



IIM LUCKNOW'S

MANFEST-VARCHASVA 2018

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST

16TH-18TH NOVEMBER



nielsen



Nielsen India

Presents Workshop on

Consumer Insights - What and How of it?

Contact

Rubal : +91-8290657141

Harsha: +91-7416762337

workshop@iiml-manfestvarchasva.com

www.iiml-manfestvarchasva.com



IIM Lucknow's Manfest-Varchasva in partnership with Nielsen India presents a market research and consumer behavior workshop.

Consumer behavior is not just restricted to demographic and purchasing power anymore. Modern world market research encompasses psychological and behavioral analysis combined with traditional knowledge base. In the consumer-centric competitive environment, market research has become two- word success mantras for firms who have built sustainable brands, created demand-driven products or conjured up and tapped markets where no other firms have ventured so far.

Attend the market research workshop conducted by Nielsen India to understand how the changing population dynamics and modern consumer behavior have led to the creation of new products or driven organizations towards adapting their products to the evolving needs.

KEY TAKEAWAYS

- A detailed understanding of consumer behavior as a driver of profitable growth
- Hands-on-exercise on market research and methodologies
- Rigorous training across various aspects with experienced instructors
- Certificates will be awarded upon the completion of the workshop

KEY DETAILS

- Timings: 3-hour duration during Manfest-Varchasva 2018 i.e. between 16th - 18th November 2018. We will apprise you of the exact time and duration of the event soon
- Registration deadline: 2300 Hours, 10th November 2018
- Limited seats: First-come first-serve basis
- Registration fee: **INR 500 per student.**

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REGISTRATION GUIDELINES

Step 1:

Make the payment as follows:

Option A – Online Transaction

- Electronically transfer INR 500 to the below mentioned account:
Bank: SBI
Account number: 51102152450
Branch: Tilak Marg, Jaipur
Beneficiary Name: RUBAL MITTAL
IFSC Code: SBIN0031510
- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

Option B – Cash Deposit

- Deposit INR 500 in the below-mentioned account:
Bank: SBI
Account number: 51102152450
Branch: Tilak Marg, Jaipur
Beneficiary Name: RUBAL MITTAL
IFSC Code: SBIN0031510
- Scan a copy of the Bank Challan and mail it to workshop@iiml-manfestvarchasva.com

Option C – PayTM

- Deposit INR 1200 in PayTM account of mobile number +91-8290657141 (Rubal Mittal)

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- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

Option D – UPI/ Google Pay/ BHIM

- Deposit INR 500 in UPI address: mittalrubi05@oksbi (Rubal Mittal)
- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

Step 2: Fill the google form with your details to confirm your registrations.

(<https://goo.gl/forms/Oli6kzyGh0o7N5TC2>)

NOTE:

- Registration would be considered successful only after the completion of payment
- The confirmation mail will be received by the participants within 24 hours of receipt of payment
- Please be very careful while filling your Name, Contact ID and Transaction ID. IIM Lucknow's Manifest-Varchasva will not be responsible for any discrepancy. We have a No Refund Policy however you can swap with another person.

For more details, please drop a mail to workshop@iiml-manfestvarchasva.com or contact:

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Harsha: +91 741 676 2337

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