

FORE School of Management, New Delhi

Team SigMa

AY 2024-25

Team SigMa organized five events in the **AY 2022-23**.

The events are as cited below:

1. SEMINAR - Melange

Melange is a seminar series aimed at bridging the gap between academics and industry by providing students with real-world marketing insights, and was conducted on **22nd November 2024**. The first seminar of the academic year was on ‘**Trade Marketing**’, and real-life marketing applications of it.

The seminar was attended by **160 students**.

Speaker: Mr. Arun Kaushik, Head of Commercial Operations, Coca-Cola FBO

2. GENESIS - Brand Titanic

A multi-round competition hosted by SigMa, was conducted on **December 14, 2025**, challenging participants to showcase their marketing prowess, culminating in a final pitch round where top teams strategize for reviving brands that have experienced marketing and strategic setbacks. More than **500+ teams** from **20+ top B-schools** of India participated in the event.

Judges:

1. Mr. Abhinav Gupta, Co-founder, Freedo Rentals
2. Mr. Sandeep K. Ruhela, Vice President & Chief, Strategy Officer, Sharda Motor Industries Ltd.
3. Prof. Tavishi Tewary, Assistant Professor of Economics, FORE School of Management

Winners:

1. First Position: ‘Team Dominators’ from FORE School of Management, New Delhi.
Team members: Lakshanik Dhawan, Rishav Kumar
2. First Runners-up: ‘Team Constars’ from Delhi School of Economics, New Delhi
Team members: Isha Gupta, Rishika Gupta, Umesh Sharma

3. Second Runners-up: 'Team Mobile' from FORE School of Management, New Delhi
Team members: Ahana Ghosh, Abhijeet Ghosh, Anjali thakur

3. SEMINAR - Melange

The seminar, focused on **A Strategic Approach to Brand Management with Case Studies**, continued to enrich student learning by bridging the gap between academic knowledge and industry practices and was conducted on **January 21st, 2025**.

The seminar was attended by **75 students**.

Speaker: Mr. Sidharth Balakrishna, Senior Partner at BOD Consulting and Former Board Director at Essel (Zee) Group

4. ADVISHKAAR 10.0

Advishkaar 10.0, a competition blending pop culture with marketing creativity, was conducted on **29th January 2025**.

The event saw **50+ participants** submitting original entries, which were featured on the official SigMa Instagram handle and evaluated based on audience engagement.

Winners:

1. First Position: Himanshu Arora: PGDM-32
2. First Runners-up: Rishabh Dhall: FM-07

5. SEMINAR - Melange

The seminar, focused on **Luxury Marketing**, further enriched students' understanding by providing valuable insights into the intricacies of the luxury industry, and was conducted on **March 7th, 2025**.

The seminar was attended by **60 students**.

Speaker: Dr. Jyoti Das, Former Business Head at Swatch and Calvin Klein Watches