



Synergy, The Corporate Society

2024 – 2025

ANNUAL REPORT

TABLE OF CONTENTS

About Synergy	03
Major Achievements	06
Live Projects	09
Events and Initiatives	10
Other Initiatives	12
Future Initiatives	15
Our Alumni Network	16
Teachers In Charge	17
Contact Us	18

ABOUT SYNERGY

Founded in 2009, Synergy is a student-driven business society committed to bridging the divide between academic learning and real-world corporate exposure. We believe that classroom knowledge reaches its full potential only when applied in practice, and hence, our efforts are focused on equipping members with both intellectual and professional skills.

As a member-centric platform, Synergy nurtures aspiring leaders by fostering growth opportunities across diverse domains such as Consulting, Finance, Marketing, and Entrepreneurship. We enable members to work on live projects with startups, corporates, and organizations, ensuring hands-on exposure that sharpens analytical and problem-solving abilities. Alongside, our curated workshops, speaker sessions with industry executives, and training programs strengthen technical and soft skills.

Each year, our flagship management conclave attracts participants from across India, challenging them with competitive simulations and case studies. In essence, Synergy serves as a launchpad for ambitious students, transforming them into industry-ready professionals.

What we aim to do?

Synergy's vision is to cultivate the next generation of business leaders by bridging academia and industry. Our mission is to empower students through experiential learning, live projects, and interactive engagements, fostering holistic growth, practical knowledge, and leadership qualities essential for success in today's dynamic corporate environment.

25+

*International & Corporate
Competition Wins*

4

*National Level
Events*

3

*Live Project
Collaborations*

30+

*National
Competition Wins*

EXECUTIVE STATEMENT

President's Note

I've grown with Synergy through every stage, as a curious junior discovering my spark, as a core member driving its projects, and finally as the one entrusted to steer it forward. Now, as I look back at the close of my tenure, this year stands out not just for its events or accolades, but for how we raised the bar for what this society can be.



This year, Synergy has been more than a society, it has been a family bound not by obligation, but by shared ambition, late-night brainstorming, last-minute slide edits, and the thrill of seeing an idea come to life. In the last academic year, we didn't just uphold our legacy; we redefined it. We expanded our footprint across marketing, consulting, and finance projects, ensuring every member walked away with not just a stronger résumé, but sharper instincts and the confidence to navigate any boardroom, pitch, or market challenge. From clinching national and international accolades like Grant Thornton, Cornell EMI and BrAINWARS; to building collaborations with industry leaders like Zypp Electric, Sustain Labs Paris, and John Jacobs (Lenskart), Synergy remained a force that attracts excellence rather than chases it.

Our Annual Flagship Event, Vincenza 6.0, comprised of 2 events: Corporate Clash and Mark-o-nova and was larger than ever before. Through new initiatives across different fields, we gave our members not just opportunities, but experiences that transform perspectives.

Looking back at 2024-25, it feels like a year fueled by pure drive, bold experiments, and a team that always had each other's backs. And as I look ahead, I see a society ready to write its next bigger and bolder chapter.

Nikhil Jain

President

Synergy (2024-2025)

MEET THE TEAM



Nikhil Jain
President



Udit Arora
Vice President



Kush Gupta
Coordinator



Manya Bassi
Coordinator

Advisory Committee

Faiza Shaheen, Frank Malhotra, Himaangi Gupta, Raghav Garg, Raghav Kathuria, Sephel, Shubh Gupta, Tanya Garg

Core Committee

Harsh Verma, Harshveer Singh Chahal, Lakshay Narang, Pragya, Sreshtha R, Shubham Sagtani, Utkarsh Kumar

Organising Committee

Akshat Soni, Chirag Bhagat, Daksh Jain, Dheeraj Biyani, Dhruv Gupta, Dhruv Nad, Kabir Upneja, Kamyra Gulyani, Mannat Sagar, Rounak Choudhary, Sambhav Jain, Shaurya Singhal, Tanmay Jain, Utkarsh Gupta, Vidushi Agarwal, Yash Khanwani

MAJOR ACHIEVEMENTS

INTERNATIONAL



GLOBAL RANK 4

CORNELL EMI CORNING CASE COMPETITION

Kush Gupta (Batch of '26) secured the Global Rank 4 from amongst 750+ teams, 14 countries and 4 continents. Hosted by Cornell University's Emerging Markets Institute, this prestigious competition challenges students to tackle complex business issues within emerging markets.

IMA STUDENT CASE COMPETITION

Chandransh Bhargava (Batch of '26) secured Global Rank 3, outperforming teams from across the world in a business case competition. The team has been awarded a cash prize along with CMA scholarships. The case was based on an NBA player acquisition strategy.



GLOBAL RANK 3



GLOBAL TOP 20

GLOBAL MICROFINANCE CASE COMPETITION

Kush Gupta and Chandransh Bhargava (Batch of '26) emerged as the top 20 teams and made it to the Global Campus Heats Round. Hosted by the Microfinance Initiative of University of Melbourne, this competition saw participation from 13 universities, including NTU and SMU.

SWITCH INTERNATIONAL ENERGY COMPETITION

Nikhil Jain (Batch of '25) secured a spot in the top 20 teams globally along with other participation from more than 58 countries and 3600 participants. Run by the Switch Energy Alliance, SIECC inspires students to devise innovative solutions for global energy poverty and sustainability.



GLOBAL TOP 20



GLOBAL RANK 3

CASE CHALLENGE 5.0

HONG KONG UNIVERSITY X HANSRAJ

Kabir Upneja (Batch of '27) secured Rank 3 at Case Challenge 5.0 featuring MU & ACRC, Hong Kong University. This prestigious competition attracted 1,500+ participants offering a global dimension through its association.

MAJOR ACHIEVEMENTS

CORPORATE



NATIONAL RANK 3

GRANT THORNTON'S CASEQUEST COMPETITION

Kush Gupta (Batch of '26) secured rank 3 along with an INR 25,000 cash prize and internship opportunities with Grant Thornton Bharat LLP by competing with over 2,050+ students and more than 80 unique colleges.

BAIN AND COMPANY'S BRAINWARS

Kush Gupta & Manya Bassi (Batch of '26) which saw participation from over 800 teams representing various institutions nationwide challenging participants on strategic thinking, and business acumen.



NATIONAL TOP 10

NATIONAL



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

NATIONAL RANK 1

FINOPOLY: THE FINANCE COMPETITION

Harshveer Singh Chahal (Batch of '26) emerged as the National Winners under this competition organized under IIMI's Annual Fest, Atharva Ranbhoomi and saw participation from more than 1400 teams from across the nation.

REWIND 2024 CASE COMPETITION

Tanmay Jain (Batch of '27), emerged as a National Runner up at IIM Raipur, standing out among 2,500+ participants from across the nation, and brought home a prize worth INR 3,000.



NATIONAL RANK 2



XLRI
Xavier School of Management
For the greater good

NATIONAL RANK 2

ELEVATOR PITCH: B-PLAN COMPETITION

Chirag Bhagat (Batch of '27) achieved National Rank 2 in this flagship competition which brought together top talent from the country's leading business schools and universities, challenging participants to pitch innovative business plans.

MAJOR ACHIEVEMENTS

NATIONAL



NATIONAL RANK 3

SYNERGY ORION'25

Mannat Sagar (Batch of '27), secured in this premier event which witnessed participation from top institutions and over 1,500+ participants across the country, testing them on strategic problem solving, innovation, and business acumen.

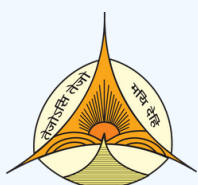
TAKEOVER: THE IB CASE COMPETITION

Daksh Jain (Batch of '27) was recognized as National Runners up at a prestigious event at IIM Shillong, organized by their Finance and Investment Cell, showcasing exceptional strategic problem-solving and business insight.



NATIONAL RANK 2

OTHER INSTITUTIONS



LIVE PROJECTS

ZYPP ELECTRIC

Profile and Duration: Strategy Interns (4 weeks)

Zypp Electric is an Indian company that provides a tech-enabled, **EV-as-a-service platform**, founded in 2017. Team Synergy managed a funding tracker for 100+ companies and evaluated pre-seed & seed investments strengthening Zypp Electric's startup ecosystem role. They also worked closely with the founder for his social media handles.



SUSTAIN LABS PARIS

Profile and Duration: Student Consultants (12 weeks)



Founded in 2017, Sustain Labs Paris is an enterprise based in India, the **UAE**, and **New Zealand** that establishes and manages new ventures and assets that profoundly move the needle towards a sustainable future. We worked with SLP's **CEO** and doubled Anant School of Climate Action's intake in 3 months by refining outreach.

METEOR VENTURE

Profile and Duration: Market Research and Strategy Interns (8 weeks)

Working in collaboration with **Meteor Venture's lead angel investor**, team Synergy delivered market research, P&L forecasts, fund allocation, and investor MIS formats. They facilitated a hair clinic's market entry via competitive analysis across 18+ Indian cities, driving data backed strategies for startup growth and investor engagement.



EVENTS & INITIATIVES

Vincenza 6.0

Synergy's Annual Conclave



2,400+

Participants

60,000+

Outreach

2

National Events

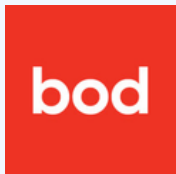
100+

Unique Colleges

40+

Collaborations

Corporate Exposure and Judges from various companies



McKinsey
& Company

Cash Prizes worth INR 80,000+

Internship opportunity with BOD Consulting, Speaker Session from EY



Vincenza 6.0 featured **Corporate Clash**, a strategic competition with quizzes, case studies, and presentations testing innovation, sustainability, and analytical skills in a high-pressure, leadership-driven environment.

Mark-O-Nova challenged participants through marketing quizzes, strategy design, auctions, and crisis scenarios, testing creativity, adaptability, and problem-solving while addressing real-world business and ethical challenges.

EVENTS & INITIATIVES

CBS Case Study Challenge

Under Crescendo's CBS Business Championship 2025



Synergy's flagship academic event under Crescendo (35,000+ attendees) drew **600+ registrations**. Ten finalist teams after surving 2 preliminary rounds, tackled strategies for Luminous on diamonds, positioning, perceptions, and channel mix.

CATALYST'25

In Collaboration with The Impact Project

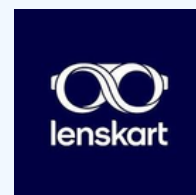
'Implementing Peace Action Change Together' is a student based organization which delivers consulting services. Synergy collaborated with TIP and Snap-E Cabs for their annual case competition, which saw participations from across the country and culminated in a 2 day finale with just 15 teams surviving after 2 rounds.



Collaboration with John Jacobs

Onboarded it as a partner for internship opportunities amongst junior associates

Synergy proudly partnered with **John Jacobs**, a premium eyewear brand under **Lenskart**, to offer exclusive internship opportunities for our Junior Associates. **Roles** included Social Media, Strategy, and Marketing Interns providing hands-on industry exposure and skill building experiences that prepare freshers for dynamic careers.



OTHER INITIATIVES

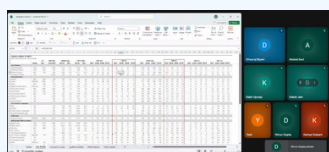
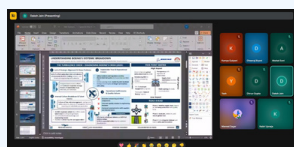
Launch of Investment Fund

This year, Synergy launched its **Investment Fund**, merging academic rigour with real world execution. Members gain hands-on experience in diversified assets, guided by data-driven strategies.

The Fund offers **real market exposure**, enabling members to research, invest, and manage live portfolios. It is meant for passionate finance leaders equipped with risk management skills, and economic insight.



Knowledge Sharing Sessions



At Synergy, we conducted a series of **Knowledge Sharing Sessions** to equip members with high-impact technical skills in Advanced Excel, PowerPoint, Canva design, technical analysis, and financial markets. Tailored to address real world challenges in projects and case competitions, these sessions enhanced analytical thinking and presentation finesse, impressing industry mentors and elevating our members' professional readiness.

Intra-society case competition

We hosted an **intra-society case competition** that simulated the intensity of real world challenges, equipping members with practical experience before entering high-stakes inter-college events. This initiative sharpened problem-solving, analytical, and presentation skills while fostering **peer-to-peer learning**. It allowed members to validate their abilities, refine strategies, and build the confidence needed to excel in prestigious external competitions.

OTHER INITIATIVES

Speaker Sessions: Financial Market Basics

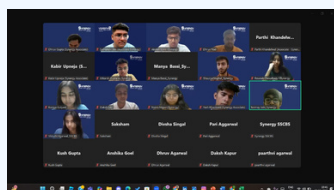
Synergy with **Jaipuria Institute of Management** hosted a dynamic seminar for 120+ attendees, simplifying stock market concepts through live trading, platform walkthroughs, and interactive discussions.



Financial Corridor conducted a hands-on seminar for 110+ students, covering equity, debt, ETFs, and portfolio-building, using real-world cases and tools like Zerodha to inspire confident, independent investing.



Webinar: THE PEER CONNECT



Synergy launched The Peer Connect to engage school students, linking **CUET aspirants** with SSCBS mentors for proven prep strategies, insider tips, and actionable guidance on English and General Tests. Designed to connect with **future Synergy members**, the session offered a clear CUET plan, course-college trade-off insights, and real success stories, inspiring freshers through mentorship from one of India's top undergraduate institutions.



Other seminars and Speaker Sessions

This year, Synergy conducted **6+ impactful sessions**, including stock market seminars, first aid training, CAT prep, and marketing workshops, delivering multi-faceted learning, real-world exposure, and practical skills, while inspiring freshers to join a vibrant, growth-driven community of passionate, industry-ready students.



OTHER INITIATIVES

7+ Research & Equity Reports



At Synergy, we go beyond classroom learning by and have **published 7** high quality Research and Equity Reports in the last year itself, covering diverse industries like cosmetics, aviation, biotechnology, electric vehicles, real estate, and market leaders such as Asian Paints. These reports equip our members with industry insights, analytical skills, and financial acumen while enhancing their research, writing, and presentation capabilities.

For passionate learners, this provides a unique platform to explore emerging sectors, sharpen problem solving, and gain a competitive edge in research and case competitions, making Synergy the perfect launchpad for future-ready professionals.

Our research culture ensures hands-on learning, collaboration, and mentorship. Junior associated gain exposure to real world industries, build practical knowledge, and showcase impactful work that strengthens resumes and opens doors to exciting opportunities.

FUTURE INITIATIVES

Synergy's Website

Synergy is set to launch its **Digital Hub**, a comprehensive **online platform** serving as the central space for society activities and member engagement. The platform will feature event dashboards, knowledge-sharing resource libraries, and member portfolios. This initiative will foster seamless communication, efficient event management, and greater visibility, marking a significant step in Synergy's journey of innovation and excellence.



Celebrating the success of "THE PEER CONNECT"



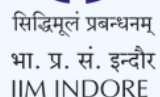
This year, Synergy successfully **piloted** the **Peer Connect initiative**, a structured mentorship network linking senior members with CUET aspirants. Through subject-specific coaching, mock test guidance, and interactive sessions, it provided comprehensive exam support and motivation. Following its impactful trial, Peer Connect will now continue as an annual program driving sustained student success.

Expanding our presence

Synergy plans on expanding its footprint by launching new chapters, especially in **Delhi University**, replicating successful frameworks, sharing best practices, and fostering collaborations. These chapters will enable competitiveness and knowledge exchange while upholding Synergy's values.



OUR ALUMNI NETWORK



TEACHERS IN CHARGE

Synergy – The Corporate Society of SSCBS, extends its heartfelt gratitude to its Teachers In Charge for their unwavering support and invaluable guidance. Their mentorship has been instrumental in the society's progress and success. As we continue to grow, we look forward to their continued encouragement in shaping the chapter's journey ahead.



Dr. Poonam Verma
Principal



Dr. Kishori Ravi Shankar
Faculty Advisor



Dr. Satish Kumar Goel
Faculty Advisor



Synergy – The Corporate Society of SSCBS

Shaheed Sukhdev College of Business
Studies University of Delhi PSP Area – IV,
Sector-16, Rohini-110089



@Synergy – The Corporate Society of SSCBS



@Synergy_SSCBS



sscbs.du.ac.in/portfolio/synergy/



synergy@sscbs.du.ac.in

Annual Report 2024 – 25