



January - July 2026



MESSAGE FROM THE DIRECTOR



Dr. Sandeep Bhardwaj -Director

It gives me great joy to share this edition of our VESBS newsletter, a vibrant reflection of the collective energy, dedication, and creativity that define our institution. This platform is more than just a compilation of updates — it is a celebration of ideas, experiences, and achievements contributed by our students, faculty members, alumni, and industry partners.

In an era where the digital world continues to reshape how we learn, connect, and innovate, this newsletter stands as an inspiring symbol of our community's commitment to growth. I am confident that it will become a dynamic space where our academic pursuits, campus initiatives, and professional accomplishments come together in meaningful ways.

What makes VES Business School special is its people — a family spread across classrooms, offices, and continents. Through this newsletter, I hope we strengthen our bond with alumni who are making an impact globally while fostering deeper engagement among those who are part of our everyday campus life.

I invite each one of you to be an active part of this journey by sharing your stories, insights, and contributions. My heartfelt congratulations to the Prakshepan team for curating this wonderful initiative. I am certain that this newsletter will continue to grow as a proud testament to the spirit and aspirations of the VESBS family.

VISION

"To be one among the premier Business Schools in India, developing innovative leaders with character, competency and inclusive thought to serve the changing needs of industry and society."

MISSION

- Provide students with the knowledge, skills, and research driven insights necessary to excel in their chosen path.
- Pursuing academic excellence -fostering a culture of innovation, collaboration, and continuous learning.
- Prepare students to become socially conscious leaders with equitable, diverse and inclusive approach.

VALUES

- Is rigorously focused on creating the best outcomes for students
- Enables and encourages all of our students to set their sights high and achieve their ambitions
- Goes beyond qualifications; giving students the skills and qualities they need for long-term success in a global economy
- Is highly relevant, innovative and future-focused

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- PEO-1 The graduates will take on leadership roles in organizations and communities by applying their research, analytical, and managerial skills
- PEO-2 The graduates will develop a culture of innovation and ethical practices in business while encouraging an inclusive environment.
- PEO-3 The graduates would apply high standards in the performance of their professional work regarding global & societal issues, including health, safety and protection of the environment.
- PEO-4 The graduates would engage and succeed in their professional career through teamwork, proactive involvement, and effective communication.
- PEO-5 The graduates would demonstrate an understanding of the importance of lifelong learning through professional development and inclusive leadership.

Republic Day Celebration at VES Campus 2

CAMPUS ACTIVITIES



The spirit of patriotism and national pride came alive at VES Campus 2 – Ground as Vivekanand Business School celebrated Republic Day 2026 with great enthusiasm and reverence. The event commenced at around 7:45 a.m., with students gathering at the ground alongside the esteemed officials of Vivekanand Business School — Dr. Sandeep Bhardwaj, Director; Dr. Brijesh Sharma, Dean of Academics; and Prof. Nikita Ramrakhiani.

At approximately 8:00 a.m., the students representing Vivekanand Business School participated in the March Past Parade, led by Mr. Omkar Duddhal. The parade reflected the discipline, unity, and patriotic spirit of the students. Following the rendition of the National Anthem, the march past commenced, with students proudly marching in formation and saluting the National Flag as well as the esteemed guests present at the event.

The celebration served as a meaningful reminder of the values of unity, discipline, responsibility, and national pride. The enthusiastic participation of the students and the presence of the faculty and dignitaries made the occasion a memorable celebration of the spirit of the Republic.

Brand Blitz: Where Marketing Instincts Met the Pressure of Competition

MARKETING CELL



Vivekanand Business School (VBS), Mumbai, hosted Brand Blitz, an engaging marketing competition organised by the Marketing Cell in collaboration with the Inceptum Council (E-Cell) on 13 March 2026 at the VBS Auditorium. The event brought together 70 student participants and 3 faculty members, creating a competitive platform that tested marketing knowledge, creativity, strategic thinking and decision-making.

Designed around the fundamentals of marketing, the competition challenged participants to apply concepts such as segmentation, targeting and positioning (STP), brand identity, consumer perception and competitive strategy in an engaging and time-bound environment. With teams comprising two members, the format encouraged participants to combine individual ideas, communicate effectively and make strategic decisions under pressure.

Three Rounds of Marketing Challenge

The competition progressed through three stages — Elimination, Qualifier and Finale. Each round increased the level of challenge, requiring participants to demonstrate not only their understanding of marketing concepts but also their ability to think creatively and respond quickly to changing situations.

The competitive format transformed theoretical marketing knowledge into an experiential learning exercise. Participants were required to analyse situations, develop ideas and make decisions within limited time, highlighting the importance of teamwork, creativity, consumer understanding and strategic thinking in effective marketing.

Celebrating the Winners

The competition concluded with the recognition of the top-performing teams.

- The **1st Prize** was secured by VBS students **Tejas Pawar** and **Aditi Khandagale**
- The **2nd Prize** was awarded to VESIM students **Hritik Kanoje** and **Himanshu Gosavi**.
- The **3rd Prize** was awarded to VBS students **Pratik Shinde** and **Sanket Mane**.

The winners were recognised for their strong performance across the competition and their ability to apply marketing thinking effectively under competitive conditions.

A Celebration of Marketing Thinking

Brand Blitz successfully combined marketing knowledge with creativity, competition and experiential learning. Beyond testing classroom concepts, the event encouraged students to approach marketing challenges with curiosity, strategic thinking and confidence.

The event reinforced an essential principle of marketing: success lies not only in understanding concepts but in knowing the audience, thinking differently and creating ideas that make an impact. Through initiatives such as Brand Blitz, VBS continues to provide students with opportunities to transform classroom learning into practical, engaging experiences.

SELL ON: Where Learning Met the Real World

EXPERIENTIAL LEARNING

₹8,97,105
TOTAL SALES



What happens when the classroom opens its doors to the real marketplace? The answer was Sell On—an experiential selling and negotiation activity undertaken by the PGDM Batch 2025–2027 of Vivekanand Business School, in association with the Self Esteem Foundation for Disabled, Airoli. Conducted from 2 December 2025 to 2 January 2026, the initiative challenged students to turn concepts of selling, negotiation and customer engagement into action, while creating awareness around a meaningful social cause.

Armed with creativity, confidence and a willingness to step outside their comfort zones, students explored innovative ways to reach customers. From AI-generated promotional visuals, WhatsApp marketing and social media to direct selling at railway stations, trains, public spaces, events and institutions, the teams experimented with multiple B2B and B2C strategies. Their efforts resulted in an impressive ₹8,97,105 in total sales—achieving 95.45% of the collective target of ₹9,39,840. Cause-based selling, personalised pitches and relationship-building helped students connect with diverse customer segments and take the initiative far beyond conventional selling.

More than a sales exercise, Sell On became a lesson in resilience, teamwork, communication, creativity and entrepreneurship. Students experienced first-hand that successful selling is not simply about making a transaction—it is about understanding people, adapting to situations, building trust and communicating value. By taking their learning from lecture halls to the streets, workplaces, communities and marketplaces, the students turned Sell On into an experience that was not only about meeting a target, but about discovering what it truly takes to sell with purpose and impact.

Yuva for Seva: When Students Step Beyond the Classroom

CSR / SOCIAL IMPACT



Yuva for Seva, organised under the college's CSR Cell, is a 15-day immersive volunteering initiative designed to give students meaningful exposure to social work and community engagement. The programme allows students to work directly with partner NGOs across causes such as road safety, animal welfare, philanthropy and education. Instead of limiting volunteering to a one-day activity, students spend two weeks actively participating in the day-to-day work of these organisations, understanding their challenges and contributing to their ongoing initiatives.

Through activities such as road-safety awareness campaigns, helmet drives, animal vaccination and welfare initiatives, community support programmes, fundraising and teaching, students experience social issues at the grassroots level. Working closely with NGOs also allows them to interact with people from diverse social and economic backgrounds and understand that creating social impact often requires patience, teamwork and limited-resource problem-solving. The programme therefore transforms students from passive observers into active contributors who take responsibility for real-world outcomes.

Beyond social contribution, Yuva for Seva becomes an important learning experience for students themselves. It develops empathy, communication, adaptability, teamwork, initiative and a stronger sense of responsibility—qualities that are equally valuable in professional environments. Fifteen days of consistent involvement gives students the opportunity to move beyond the initial unfamiliarity of volunteering and genuinely understand the cause they are working for. By the end of the programme, students take away not only service experience but also a deeper awareness of the challenges faced by communities around them.

Ultimately, Yuva for Seva reinforces an important lesson: education is not confined to classrooms, textbooks or examinations. Some of the most valuable learning happens when students step into the community, listen, participate and take action. The programme encourages students to look beyond individual achievement and recognise their role in creating a more responsible and compassionate society.

Beyond the Classroom: A Workshop on Professional Self-Branding and Happiness

STUDENT DEVELOPMENT



In today's competitive professional environment, academic qualifications alone are not enough. Self-awareness, communication, creativity and the ability to build an authentic professional identity are equally important. Keeping these ideas at the centre, Vivekanand Business School's Institution's Innovation Council (IIC) organised an engaging workshop on "Professional Self-Branding and Happiness" on 13 March 2026. The two-hour experiential session brought together 36 students, 6 faculty members and 6 external student participants for an interactive learning experience that went beyond conventional classroom teaching.

UNDERSTANDING THE "WHY"

A key focus of the workshop was encouraging participants to look beyond surface-level goals and understand the deeper "why" behind their actions, motivations and aspirations. The session also introduced metacognition—the ability to reflect on and understand one's own thought processes. Through discussions and practical examples, participants explored how greater self-awareness can lead to more thoughtful decision-making and problem-solving.

LEARNING THROUGH CREATIVITY AND EXPERIENCE

Rather than following a lecture-based approach, the workshop used role plays, creative exercises, presentations and group activities to encourage active participation. One of the highlights was a branding exercise where participants were asked to design a brand for a rose-selling company. The activity demonstrated that branding extends beyond names and logos—it involves understanding emotions, creating meaningful experiences and delivering value that connects with people.

The wallet drawing exercise added another reflective dimension to the session, encouraging participants to connect creativity with personal experiences. These activities helped students step outside their comfort zones while developing communication, creative thinking and problem-solving skills.

Professional Self-Branding and Happiness — Continued

STUDENT DEVELOPMENT



FROM PERSONAL BRANDING TO CUSTOMER EXPERIENCE

The workshop highlighted the strong connection between branding and customer experience. Just as organisations build their identity through consistent experiences and communication, individuals also create impressions through their behaviour, values, communication and interactions.

Participants were encouraged to view professional self-branding as an authentic process rather than simply promoting an image. Recognising one's strengths, values and aspirations—and communicating them consistently—forms the foundation of a strong personal brand.

COLLABORATION, CREATIVITY AND HAPPINESS

Team-based activities encouraged participants to exchange ideas, collaborate and appreciate different perspectives. The creative challenges also demonstrated the importance of approaching familiar problems differently and developing innovative solutions within limited time.

Beyond professional development, the workshop explored the often-overlooked connection between happiness and meaningful growth. Participants were encouraged to reflect on what truly motivates them and consider how purpose, self-awareness and personal values can contribute to a more fulfilling professional and personal journey.

A STEP TOWARDS HOLISTIC DEVELOPMENT

The workshop demonstrated the value of experiential learning in management education. By experiencing concepts such as branding, customer experience, metacognition, teamwork and creativity through practical activities, participants were able to move beyond theoretical understanding and apply these ideas to real-life situations.

More than just a workshop, the session provided an opportunity for students to pause, reflect and understand themselves better while developing skills essential for their future careers. It reinforced an important message: while academic knowledge provides a foundation, self-awareness, communication, creativity and emotional understanding help shape well-rounded professionals.

The session concluded with participants carrying forward insights that could be applied across their academic, professional and personal lives. Through a thoughtful blend of reflection, creativity and collaboration, the Institution's Innovation Council successfully created an experience that made learning both practical and meaningful.

INTI International University, Malaysia — Student Mobility Program

INTERNATIONAL EXPOSURE



The student mobility program at INTI International University, Malaysia, provided an enriching blend of academic learning, cultural exposure and international interaction. Supported by a scholarship, the program offered students an opportunity to experience a new academic environment while developing independence, adaptability and a broader global perspective. INTI's multicultural campus and emphasis on international exposure created an environment where classroom learning extended naturally into everyday experiences.

Academic Learning at INTI

The academic structure at INTI was student-friendly, well-paced and focused on practical learning. Lectures provided adequate time for understanding concepts, while the Canvas portal offered organised access to study materials, PowerPoint presentations and recorded lectures, supporting revision and self-directed study.

The mobility program included three courses: Managing Information Systems, taught by Ms. Rajani Balakrishnan; Business Research Methods, taught by Ms. Lata Manickam; and Statistics and Data Analysis, taught by Ms. Shiney John. Assignments across these subjects emphasised practical application through activities such as questionnaire design, data collection and analysis. Faculty members were approachable and supportive, providing guidance both inside and outside classroom hours.

Classes were conducted three days a week, generally for around three hours per session. The relatively flexible schedule encouraged students to balance classroom instruction with independent study and assignment work. Since upcoming assignments were available on the portal in advance, effective planning, time management and self-discipline became important components of the academic experience.

Learning Beyond the Classroom

A key aspect of the mobility program was the opportunity for learning beyond formal academics. Interaction with students from different countries provided exposure to varied lifestyles, communication styles, perspectives and approaches to education. These cross-cultural interactions helped create a genuinely international learning environment.

The experience also encouraged self-reliance and adaptability. Managing daily routines, academic responsibilities, travel and other activities in a new country required students to become more organised and independent. Gradually adapting to an unfamiliar environment demonstrated the importance of flexibility, confidence and responsible decision-making.

INTI Experience — Continued

INTERNATIONAL EXPOSURE



International Interaction and Campus Life

INTI's multicultural campus provided numerous opportunities to build connections with students from different nationalities. Friendships developed through classes, hostel life, sports activities and informal interactions across the campus. Sports facilities, including basketball courts, an Olympic-sized swimming pool, a gym and sporting grounds, supported an active campus lifestyle, while informal gatherings and recreational activities strengthened peer relationships.

The campus at Nilai offered a spacious, green and peaceful environment away from the congestion of a city centre. The cafeteria and academic blocks such as Newton and Einstein became important spaces for group assignments, discussions and social interaction. Hostel life also encouraged students to manage everyday responsibilities such as meals, schedules, assignments and recreation independently.

Cultural Exposure and Exploration

Weekends provided opportunities to explore Malaysia's cultural and tourist attractions, including the Kuala Lumpur Twin Towers, Malacca, Genting Highlands and Batu Caves. Such visits added a valuable cultural dimension to the academic exchange and enabled students to experience Malaysia beyond the university campus.

Everyday experiences also contributed to cultural learning — using public transport, navigating unfamiliar surroundings, adapting to different communication environments and understanding local routines. Visits to Tamil and South Indian temples offered an additional connection to familiar cultural traditions and provided a sense of comfort while living away from home.

A Holistic International Experience

The INTI student mobility program demonstrated that international education extends far beyond academic coursework. The combination of practical classroom learning, multicultural interaction, independent living, extracurricular activities and cultural exploration contributed to a well-rounded educational experience.

Overall, the program strengthened skills such as adaptability, communication, time management, independence and cross-cultural understanding while providing students with valuable exposure to a global academic environment. It served as an important step towards developing confident, flexible and globally aware individuals.

Gen Z for the Nation — Creativity with Purpose

DIGITAL ENGAGEMENT



Vivekanand Business School (VBS), Mumbai, organised a nationwide Reel Making Competition titled “Gen Z for the Nation”, exclusively for undergraduate students across India. Built around the theme “Creativity with Purpose,” the initiative encouraged young people to explore how Generation Z can contribute to nation-building, social change and the development of society through creativity, technology and innovative ideas.

The competition provided students with a national platform to express their perspectives through Instagram Reels, reflecting the growing influence of short-form digital content as a medium for communication and social engagement. Participants were encouraged to create innovative and meaningful content addressing contemporary issues and highlighting the role of youth in areas such as social change, technology, entrepreneurship, sustainability, education and nation-building.

Objectives and Digital Outreach

The initiative aimed to encourage creativity and innovative thinking among undergraduate students while creating awareness about their role and responsibility towards the nation. It also sought to demonstrate how social media can be used beyond entertainment—as a platform for meaningful communication, awareness and social impact.

The competition was promoted extensively across digital and social media platforms to reach students across different parts of India. Participants were required to create reels based on the theme and tag VBS Mumbai, generating organic digital engagement while extending the institution’s visibility beyond its immediate geographical reach. This approach positioned the competition as both a youth engagement initiative and a digital outreach campaign.

Gen Z for the Nation — Competition Details

DIGITAL ENGAGEMENT

Competition Timeline and Prizes

The contest went live on 24 December 2025 and closed on 15 February 2026, followed by the voting window until 18 February 2026. The Grand Event was scheduled for 22 February 2026 at the VBS campus, where the winners were to be announced by a celebrity.

With a total prize pool of ₹1,75,000, the competition offered substantial recognition for participating students

Creativity as a Medium for Nation-Building

“Gen Z for the Nation” went beyond a conventional reel-making competition by encouraging participants to combine creativity with purpose. The choice of Instagram Reels aligned the initiative with the digital habits of Gen Z while encouraging students to use a familiar platform to communicate ideas with wider social relevance.

The initiative highlighted the potential of educational institutions to use digital platforms for meaningful youth engagement and create conversations around the contribution of young people to society. By bringing together creativity, technology and social awareness, the competition provided a contemporary platform for undergraduate students to present their ideas about India’s future.

Conclusion

The “Gen Z for the Nation” Reel Making Competition brought together digital creativity, youth participation and the spirit of nation-building on a nationwide platform. Through Instagram Reels, undergraduate students were encouraged to express their ideas, engage with contemporary issues and explore the role of Gen Z in shaping society.

With nationwide outreach, extensive digital promotion and a ₹1.75 lakh prize pool, the initiative strengthened VBS Mumbai’s engagement with the undergraduate student community while reinforcing the message that creativity, digital influence and innovative thinking can become powerful tools for positive social impact and nation-building.

Research Paper Conference — 23rd January 2026

RESEARCH & ACADEMICS

Vivekanand Business School (VBS) hosted its annual Research Paper Conference on 23 January 2026, bringing together faculty members, PGDM and MMS students, and research scholars from external institutions. The conference combined academic paper presentations with a hands-on “AI for Research” workshop, creating a platform that connected rigorous research with emerging technological tools. The event was supported by 19 student volunteers, who managed registration, coordination and logistics throughout the day.

AI for Research: Integrating Technology into Academic Work

The conference began with registration, followed by the inauguration ceremony and Saraswati Vandana. The morning session featured the “AI for Research” workshop, conducted in Computer Lab (Room 601) by Chandravadan Prajapati, Head of COE and Intellectual Property. The session was hosted by PGDM students Rachit Kotak and Sakshi Singh, with Dr. Sandeep Bhardwaj, Director, and Dr. Brijesh Sharma, Dean Academics & Associate Professor, in attendance.

The workshop introduced students and faculty to a range of AI tools that can support different stages of the research and academic-writing process. Consensus, Paperpal and Jenni were discussed for research and idea generation, while Otter AI, Nano Banana, PPT-POP and PPT AI were introduced for transcription, editing and presentation development. The practical orientation of the workshop provided participants with tools that could be applied directly to their academic research and presentations.

Research Presentations and Academic Exchange

The second half of the conference focused on research paper presentations, conducted simultaneously across Rooms 501 and 502. Papers were presented by VBS PGDM and MMS students, faculty members, as well as external and international contributors, creating opportunities for wider academic exchange.

The research covered diverse areas including data science teaching methods, corporate social responsibility during the COVID-19 period, consumer behaviour, mutual fund performance and AI-based fraud detection in finance. The breadth of topics reflected the multidisciplinary nature of management research and the active participation of both internal and external researchers.

Recognition of Research Excellence

The Room 501 presentations were assessed by Dr. Sanjiwani J Kumar, Associate Professor at KJ Somaiya Institute of Management Studies and Research (SIMSR), whose academic and research expertise includes business research, data analysis, business statistics and big data analytics.

The Student Track was won by Prateek Shrivastav and Shruti Bhosle, while the Faculty Track award was presented to Prof. Nikita Ramrakhiani and Dr. Anju Motwani for their paper, “Fraud Detection in Financial Data Using AnoGAN and TabDDPM: A Comparative Approach.”

Building a Culture of Research and Innovation

The Research Paper Conference 2026 demonstrated VBS’s emphasis on developing a strong research-oriented academic environment. By bringing together AI-enabled research practices, student and faculty scholarship, and participation from external researchers, the conference created a space for knowledge sharing and academic engagement.

The integration of practical AI literacy with rigorous research highlighted the growing role of technology in academic work while reinforcing the importance of evidence-based inquiry. The conference thus contributed to VBS’s broader vision of fostering innovation-driven and research-oriented management education.

Summer Internship Programme - Corporate Exposure Batch 25-27

As part of their PGDM curriculum, VBS students undertook Summer Internship Projects across various industries, spanning fintech, FMCG, real estate, logistics, and financial services.

The programme gave students hands-on exposure to business functions from sales and marketing to operations and customer relationship management. Thus, helping them apply classroom learning to real corporate environments. The following organisations hosted VBS interns and shaped their journey from academic theory to professional practice.

Summer Internship Programme — Corporate Exposure

CORPORATE INTERNSHIPS



NSDL Database Management Limited (NDML)

DESCRIPTION

A technology-driven organization providing data management and digital solutions across financial and government sectors.

STUDENT EXPOSURE

Data management, financial services, process operations, and digital business processes.

Hawkins Cookers

DESCRIPTION

A leading Indian kitchen-appliance and consumer goods company.

STUDENT EXPOSURE

Sales, marketing, distribution, customer behaviour, and business operations.

Shapoorji Pallonji

DESCRIPTION

A diversified group with strong expertise in construction, infrastructure, engineering, and real estate.

STUDENT EXPOSURE

Project management, operations, business development, sales, and marketing.



Raheja Corp

DESCRIPTION

A diversified business group with major interests in real estate, hospitality, retail, and commercial development.

STUDENT EXPOSURE

Sales, marketing, business development, customer relationship management, and project operations.

Aditya Birla Capital

DESCRIPTION

A diversified financial services company offering lending, insurance, investment, and wealth-management solutions.

STUDENT EXPOSURE

Financial products, sales, customer acquisition, market research, and relationship management.

SIP Report — Organisations & Learning Exposure

CORPORATE INTERNSHIPS



The Diamond Factory

DESCRIPTION

A company operating in the diamond and jewellery sector, serving the premium and luxury consumer market.

STUDENT EXPOSURE

Sales, marketing, customer engagement, market research, and retail operations.



DHL

DESCRIPTION

A global logistics and supply-chain company providing transportation, freight, warehousing, and delivery solutions.

STUDENT EXPOSURE

Logistics, supply-chain management, customer service, operations, and process optimization.

Haldiram's

DESCRIPTION

A leading Indian food and snack brand offering traditional snacks, sweets, packaged foods, and restaurant services.

STUDENT EXPOSURE

FMCG operations, sales, marketing, distribution, consumer behaviour, and retail management.



Stanmesh Pvt. Ltd.

DESCRIPTION

An industrial and manufacturing-focused company serving B2B and industrial requirements.

STUDENT EXPOSURE

B2B sales, marketing, market research, customer relationships, and business operations.



Luxanto Realty

DESCRIPTION

A real estate company focused on property development and real estate solutions.

STUDENT EXPOSURE

Real estate sales, marketing, business development, customer relationship management, and market research.

Student Spotlight

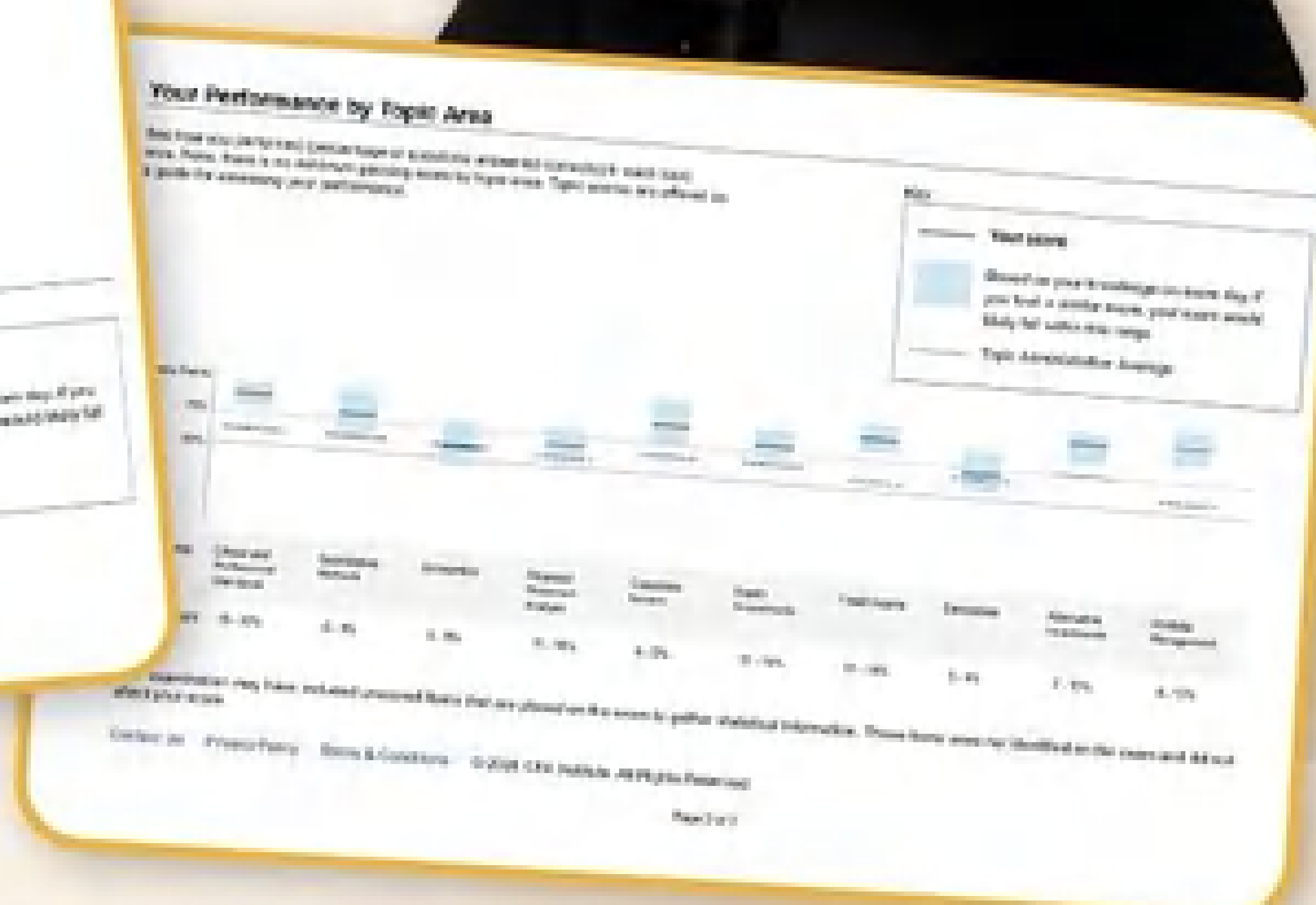
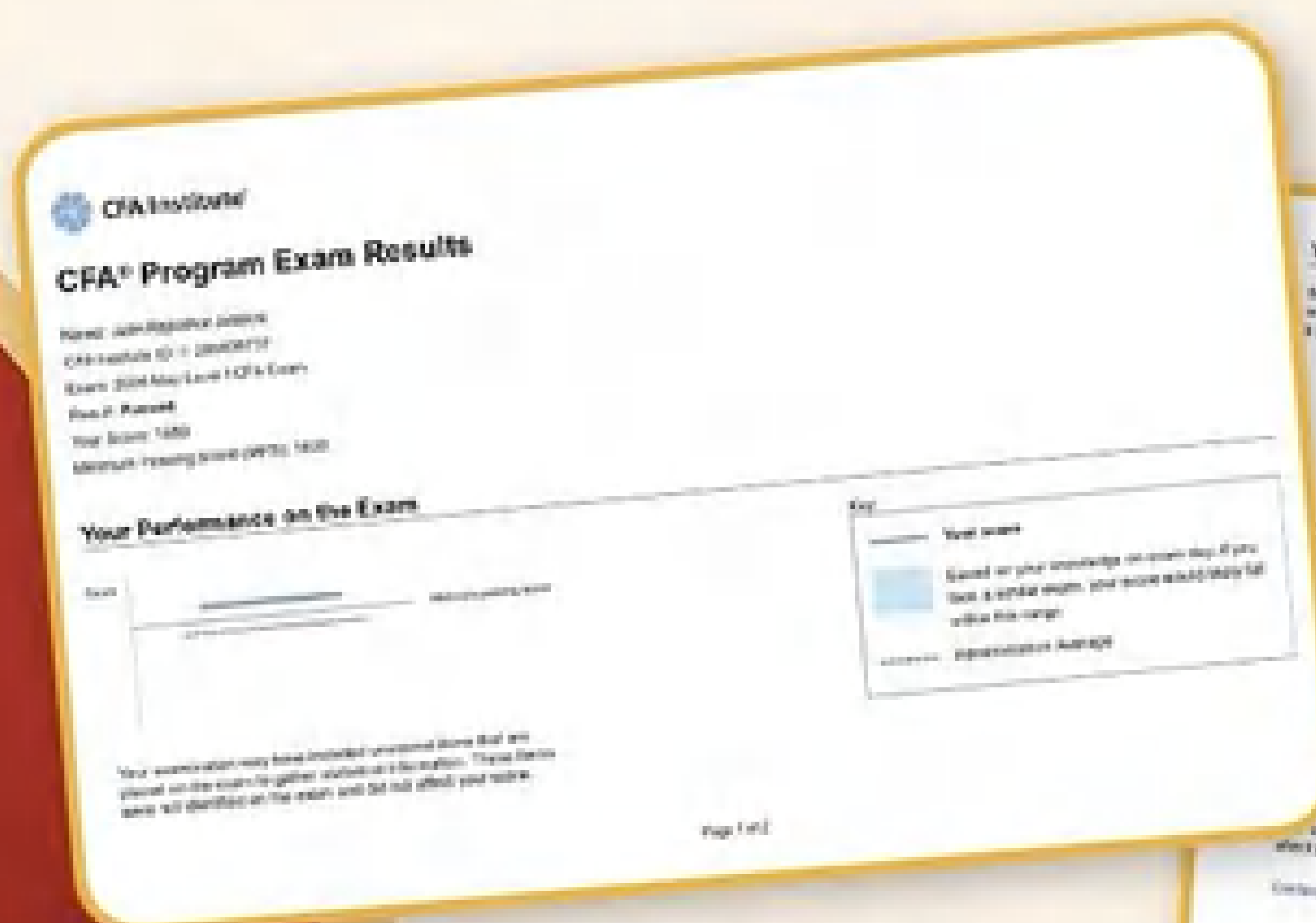
STUDENT VOICES

STUDENT SPOTLIGHT

JATIN JATOLIYA

From classroom to
CFA Level I.

Jatin's discipline is paying
off, and this is just the
beginning.



DEDICATION. DISCIPLINE. SUCCESS.

BRAND MANIA

“Beyond the Logo: What Branding Really Means”

What is a Brand ?

A brand is a company or product that has a unique identity among customers. Design, packaging, and advertising components that set the product apart from its rivals are what build a brand. The product enhances the brand equity of the business. A strong brand gives a business a competitive advantage over rivals in the same sector and adds a significant amount of value. In order to legally protect their brands, many businesses obtain trademarks.

Understanding Brands:

A brand is what makes a company's products or services stand out. It could be the name, logo, tagline, or even the design. When you see or hear it, you instantly know which company it belongs to. Building a brand takes a lot of effort, time, and money because companies want people to remember and trust them. Once the brand is created, businesses also make sure to legally protect it, since it's one of their most valuable assets.



By Rachit Kotak

Brand Marketing:

Brand marketing makes sure people don't forget a company and its products when they are about to make a choice. A strong brand creates trust, loyalty, and recognition, which is why it is considered one of the most valuable assets of a business. For companies, especially those listed in the stock market, a powerful brand isn't just about selling more products it also adds huge financial value, strengthens the company's reputation, and directly impacts profits as well as shareholder confidence.

A well-marketed brand also builds an emotional connection with customers. People often choose a brand not just for the product itself but for what it represents quality, status, reliability, or even a lifestyle. This bond encourages repeat purchases, spreads positive word-of-mouth, and gives companies an edge over their competitors in the long run.

How to Create a Brand:

To create a brand, a business must first decide its identity how it wants people to see it and who it wants to target. Then, it should design visuals like a logo that reflect its personality and values. Once the look is ready, the next step is to spread awareness through marketing and social media so people recognize the brand. Over time, by giving customers good experiences, the brand builds trust, which makes them more likely to return and try other products. This trust and repeat preference eventually lead to strong brand loyalty.

The Bottom Line:

A brand is more than just a logo or tagline; it is the image and perception people have about a company. It influences why customers choose one product over another and is one of the most valuable assets a business can have. That's why companies research their target market and shape their marketing, design, and products to match the identity they want to build.



Alumni Spotlight

ALUMNI VOICES

Iran-Israel War and Its Impact on the Indian Economy

ALUMNI ARTICLE



Saranya Sivaprasad Menon | PGDM 24–26

Here's how:

We are all aware of the ongoing war between Iran and Israel, with the U.S. taking centre stage in it. Sitting in front of the television, questioning: Will diplomatic efforts bring stability to the region?

Though India, being a peacemaker and voicing diplomacy, may know that conflict between the two countries can have a huge indirect impact on the Indian economy. Given India's dependence on West Asia for energy and trade.

As India imports most of its crude oil from the Gulf, ongoing tension can result not only in inflation of fuel costs but also in transportation and manufacturing.

The Strait of Hormuz, being one of the most critical chokepoints in global trade and energy supply, is a lifeline for India's energy security since the country imports most of its crude oil from the Gulf (GCC), making it highly vulnerable to disruptions.

From a financial perspective, markets have already shown signs of stress, with an increase in crude oil prices pushing up not only the import bill but also putting pressure on the rupee, leading to inflation, investors' interest and reframing foreign policy.

Nevertheless, India walking a tightrope, while the United States plays the role of that one "chachi" who only adds fuel to the family 'kalesh' (quarrel) is a classic example of how economically powerful nations can influence warring countries.

History has shown that when religion, ideologies, or even the ego of powerful individuals become the reasons for war, the outcome can be brutal and, at times, cruel.

Prakshepan Newsletter Team

