

XIM UNIVERSITY

School of Commerce | Dynamicx Club



MARKETING EXPO '22



18th, 19th, 20th,
21th March 2022



Our Sponsors

PETAINDIA

PETA
YOUTH

Career
Launcher

QUANTIKA
www.quantika.testprepare.in
Unleash your true potential



Growth
School

L'ORÉAL

Marketing eXpo '22

“Bringing it all together from Concept to Creation”

The EXPO brings another exciting and compelling series of captivating events that will make the students engaged in marketing and innovation in a way that will brood them on another level.

Today's youth is like a storehouse of ebullience energy and liveliness and many more...

On this note, the Marketing Club, DynamicX, on behalf of XIM UNIVERSITY have organized a marketing conclave in the month of March, 2022.



Satanik Roy

Founder and Chief
Product Officer,
HyperXchange



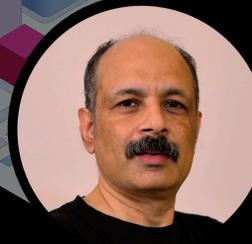
Deepak Pareek

Founder of
Careerkeeda



Ashok Dash

MD of Textural India
and Country Head



Alok Shankar

General Manager,
Fitbit India



Poonam Kaul

Former Director of
Marketing, Apple India



Amit Kumar Gope

Founder and Director,
ALassa Consultancy.

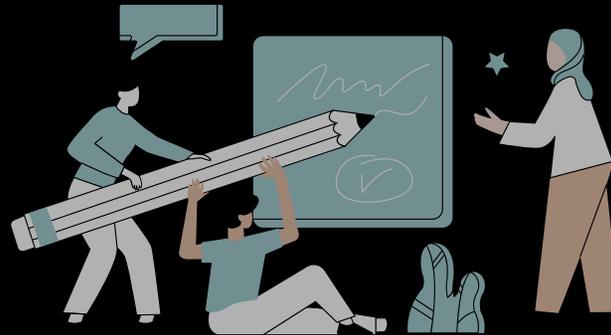
Connect with us

Instagram:

[@commerceio_alliance](https://www.instagram.com/commerceio_alliance)

[@xim_university_soc](https://www.instagram.com/xim_university_soc)

COMPETITIONS



B-GRILL

B-Grill is a diagnostic assessment that provides the test-taker with realistic, hypothetical events and requires them to pick the most acceptable solutions. The team will be graded based on their smart response. Participants in this competition will be asked hypothetical/situational questions, such as, "What would you do if you were assigned to work closely with a colleague on a project, but you two couldn't seem to see eye to eye?" This will be divided into two rounds, with the best five teams progressing to the bonus round, which is the final round. The final round will be a buzzer round in which the question will be displayed and the team that raises their hands first will be given the opportunity to respond. The top two teams with the highest scores will win in the end.

REVIVE

Have you ever felt that a product could have done so much better with a different marketing strategy? Or a product could have been easily saved with a different marketing strategy? If yes, then we have the perfect event for you to express your brilliant, new marketing approach: REVIVE. In REVIVE, the participants will be given products which failed due to its marketing strategy, the participants would be asked to propose a new and innovative marketing strategy to reinvigorate the failed product



 Prize pool
worth INR 16,000

INVEST O' CLOCK

In this competition, All the participants have to choose a particular existing startup and explain why they want to invest in that, what are the future benefits of the startup and if there is a possibility of loss.



 Prize pool
worth INR 16,000



 Prize pool
worth INR 16,500