



**A Report on
Marketing Pitch Competition
Organised by
Marketing Club ,DBM**

**30th April 2024
Venue LT-003 , Phase III**

The **Marketing Club** of Department of Business Management organised a **Marketing Pitch Competition** on 30th April. The Marketing Pitch Competition, showcased the ingenuity and entrepreneurial spirit of students.

Event Overview:

The competition featured six dynamic teams, each presenting innovative marketing and business ideas. The event aimed to cultivate creativity and strategic thinking among participants, fostering an environment of collaboration and excellence.

Participating Teams/members :

- 1.Ahad Ansari and Adnan Ahmed Khan**
- 2.Jannat Ara Rahman**
- 3.Avinash Rastogi and Abdul Rehman**
- 4.Sana Siddiqui**
- 5.Mohd.Yusuf and Mohd. Kaif**
- 6.Mohd. Sahil**

Judging Panel and Criteria:

The esteemed panel of judges comprised of:

- Prof. Ar. Zeba Nisar**, Dean (Department of Architecture and Planning)
Prof. Syed Shahid Mazhar, HOD (Department of Business Management)
Dr. Rizwana Atiq, Associate Professor

The judges evaluated each pitch based on three key criteria:

- Idea:** Originality, creativity, and feasibility of the proposed marketing concepts.
Presentation: Clarity, organization, and persuasiveness of the teams' presentations.
Feasibility: Viability and practicality of implementing the proposed ideas.

Winners :

Mohd.Yusuf and Mohd.Kaif emerged as the **winner**, earning praise for their groundbreaking concept and meticulous presentation.

Ahad Ansari and Adnan Ahmed Khan secured the **second position** for their practical and impactful Tailoring ideas

Avinash Rastogi and Abdul Rehman received recognition for their innovative and economical tourism plan earning them the **third position**.

All the Participants got Certificates of Achievement and Participation from Panel of Judges.

The competition was characterised by an electrifying atmosphere, where students, fuelled by their passion for innovation and business acumen, showcased their remarkable creativity and entrepreneurial flair. Each pitch resonated with ingenuity, reflecting the students' ability to think outside the box and devise innovative solutions to contemporary marketing challenges. Moreover, the event served as a platform for students to unleash their entrepreneurial spirit, demonstrating their eagerness to explore new opportunities and drive meaningful change in the business landscape. Overall, the competition was an inspiring celebration of student talent and a testament to their limitless potential in shaping the future of marketing and business innovation.

The programme received an overwhelming response from the audience. The success of the Marketing Pitch Competition was made possible by the dedication and efforts of all participants, esteemed judges and the faculty coordinators : **PROF.ASMA FAROOQUE & DIVESH DUTT** who coordinated the programme very well along with the student coordinators **VISHAL KUMAR SAHANI** (MBA 1st year) & **ALIFERWA** (MBA 1st year).

The **Marketing Club's** commitment to fostering innovation and excellence in marketing education is commendable and sets a benchmark for future competitions.

Dr. Asma Farooque
Coordinator, Marketing Club

Dr. Syed Shahid Mazhar
Head,DBM

CREATIVE



INTEGRAL
UNIVERSITY



MARKETING CLUB

(DEPARTMENT OF BUSINESS MANAGEMENT)

IS ORGANIZING :

Management Minds-

MARKETING PITCH

30TH APRIL - LT 003

STUDENT COORDINATORS -

VISHAL KUMAR - [7005935639](tel:7005935639)
ALIFERWA - [6307498454](tel:6307498454)



Scan to register
or

FACULTY COORDINATORS -

PROF. ASMA FAROOQUE
DIVESH DUTT

ENTRY

FEE

₹50

<https://forms.gle/F5cwZzYskAvL4toH9>



**INTEGRAL
UNIVERSITY**



**DEPARTMENT OF BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW**

Date: April 2024

Ref. No. –IU/DBM/2023-24/

Notice

All the Faculty Members, Research Scholar and Students are hereby informed that the **MARKETING CLUB** of Business Management, Integral University is organizing an event “**MARKETING PITCH**” on “30th April 2024”.

The Marketing Club cordially invites you to our upcoming competition. Present your marketing prowess to esteemed judges and vie for recognition and prizes. Join us for an enriching experience and a chance to learn something new. Save the date and prepare to showcase your talent!

Venue: LT 003, PHASE 3

Timing: 10:30 am onwards

Prof. Adeel Maqbool
Vice Dean, FCM

Prof. Syed Shahid Mazhar
Head, DCBM

PHOTOS (of the Event)





INTEGRAL UNIVERSITY PHASE - 3
12, Milestone, Kursi Road, Rasoolpur
Sadat, near Integral University, Luck...
27.017583199999997° 81.028787°



INTEGRAL UNIVERSITY PHASE - 3
12, Milestone, Kursi Road, Rasoolpur
Sadat, near Integral University, Luck...
27.017583199999997° 81.028787°



 **INTEGRAL UNIVERSITY PHASE - 3**
12, Milestone, Kursi Road, Rasoolpur Sadat, near Integral University, Luck...
27.017583199999997° 81.028787°



 **INTEGRAL UNIVERSITY PHASE - 3**
12, Milestone, Kursi Road, Rasoolpur Sadat, near Integral University, Luck...
27.017583199999997° 81.028787°





ATTENDANCE



DEPARTMENT OF BUSINESS MANAGEMENT

Tuesday, 30 April 2024

Marketing Club

Attendance Sheet

Date: 30/04/2024

S. No	Program	Name of Student	Signature
1	MBA	Aisha	Aisafatima
2	MBA	Falak Fatima	Falak
3	MBA	Zoonat Areea Rehman	Flossair
4	MBA 'B'	Talha Fouaz	Talha
5	MBA 'B'	Md Shabbir Khan	Shabbir
6	MBA	Mohd. Nabeel Ahmad	Nabeel
7	MBA	Toha Hashmi	Toha
8	MBA	Ragini Kumari	Ragini Kumari
9	MBA	Sana Siddiqui	Sana Siddiqui
10	MBA 'B'	Jigyasha Singh	Jigyasha
11	MBA	Vandana Gupta	Vandana
12	MBA	Tasniya Shad	Tasniya Shad
13	MBA	Tuba Irfan	Tuba
14	MBA	Salma Khatoon	Salma
15	MBA	UMRA NAAD	Umra
16	MBA 'C'	TASMIYA AHMAD	Tasmiya
17	MBA 'C'	Abeera Khan	Abeera
18	MBA 'B'	Mohd Rakan Siddiqui	Rakan
19	MBA-A	Asad Waslem	Asad
20	MBA-C	Shamsh Haidey	Shamsh

Done
30/4/2024



DEPARTMENT OF BUSINESS MANAGEMENT

Tuesday, 30 April 2024

Marketing Club

Attendance Sheet

Date: 30/04/2024

S. No	Program	Name of Student	Signature
1.	MBA	Fauhat Fatima	Fauhat.
2.	MBA	Shams ul - Rehman	Bah
3.	MBA	Aliza Meary	Aliza
4.	MBA	fatima Khan	Fatima Khan
(5)	M.B.A.	Md. Nauskat Alam	Md. Nauskat Alam
6)	M.B.A	Jawad Ansari	Jawad
7)	M.B.A	Mohd Zain Haider	Zain
8)	MBA	Nafees ur Rehman	Nafees
9)	MBA.	Md. Bilal Azam.	Bilal
10	MBA	MD. Kalif	Kalif
11	MBA	Mohammad Bilal Azam	Bilal
12	MBA MBA	Najees UR Rehman	Najees
13	MBA	Mohd Zain Haider	Zain
14	Srishti MBA	Srishti Awasthi	Srishti
15	MBA - B	Mohd Aatif	Aatif
(16)	MBA - B	Abdullah 736	Abdullah
17.	MBA - B	Sabir Khan	Sabir
(18)	MBA - B	Hiba Hussain.	Hiba Hussain
(19)	MBA - B	Hexa	Hexa
20	MBA - C	Vivek Verma	Vivek
21	MBA - C	Rohit Verma	Rohit
22	MBA - C	Syed Ashar Shamim	Syed Ashar
23	MBA - C	Sartaz Ansari	Sartaz

Done
30/4/2024

DEPARTMENT OF BUSINESS MANAGEMENT

Tuesday, 30 April 2024

Marketing Club

Attendance Sheet

Date: 30/04/2024

S. No	Program	Name of Student	Signature
1.	MBA	Qudsiya Khan	Qudsiya
2.	M.B.A	Ayshi Nizami	Ayshi Nizami
3.	MBA	Ahmad Ahmad Khan	Ahmad
4.	M.B.A	Ahad Ansari	Ahad
5.	M.B.A	Haziom Vishwakarma	Haziom
6.	MBA	Mohd Sahil	Mohd Sahil
7.	MBA	Faraz Ahmad	Faraz
8.	MBA	Ashu Singh	Ashu
9.	MBA (C)	Nehalpari Parveen	N. Parveen
10.	MBA (C)	Riche Gupta	Ra
11.	MBA (C)	Sandhi	Sandhi
12.	MBA (C)	Shweta Verma	Shweta
13.	MBA (C)	Shubhi Gupta	Shubhi
14.	MBA (B)	Farhan Akhtar	Farhan
15.	MBA (A)	Akshay Singh Panwar	Akshay
16.	MBA (A)	Ashutosh Singh	Ashu
17.	MBA (A)	Avinash Khatwani	Avinash
18.	MBA (A)	Abdul Rehman	Abdul
19.	MBA	Ankit Singh Yadav	Ankit
20.	MBA (C)	Hason Askeri	Hason

Hason
 30/4/2024

DEPARTMENT OF BUSINESS MANAGEMENT

Tuesday, 30 April 2024

Marketing Club

Attendance Sheet

Date: 30/04/2024

S. No	Program	Name of Student	Signature
1	MBA A1(c)	Shubun - Kaskogi	<i>Shubun Kaskogi</i>
2	MBA 1(c)	Md Shoaib beg.	<i>Shoaib</i>
3	MBA 1(A)	Aman Singh	<i>Aman</i>
4	MBA 1 st (A)	Areeba Khan	<i>Areeba</i>
5	MBA 1 st (C)	Rati Tiwari	<i>Rati</i>
6	MBA 1 st (A)	Aqsa Rahman Khan	<i>Aqsa</i>
7	MBA 1 st (A)	Abhineet Singh Bhadani	<i>Abhineet</i>
8	MBA 1 st (B)	Mohammad Belal	<i>Belal</i>
9	MBA 1 st (B)	Ryan Mohammad Saeed	<i>Ryan</i>
10	MBA 1 st B	Neha Ansari	<i>Neha</i>
11	MBA 1 st C	Umra Naaz	<i>Umra Naaz</i>
12	MBA 1 st C	Salma Khatun	<i>Salma</i>
13	MBA 1 st	Nikhil Nizam	<i>Nikhil</i>
14	MBA 1 st	Zeenat Fatima	<i>Zeenat</i>
15	MBA 1 st	Saliha Perveen	<i>Saliha Perveen</i>
16	MBA 1 st	Tasmiya Shah	<i>Tasmiya Shah</i>
17	MBA 1 st	TUBA Tufan	<i>TUBA Tufan</i>
18	MBA 1 st	Adnan Sami	<i>Adnan Sami</i>
19	MBA 1 st	Adnan Raja Khan	<i>Adnan Raja Khan</i>
20	MBA 1 st	Adiz Anwar Khan	<i>Adiz Anwar Khan</i>

Adnan
30/4/2024

MBA	Kayyan Ahmed	Fayyaz
MBA(C)	Sulman Khan	Shah
M.B.A(C)	Waquif Khan	Shah
MBA(C)	Sapna Tiwari	Sapna
MBA(A)	Hariom Vishwakarma	Hariom
MB(A)(A)	Mohd Sahil	Sahil
MBA(A)	Fariq Ahmad	Fariq
MBA(A)	Aresh Afroz	Aresh

CERTIFICATES

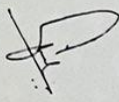
CERTIFICATE OF ACHIEVEMENT



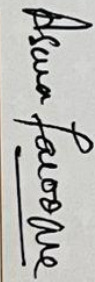
THE FOLLOWING AWARD IS GIVEN TO

Mohd. Yousuf (M.B.A-2nd year)

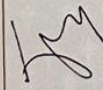
For achieving 1st position in the Marketing Pitch event
organized by Marketing Club



Dr. Adeel Maqbool
Vice Dean
FCBM



Prof. ASMA FAROOQUE
Head of the Event



SYEED SHAHID MAZHAR
H.O.D
DBM



INTEGRAL UNIVERSITY

CERTIFICATE OF ACHIEVEMENT

THE FOLLOWING AWARD IS GIVEN TO

Syed Ahsani (M.B.A - 1st Year)

For achieving 2nd position in the Marketing Pitch event
organized by Marketing Club

Dr. Adeel Maqbool
Vice Dean
FCBM

Prof. ASMA FAROOQUE
Head of the Event

SYED SHAHID MAZHAR
H.O.D
DBM



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CERTIFICATE OF ACHIEVEMENT

THE FOLLOWING AWARD IS GIVEN TO

Abdul Rehman (M.B.A - 1st Year)

For achieving 3rd position in the Marketing Pitch event
organized by Marketing Club

[Signature]

Dr. Adeel Maqbool

Vice Dean
FCBM

[Signature]

Prof. ASMA FAROOQUE

Head of the Event

[Signature]

SYIED SHAHID MAZHAR

H.O.D
DBM



CERTIFICATE OF ACHIEVEMENT

THE FOLLOWING AWARD IS GIVEN TO

Tanzal Isha Rahman (M.B.A - 1st Yr)
For participating in the Marketing Pitch event
organized by Marketing Club

[Signature]

Dr. Adeel Maqbool
Vice Dean
FCBM

[Signature]

Prof. ASMA FAROOQUE
Head of the Event

[Signature]

SYED SHAHID MAZHAR
H.O.D
DBM