

# G. PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY, Kurnool

Department of MBA

MARKETING CLUB

**Date:** 06-03-2018

**Day:** Tuesday

**Name of the Activity** : Market Mantra  
**Targeted Group** : MBA II semester students  
**Chief Guest** : Mr. Francis, Director, Iconic 3DP Company, Singapore

## A Report on Activity:

An activity named “**Market Mantra**” was organised by Marketing Club for I Year II Semester MBA students on **6<sup>th</sup> March, 2018** from 9:30am to 4:00 pm., at seminar hall. The main aim of the activity was to help the students understand Product Life Cycle (PLC) of various products and the strategies adopted in each stage of PLC. In this activity, students were divided into 18 teams, each team presented the Market Mantra of different products that is how it was launched, promoted and the strategies they have adopted to make the product successful.

The best Presentations were awarded prizes as follows:

- **First Prize:** Horlicks Team  
(M. Mounica, Moimun Sultana, Komali, Latha, Krishna Veni)
- **Second Prize:** Santoor Team  
(Azeez, Ashraf, Saeed, Basheer)
- **Third Prize:** Dove Team  
(Reema, Sanghavi, Sneha, Yasmeen, Sri Lakshmi)





**SNAPSHOTS OF THE EVENT AND PRIZE DISTRIBUTION**