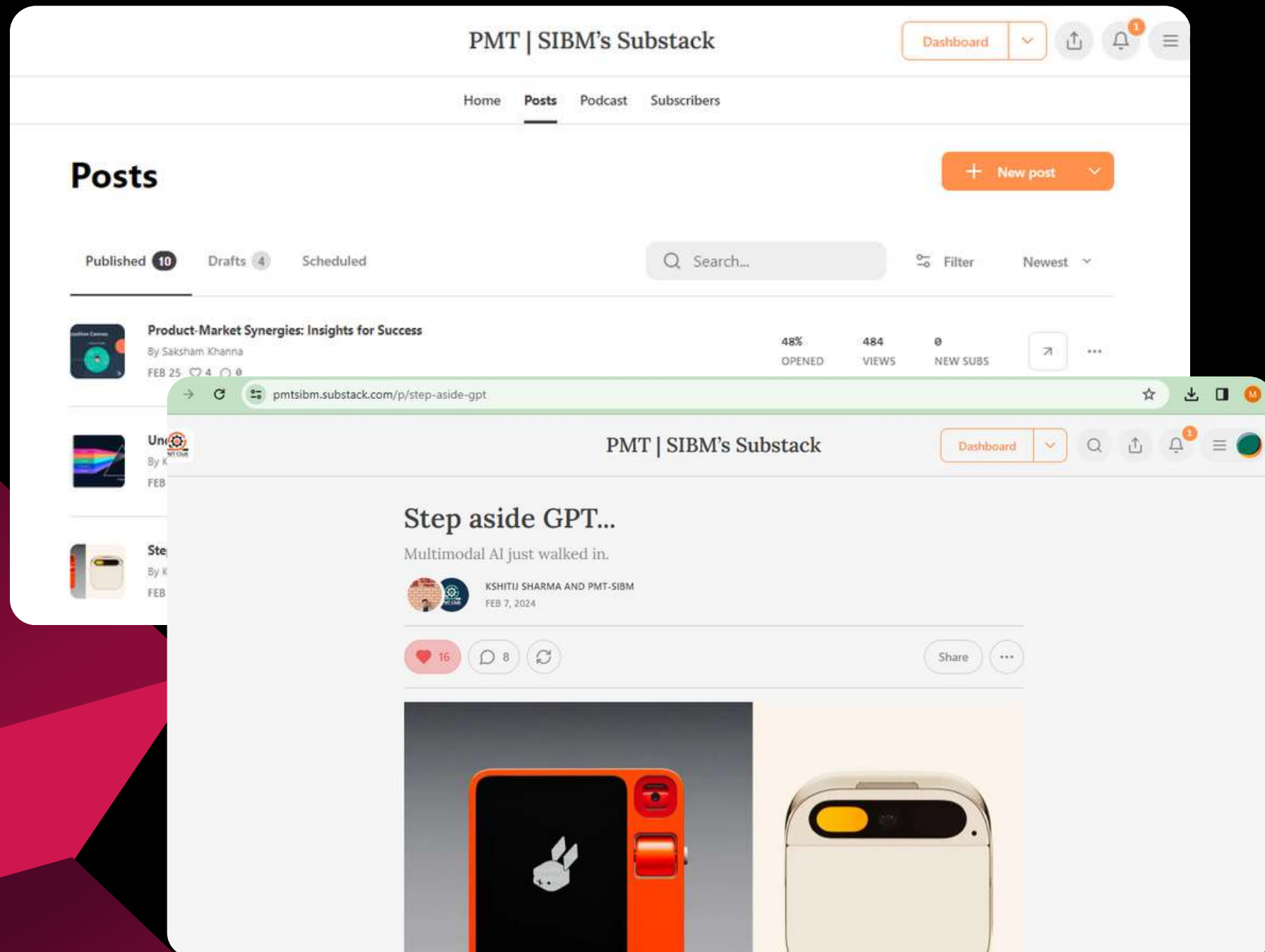
Deadline - August 12, 2023, 1:00 AM

This form is auto



- Marketing
- Operations
- Finance
- HR

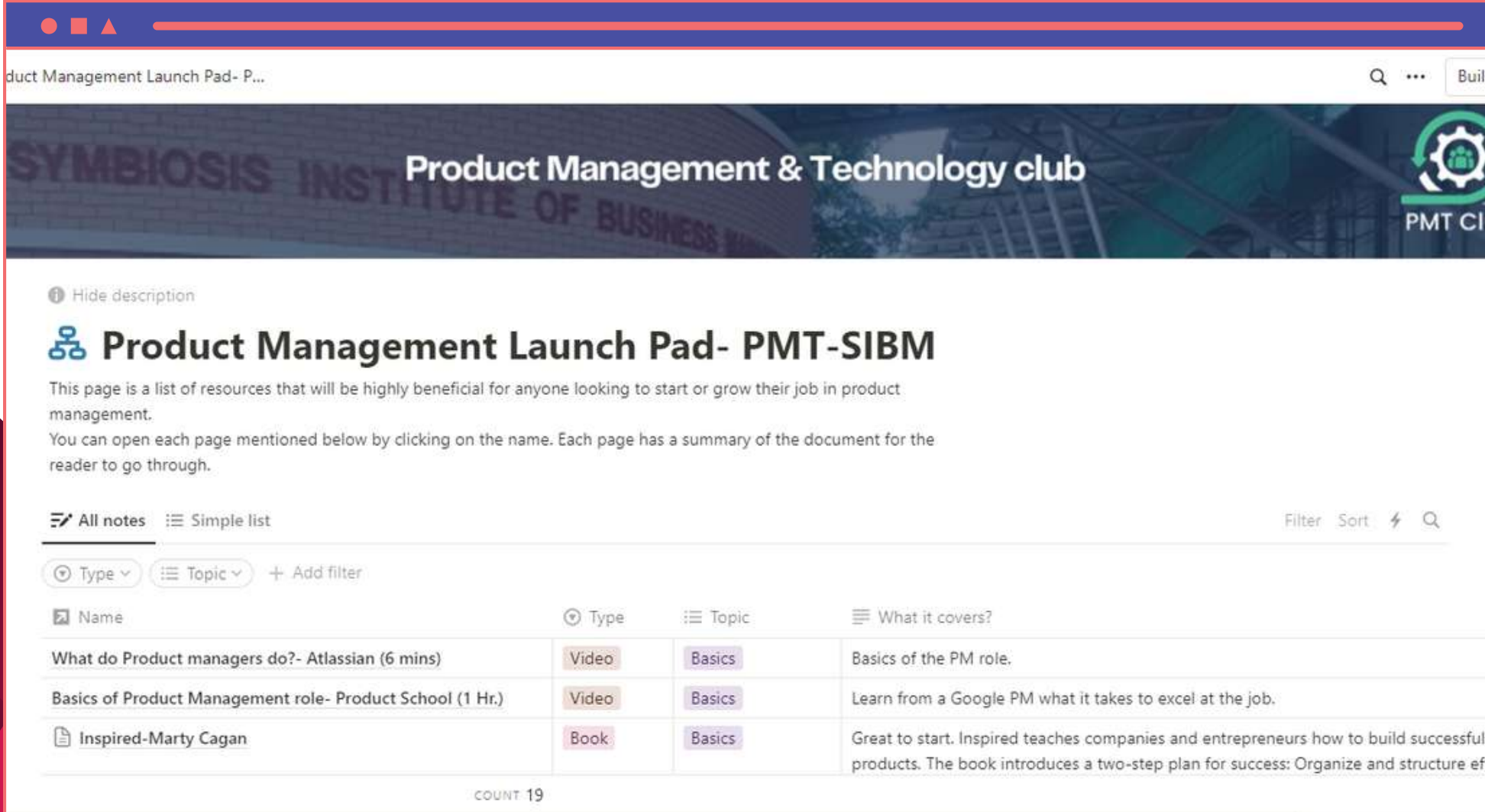
SUBSTACK LAUNCH



Born from innovation and a shift away from traditional email attachments, the Substack platform unlocks a dynamic world of Product Management and Tech insights and fosters knowledge in captivating new ways.



PM LAUNCHPAD



Product Management Launch Pad- P...

Product Management & Technology club

Hide description

Product Management Launch Pad- PMT-SIBM

This page is a list of resources that will be highly beneficial for anyone looking to start or grow their job in product management. You can open each page mentioned below by clicking on the name. Each page has a summary of the document for the reader to go through.

All notes Simple list Filter Sort

Type Topic + Add filter

Name	Type	Topic	What it covers?
What do Product managers do?- Atlassian (6 mins)	Video	Basics	Basics of the PM role.
Basics of Product Management role- Product School (1 Hr.)	Video	Basics	Learn from a Google PM what it takes to excel at the job.
Inspired-Marty Cagan	Book	Basics	Great to start. Inspired teaches companies and entrepreneurs how to build successful products. The book introduces a two-step plan for success: Organize and structure effective

COUNT 19

A beacon of novelty and aptitude, this comprehensive resource hub equips sophomore students with essential Product Management knowledge, paving their way to success in placement preparations!



COMPETITIONS

unstop Search Opportunities Learn Practice Mentorship Compete Jobs Host For Business

SOCIAL AND GOVERNANCE CELL PMT Club SIBM PUNE

SAARANG THE SOCIAL FIESTA PRESENTS

PRIZE MONEY UPTO ₹10,000

REGISTER IN TEAM OF 1-2

Registration Closes on 26/01/24

Product Kraft - The Article Writing Free

Saarang 2024
Symbiosis Institute of Business Management (SIBM), Pune
Online

#Article Writing #Online Quiz #Presentation #College Festival

Rounds & Timeline Details Dates & Deadlines Prizes Reviews FAQs & Discussions

Registered 221
Team Size 1 - 2 Membe
Impressions 12,963

unstop Search Opportunities Learn Practice Mentorship Compete Jobs Host For Business

GO CURRICULAR TEAM PMT Club SIBM PUNE

TRANSCEND | 2024 the world of COSMIC CHRONICLES

PROMETHEUS
PRODUCT MANAGEMENT CHALLENGE

CASH PRIZES WORTH INR 35K

Prometheus Free View Details (Check Team Status)

Transcend 2024
Symbiosis Institute of Business Management (SIBM), Pune
SIBM Pune, Pune, Maharashtra, India

#College Festival #Business Plan #Online Quiz #Strategy #Presentation

Rounds & Timeline Details Dates & Deadlines Prizes Reviews FAQs & Discussions

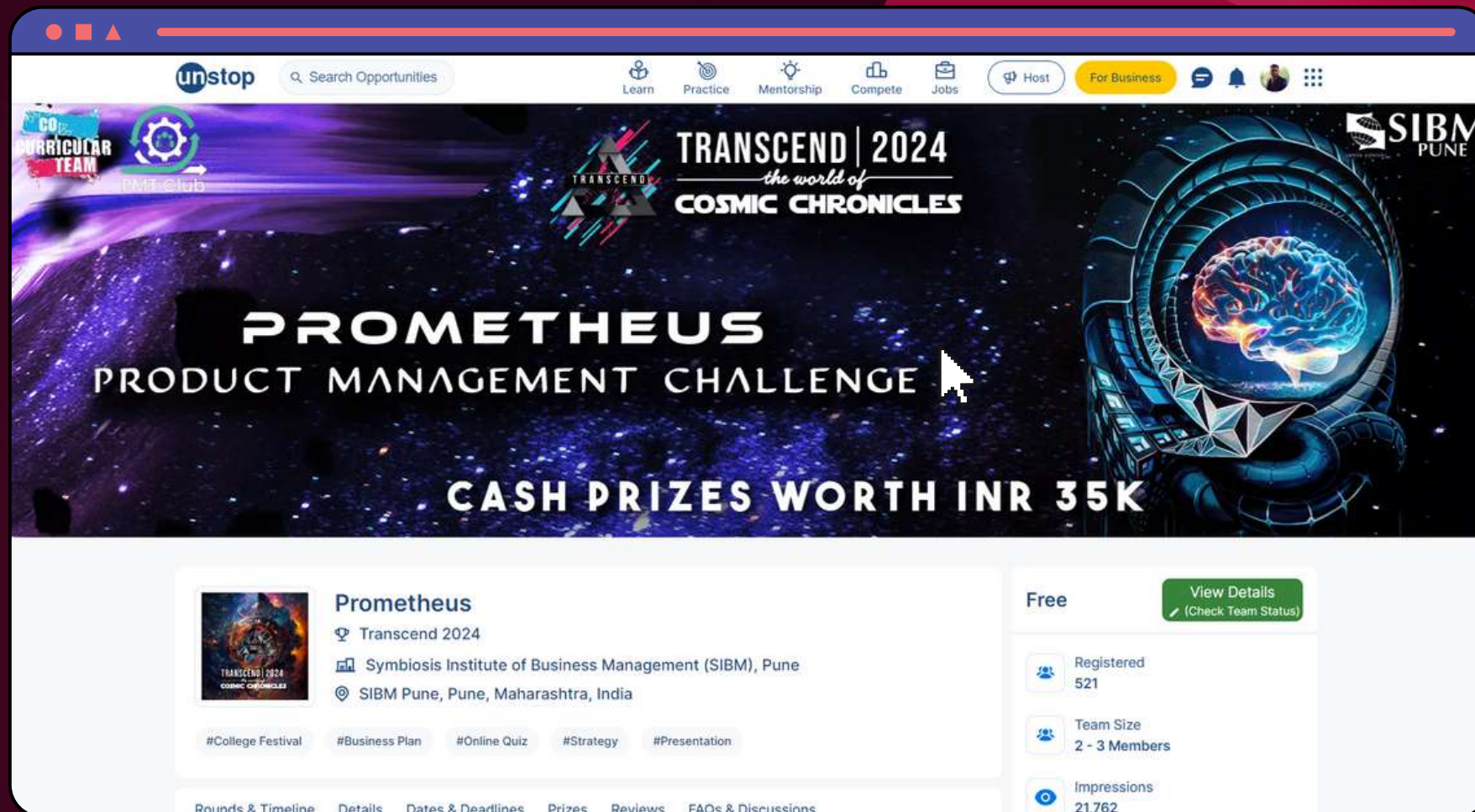
Registered 521
Team Size 2 - 3 Members
Impressions 21,762

PROMETHEUS '24

in association with Co-Curricular Team
as part of Transcend '24

Case competition in a fresh format where teams from top B schools unravelled popular apps in a thrilling teardown showdown, showcasing their analytical prowess and ProdMan acumen to clinch the top spot.

521
registrations



PRODUCT KRAFT

in association with Social and Governance Cell
as part of Saarang '24



A penmanship challenge for budding ProdMan enthusiasts to showcase their thought leadership and explain their unique perspectives on the ever-evolving tech and product management sectors.

PRODUCT PULSE

The Annual Magazine of PMT Club



PMT Club's annual compendium featuring insightful essays, heartfelt testimonials and a curated collection of the year's most significant events, achievements, and pioneering endeavors in product management..

ENDING NOTE

Academic Year 2023-24 witnessed Product Management and Technology Club's Inception and its continual efforts to incorporate technology in content created for aspiring Product Managers. We look forward to incorporate analytics to continuously improve the offerings from the Club.