

MARKXIME

The Marketing Club of
XIME, Bangalore



Annual Report 2024-25
(Tenure of Batch 29 & BA03 as office
bearers)

About MarkXime

MarkXime is the official marketing club of XIME, Bangalore. Since its inception in 2014, this club has been among the core clubs and has helped the institution forge exemplary marketers who are current proud managers. Our mission is to forge every upcoming business student into a proficient astute about "MARKETING" as a subject and career option. As a club, our vision is to build on the knowledge and skill sets of students with the assistance of domain-oriented contests/events and insightful sessions while creating apprehension with relevant information genres over various forms of platforms. We MarkXime, are a guild of zealous "market" minds striving to put all the marketing theories into practice.

Events and Speaker Sessions

The club has organized various fun events like Blitzkrieg, Mad Ads, etc., and speaker sessions with the alumni and renowned companies like Vananam during the years 2024 – 2025. The speaker sessions have been conducted by experts in the field of marketing to groom the students to become better marketers in the future.

Team MarkXime (2024-2025)

Roll No.	Name	Designation
29258	Sanjana Ravi Valecha	President
29219	Tejas Rajendra Rathod	Vice - President
29067	Harshita Sinha	Secretary
29256	Ishika Santwani	Treasurer
29242	Aman Agarwalla	Social Media Head
29032	Arnav Acharya	Creative Head
29169	Rishika Priyadarshini	Content Head
29253	Ekta Goplani	Executive member
29034	Ashika V	Executive member
29014	Amaljith T	Executive member
29008	Afnan Bhat	Executive member
BA03024	Harini L V	Executive member
29137	Palak Hooda	Executive member
29168	Rishav Jha	Executive member
29202	Shunmugi	Executive member
29223	Ujjwal Mathur	Executive member

Team MarkXime (2025-2026)

Roll No.	Name	Designation
30002	Abhilasha Zade	Core Member
30013	Akansha Seth	Core Member
30020	Aman Kumar Sinha	Core Member
BA04012	Aristo Sabu	Core Member
30063	Devesh Kumar	Core Member
30079	Harsh Shil	Core Member
30108	Kuldeep Choudhary	Core Member
BA04031	Nagarjun	Core Member
30134	Pankhuri Sharma	Core Member
30141	Prakhar Sahu	Core Member
30179	Shilpi Raj	Core Member
30185	Shraddha Srivastava	Core Member
BA04050	Shruti Khatri	Core Member
30215	Tanzila Naz	Core Member
30218	Tiya Elizabeth Jose	Core Member

Club Report from May 2024 to March 2025

1) SIP Sunday : 19th May 2024

As part of the SIP Sunday Series organized by Hruday in collaboration with Club MarkXime, an insightful session was conducted featuring alumni Samarth, Karthik, Swasti, and Jibran, who shared their internship experiences. They discussed key learnings, challenges, and industry expectations, offering valuable guidance to current students. Kartik and Samarth emphasized adapting to corporate culture and problem-solving, Swasti highlighted the importance of market research and data-driven decision-making, while Jibran focused on networking, mentorship, and handling real-world business challenges. Their experiences provided a well-rounded perspective on excelling in internships and making meaningful contributions to organizations.

The session was highly engaging, with students actively participating in a Q&A segment, seeking advice on resume building, skill development, and converting internships into job offers. The alumni shared practical strategies for time management, collaboration, and delivering impactful presentations. This event successfully bridged the gap between academic learning and corporate expectations, equipping students with actionable insights for their own internship journeys. The collaboration between Hruday and Club MarkXime proved to be a valuable initiative, fostering peer learning and professional growth.



2) Club Orientation : 9th July 2024

On 9th July, Club MarkXime conducted its Club Orientation to welcome and introduce the juniors to the club's vision, activities, and opportunities. The session aimed to familiarize them with the role of marketing in business while engaging them in fun and interactive activities. The orientation began with an overview of MarkXime's initiatives, highlighting past events, industry collaborations, and learning opportunities available for members. This introduction helped juniors understand how the club serves as a platform for gaining practical marketing exposure and developing key skills.

To make the session more engaging, a series of interactive marketing-related activities were conducted, encouraging students to think creatively and apply their analytical skills. A special networking activity was also organized, where participants had to interact with peers and seniors, showcasing their ability to connect and communicate effectively. Those who excelled in these activities were recognized and rewarded, fostering a spirit of participation and enthusiasm. The event successfully created a vibrant and welcoming environment, setting the stage for juniors to become active members of Club MarkXime.



3) Inauguration Ceremony : 31st July 2024

The inauguration ceremony of Club MarkXime for the academic year 2024-25 was held with great enthusiasm, marking the beginning of another exciting year for the club. The event was graced by Mr. Mahendra Rathod, COO and Co-founder of Vananam Enterprises, who inaugurated the club and shared valuable insights on brand building in the digital era. His presence and expertise added immense value to the occasion, inspiring students to explore innovative marketing strategies and industry trends. The session also highlighted MarkXime's vision for the year, outlining upcoming events, industry collaborations, and learning opportunities for its members.

The event also featured an engaging discussion where Mr. Rathod shared his entrepreneurial journey, emphasizing the importance of adaptability, creativity, and data-driven decision-making in marketing. The interactive session allowed students to gain real-world insights and understand the evolving landscape of marketing. The inauguration successfully set the tone for a dynamic year ahead, encouraging students to actively participate in MarkXime's initiatives and contribute to its growth. The ceremony concluded with a vote of thanks, marking the beginning of a promising chapter for the club.



4) MarkQMania : 17th September 2024

On 17th September 2024, the MarkXime Club successfully conducted MarkQMania, a dynamic and interactive event aimed at bringing marketing concepts to life through a series of engaging and competitive games. This event witnessed enthusiastic participation from students across various batches, with each team comprising three members. MarkQMania provided a platform for participants to showcase their marketing knowledge, creativity, and quick thinking while fostering a collaborative learning environment.

Round 1: Heads Up

In this fun round, teams had to act out a word on a sticky note while their partner guessed it—without using any words! It was all about creativity and teamwork. Each correct guess earned a point, and the top 17 teams moved on to the next round.

Round 2: Unlock The Win

This digital challenge had teams answer questions to unlock PDFs using special passwords in all caps. The faster they solved the puzzles, the more points they earned. Only 8 teams cracked the codes and qualified for the next round.

Round 3: Mystery Code Hunt

In the final round, teams used coded words to guide a blindfolded teammate to find a hidden chit. Once found, they had two minutes to guess the word with limited "yes" or "no" clues. This round tested their problem-solving and communication skills.

We are pleased to report that Team Partners in XIME, emerged as the overall winners. Their strong teamwork and quick decision-making throughout the event set them apart from the competition.

MarkQMania was a success, offering students a unique, engaging experience that reinforced cognitive thinking while promoting collaboration and strategic thinking.



5) Blitzkrieg : 10th October 2024

On 10th October 2024, the MarkXime Club conducted Blitzkrieg 2024, a competitive event aimed at testing participants' marketing and sales skills. The event brought marketing concepts to life by challenging teams to pitch and sell products in a dynamic environment. Teams of two worked together to maximize profits using creativity, strategy, and negotiation techniques. The event garnered enthusiastic participation from students across various batches.

Sales Pitch Challenge

Each team was assigned a unique set of products to sell at the highest price possible. The challenge tested their creativity, communication, and persuasion skills as they navigated real-time selling scenarios.

Judging Criteria

The teams were evaluated based on the price they sold their products for, the creativity of their sales pitch, and their ability to adapt to challenges on the spot.

Event Winner

We are delighted to announce Jugaadu Juggernauts as the winners of Blitzkrieg 2024. Their exceptional negotiation skills and creative selling strategies earned them a well-deserved victory. The winners have received their certificates and prizes, with amounts distributed as per the rules.

Blitzkrieg 2024 was a great success, giving students invaluable hands-on experience in marketing. The event fostered creativity, strategic thinking, and teamwork, offering real-world insights into marketing and sales. With high energy and enthusiasm from all teams, Blitzkrieg became a highlight of the year. We look forward to hosting more exciting events in the future.



6) Speaker Session: October 23, 2024

On October 23, 2024, MarkXime, hosted an insightful speaker session featuring alumnus Sayan Kumar Pandit, who is currently a Project Manager at Novo Nordisk and a former consultant with one of the Big 4 firms. The session aimed to provide students with valuable insights into the professional world, especially in the consulting and pharmaceutical sectors. Sayan shared his personal journey from XIME to his current role, offering a unique perspective on career development, networking, and the skills needed to succeed in a competitive market.

Sayan's discussion focused on the structure of the consulting industry, shedding light on the different roles within top firms and the recruitment processes that candidates typically undergo. He emphasized the importance of certifications and continuous learning, explaining how they can enhance one's employability and career growth. His advice was especially beneficial for students looking to pursue a career in consulting or any other corporate sector, providing them with practical tips on how to prepare for job searches and interviews.

The session concluded with an interactive Q&A segment, where students had the opportunity to ask Sayan questions about his experiences and seek advice on navigating their careers. The session received positive feedback, with attendees appreciating the practical insights and the opportunity to connect with a successful alumnus. MarkXime is excited to continue organizing events like this to bridge the gap between academic learning and real-world industry experience, helping students make informed decisions as they begin their professional journeys.



7) Mad Ads : 18th November 2024

MarkXime, successfully hosted the second edition of "Mad Ads," a dynamic event that highlighted the creativity and wit of its participants. Building on the overwhelming success of the inaugural edition, this year's Mad Ads attracted enthusiastic participation and showcased high-energy performances. The event provided a platform for students to unleash their innovative ideas through quirky and unconventional combinations of products and services.

The event required participants to display their creative prowess by developing a skit-based advertisement. Each team, consisting of four members, drew two random chits containing a product and a service combination. They were given just 20 minutes to brainstorm and prepare a 2-minute skit-style advertisement for presentation to the judges and audience. The panel of judges, comprising Prof. Jovita R18th exy and Prof. (Dr.) Christopher Rajkumar, evaluated the performances based on creativity, humor, and execution.

The winners of the event were Soumya, Shreya, Vishal, and Saptarshi, who impressed the judges with their skit combining inflatable sofas and event planning. Their performance stood out for its humor and creativity. The runners-up, Aditi, Akansha Kumari, and Akansha Arora, presented a concept that combined cleaning services and notebooks, blending wit with practicality. The event saw spirited engagement from the audience, with participants' innovative ideas sparking laughter and admiration. The second edition of Mad Ads was a resounding success, reflecting the creativity of XIME students and MarkXime's commitment to fostering innovative thinking and collaboration. Looking ahead, MarkXime is excited to continue hosting such creative events in the future.



8) Xpert Marketers: 29th November 2024

MarkXime's highly anticipated winter fest event, Xpert Marketers, held on 29 November 2024, brought together marketing enthusiasts for a thrilling competition. The event featured three exciting rounds of engaging games and saw participation from four dynamic teams—two representing XIME Bangalore and two from XIME Chennai. Each round highlighted creativity, strategic thinking, and collaboration, captivating participants and spectators alike. Notably, none of the rounds were elimination rounds, ensuring all teams remained engaged throughout the competition.

Round 1: Mumbled Marketing In this creative and challenging round, teams of three tested their teamwork and communication skills. The first member used gestures to explain a marketing jargon to the second teammate in 2 minutes. The second member then lip-synced the word to the third teammate, who wore a headset to block sound. The third member had 2 minutes to guess the word. This fast-paced round required quick thinking and collaboration.

Round 2: Brand Hunt Challenge The Brand Hunt Challenge tested participants' knowledge of branding and their ability to think on their feet. Teams navigated the campus to locate brand logos and match them with their respective taglines, later they posted on their social media handles. Points were awarded for correct matches, and the time taken acted as a tiebreaker. This round brought excitement and energy to the event as teams raced against the clock.

Round 3: Blitzkrieg In this final round, teams demonstrated their marketing and sales skills by selling assigned products creatively to maximize revenue. Judging was based on the revenue generated and the teams' ability to pitch effectively. This round encapsulated the essence of marketing with a blend of creativity, strategy, and execution.

Winners and Runner-ups After an intense and exciting competition, the winners were the team from XIME Bangalore: Shreya Lal, Vishal Vaibhav Singh, and Gopika S. The runner-ups were the team from XIME Chennai: Twinkle Lakhmani, Astha Agarwal, and Jaya Das. **Conclusion** The Xpert Marketers event showcased the incredible talent and enthusiasm of the participants. It fostered teamwork, creativity, and a spirit of healthy competition, leaving an indelible mark on all who attended.



9) Alumni Meet: 7th December 2024

On 7th December 2024, XIME Bangalore successfully conducted the Matchstick Fork, Bucket Coin & Bottle Color Matching Challenge, a high-energy event that tested participants' precision, coordination, and quick thinking. The event saw enthusiastic participation from students, making it an exciting and competitive experience.

Round 1: Matchstick Fork Challenge

In this challenge, players had to roll a dice and pick up the exact number of matchsticks using a fork. The process was repeated, and the player who rolled the dice the most times within one minute emerged as the winner. This round tested dexterity, patience, and control, making it both fun and challenging.

Round 2: Bucket & Coin Challenge

In this round, participants had to toss coins into a bucket placed at a fixed distance. Each player received a set number of coins, and the objective was to land the maximum number inside the bucket within one minute. This challenge required accuracy, hand-eye coordination, and strategy, keeping the participants engaged throughout.

Round 3: Bottle Color Matching Challenge

The final round brought an exciting test of memory and reflexes. Participants were presented with a set of colored bottles and randomly shuffled color-coded caps. Their task was to match the correct cap to the corresponding bottle as quickly as possible within the time limit. This round encouraged quick decision-making and sharp observation skills.

Conclusion

The Matchstick Fork, Bucket Coin & Bottle Color Matching Challenge was a resounding success, offering students an opportunity to test their reflexes, problem-solving skills, and competitive spirit in a fun-filled environment. The event fostered enthusiasm and friendly competition, making it a memorable experience for everyone involved.

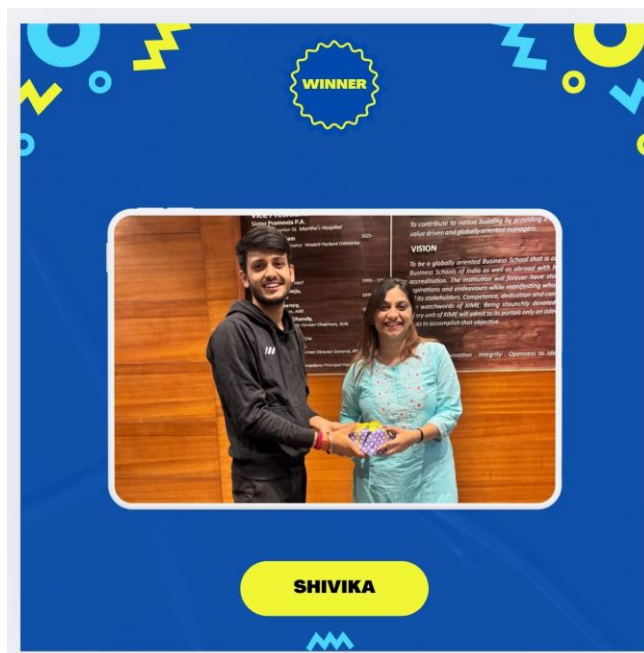


10) Master of Memes: 27th and 28th January

The Master of Memes event was a fun and engaging online experience that brought together humor and creativity, allowing participants to craft memes based on their SUPA journey. With 8-9 participants taking part, the event showcased their wit and storytelling skills in a lighthearted competition. The event format was entirely virtual, with participants submitting their memes online. Once submitted, the memes were displayed for public voting, allowing the audience to play a crucial role in selecting the winners. This interactive process not only added excitement to the event but also encouraged community involvement.

After a lively and competitive voting session, the winners were announced. Shivika took the top spot, securing 1st place with her creative and humorous memes. Aditi Dhote followed closely behind, claiming 2nd place. The audience's participation played an important role in determining the most humorous and relatable memes, making it a memorable experience for everyone involved.

Overall, the Master of Memes event proved to be a huge success. It provided an opportunity to reflect on the SUPA journey through humor, fostering engagement, laughter, and a sense of community among participants and the audience. The enthusiasm and positive response to the event highlighted its appeal and the enjoyment it brought to all who took part.



11) Case Quest: 25th February

Case Quest 2025, organized by the Marketing Club of XIME Bangalore, MarkXime, was an intellectually stimulating competition held on 25th February 2025 from 4:45 PM to 6:30 PM at the F3 Classroom. This event provided an exceptional platform for students to apply their analytical and strategic skills to real-world business challenges. With enthusiastic participation from multiple batches, the competition tested the participants' ability to think critically and respond to complex problems under pressure.

The competition format was intense and engaging, with each team of two members receiving a business case that presented a real-world problem. Teams were given 15 minutes to analyze the case, identify key challenges, and develop strategic solutions. They then had to structure their findings into a compelling PowerPoint presentation and deliver it in 5 minutes, followed by a 2-minute Q&A session with a distinguished panel of judges. The judges for this year's event were Dr. Shradha Kundra and Dr. Ganaraj Khandige, who challenged participants with thought-provoking questions to evaluate the feasibility and execution of their strategies.

After a rigorous evaluation, the winners of Case Quest 2025 were Mohnish Sharma and Kritika Maurya. Their structured approach, financial analysis, and innovative recommendations stood out, earning them the top spot. The runners-up, Akansha Kumari and Anshul Soni, impressed the judges with their data-driven approach and strategic thinking, securing the second place.

Overall, Case Quest 2025 was a resounding success. The competition not only tested the participants' business acumen but also fostered teamwork and professional communication. With overwhelming participation and positive feedback, the event reinforced MarkXime's commitment to nurturing the next generation of strategic thinkers, and it looks forward to hosting similar events in the future.



12) Dalgona Dilemmas: 27th - 28th February

Dalgona Dilemmas, a thrilling marketing event hosted by MarkXime as part of XIMERA, took place over two days, on the 27th and 28th of February. Inspired by the popular Squid Game theme, the competition seamlessly integrated various marketing concepts across nine challenging rounds. A total of 36 participants, organized into 18 teams, competed in a series of intense tasks that tested their creativity, strategic thinking, analytical skills, and marketing acumen. The event provided a unique platform for students to showcase their abilities through diverse challenges, such as presentations, poster-making, video creation, and strategic problem-solving.

The event format was carefully designed to evaluate participants through a wide range of tasks. Teams were asked to develop and pitch marketing strategies, create engaging posters and videos for different marketing scenarios, analyze data and charts, and solve real-life marketing case studies provided by Hosachiguru. A significant part of the competition was the Viva & Q&A sessions, where participants were questioned in-depth to assess the feasibility and understanding of their ideas. These rounds pushed participants to demonstrate their expertise in both creative and analytical marketing solutions.

The event was graced by esteemed judges from the marketing and corporate world who offered valuable insights throughout the competition. Mr. Akshay and Mr. Sharath from Hosachiguru evaluated multiple rounds, providing professional feedback on the marketing solutions presented by the teams. Mr. Vejay Anand, a marketing professor, contributed academic insights, assessing the strategic depth of the teams' approaches in one of the rounds.

After nine rounds of fierce competition, two teams emerged victorious. Team Zenith, consisting of Shresta B G and Elvin Joseph from Christ University, Bangalore, clinched the top spot with their innovative solutions and strategic marketing prowess. The runners-up, SYMBI Stars, comprising Srijan Nandan and Aditya Vaishnav from SIBM Bengaluru, impressed the judges with their data-driven approach and effective marketing strategies. Both winning teams were awarded a cash prize and a prestigious trophy in recognition of their exceptional performance.

Overall, Dalgona Dilemmas was a resounding success, offering an engaging and thought-provoking marketing experience. The event not only tested participants' strategic and creative abilities but also provided them with the opportunity to interact with industry experts and refine their marketing skills. The enthusiastic participation, competitive spirit, and innovative solutions showcased by all teams contributed to making this event a memorable and grand success.

