

## First Position Bagged by Aryabhata College in EMPI Mobility Fest

**Event:** Brandathon Fest (Brand Building Marketing Event)

**Organized by:** EMPI Business School in collaboration with Niti Ayog and Ministry of Road Tourism

**Faculty Instructor:** Dr Shivani Raheja

**Team Members:** Mr Prajval Gupta, Mr Gagan Kohli

Team from Aryabhata College comprising of Prajval Gupta and Gagan Kohli participated and bagged first prize in the two-days Marketing Conclave organized by EMPI Business School, New Delhi in collaboration with the Niti Ayog and Ministry of Road Tourism with reputed sponsors like Ricardo India, Nissan India.

EMPI Mobility Fest is a two-days multipronged extravaganza of parallel focused events that emphasizes on thought provoking marathon mobility problem solving competitions; knowledge & experience packed masterclasses, future defining collaborative endeavors etc.

The students participated in the Brandathon Event, 24-hour long hackathon to solve the problems in the E-Industry, where they had to build brand "E-Scooters" from scratch and devise holistic marketing strategies for it. They brilliantly applied the theoretical knowledge gained in the Marketing GE classes to build appropriate Segmentation, Targeting and Positioning Strategies and Marketing Mix for the given product. Their comprehensively thought Brand Naming Strategy and the Positioning Statement in the form of a melodious Jingle not just made them win the competition but the praises of the panel and the audiences alike.

They won the cash prize of Rs.30000 and felicitations from key representatives from Nissan, India and Ricardo, India.

**Event Pics:** on Next Page

