



The Collegiate Entrepreneurs' Organization
DELHI UNIVERSITY CHAPTER

2024-25

Annual REPORT

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About Us

Collegiate Entrepreneurs' Organization a not for profit charitable corporation, **founded in 1983**, supports more than **16,500+** emerging entrepreneurs annually. Any student, regardless of academic discipline can launch a business. Through our global network of more than **250 college** and university chapters, we support and inspire the growth and development of any student that seeks to be entrepreneurial.



WITH A MISSION TO inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. With a diverse entrepreneurial community and global network, CEO provides student entrepreneurs with opportunities, events, chapter activities and conferences to help start businesses.

CEO @ CBS

Revolves around the best live project in the industry along with acing at other domains by hosting executive podcast with industry leaders and publishing the best business magazine in DU Circuit. Along with winning global competition and tapping best internships and placements.



Atharv Kashyap
President



Aarnav Jain
Vice-President



Khushali Mehta
Co-ordinator



Atishay Jain
Co-ordinator

Placements & Internships



Achievements

National & International competitions attended by the society members:

Participated in 150+ competitions, and reached the finals of 70+ with 20+ podium finishes

Some notable achievements being:

GLOBALS

- Gautam Bansal : Global Microfinance Case Competition (GMCC) - Global rank 1
- Kush Gupta : EMI Cornell Case Competition - Global Rank 4
- Tanishq Mittal : National Rank 1 & Global 3rd Runner Up - HSBC/HKU Asia Pacific Business Case Competition



NATIONALS/IIMS

- Atharv Kashyap & Adammya Kulshreshtha : IMA Student Case Competition - National Rank 3
- Bhavya Sharma : BCN UG Case Study Competition (Bain & Co.) - National Rank 2
- Kush Gupta : Grant Thornton's Case Quest Case Competition - National Rank 3
- Pranavee Singhal & Sehajleen Kaur : Strat-Jack (IIM Ahmedabad) - National Rank 2
- Pranavee Singhal & Sehajleen Kaur : Markoid (IIM Lucknow) - National Rank 3
- Ritwik Jindal : OP-Minds (IIM Ahmedabad) - National Rank 2
- Sahil Thakur : Brain-A-Thon (IIM Ahmedabad) - National Rank 3
- Sahil Thakur : Innovate for Social Impact (IIM Calcutta) - National Rank 4
- Tanish Katiyar : ProdMaster (IIM Kozhikode) - National Rank 3

DU/IIT

- Dheeraj Biyani - StealMATE (SGGSCC) - National Rank 3
- Japneet Kaur - Case 180 (SRCC) - National Rank 3 & Just Case it 4.0 (Hindu) - National Rank 1
- Pranavee Singhal & Sehajleen Kaur : In That Case (KMC) - National Rank 2
- Sahil Thakur : M&A Master Minds (IIT Delhi) - National Rank 1
- Sahil Thakur : Shri Ram Case Competition (SRCC) - National Rank 1
- Tanish Katiyar : Launch Pad (SRCC) - National Rank 1

Live Projects



Conducted a survey involving

150

parents to find out consumer insights

The strategy for Alter targets offline growth in Delhi, Bangalore, and Mumbai by leveraging maternity hospitals, daycare centres, premium malls, and airport retail to reach **affluent, eco-conscious parents**. Key actions include First Day Essential Kits, experiential kiosks, and the MumCircle community to build **trust and recall**. A zonal warehouse and super stockist model, supported by demand forecasting, ensures **efficient distribution and scalability**. Risk measures address retailer onboarding, credit cycles, and strong competition.

A comprehensive **growth strategy** was delivered to Kisaan Se Kitchen Tak, focusing on WhatsApp ordering, QR-coded packaging, and the “Complete Your Recipe”, diversification into subscription boxes and targeted HoReCa partnerships. Alignment with the ODOP initiative will unlock **government incentives** and **market exclusivity**, while app UI/UX enhancements will strengthen loyalty, encourage repeat purchases, and ensure **sustainable growth**.



Boosting reach, loyalty, and sales through tech-driven food solutions.

12+ IDEAS



Expanding EIVA's capabilities for sustainable growth, trust, and market differentiation.

\$1.3 BN INDUSTRY SIZE IN 2024

The roadmap positions EIVA LLP to expand capabilities, deepen client impact, and build sustainable revenue. Key priorities include cost modelling, corporate advisory, valuation services, and cap table modelling to enhance **financial decision-making**. ESG integration, market intelligence, and due diligence strengthen **compliance and client trust**. Leveraging data-driven M&A sourcing will accelerate high-quality deal flow, while portfolio management and fund operations, modelled on best-in-class practices, will boost **scalability and differentiate EIVA** in the PE, VC, and strategic investor markets.

Annual Events & Seminars

FAVCY : NETWORKING MIXER

As part of our ongoing efforts to encourage innovation and experiential learning, our students participated in **India's biggest live pitching event organized by Favcy** at Bharat Mandapam, New Delhi. They contributed to the development and product demo of **Startup Navigator, Nalanda, and Kuber** before a panel of successful entrepreneurs and startup founders. The team also networked with **30+ startup founders, top VCs, HNIs, and CXOs** to gather insights and feedback. Additionally, they connected with **Ishaan Hukku, Founder of Kisaan Se Kitchen Tak (KSKT)**, and also and onboarded a **live project** in farm-to-table agricommerce supply chain solutions.



VENTURE X : VENTURE CAPITAL EVENT



VentureX, The Startup Investment Thesis Competition, Delhi University's **first and only** such competition organized by CEO DU, attracted **1100+** participants from reputed **IIMs and DU colleges**, a **3x** growth from last year. It provided a platform to showcase problem-solving skills, make informed investment decisions, and foster networking. We were honored to host distinguished judges, **Mr. Ajay Gupta (Founder & CEO at iRapido)**, **Mr. Mayank Jain (Founder & CEO at Ezyschooling)**, **Ms. Sunanda Gupta** and **Mr. Shivek Arora (Senior Analyst at YourNest)**, whose expertise enriched the evaluation process and underscored the event's significance in promoting innovation and strategic thinking. with sponsors including **Stockedge, Metvy, Polka Pop, and Unstop**.

JAMBOREE INDIA : SEMINAR HALL SESSION

This year, our society collaborated with **Jamboree India** to host a seminar on exams like **GMAT, GRE, IELTS, TOEFL, and SAT**, covering formats, scoring, timelines, and preparation strategies. The interactive session addressed student queries on **postgraduate admissions abroad** and saw strong turnout, making it a valuable addition to our academic guidance initiatives.



Executive Podcasts



Ananya Maloo, CEO of NuutJob

Nuutjob's Co-founder, Ananya Maloo, spoke about building a brand that challenges taboos in male hygiene. She highlighted how humor, creativity, and rigorous R&D help them connect with customers and gain credibility. Maloo also reflected on reshaping consumer perception and the opportunities of being early pioneers in a growing market.



Akash Gupta, Co-Founder of Zypp Electric



Zypp Electric's Founder, Akash Gupta, spoke about building a business driven by purpose rather than capital, focusing on solving urban mobility challenges. He emphasized teamwork, adaptability, and customer-centric innovation as key drivers of growth. Akash also reflected on the opportunities and hurdles of redefining urban transport with electric mobility.

Vineet Patawari, CEO of StockEdge

StockEdge's Co-founder, Vineet Patawari, spoke about his mission to democratize investing through financial education and accessible analytics. He highlighted how StockEdge and ElearnMarkets empower retail investors with data-driven tools and practical learning. Patawari also reflected on building credibility in a digital-first market and the opportunities of making finance simpler for the masses.



Executive Podcasts

Natwar Agrawal, Co-Founder of Bacca Bucci



Bacca Bucci's Founder, Natwar Agrawal, shared his journey of building a Gen-Z-focused lifestyle brand from scratch. He spoke about taking early risks in India's sneaker market and driving growth through design, R&D, and agility. Agrawal also reflected on overcoming financial struggles and evolving Bacca Bucci into a versatile label for the youth.

Pashmi Shah Agrawal, Co-Founder of Get-A-Way

Get-A-Way's Co-founder and CMO, Pashmi Agarwal, spoke about reshaping India's dessert market with protein-rich, guilt-free treats. She emphasized the role of strategic marketing, innovation, and persistence in scaling the brand. She also reflected on the opportunities and challenges of building a healthier alternative in a sugar-heavy industry.



Sidhant Keshwani, Founder of Libas



Libas' CEO, Siddhant Keshwani, spoke about transforming the family business into a digital-first fashion brand blending tradition with technology. He emphasized data-driven decisions, customer focus, and authenticity as key to scaling Libas. He also reflected on positioning the brand globally while modernizing ethnic wear for contemporary India.

Deepak Kumar, Co-Founder of OnCare

Oncare's Co-founder, Deepak Kumar, spoke about building a tech-driven healthcare platform that simplifies chronic care management. He emphasized innovation, accessibility, and patient-centered solutions and also reflected on the challenges of scaling in health-tech and opportunities to improve lives through digital healthcare.



PULSE DU

BUSINESS MAGAZINE

INDUSTRY RESEARCH

Our first industry revolves around Formula 1, where we explore its Indian presence, sustainability, streamlining strategies, velocity valuations, and the financial grid powering the sport. Our second industry was Defence, where we analyzed challenges, growth prospects, export potential, key differences between India and global defence, and a case study on Operation Sindoor.



EXECUTIVE INTERVIEWS



Our publishing of CEO Talks further gets covered as a section in our magazine where we infer learnings from their podcast sessions and also sharing a nice overview about their life.

This edition of Pulse covers the interview of Akash Gupta (Co-Founder of Zypp), Natwar Agrawal (Co-Founder of Bacca Bucci), Pashmi Shah Agarwal (Co-Founder & CMO of Get-A-Way), Ananya Maloo (Co-Founder & CEO of Nuutjob), Vineet Patawari (Co-Founder & CEO of StockEdge), and Sidhant Keshwani (Founder & CEO of Libas)

STARTUP ANALYSIS & DECODING DEALS

Our last section takes a closer look at the rise of celebrity-backed ventures - Vault, Kay Beauty, and SuperYou. It explores how star power fuels branding, yet brings its own set of challenges. The next part revolves around the analysis of mergers & acquisitions covering Mitsubishi X TVS, and Cisco X SnapAttack.



Knowledge Sharing

BRAINSTORMING SESSIONS

These sessions focused on entrepreneurship, encouraging members to exchange innovative ideas. Students discussed business concepts, problem-solving strategies, and growth opportunities, fostering creativity and collaboration. The session aimed to inspire entrepreneurial thinking, promote networking, and explore potential startup ventures within the group.



FINANCE AND DATA ANALYTICS



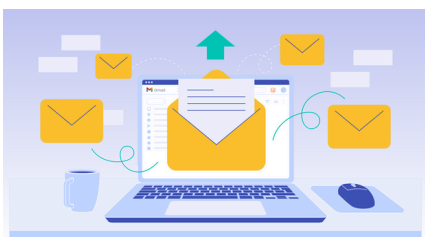
Our knowledge sharing sessions on finance and data analytics were a resounding success. Students delved deep into Excel, Power BI, and Tableau, gaining practical skills in financial data analysis and visualization. These sessions equipped students with the essential tools to excel in today's data-driven financial landscape.

CASE COMPETITION PREPARATION

Our case competition preparation sessions were a highlight of the year. Students learned from seasoned experts, including HSBC GMCC, IIM, IIT, and DU winners. They honed their problem-solving skills, developed effective case analysis frameworks, and mastered the art of storytelling in presentations. Our focus on storytelling ensured that students could communicate their insights effectively.



OUTREACH



Our internship sessions equipped students with essential job-seeking skills. They learned to network effectively, research companies, and tailor applications to specific opportunities. These insights helped them secure internships outside of college and build valuable professional networks.