



 **WEDNESDAY**  
**1<sup>st</sup> Nov'**  
**2023**

 **10.00 AM**  
**to 05.00 PM**

**ASIAN BUSINESS SCHOOL**

In collaboration with

**AIMS-Atharva Institute of Management Studies (atharvaims.edu.in)**

Presents

# **PROMULGARE**

## **NATIONAL CASE ANALYSIS COMPETITION**

**WINNER**  
**Cash Prize**  
**10000/-**

**RUNNER UP**  
**Cash Prize**  
**5000/-**

**MODE: HYBRID**

**Team Size: 2-5 Participants**

**Last Date of Registration:**

**20th October 2023.**

**Registration Link:**

**<https://forms.gle/1EakxV7RPnLshX5e9>**

**Registration Charges:**

**Rs.1000 per team**

**PAYTM**



**Address Noida:**

**Plot A2, Sector 125, Noida - 201303**

**Web: [www.abs.edu.in](http://www.abs.edu.in)**

**Email: [rdc@abs.edu.in](mailto:rdc@abs.edu.in)**

**For Enquiry Noida:**

**9810292874, 8130427177**

**Address Mumbai:**

**Atharva Educational Complex Malad-Marve**

**Road Charkop Naka Malad West Mumbai - 400095**

**For Enquiry Mumbai:**

**9320844664**

*A Report*

On

**‘Promulgare’**

**National Case Analysis Competition**

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**Date: 1 November 2023**

**Venue: Seminar Hall,Phase 3,AIMS**

**Time: 9.00 am – 3.00 pm**

**Report prepared by:**

**Ms. Dwiti Sanghvi,Student,MMS Sem 3,AIMS**

***Verified by:***

**Dr. Shubhi Lall Agarwal**

**Event Coordinator(SW Zone,India)**

***Submitted to:***

**Dr, Henry Babu**

**Director, AIMS,Mumbai**

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## Introduction

In a resounding celebration of intellect and strategic acumen, IQAC, AIMS organized Promulgare, the National Case Analysis Competition, which witnessed its grandeur at AIMS in a remarkable collaboration with the Asian Business School, Noida,India. Over 81 teams participated across the country. 11 teams of AIMS and ASB participated in this competition on 1st November 2023. With participation spanning

the length and breadth of our nation, this competition transcended geographical boundaries, uniting the brightest minds in a spirited pursuit of excellence.

As we celebrate this triumph, we look forward to future editions of Promulgare, each promising to be even more intellectually stimulating and rewarding. This competition is a testament to our unwavering commitment to nurturing the leaders and problem solvers of tomorrow.

### Objective

To promote critical thinking, problem solving, and cross-cultural collaboration among students.

### About guidelines of Promulgare

- The competition was open for all recognized colleges/ universities Pan India
- The competition was held in HYBRID MODE.
- Last Date of Registration was on 20th October 2023.
- Teams needed to register on the link: <https://forms.gle/1EakxV7RPnLshX5e9>
- Team Size was 2- 5 participants.
- Registration Charges was Rs.1000 per team
- Reporting Time for the teams was 9:30 A.M both
  - Online (Zoom link was shared) and
  - Offline (ABS Campus, Noida, & AIMS campus, Mumbai)
- A common case was given to each college based upon the managerial situations.
- The case study was given on 31st October 2023 by 10 AM.
- Each group presented the case, showcasing how the scenario would be dealt at the organization level.
- Presentation time was of 10 minutes (8+2) including the stage set up time.
- A team comprised of 5 members. It was mandatory for all members of the team doing Case Analysis to participate.
- The medium of presentation was English only.
- The complete rubrics for marking was standard and there was no discrepancy between markings of different panels.

- The judges based their decisions entirely on the basis of rubrics. Judges asked questions from the teams if they deem it necessary for clarity.
- The participants took care that they do not use slang or foul language in any case. “Derogatory comments against any caste, creed, religion, sect or institution was not allowed”.
- Jury’s decision was final & binding for all.
- Each participant got an e- certificate of participation. Teams attaining First & Second positions were declared and were awarded a Cash Prize of 10000/- and 5000/- respectively along with a certificate.

## Schedule (10.00 – 3.00 hrs IST)

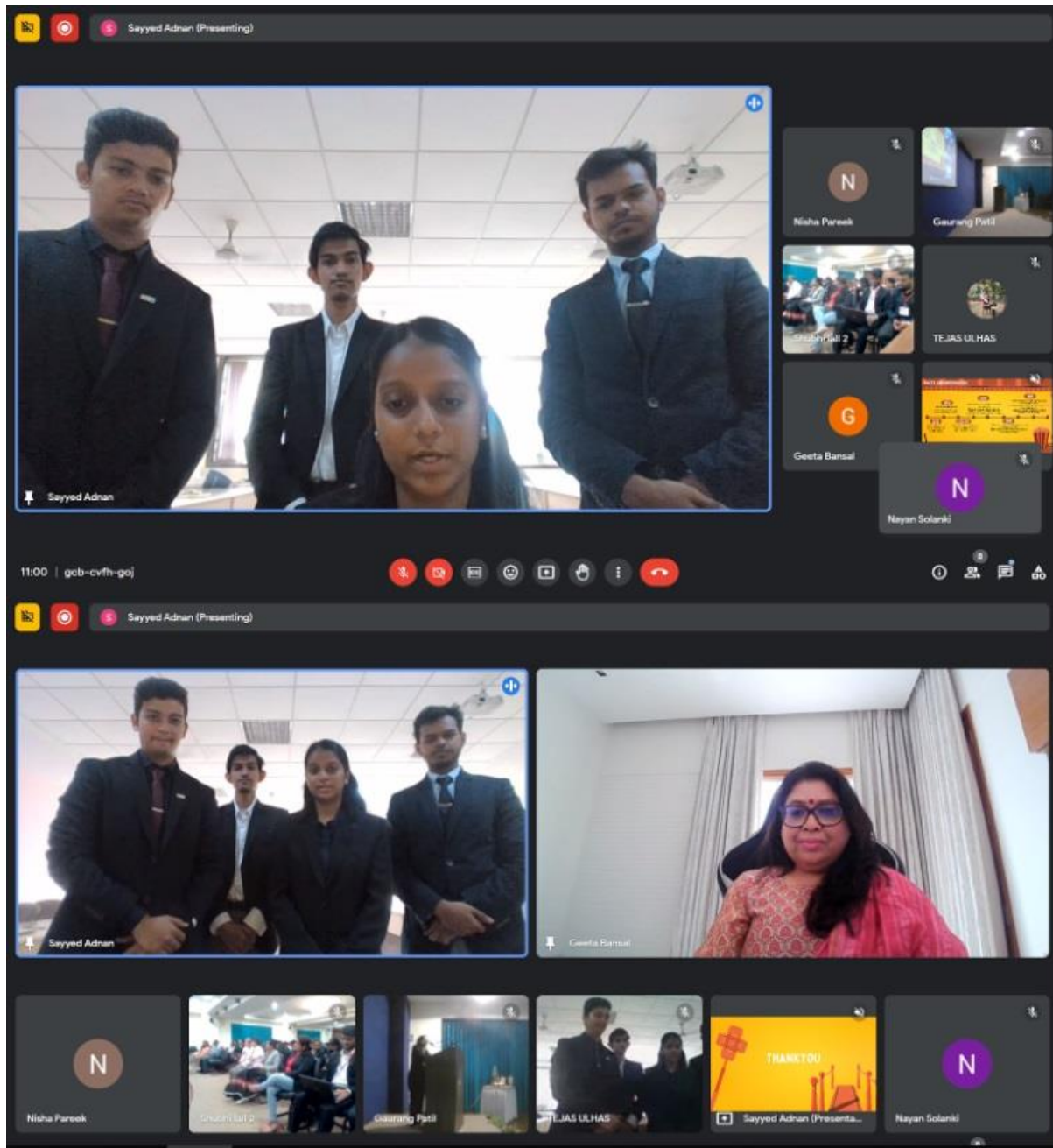
TIME	TASK
Lighting of the Lamp & Saraswati 09.55 - 10.00 hrs Vandana	Ms. Neha Surve Student, WMS Sem 1
Chief Guest's Address 10.00 - 10.05 hrs	Dr. Henry D. Babu Director, AIMS, Mumbai
Presentation Start 10.10 hrs onwards	Teams as per the schedule given by ABS, Noida
10.10 hrs	Team 18
10.25 hrs	Team 2
10.40 hrs	Team 8
10.55 hrs	Team 26
11.10 hrs	Team 27
11.25 hrs	Team 28
11.40 hrs	Team 29
11.55 hrs	Team 30
12.10 hrs	Team 31
12.25 hrs	Team 32
12.40 hrs	Team 33
12.55 hrs	Team 34
1.10 hrs	Team 35
1.25 hrs	Team 36
Thanks Note for Promulgare 1.27-1.37 hrs	Dr. Shubhi Lall Agarwal Event Coordinator, South West Zone
Vote of Thanks 1.38 – 1.43 hrs	Ms. Neha Surve Student, WMS Sem 1
Group Photographs 1.45 – 1.55 hrs	<ul style="list-style-type: none"> <li>Core Committee</li> <li>IT teams</li> <li>Faculty Members</li> </ul>
Lunch Break 1.55 – 2.30 hrs	Lunch Break
Valedictory 2.30 hrs onwards	By Team ABS, Noida, Collaborator

## About the Judge: Dr. Geeta Bansal

Dr. Geeta Bansal has completed her PHD, MBA in HR and MCOM gold medallist UBS, Punjab University, Chandigarh. She has over 27 years of experience in Research and Training. She is a Convenor, Alumni Relations in centre for distance and Online Education (CDOE) Punjab University, Chandigarh. She has area of specialization in Strategic management, HR and Organization Behaviour, Business Environment. Apart from that, she has published numerous research papers in National and International Journals. She has also been awarded for best paper at the International Conference 2017.

## Participants from various Institutes

Team 18: Christ College, Calcutta , Sayyed Ahmed



Team 26: Akshata Dhuri, Bhumika Ingle, Nikita Chopade, Anshula Khole, Gajanan Gawankar



**N** Nisha Pareek (Presenting)

**Q.5: Provide your recommendations or strategic insights for Netflix's continued growth in the Bollywood and Indian content market?**

**Content localization**  
Resonating with a wider audience  
Breaking language barriers  
Catering to diverse tastes

**NETFLIX**

Shubhi lall 2

**N** Nisha Pareek  
**G** Geeta Bansal  
**TEJAS ULHAS**  
**N** Nayan Solanki

11:32 | gcb-cvfh-goj

Team 27: Shiva Sanghvi, Samiksha Patil, Samiksha Singh, Sail Mahagaonkar



**INTRODUCTION**

Purpose : To find the Solutions on how Netflix can expand its business in India.

Why Bollywood ?  
To acquire next 100 million Indian subscribers.  
The popularity of Bollywood content.  
Low Cost.

Shubhi Ial 2

Nisha Pareek (Presenting)

Nisha Pareek

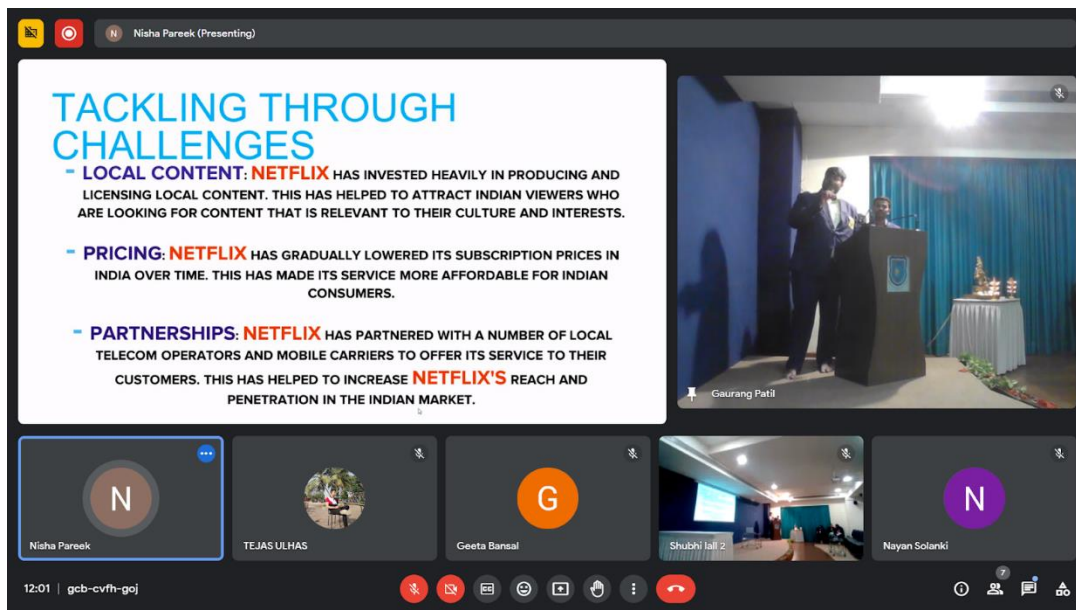
TEJAS ULHAS

Geeta Bansal

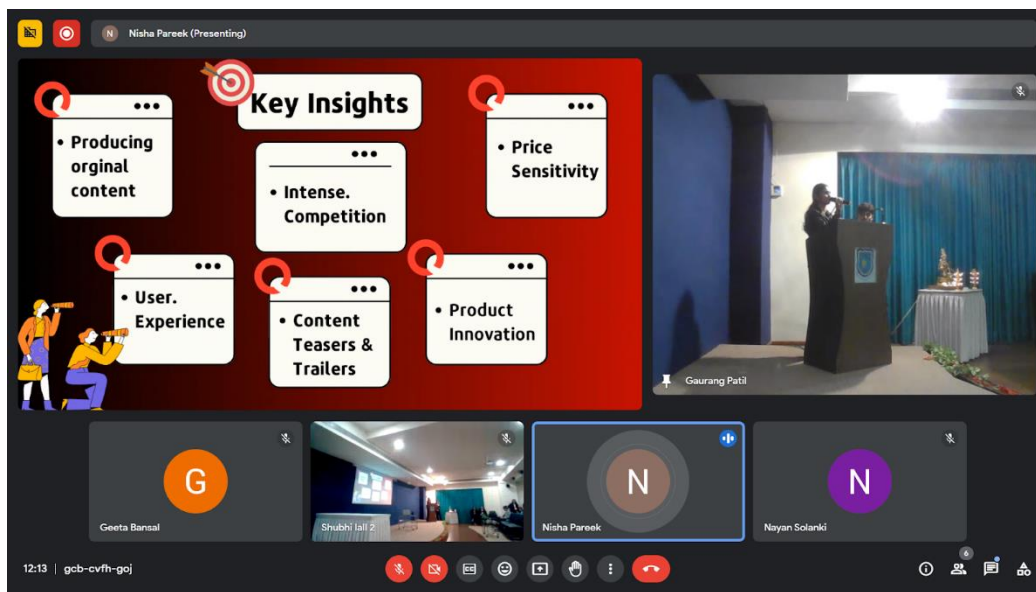
Nayan Solanki

11:40 | gcb-cvfh-goj

Team 29: Arya Ballamwar, Satish Chourasia, Roshan Vishwakarma, Omkar Ghorpade



## Team 31: Palak Shah, Kinjal Vijay More



Team 32: Sahil Jignesh Shah, Anush Surendra Apte, Sapna Sanjaykumar Gupta, Arya Jeetendra Solanki, Sanjukta Balkrishna Gavali



**Opportunities:**

- Diverse Content Library:**  
By embracing Bollywood and regional content, Netflix could diversify its content library and cater to the varied tastes of Indian audiences.
- Global Reach:**  
Indian content could resonate with not only the local audience but also the Indian diaspora and global viewers, further expanding Netflix's reach.
- Growth Potential:**  
India's growing internet user base and mobile data consumption presented a substantial opportunity for streaming services.
- Talent and Creativity:**  
India has a pool of talented filmmakers, actors, and creative professionals, offering opportunities for collaborations and unique content production.

**Participants:**

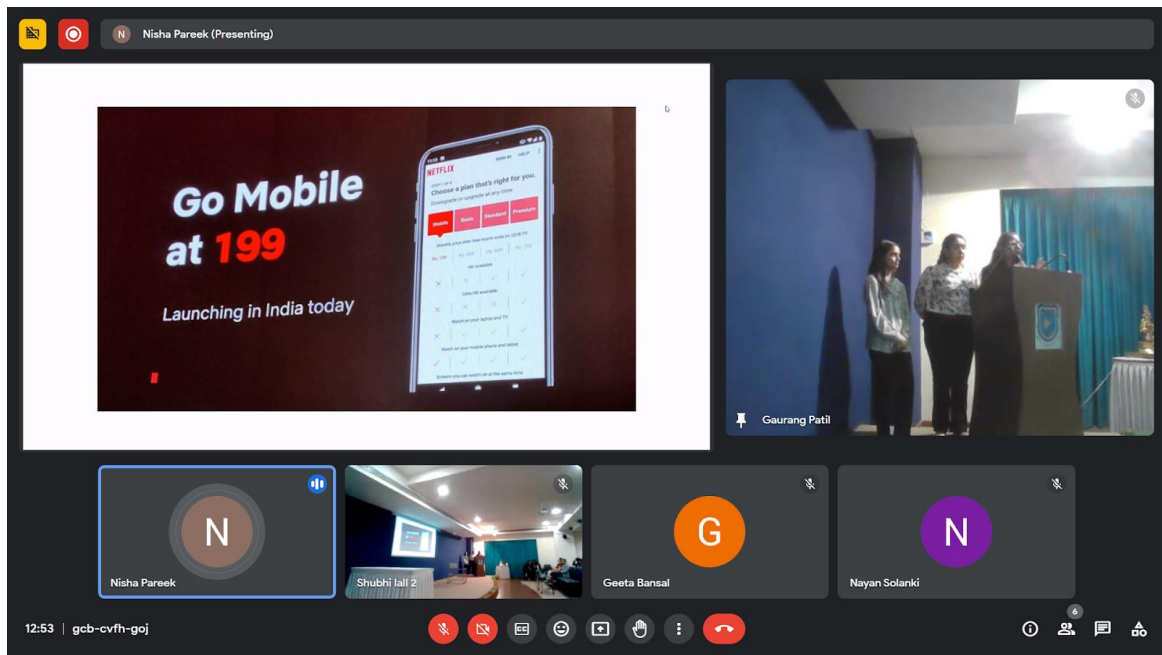
- Nisha Pareek (Presenting)
- Shubhi Jali 2
- Geeta Bansal
- Shubhi Lali
- Nayan Solanki

12:28 | gcb-cvfh-goj

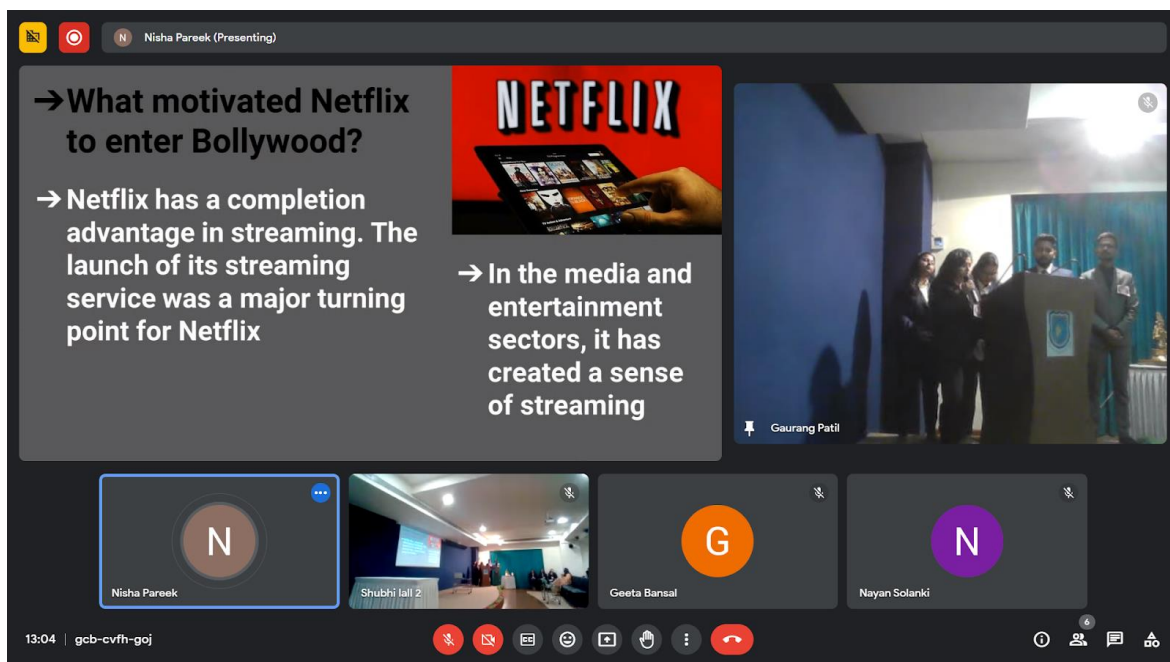
Team 33: Kunal Anil Mane, Jay Jagdish Juthani, Ankita Sandeep Mahtre, Pallavi Pravin Kangutkar



Team 34: Rosel Joshni Nadar, Apoorva Joshi, Kanchan Vinod Sahu



Team 35: Aditi Biswas, Farah Paul, Fatima Paul, Kunal Korgaonkar, Manvedra Singh



Team 36: Kshitija Sawant, Ashvin Gorivale, Sahyogi Gaikwad, Sahith Gurudu



Organizing Committee:

**ORGANIZING COMMITTEE**

(FACULTY MEMBER/STUDENT)	ROLE
DR. SHUBHI LALL AGARWAL	Event Head, South-West Zone
PROF. GAANYESH KULKARNI	In-charge (Crowd Management)
DR. MONIKA SHRIMALI	
DR. SWATI AGARWAL	
PROF. KETAN SUTARIA	Attendance and seating arrangements
PROF. KAJAL DESAI	
IT Team	Prashant Satam Sachin Bhidwe Vasant Gurjar
MR.NAYAN SOLANKI	Overall coordination & E- Photography
MS. SAKSHI JAIN	Overall coordination
MS. NISHA PAREEK	Management of 'PRESENTATION' in background
MS. MANSI WALA	Judges coordination
MS. NEHA SURVE	Anchoring
MR. GAURANG PATIL	Main Google Link activation and online admission of Judges and Non-Atharvites
MS. GAYATRI BARAPATRE	Photography
MR. NIKHIL THOSAR	Photography
MS. MANASI SANKHE	Photography
MS. NATASHA SINGH	Time Management and warning bell for Teams

**MS. DWITI SANGHAVI**

Report Writing and Social Media Post

### Recommendations:

The event can be conducted at various centres across Mumbai for ease of students in future.