



**AMBALIKA INSTITUTE OF MANAGEMENT & TECHNOLOGY, LUCKNOW
MARKETING CLUB ACTIVITIES**

Activity No: 2 (Marketing Club’s activity was conducted on 26th December 2023 at AIMT)

Name of the Activity: Product Launch

Objectives of Activity:

- To inculcate a practice of peer to peer learning among the club members.
- To have practical application of theories through offline events and discussions.
- To engage in discussions that will enable the club members to implement market strategies in the corporate world.

Instruction:

Competition among groups to come up with an idea and convert it into a viable product and present in front of the panel of judges for evaluation

Result:

The club activity was conducted under the guidance of Dr D Varshney and Prof. Gaurav. The judges were Zonal Head SBI Life; Mr Ravi Shankar Srivastava and Prof. Ashutosh Bajpai (SRMS, Lucknow)

The parameters are as follows-

Presentation (10 marks)	Creativity (10 marks)	Coordination or Team Work (10 marks)	Differentiation (10 marks)	Content (4 P’s) (10 marks)	Total 50 marks
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Team 2 was adjudged as the winner whereas Team1 and 3 were declared runners up based on their respective cumulative scores.

