



2024 ANNUAL REPORT



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ABOUT US

WHO ARE WE?

IMA SSCBS Chapter is India's first student-run IMA chapter of Institute of Management Accountants - worldwide association of accountants and financial professionals in the business.

OUR MISSION

IMA's mission is to provide a forum for research, practice development, education, knowledge sharing, and advocacy of the highest ethical and best business practices in management accounting and finance.

IMA is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. IMA is committed to empowering our 125,000+ members—and those throughout the rest of the profession—to strengthen on-the-job skills, better manage companies, and accelerate careers.

TEACHERS IN CHARGE

Dr. Neeraj Kumar Sehrawat

Mr. Amit Kumar

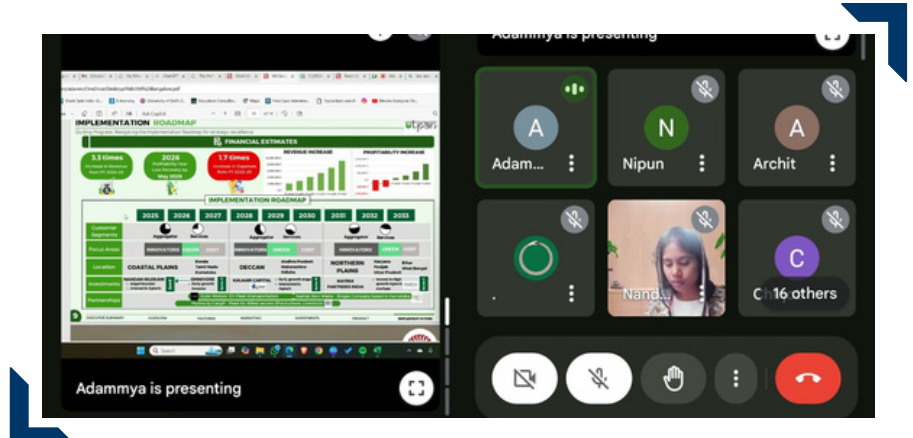
CASE COMPETITIONS & KSSs

OUR MEMBERS PARTICIPATED IN 50+ NATIONAL AND INTERNATIONAL CASE COMPETITIONS WITH NOTABLE WINS AT :

- > **Cornell EMI Corning Case Competition 2024 -**
Global Rank 4
- > **Grant Thornton Case Quest 2025 -** National Rank 3
- > **NewMe Campus Challenge -** National Runner Up
- > **IMA Student Case Competition -** 2nd Runner Up
- > **IIM Rohtak -** National Rank 1
- > **IIM Lucknow -** National Rank 2
- > **IIM Ahmedabad -** National Rank 2
and many more...

KNOWLEDGE SHARING SESSIONS COVERED TOPICS AND DOMAINS SUCH AS :

- > Excel
- > Canva
- > Slide Design
- > Case Frameworks
- > Big Data
- > Guesstimates



PRE-RECRUITMENT INITIATIVES

THE CASE CONQUERORS - INFORMATIVE SESSION ON CRACKING CASES

The Case Conquerors was an insightful session organized on 13th September 2024, focusing on demystifying the strategies behind winning national and international case competitions. The session offered a deep understanding of effective presentation structures, strategic frameworks, and ideation techniques. Attendees gained valuable exposure to approaches used in top-tier competitions.



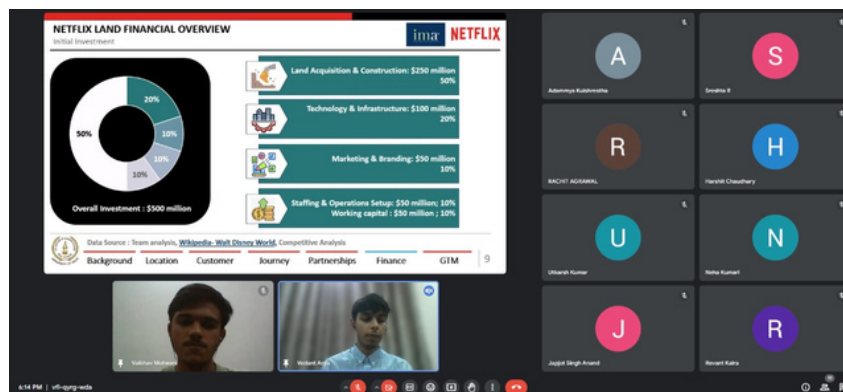
PRE-RECRUITMENT INITIATIVES

NETFLIXLAND - DIRECT PI CASE COMPETITION

Netflixland, the direct PI case competition of IMA SSCBS, was curated to give first-year students a dynamic and immersive entry into the world of case competitions. The competition pushed participants to think critically, analyse real-time trends, and craft solutions.



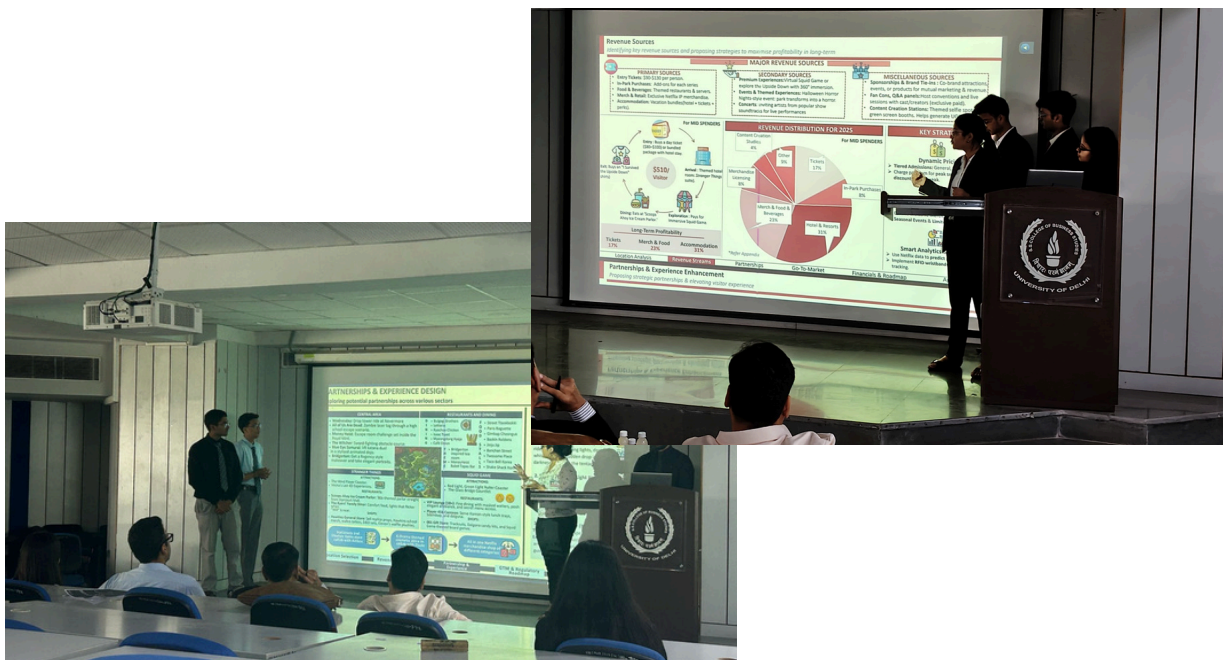
The case tested students on their ability to structure a compelling narrative, apply relevant frameworks, and present their ideas with clarity and impact. It served as a successful step in building the next generation of case solvers at SSCBS.



CHAKRAVYUH 4.0 - OUR FLAGSHIP EVENT

Chakravyuh 4.0, the flagship event of IMA SSCBS, was successfully conducted on 17th April 2025 under Crescendo, the college's annual cultural and academic fest. With 1200+ registrations from top

institutions across India, it marked a record-breaking turnout, becoming the highest-participated case competition under the CBS Championship.



CHAKRAVYUH 4.0 – OUR FLAGSHIP EVENT



THE PANEL OF JUDGES

Designed to bridge academic knowledge with real-world problem-solving, the competition challenged participants through three rounds, including a quiz, a case deck submission, and a live on-campus finale. Evaluated by industry experts such as Rachit Jain (Lectrix) and CA Deepanshu Arora (KPMG), Chakravyuh 4.0 exemplified strategic thinking and professional rigor.

With ₹50,000+ in prizes, national-level participation, and strong corporate partnerships, Chakravyuh 4.0 set a new benchmark in experiential learning and further solidified IMA SSCBS's standing as a leader in business education.

PODCASTS

FOLLOWING GUESTS WERE FEATURED IN OFF THE CUFF - OUR PODCAST SERIES



MR. NITIN BAJAJ

- **Founder & CEO**, EasyLeadz
- Host of the Mad Over Growth podcast, featuring in-depth discussions
- Shared how he bootstrapped EasyLeadz into a profitable SaaS startup
- LinkedIn 60k+, Instagram 63K+, Youtube 1L+

- **CFO** at India's trendiest D2C fashion brand, the Souled Store
- Awarded CFO100 by CFO India
- Took us behind the scenes on managing finances in a hyper-growth startup
- LinkedIn 4K+ Featured in multiple finance leadership forums



MR. CHIRAG MAVANI

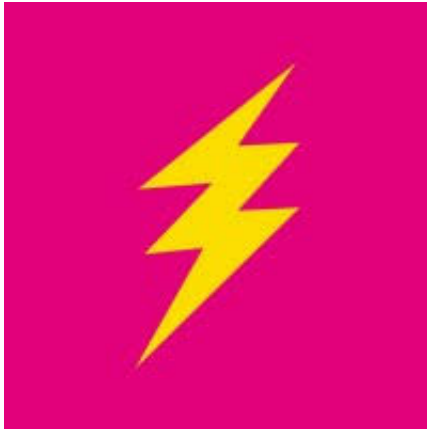


**MR. YASHASH
AGARWAL**

- **Founder**, Gamezop
- Youngest Indian featured in Forbes Asia 30 Under 30
- Recipient of the Fortune India 40 Under 40 award, presented by N. R. Narayana Murthy
- Discussed the evolution of casual gaming, AI's Role & entrepreneurial journey

LIVE PROJECTS

YRAL – STRATEGY & RESEARCH INTERN



Duration : 3 months

Tailored 20+ strategic gamifications using game theory models. Analyzed key KPIs including user engagement, participation rates, token conversion, and expense ratios

Target Customer Segments
Identify and describe the target customer segments for EV car rentals in Bangalore.

Corporate Users	Tourists	Local Residents
<p>Large enterprises, especially in the tech and IT sectors, incorporating EVs into corporate fleets.</p> <p>Sustainability Mandates: 30% of large enterprises in Bangalore have sustainability goals, leading to an estimated 150,000 potential users.</p> <p>Key Areas: Tech parks (e.g., Whitefield, Electronic City, ITP, Indiranagar).</p>	<p>Eco-conscious domestic and international tourists interested in sustainable travel.</p> <p>Tourism Market Size: Bangalore attracts ~4 million tourists annually, with 5% (200,000) likely to prefer sustainable transport.</p> <p>Key Areas: Eco-tourism sites, Lumbini Gardens, Lalbagh Botanical Gardens City tours.</p>	<p>Young professionals, students, and middle-income families seeking cost-effective and eco-friendly transport.</p> <p>Profile: Young professionals, students, and middle-income families seeking cost-effective and eco-friendly transport.</p> <p>Urban Population: 25% of young professionals and students are likely early adopters of EVs.</p> <p>Key Areas: High-density residential areas, universities, Devanahalli, HSR Layout.</p>

Market Penetration Strategy

<p>Location Focus: Prioritize areas with high foot traffic and robust charging infrastructure, especially in tech parks, tourist spots, and residential hubs.</p>	<p>Partnerships: Collaborate with corporations, tourist agencies, and real estate developers to enhance visibility and adoption.</p>	<p>Marketing: Implement targeted campaigns emphasizing sustainability, cost-effectiveness, and the convenience of EV rentals.</p>
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Mascots in Meme Coins
SEO Strategies to keep in mind while expanding its userbase

Blast, a Layer 2 blockchain platform known for its innovative approach to decentralized finance (DeFi) and blockchain technology

The Mascot: Blastoise is a meme coin that represents the community-driven and playful culture of the Blast ecosystem, with a unique focus on turtle and tortoise imagery.

Blastoise sets Blast apart in the meme coin market with turtle-themed NFTs, offering a battle royale gaming experience, and strategic partnerships, building a unique GameFi ecosystem

Blastoise has become a key figure in Blast's meme culture, driving growth and engagement. Its broad appeal boosts trading volume and market presence, positioning it to dominate the meme coin sector on Blast

FTX introduced "Moon Man" as part of a broader marketing campaign. The mascot is a futuristic astronaut, symbolizing the aspiration of going "to the moon," a popular phrase in the crypto community referring to significant price increases

Moon Man was used in various campaigns, including commercials, social media, and even merchandise. The character helped to personify the brand's ambitious goals and resonated well with the crypto community

Meet MLB's Newest Mascot
FTX & MLB

Marketing Strategies

Feature Focused Marketing	Social Media Advertising
<ul style="list-style-type: none"> Highlights advanced features such as customizable layouts, built-in chat, integration capabilities and other in-app Chat features through Social Media Demonstrating how these features can enhance community management and productivity with eye-catching videos & promotional posts 	<ul style="list-style-type: none"> "GB" is featured as the mascot which helps in advertising of Guided as well as Roblox They promote their platform with the help of current earnings & raising social issues They provide Gameweays to the lucky followers Different updates for Guided features are updated for better engagement
Partnerships and Collaborations	Direct Comparisons with Discord
<ul style="list-style-type: none"> Collaborating with gaming influencers & streamers to reach a wider audience and generate buzz Utilizing platforms like Google Ads as paid advertising to target specific demographics Guided has partnered with Twitch to offer integration with the streaming platform Partnered with Steam for cross promotion of the products & market the community 	<ul style="list-style-type: none"> Identifying pain points in Discord and presenting Guided as a solution like Theme Customizations, Professional Usage, about to be the streaming platform for Roblox
Gaming Communities	Target Audience
<ul style="list-style-type: none"> These communities can be centered around specific games like Roblox 	<ul style="list-style-type: none"> Content Creators: This includes streamers & YouTubers, who focus on gaming-related content Professional Teams: Organized groups of professional esports players who compete under a specific banner

Web2 and Web 3 Applications

Web 2.0 Companies

- Twitich:** A live streaming platform primarily focused on video games, but also hosts content related to music, talk shows, and other creative categories.
- Google Docs:** A collaborative document editing and storage tool offered by Google, part of its G Suite productivity suite.
- Roblox:** An online gaming platform where users can create and play games, as well as socialize with other players.
- Minecraft Marketplace:** A platform for purchasing downloadable content (skins, maps) for the Minecraft game.
- Chingari:** A short-form video sharing platform similar to TikTok, popular in India.

Web 3.0 Companies

- Decentraland:** A virtual world built on the Ethereum blockchain, where users can buy and sell virtual land and create experiences.
- Axie Infinity:** A blockchain-based game where players collect, breed, and battle digital creatures called Axies.
- Rarible:** A marketplace for buying and selling digital art and collectibles on the Ethereum blockchain.
- The Sandbox:** A metaverse platform built on the Ethereum blockchain, where users can create and monetize virtual experiences.
- Audius:** A decentralized music streaming platform that aims to provide fairer compensation to artists.

Inferences:

- Shift Towards Decentralization:** The transition from Web 2.0 to Web 3.0 reflects a growing desire for decentralization and user control over data.
- Blockchain as a Key Enabler:** Blockchain technology is fundamental to many Web 3.0 applications, providing a secure and transparent way to record transactions and ownership.
- Emergence of New Business Models:** Web 3.0 applications are introducing new business models based on tokenization, decentralized finance (DeFi), and play-to-earn (P2E) mechanics.
- Increased User Ownership and Control:** Web 3.0 aims to give users more control over their data

LIVE PROJECTS

ONCARE – STRATEGY CONSULTANT INTERN



Duration : 2 months

Developed well-structured strategic approaches aimed at engaging key stakeholders, conducting in-depth customer profiling, and identifying crucial competitors



SOME
GLIMPSES
FROM
THE
CLIENT
MEET

SOCIAL MEDIA HIGHLIGHTS

WE CREATED 7 ENGAGING POSTS THIS YEAR

Personal Finance Methods

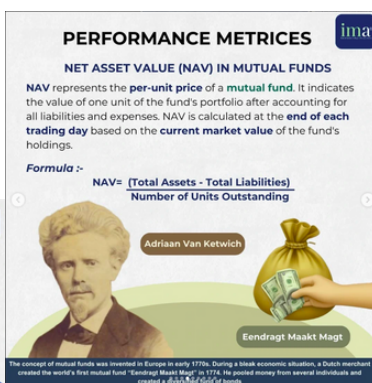
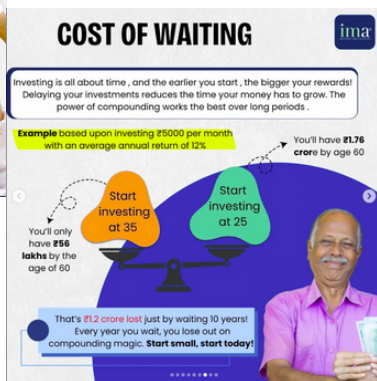
Learned simple strategies to manage income, expenses, and savings. Focused on building financial discipline early

Basics of Investing

Introduced key investment concepts like risk, return, and diversification. Aimed at helping beginners start their investment journey

Mutual Funds

Explained how mutual funds work and why they're ideal for passive investors. Covered types and benefits of mutual funds



SOCIAL MEDIA HIGHLIGHTS

WE CREATED 7 ENGAGING POSTS THIS YEAR

The Art of Stock Holding

Discussed when to hold or exit stocks based on long-term value.
Emphasized patience and market research

IPO (Initial Public Offering)

Broke down how companies go public and why IPOs attract investors. Shared tips on evaluating IPO opportunities

Value Investing

Focused on identifying undervalued stocks for long-term gains.
Highlighted principles used by Warren Buffett

Market Indicators

This post explained 7 key indicators like Sensex, Nifty, and P/E ratio.
It helped learners understand market trends and make informed decisions

STUDENT COMMITTEE

President : Harshit Arora

Vice President : Japjot Singh Anand

Coordinators : Adammya Kulshrestha, Revant Kalra

Advisory Committee : Twinkle Walia, Govind Somani, Srishthi Verma, Ansh Agrawal, Vishesh Aswal, Himanshu Maahal, Janander Bajaj, Raghav Garg, Shivam Bhardwaj, Yatharth Mahobiya, Yash Yadav

Core Committee : Aakash, Neha Kumari, Ayush Bharti, Mohammad Ausaf Qureshi, Harshit Chaudhary, Syun Goyal, Nehal Sharma, Parv Agrawal, Utkarsh Kumar, Rachit Agrawal, Samriddhi Chandran, Siddharth Sandilya

Organising Committee : Archit Jain, Chirjot Singh, Dewang Gupta, Dhvani Garg, Divyansh Gattani, Diya Marwah, Gurnoor Kaur, Gursimar Kaur, Hansul Yadav, K. Sai Karthik, Karishma, Kavyansh, Khush Bagri, Lakshay Gahlawat, Molik Gupta, Nandani Kumari, Nipun Jindal, Parv Arora, Piyusha Kaushik, Sanidhya Rathod, Shreya Bhat, Shubhan Agrawal, Stuti Agrawal, Vedant Arya

