



March 3<sup>rd</sup>, 2025

## Report on Brand-O-Mania

Department of Business Administration

Academic Year 2024-25

Brand-O-Mania, the ultimate branding battle, was successfully organized on 3rd March 2025. The event was designed to encourage students to unleash their creativity, strategic thinking, and marketing acumen in a competitive yet engaging environment. Participants had the opportunity to collaborate, innovate, and showcase their branding expertise while competing for exciting rewards.

### Event Details:

- **Event Title:** Brand-O-Mania
- **Date:** 3rd March 2025
- **Time:** 12:30 PM – 2:00 PM
- **Venue:** Stands, MAIMS
- **Organizing Unit:** Finversion Society, MAIMS
- **Institute Head:** Prof. (Dr.) Rajni Malhotra Dhingra
- **Event Coordinators:** Dr. Anu Goyal and Dr. Manish Sharma
- **No. of Participants:** 47 students from various departments of MAIMS and MAIT
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**Objectives:** The primary objectives of Brand-O-Mania were:

1. To enhance creative thinking and marketing skills among participants.
2. To promote teamwork and collaboration in branding and advertising.
3. To provide a platform for students to showcase their innovative ideas.
4. To offer recognition and rewards for outstanding branding strategies.

### Event Highlights:

- Participants formed teams and took on the branding challenge, presenting their creative ideas in an electrifying competition.
- The event witnessed enthusiastic participation, with students demonstrating exceptional marketing skills and innovative thinking.
- A panel of judges evaluated the branding strategies based on creativity, feasibility, and impact.

### Rewards and Recognition:

- **Winner Perks:** The winning team from MAIT, received a stunning hamper filled with exciting goodies, along with Winner Certificates.
- **Participation Certificates:** All participants were awarded certificates to acknowledge their efforts.

**Outcome and Impact:** Brand-O-Mania successfully brought together aspiring marketers, fostering a spirit of healthy competition and innovation. The event provided a valuable learning experience, allowing participants to refine their branding skills and gain recognition for their creativity. The overwhelming response highlighted the enthusiasm of students towards marketing and branding challenges.

**Acknowledgment:** The organizing team extends sincere gratitude to all participants, faculty coordinators, and judges for making Brand-O-Mania a grand success. Special thanks to the event sponsors and supporters for their contributions in ensuring a seamless and engaging experience. We also extend our sincere appreciation to **Prof. (Dr.) Rajni Malhotra Dhingra, Director MAIMS and Prof. (Dr.) Manoj Verma, HOD of the BBA department**, for their continuous encouragement and support in making this event a grand success.

Brand-O-Mania proved to be an exciting and insightful event, fulfilling its objectives of promoting branding and marketing excellence. The positive response from participants has reinforced the need for more such creative competitions in the future, encouraging students to explore and excel in the world of branding and advertising.

#### **Faculty Conveners**

**Dr. Anu Goyal**, Assistant professor, Department of Business Administration, MAIMS

**Dr. Manish Sharma**, Assistant professor, Department of Business Administration, MAIMS

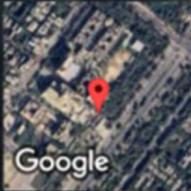


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Rohini Sector 22, New Delhi, Delhi 110086,  
India  
Lat 28.718558, Long 77.066541  
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GPS Map Camera



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