



IIM LUCKNOW'S
MANFEST-VARCHASVA 2018
THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST

16TH-18TH NOVEMBER



Tolaram Group
presents

S  **RATATHON**  **N**

A Strategy Case Study Challenge

Prize money
Rs 1.5 lakhs

Teams of
two

**Deadline
Extended**
2nd Nov, 2018

Register at
Dare2Compete.com

PPI opportunities up for grabs

Contact

Pranav: +91-9810974625

Akash: +91-9871293085

stratathon@iiml-manfestvarchasva.com



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Tolaram's Stratathon

"A satisfied customer is the best business strategy of all."

- Michael LeBoeuf

How does a family shop grow up to be a multi-billion organization? What happens when a company diversifies...Does it start operating like a collection of start-ups? Setting up of a family business comes with numerous opportunities and challenges in a nation like ours.

With the above context Manifest-Varchasva and Tolaram Group present to you Stratathon – a case-based competition that puts the reins of the business in your hands. Let your imagination loose, strategize, solve problems and plan for contingencies; diversify, divest, invest or do nothing at all. This is an *opportunité parfaite* to step into the shoes of a consultant and think like one. So brace yourselves and get ready to be convergent thinkers, the game changers of tomorrow.

Register at www.Dare2Compete.com

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STRATATHON
PRIZES WORTH 1.5 LAKHS TO BE WON



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Participation Guidelines

- No limit on the number of events one can participate in
- No registration fee
- Participating teams must consist of two members
- Inter-year teams are allowed
- Teams are required to register at dare2compete.com
- A person can register as part of only one team for one event. Violation of this rule will lead to disqualification of the entire team
- The organizer's decision shall be final in all matters

Cash Prize - Rs. 150000

+ PPIs

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STRATATHON

PRIZES WORTH 1.5 LAKHS TO BE WON



Event details: The event will be held in 2 rounds

Event Rounds:

Round 1: Online Simulation Event (Nov 2, 2018)

Round 2: On-campus final round (Nov 16-18, 2018)

Round Details	Details	Deadline
Round 1 (Off-campus, Case study)	<ul style="list-style-type: none"> Students first need to register at dare2compete.com in teams of two Teams are required to qualify an online case study submission round Submission should be in form of PDF consisting of not more than 2 slides or 1 doc 	<p>Registrations open till: 20:59 hrs, Nov 2, 2018</p> <p>Online case study share: 2100 hrs Oct 16, 2018</p> <p>Online Submission: 2100 hrs Nov 2, 2018</p> <p>Result Announcement: Nov 04, 2018</p>
Round 2 (On-campus, Case Solving Round)	<ul style="list-style-type: none"> Selected teams from Round 1 will be asked to come for further rounds on campus Details of further rounds will be shared at a later stage 	<p>Campus round: 16-18 Nov, 2018</p> <p>Result Announcement: On-campus</p>

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Event Timeline

Round Details	Deadlines
Registrations Open	2100 hrs, Oct 16, 2018
Registration Close	20:59 hrs, Nov 2, 2018
Round 1 Case release	2100 hrs, Oct 16, 2018
Round 1 Case Submission	2100 hrs, Nov 2, 2018
Round 1 result declaration (Top 8 teams)	Nov 04, 2018
Top 8 Finalists presentation	Nov 16-18, 2018

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