



Report on New Product Launch

24-Sep-2019

UDBHAV

The Department of Commerce and Management organized “UDBHAV”, a **New Product Launch Competition** under Synthesis Forum on **24th Sep 2019 at 2.00PM**. It involved three rounds consisting of Idea Generation, Demonstration and Advertisement. For this exciting event **45 students** have participated and Mr. Praveen Kumar B.H faculty of MBA Department from PESITM judged the performance of the participants.

Objectives of the event:

1. To unveil the hidden business talents among the students.
2. To enable the students to understand the present marketing strategy.
3. To generate effective critical thinking into primary issues on given topic.
4. To reduce stage fear.
5. To build confidence level.
6. To give a platform for improving language.
7. To show-case the talents of our young minds to come up with an impactful message.
8. To improve their presentation skill.

Outcome of the event:

The students actively involved in the New Product Launch Competition as expected and the programme was a grand success.

Prize Winners: The following students have bagged the prizes:

Sl. No	Student Name	Class and Course	Prize
1.	VAISHALI G.B VEENA R HARSHA A	III Year B.Com and III Year BBA	I
2.	CHANDANA J.S MOHAMMED ZAID ANOOP B PAVAN DHANANJAYAN AISHWARYA S	III Year BBA and I Year B.Com	II
3.	SYEDA SUNAIN KOUSAR KSHITIJ RISHAV HARISH KUMAR M IRFAN KHAN N ANEES AHMED	III Year BBA	III


Principal



K. J. Sailatha

Principal

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