



N. L. Dalmia[®] **Institute of Management Studies and Research**

(A School of Excellence of N. L. Dalmia Educational Society)

MAADHYAM 2025 REPORT

The **Ace Club** of N. L. Dalmia Institute of Management Studies and Research, Mumbai, successfully organized **Maadhyam 2025**, a national-level B-School paper presentation competition, on 22nd February 2025. The event, inaugurated along with The HR Club's annual event **Utkarsh**, was a grand celebration of learning, creativity, and excellence, bringing together some of the brightest minds from top B-Schools across the country. The theme for this year's competition was **Go-To-Market Strategies: New Budding Players In The Market**, focusing on the latest trends and future prospects in the field of marketing and retail.



With the best wishes of **Mr. Shailesh Dalmia**, Hon. Secretary and **Mr. Mudit Dalmia**, the Vice President of N. L. Dalmia Educational Society, the event was set on a high note. The event commenced with a warm welcome by the anchors, **Archit Sawant** and **Udeshna Saikia**, who set the tone for the day with their inspiring words. The dignitaries, including **Prof. Dr. Seema Saini**, CEO of N. L. Dalmia Educational Society, and **Prof. Dr. Joyeeta Chatterjee**, Dean of Academics, were invited to light the ceremonial lamp, symbolizing the dispelling of darkness through knowledge. This was followed by the recitation of **Saraswati Vandana**, seeking the blessings of Goddess Saraswati for wisdom and clarity.



Prof. Dr. Seema Saini addressed the gathering, emphasizing the importance of innovation and adaptability in the ever-evolving field of marketing. She highlighted the institute's commitment to fostering a culture of excellence and encouraged participants to embrace new challenges with creativity and determination.



Prof. Dr. Baisakhi Mitra introduced the theme for Maadhyam 2025, shedding light on the selection process and the rigorous evaluation that led to the shortlisting of the top teams.



The event featured an esteemed panel of judges, including **Mr. Kiran Giradkar, Group CMO at BN Holdings Ltd.**, **Mr. Ashutosh Yash, a leader in retail financing and brand building**, and **Ms. Ayushi Katre, Assistant CMI Manager at Unilever**. Each judge brought a wealth of industry experience and expertise, providing valuable feedback to the participants.

The competition kicked off with presentations by the shortlisted teams:

- **Team Vishlesan from Institute of Management, Nirma University (IMNU), Ahmedabad**, examined challenges faced by new market entrants and provided innovative solutions for effective GTM implementation. They highlighted the importance of data analytics, customer segmentation, and digital marketing. Using case studies such as Airbnb and Stripe, they illustrated how startups can leverage GTM strategies to build brand credibility and accelerate market growth.
- **Team Excelsior from N.L. Dalmia Institute of Management Studies & Research**, provided an in-depth comparison of GTM strategies through the lens of new startups and established companies. By analyzing Zepto's rapid market penetration versus Swiggy Instamart's expansion, they outlined key differentiators like customer acquisition tactics, pricing models, and operational efficiencies that determine success in competitive industries.
- **Team The Innovisionaries from Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune**, focused on a step-by-step approach to crafting an effective GTM strategy. They detailed essential phases such as market research, target audience identification, sales alignment, and

branding. Their report emphasized adaptability, strategic partnerships, and phased market entry as key drivers for long-term success.

- **Team Welnnovate** from **S.P. Mandali's, Prin. L. N. Welingkar Institute of Management Development & Research, Mumbai**, presented a detailed analysis of Go-To-Market (GTM) strategies for startups, emphasizing the importance of structured planning in navigating competitive markets. They highlighted key elements like market research, audience segmentation, pricing, and sales enablement. The team also examined real-world case studies, demonstrating how successful GTM strategies drive growth and sustainability.
- **Team Foxbats** from **T.A. Pai Management Institute (TAPMI), Manipal**, explored the critical components of a GTM strategy, including market analysis, competitive positioning, pricing models, and digital marketing tactics. They emphasized the significance of data-driven decision-making and case studies of companies like Airbnb and Slack to illustrate effective market entry strategies.

Each team presented their unique perspectives on the theme, showcasing innovative strategies and insightful analyses. The presentations were followed by a rigorous Q&A session, where the judges posed thought-provoking questions, challenging the participants to defend their ideas and provide deeper insights.


After the presentations, the audience was engaged with an interactive **KBC-style quiz**, where participants answered marketing-related questions and won prizes. This segment added a fun and engaging element to the event, keeping the audience energized and involved.



The judges then deliberated and announced the winners:

🏆 Winner: Team Excelsior from N.L. Dalmia Institute of Management Studies & Research, received a cash prize of Rs. 30,000, a trophy, and a certificate.



 **1st Runner-Up: Team Welnnovate from S.P. Mandali's, Prin. L. N. Welingkar Institute of Management Development & Research, Mumbai, won Rs. 20,000 in cash prizes.**



🏆 **2nd Runner-Up: Team Foxbats from T.A. Pai Management Institute (TAPMI), Manipal, secured Rs. 10,000 and a trophy.**



A moment of triumph! Here's a snapshot of the winning teams alongside our esteemed judges, faculty, and coordinators, celebrating innovation, strategy, and excellence. A testament to hard work, creativity, and the spirit of competition.



The event concluded with a **vote of thanks** by **Tanisha Kothari, the student coordinator of Ace Club**, who expressed gratitude to the dignitaries, judges, participants, and the organizing team for their contributions to the success of Maadhyam 2025. The event ended on a high note with the rendition of the **National Anthem**.



Maadhyam 2025 was a resounding success, providing a platform for students to showcase their talent, exchange ideas, and gain valuable insights from industry experts. The event not only highlighted the importance of innovation in marketing but also reinforced N. L. Dalmia Institute's commitment to nurturing future leaders in the field.

THANK YOU!