

Students participation in IRIS 2016 hosted by IIM Indore

The Students on MBA 1st semester participated in the event *Gordian Knot* hosted by IIM Indore under the flagship programme of IRIS 2016 . The team “HAWKS” having members Sumadha Jain, Anubhav Sharma, and Kainat Singh cracked the online quiz competition which was hosted by dare to compete website. In the 2nd round, they developed facebook page on the basis of which they were shortlisted among the top 6 teams and were invited to IIM Indore to showcase their talent.

In IIM Indore, there were 6 rounds spread over 3 days to extract the best in them. The different rounds in which they participated were Toilet Paper round, Media bidding and media marketing challenge, Snakes and ladders, Luxury marketing round, Rajwada Fort round and in the final round every team marketed the product of their choice restricting to stealth marketing.