



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Ad Mad Competition

(November 15, 2021)

“Competition forces us to do our best.”

Advertising is a method used to attract other’s attention. To acquaint students with promotional strategies in marketing through advertisements, E-Cell BizMind - Entrepreneurship Club of Maharaja Agrasen Institute of Management Studies organized an Ad Mad competition for the students of all departments on November 15, 2021. Total of 11 students from different departments participated in the event in a group of 2 to 3. **The theme of the competition is “Power of Selling”.**

They were given products such as Ghar tode rishte.com, Dabba TV, Lootera Real estate, Chaman Chashma, Iron Shoes, Toote Rishtey Matrimonial, Kangaal Bank, Hair Fall Tonic, Gadbad Ghotala.Com, to name a few. The participants were given the topic on the spot and were given 10 minutes for brain storming. The competition helped the students enhance their skills in creativity, expression, voice modulation and dialogue delivery. Most of the students came up with unique ideas and well-written scripts of the advertisements. The event was judged by Dr. Bharti Chaudhary and Ms. Shikha Sharma and awarded two bestteams. This event helped the students to bring out their creative ideas and talents.

Winners of the Painting competition were:

Muskan Gupta	I	BBA
Ishika Goel	I	BBA
Bhavya Sharma	II	B. Com (H)
Ramanan Kartikh	II	B. Com (H)
Akshat Jindal	II	B. Com (H)

The event turned out to be an extremely learning and fruitful experience for the participants.

Organizing Committee:

- Ms. Riya Sharma, Associate Prof., Department of Business Administration, MAIMS
- Ms. Shweta Rastogi, Assistant Prof., Department of Business Administration, MAIMS
- Ms. Sanam Sharma, Assistant Prof., Department of Business Administration, MAIMS

