



IIM Lucknow's
Manfest-Varchasva 2017
ANNUAL BUSINESS, CULTURAL AND SPORTS FEST

17th-19th November



Mondeleēz
International

PRESENTS

MARKMANIA

Marketing Case Competition

Teams of 2



**CASH PRIZE
INR 50,000**

**4 PPI
opportunities**

Register @ dare2compete.com

Registration deadline : 2030 hours 14th November 2017

Contact-

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Event Partner





The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. - Peter Drucker

Manfest-Varchasva in association with Mondelez brings to you Markmania, a market research competition aimed at providing insights into customers and their buying behaviors. In today's complex market scenario, effective strategies like segmenting and targeting are impossible without solid market research to back them up. It has therefore become an inevitable part of business today and a must know for all future managers. Markmania provides a unique platform to the young marketers to come forward and showcase this skill while executing them on the ground to solve some of the intriguing and challenging problems faced by the managers of today.

With cash prize worth INR 50,000 and 4 PPIs for an amazing profile, the stakes have been never so high.

CASH PRIZE: INR 50,000 | 4 PPIs

Winner: INR 30,000 | Runner Up: INR 20,000



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PARTICIPATION AND REGISTRATION GUIDELINES

- Entries open only to **second year students of top 25 B-Schools listed here:** IIM A, B, C, L, K, I, S, FMS, XLRI, ISB, MDI Gurgaon, SP Jain, IIT-D, IIT-B, IIT-Kgp, NMIMS, JBIMS, IMT Ghaziabad, MICA, SIBM Pune, IIFT, IIM Raipur, Great Lakes, NITIE, KJ Somaiya
- Participating teams must consist of 2 members
- Cross-college teams are not allowed.
- No limit on the number of participants from each college.
- No limit on the number of events one can participate in.
- No registration fee.
- 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.
- Teams are required to register at <https://dare2compete.com/competitions/27434/mondelez-presents-markmania/indian-institute-of-management-iim-lucknow/manfest-varchasva-iim-lucknow>
- The organizers possess the right to change any aspect of the event

EVALUATION CRITERIA FOR ROUND-II

The submissions will be evaluated on the following parameters:

- Exhaustive understanding of the case scenario and context
- Novelty, feasibility and practicality of ideas proposed
- Utilization of all the available channels & detailing of strategy proposed
- Structure of presentation & clarity of ideas conveyed
- Completeness / comprehensiveness of the solution



EVENT DETAILS

Round Details	Details	Deadline
Round 1 (Online Quiz Round)	<ul style="list-style-type: none"> All participating students must first register at dare2compete.com in teams of two Teams are required to qualify an online quiz round 	Registrations open till: 2030 hrs , Nov 14, 2017 Online Quiz Round: 2100 hrs , Nov 14, 2017 Result Announcement: Nov 15, 2017
Round 2 (Case Solving Round)	<ul style="list-style-type: none"> Selected teams from Round 1 will be assigned a MR problem statement from Mondelez and will be required to submit a detailed presentation on the understanding of the problem statement. 	Case submission: 2300 hours , Nov 20, 2017
Round 3	<ul style="list-style-type: none"> Selected teams from round 2 shall give the final presentation to the judging panel If any team fails to make it to the campus for final round, the waitlisted teams will be called The best participants will get PPI opportunity 	Final Case Presentation: Nov 24, 2017



EVENT TIMELINES

Round Details	Deadlines
Registration close	2030 Hrs, Nov 14, 2017
Round 1 (online quiz) Starts	2100 Hrs Nov 14, 2017
Round 1 result declaration	Nov 15, 2017
Case Release	Nov 15, 2017
Round 2: Case Solution presentation submission	2300 Hours, Nov 20, 2017
Round 3: Final presentation	Nov 24, 2017

For more details, send an email to markmania@iiml-manfestvarchasva.com

or Contact:

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