

INVICTA'25 Event Report

Name of Event: Invicta'25

Date of Event: 28th March 2025

Location of Event: Shaheed Sukhdev College of Business Studies, Rohini Sec 16, Delhi

Sponsoring Organization: TH.EV Consulting, Unstop, Interview Buddy, Gem Mines, Graduvation

Introduction

INVICTA'25, hosted by Grandeur on March 28, 2025, at Shaheed Sukhdev College of Business Studies (SSCBS), marked a significant milestone in our annual tradition of fostering business acumen and strategic thinking among students nationwide. The event witnessed unprecedented participation, rigorous competition, and insightful evaluations, culminating in a grand finale that celebrated innovation and excellence.

Promotion and Registration

To ensure widespread visibility and engagement, our team embarked on an extensive promotional campaign:

- **Poster Drives:** We conducted poster drives across North Campus, South Campus, and various off-campus colleges, effectively reaching a diverse student demographic and generating heightened interest in the competition.
- **Online Outreach:** Leveraging platforms like Unstop, we achieved over **26,000** impressions, reflecting the event's growing prominence in the academic community.

These efforts culminated in over **1,400** team registrations, a testament to the event's escalating appeal and reputation.



Competition Structure and Timeline

The competition was meticulously structured to assess participants' analytical and strategic capabilities:

1. Preliminary Round – Quiz (March 21, 2025):

- A **20**-question quiz hosted on Unstop.
- Top **100** teams were shortlisted based on their performance.

2. Case Release and Submission (March 22-26, 2025):

- A complex business case was released on March 22, challenging teams to strategize the opening of **Dubai's first-ever casino**.
- Teams submitted detailed presentations by **March 26, 12:00 PM**.

3. Evaluation and Shortlisting (March 26-27, 2025):

- Submissions underwent rigorous evaluation based on feasibility, innovation, creativity, and presentation skills.
- The top **9** teams were selected for the national finals.

Sponsorship and Support

Securing sponsorships was pivotal to the event's success. Our team diligently contacted various companies, building a comprehensive database of potential sponsors. This initiative resulted in collaborations with esteemed organizations, including TH.EV Consulting, Unstop, Interview Buddy, Gem Mines, and Gradvation.

Grand Finale (March 28, 2025)

The much-anticipated final round unfolded at SSCBS with the following sequence:

- **10:30 AM:** Arrival and registration of finalist teams from prestigious institutions such as SRCC, Hindu College, and IIM Indore.
- **11:30 AM:** Esteemed judges Mr. Anirudh Bagai and Mr. Aditya Shrey arrived on campus.
 - *Mr. Anirudh Bagai* is a seasoned investor dedicated to assisting startups in realizing their full potential.

- *Mr. Aditya Shrey* serves as a public policy consultant at Ernst & Young (EY), contributing to strategic initiatives in the government and public sector.
- **12:00 PM – 3:30 PM:** Each of the 9 finalist teams presented their decks within an 8-minute timeframe, followed by a 5-minute rigorous Q&A session led by the judges.
- **1:30 PM – 2:00 PM:** A short intermission allowed participants and judges to enjoy refreshments and network.
- **3:30 PM:** Post-evaluation, the top 3 winners were announced and felicitated.

Winner: Team ConsultAces

1st Runner-Up: Team God's Plan

2nd Runner-Up: Team Shinchan



Judges' Insights and Felicitations

Following the presentations, both judges shared invaluable insights on competitions, learning opportunities, and future pathways for aspiring business leaders. Their perspectives enriched the participants' understanding and provided guidance for their professional journeys.

All finalist teams were honored with goodies presented by our esteemed judges, recognizing their hard work, dedication, and innovative solutions.

Conclusion

INVICTA'25 concluded on a high note, reinforcing its position as a premier platform for nurturing strategic thinking and business excellence among students. The event's success is attributed to

the collective efforts of participants, organizers, sponsors, and judges, all contributing to an enriching and memorable experience.

We extend our heartfelt gratitude to everyone involved and look forward to an even more dynamic INVICTA in the coming years.