



IIM LUCKNOW'S

16<sup>TH</sup>-18<sup>TH</sup> NOVEMBER

# MANFEST-VARCHASVA 2018

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST



## Mondelēz International



## Markmania

Marketing case study challenge -  
for 2<sup>nd</sup> year students of  
top 30 B-Schools

Registration Deadline  
Extended to : 2<sup>nd</sup> Nov

Teams  
of 2

Cash Prize  
INR 8000  
+  
PPIs

Contact

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[www.iiml-manfestvarchasva.com](http://www.iiml-manfestvarchasva.com)



Technology ushering extraordinary capabilities and complexities, companies aiming omni-presence in channels, marketing managers racking their brains with data analytics. If you find your calling towards these intriguing complications, then we have the perfect competition in store for you.

Manfest Varchasva in association with Mondelez brings to you Markmania, a market research competition aimed at understanding customers' buying behavior. Time to wear your thinking hats and get in the shoes of marketing managers. Get ready to face the challenges of targeting and positioning in the right way for your products, framing marketing strategies to become the next trend in the market.

With cash prize worth INR 80,000 + PPIs for best of the profiles in the industry and Top 30 B schools competing, the stakes have never been so high.

**CASH PRIZE: INR 80,000 | PPIs**

**Winner: INR 50,000 | Runner Up: INR 30,000**

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## PARTICIPATION & REGISTRATION GUIDELINES

- Entries open only to **second year students of top 30 BSchools** 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, IIM Ranchi, Udaipur, Kashipur, Rohtak, IMI Delhi, SCHMRD Pune.
- 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 Dare2Compete website
- The organizers possess the right to change any aspect of the event

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## EVENT DETAILS

The event will be held in 2 Phases as follows :

| Phase   | Details  | Deadline   |
|---|--|--|
| <b>Phase I<br/>(Online Quiz)</b>                  | <ul style="list-style-type: none"> <li>All participants must register in team of 2 at <a href="https://dare2compete.com/o/mondelez-presents-markmania-manfest-varchasva-indian-institute-of-management-iim-lucknow-70566">https://dare2compete.com/o/mondelez-presents-markmania-manfest-varchasva-indian-institute-of-management-iim-lucknow-70566</a></li> <li>Teams are required to qualify an online quiz round</li> </ul> | <p><b>Registrations open till:</b> 2300 hrs, Oct 30, 2018</p> <p><b>Extended to :</b> 2300 hrs, Nov 2, 2018</p> <p><b>Online Quiz:</b> 2200 hrs, Nov 3, 2018</p> |
| <b>Phase II<br/>(On campus Case Presentation)</b> | <ul style="list-style-type: none"> <li>Selected teams from Round 1 will be assigned a Marketing problem statement from Mondelez and will be required to present the final presentation to the judging panel</li> <li>If any team fails to make it to the campus for final round, the waitlisted teams will be called.</li> </ul>   | <p><b>Case Release</b><br/>Nov 04, 2018</p> <p><b>On Campus round</b><br/>Nov 16-18, 2018</p> <p><b>Result Announcement</b><br/>On Campus</p>                    |

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## EVENT TIMELINES

| <u>Round Details</u>                        | <u>Deadlines</u>   |
|---|--|
| Event launch                                | Oct 25, 2018   |
| Deadline for registrations                  | 2300 hours, Oct 30, 2018<br><b>Extended to : 2300 hours, Nov 2, 2018</b> |
| Round 1 – Online Quiz                       | 2200 Hours, Nov 03, 2018   |
| Round 1 - Results                           | Nov 04, 2018   |
| Case Release                                | Nov 05, 2018   |
| Grand Finale during Manfest- Varchasva 2018 | Nov 16-18, 2018  |

For more details, send an email to [markmania@iiml-manfestvarchasva.com](mailto:markmania@iiml-manfestvarchasva.com)

or

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