

ASCEND Case Competition

APICS SSCBS proudly hosted the fourth edition of its global business case study competition, *Ascend 2025 – The Logistics Game*. This year's event reaffirmed its stature as one of the most awaited student-led competitions, drawing an overwhelming response with **1500+ registrations from across 5 countries**. The scale, diversity, and quality of participation highlighted Ascend's global appeal and its ability to bring together some of the brightest young problem-solvers.

The competition tested participants on their ability to navigate the complexities of logistics and supply chain management, encouraging them to blend analytical rigor with strategic creativity. Designed as a multi-round challenge, Ascend offered students a platform to work on real-world problem statements, simulate consulting-style casework, and deliver innovative solutions with measurable impact.

The judging panel featured an illustrious mix of professionals:

- **Mr. Karan Singh Sethi**, Director at Bain & Company, CFA Charterholder, Ex-KPMG, Ex-EY
- **Mr. Mayur Tejwani**, Strategy & Insights Analyst, McKinsey & Company, Chartered Accountant, ex-JP Morgan
- **Mr. Raghav Gupta**, Equity Research Associate at Nomura, ex-Yes Securities and BDO India

Across multiple rounds, teams showcased their structured approaches, financial acumen, and ability to tackle pressing business challenges. The final round brought forward some of the sharpest insights and creative recommendations, impressing the panel with both depth and practicality.

After an intense 10-day battle, the winners emerged:

- **1st Place:** CH 620
- **Runner-Up:** Team DayDreamers
- **2nd Runner-Up:** FirstUp

The judges lauded the clarity, innovation, and professionalism of the top teams, emphasizing how closely the event simulated the dynamics of real consulting and strategy projects.

Overall, *Ascend 2025* proved to be much more than a competition. It was an international stage for learning, collaboration, and excellence, bringing together ambitious students, seasoned judges, and challenging problem statements under one banner.