

Inter-college competitions attended by the society members: 60+
Competitions with podium finish: 36

Number of fests organized by the society: 1

Excelsior'23, a pan-India Management-cum-Marketing conclave, took the country by storm, completely revolutionizing the way marketing is perceived by students. This groundbreaking event held recently, witnessed a massive turnout and garnered significant attention with its unique theme, "Where liars prosper." It attracted over 81,000 impressions on Unstop and 1300+ registrations.

The conclave, which brought together students, industry experts, and renowned speakers, was a platform designed to challenge conventional marketing practices and encourage creative thinking amongst the leading colleges of Delhi University and all over the country. With a primary focus on direct-to-consumer (D2C) strategies, Excelsior'23 aimed to educate and inspire participants about the evolving landscape of marketing and its vast potential, along with other aspects of a business.

The event featured four distinct competitions, each catering to a specific area of expertise:

1. Best Manager
2. Corporate Strategy
3. HR-PR
4. Marketers

The event, which was held over 2 days, saw 200+ students battle it out in the highly competitive yet engaging case rounds that were presented before them. These students had previously proved their mettle in the preliminary rounds that were held in both, online and offline mode.

Other Initiatives:

1) mAD Libs: During this event, hosted during Crescendo'23, participants were judged on their creativity and quick thinking as they were asked to create an advertisement for unconventional products within a short time span. The reach of the competition was more than 12,000 on Instagram and D2C.

2) Education Fair with Jamboree Education: In the session hosted in collaboration with Jamboree Education, important questions relating to higher education in and outside India were answered, with a special emphasis on choosing the right MBA program for oneself and the process for applying to prestigious universities abroad. Engaging conversations were also held with the students wherein they shared their aspirations for their careers.

3) Session with AnkGanit: An informative session took place with the Founder and Directors of AnkGanit, Ankit Gaur and Hriday G Sarat, in which they enlightened the students with the strategies to mark a seat in the Top B Schools as they have ensured in the past for hundreds of students. Some mathematics tricks and paper psychology were discussed.

4) Speaker Session with SleepyOwl: A speaker session with Aseem Sood, VP Sales (Sleepy Owl Coffee) was held, whose presence was an honor as he paved the roadmap for the marketing students of how the real market game looks. Discussions also involved his personal experiences that made the students feel the connection. It was a fun, light, and knowledgeable insight for the attendees.

5) Live Projects and KSS- Live Projects for growing startups like HappyPockets and Clamp and knowledge-sharing sessions were also hosted in order to enhance the skillset of the members of the society.

Student Committee

President: Manvi Bhatt

Vice President: Jasmannat

Coordinators: Harshita Gupta, Vinayak Chawla

Advisory Committee: Jasmannat, Manvi Bhatt, Meenakshi Kanodia, Puneet Singh Nanda, Aakarsh Kawatra, Bill J. Milisse, Harshvardhan Surana, Kamal Kant Gupta, Vaibhav Gupta, Manan Khurana, Pratham Gaur, Sanya Singal, Ria Khandpur, Sahil Ahuja, Parv Jindal

Core Committee: Aditya Babbar, Daksh Bhandar, Harshita Gupta, Ishan Goel, Mudit Sethi, Parth Malhotra, Ria Pandit, Sambhav Bhirani, Sreya Sanghai, Tanusha Arora, Veer Kohli, Vinayak Chawla

Organizing Committee: Aadhya Ramdev, Ananya Bhalla, Ananyaa Jaggi, Ananya Mittal, Archit Koul, Arin Jain, Bhaavya, Bhoomi Kohli, Dhairya Sachdeva, Diksha Garg, Kanak Singh, Mandeep S. Passi, Neel Sengupta, Nitin Pahwa, Prakhar Singh, Pratiksha Satapathy, Rajat Gunecha, Riddhima Rishabh, Rimsha Kashfi, Ronak Raina, Saramya Dhar, Shradha Sabharwal, Tanishtha Verma, Tanmay Bothra, Vibhor Kumar, Vrinda Bansal

ANNEXURE: Mark-It SSCBS

1. Winners of Excelsior'23:

Position	BEST MANAGER	HR-PR	CORPORATE STRATEGY	MARKETERS
Winner	Shivam Agarwal	Muskan Bhola, Swayam Arora	Ayushman Kaushik, Chander Maurya	Deepshikha, Bhavya Sinha
First Runner Up	Soham Gupta	Reetika Yadav, Anagha Prabhu	Dhaani Sood, Bhavya Rana	Rishita Joshi, Soumya Sahu
Second Runner Up	Shreya Rohatgi	Sakshi Trivedi, Arunav Sharma	Riya Chadha, Samridhi Pohoja	Lakshay Chhabra, Dhruv Gupta

2. Winner of mADLibs

Position	Team Name
Winner	Team Mario
First Runner Up	Team Blue
Second Runner Up	Shreya

3. Sponsorships Received for Excelsior'23:

Organisation Name	Amount	Account
EcoCare	20,000	In-Kind (Food)
SleepyOwl	-	In-Kind (Products)
The Healthy Company	-	In-Kind (Gifting Partner)
GAIL	50,000	College Account (To be received)
PeachBlink	-	In-Kind (Notepads, Books)
Eve Paper	-	Online Promotion
TOTAL	70,000	

4. Prize Money for Excelsior'23:

Position	Prize Money
Winner	Rs. 15000
First Runner Up	Rs. 10000
Second Runner Up	-

5. Prize Money for mADLibs:

Position	Prize Money
Winner	Rs. 6000
First Runner Up	Rs. 4000
Second Runner Up	-