



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC) AND ED CELL
IIC 7.0 SELF DRIVEN ACTIVITY FROM ACADEMIC YEAR 2024-25

Semester 1 Quarter-2-Activity-1

Workshop on Understanding Brand Building Strategies for Entrepreneurs on 15th February 2025

THEME	Entrepreneurship
ACTIVITY NAME	Workshop on Understanding Brand Building Strategies for Entrepreneurs
MODE OF CONDUCT	Physical
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-35 Faculty-1
ONLINE RESOURCE	Not Taken
DESCRIPTION	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Workshop on Effective Sales and Marketing Strategies for Entrepreneurs Startups on 15th February 2025. The workshop aimed to provide participants to empower budding entrepreneurs and startups with understanding on Brand Building strategies to boost visibility, customer engagement, and revenue growth. Session speaker was Mrs. Sushmita Basu, Faculty at TISS and Trainer, Nagpur.</p> <p>Case Study 1: boAt – Building a Youth-Centric Audio Brand</p> <p>Key Brand Building Strategies:</p> <ul style="list-style-type: none"> ✓ Heavy use of influencer and social media marketing ✓ Focus on youth-centric design and pricing ✓ Use of celebrities as brand ambassadors ✓ Online-first retail model (Amazon, Flipkart) <p>Research Question: How did boAt use influencer marketing and digital platforms to build a strong youth-oriented brand in India's competitive consumer electronics space?</p> <p>Case Study 2: Mamaearth – Creating a Natural & Honest Brand</p> <p>Key Brand Building Strategies:</p> <ul style="list-style-type: none"> ✓ Emphasis on natural and toxin-free ingredients ✓ Content-driven marketing (blogs, reviews, user stories) ✓ Strong digital presence and influencer collaborations ✓ Certification (Made Safe) to build trust <p>Research Question: <i>How did Mamaearth leverage storytelling and cause-based branding to build consumer trust and grow in India's personal care start-up space?</i></p> <p>Finally, through this session, Participants learned key concepts such as market segmentation, customer targeting, brand positioning, digital marketing, and sales funnel optimization. The session concluded with an engaging Question and Answer segment.</p>

Dr. Krupal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)

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CIBMRDs Institution's Innovation Council (IIC) and ED Cell
Welcomes you all
 for IIC 7.0 –QUARTER-2 IIC Self Driven activity for academic year
 2024-25

Date:- 15/02/2025

**Topic:- Session on Understanding Brand Building Strategies
 for Entrepreneurs**

**Speaker:-Mrs. Sushmita Basu, Faculty at TISS and Trainer,
 Nagpur.**

Venue:- Auditorium, CIBMRD, Nagpur

**organized by
 IIC Cell and ED Cell , CIBMRD, Nagpur. (M.S.)**

