

Proniacs - For the product Maniacs:

“Life does not get better by chance. It gets better by change”. This goes to all the innovators and game changers out there, pull up your socks and put on your thinking hats. Here’s a chance to personify your imagination.

Here teams have to choose a new to the world or modify an existent FMCG product and come up with a Marketing strategy for it. **The plan should be inclusive of Pricing, Design, Communication strategy, Cash Flow and Break Even analysis.**

Round 1: Elimination Round.

A prior elimination round would be conducted where in teams would be selected based on the abstract submitted. Submission would be via E-mail.

Abstract should not be more than 300 words and should aptly describe the selected product and problem faced by the sector that is being addressed by the product.

The abstract has to be submitted by 19th of February 2015.

Round 2: Presentation Round.

Teams have to present their idea and the marketing strategy designed for the product.

Teams will be evaluated by distinguished panel on the scale of 10 on each of the following parameters - feasibility, rationality, problem addressed by the product, innovation, and presentation skills.

Rules:

- Not more than 2 people per team.
- All the members of the team should be pursuing MBA or equivalent post-graduation.
- Participants must like the Touge FB page to remain updated about the event.
- One copy of the presentation should be handed over to the Event coordinator 2 hours before the start of the event.
- Each team will be given NMT 10 min for their presentation + 5min Questions answer round.
- Participants are required to bring their College ID Cards.
- The winners will be given Certificate of Merit and all participants will get a participation certificate.
- **We request the participants not to assume anything without contacting us.**