



SYNERGY
dream. dare. deliver.

ANNUAL REPORT 2025-26

Synergy – The Corporate Society of SSCBS



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ABOUT SYNERGY

Founded in 2009, Synergy is a student-driven business society dedicated to bridging the gap between academic learning and real-world corporate exposure. We believe knowledge is best developed through application, and our initiatives focus on equipping students with both intellectual and professional skills.



As a member-centric platform, Synergy fosters growth across Consulting, Finance, Marketing, and Entrepreneurship through live projects with startups, corporates, and organizations. Complemented by workshops, speaker sessions, and training programs, these experiences strengthen both technical expertise and leadership skills.

Our flagship management conclave brings together participants from across India to solve challenging business cases and compete in dynamic simulations. Through these initiatives, Synergy continues to empower ambitious students and prepare them to become 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

3

National
Level Events

4

Live Project
Collaborations

50+

National
Competition
Wins

EXECUTIVE STATEMENT

PRESIDENT'S NOTE

Being a part of Synergy has been one of the most defining experiences of my college journey. From joining the society as a curious learner to leading it and ultimately serving as its President, every role has shaped my perspective and reinforced what Synergy truly stands for, excellence, initiative, and shared growth.



Looking back at our 2025–26 tenure, I see far more than a year of events and achievements. I see a team that transformed ideas into impact and strengthened Synergy's legacy through purpose, consistency, and collaboration.

This year, Vincenza 7.0, featuring Corporate Clash and Mark-o-Nova, reached new heights through collaborations with EY and Crowwd, while Synova created a platform for meaningful industry interaction. We expanded experiential learning through Live Projects with Rapido and ICAI, generated over Rs. 1 lakh through consulting engagements and strategic partnerships, and launched Synergy's official website, creating a lasting digital presence.

Our journey extended well beyond campus. From securing victories at prestigious competitions hosted by leading institutions to collaborating with ICAI through an industry site visit, presenting our work at the 316th Accounting Standards Board National Meeting, and contributing to a publication developed for industry use, Synergy continued to bridge academia and industry. The appreciation received from ICAI and the recognition addressed to our College Principal reflected the impact our work created beyond the classroom.

What I will remember most, however, is the culture we built—a culture where ambition was matched with collaboration, and every member was encouraged to learn, contribute, and lead. As I pass this legacy forward, I do so with immense gratitude to every member, alumnus, partner, and well-wisher who believed in our vision.

As this chapter comes to a close, I leave with immense pride in what we have accomplished and even greater confidence in what lies ahead. While this year's milestones will always be remembered, I believe Synergy's greatest strength has never been its achievements alone, it has always been its people. And I have no doubt that our finest chapters are still to come.

Dream. Dare. Deliver.

Kush Gupta

President | Synergy (2025–26)

MEET THE TEAM



KUSH GUPTA
President



MANYA BASSI
Vice President



KAMYA GULYANI
Coordinator



KABIR UPNEJA
Coordinator

Advisory Committee

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

Core Committee

Akshat Soni, Daksh Jain, Dheeraj Biyani, Dhruv Gupta, Dhruv Nad, Mannat Sagar, Rounak Choudhary, Tanmay Jain, Utkarsh Gupta, Vidushi Agarwal, Yash Khanwani

Organising Committee

Aarav Vinayak, Akshat Singhal, Anshika Goyal, Arshita Singhal, Droan Yadav, Gitanjali Chugh, Guramant Kaur, Kanav Garg, Kartik Kasana, Kartikay Bathla, Kalpesh Sharma, Kashvi Goel, Kashvi Jain, Madhav Singhal, Nandinee Patel, Princy Sanghvi, Roopkirat Kaur, Somya Jain

MAJOR ACHIEVEMENTS

INTERNATIONAL



GLOBAL TOP 8

GLOBAL MICROFINANCE CASE COMPETITION

Yash Khanwani (Batch of '27) emerged as one out of the top 8 teams and made it to the Global Campus Heats Round. Hosted by the Microfinance Initiative of the University of Melbourne, this competition saw participation from 13 universities, including NTU and SMU.

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.



HKU
BUSINESS
SCHOOL
港大經管學院

GLOBAL TOP 3

CORPORATE



Grant Thornton

NATIONAL RANK 3

GRANT THORNTON'S CASEQUEST

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 (Batch of '26) achieved National Top 10 position in BrAINWARS which saw participation from over 800 teams representing various institutions nationwide challenging participants on strategic thinking, and business acumen.



NATIONAL TOP 10



ZONAL RANK 3

NATIONBUILDING CASE STUDY COMPETITION

Kush Gupta (Batch of '26) secured zonal rank 3 from over 85,000 total students participating from 2,500+ colleges nationwide as part of the NationBuilding ecosystem portraying analytical thinking and strategic involvement.

MAJOR ACHIEVEMENTS

NATIONAL



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

NATIONAL RANK 2

IIM INDORE X MHCF, MIRANDA HOUSE

Nandinee Patel and Princy Sanghvi (Batch of '28) emerged as the National Runners up organized under this rare combination of institutional partnership, in a Product Management Competition.

OPS ESSENTIA – IIM RAIPUR

Kabir Upneja (Batch of '27) emerged as National Winner at IIM Raipur, standing out among 1,600+ participants from across the nation, and brought home prizes worth INR 8,000.



NATIONAL RANK 1



NATIONAL RANK 1

PRODWARS CASE COMPETITION – IIT DELHI

Nandinee Patel and Princy Sanghvi (Batch of '28) emerged as the National Winners in this product management flagship competition among 1,200+ participants and brought home prizes worth INR 40,000

DECODE TO CONQUER 6.0 – IIM CALCUTTA

Kartikay Bathla and Kartik Kasana (Batch of '28) emerged as the National Runner up in this consulting case competition among 1,400+ participants and brought home prizes worth INR 10,000



NATIONAL RANK 2



NATIONAL RANK 2

HARITVITT CASE COMPETITION – IIM LUCKNOW

Yash Khanwani (Batch of '27), emerged as National Runner up at IIM Lucknow, standing out among 800+ participants from across the nation, and brought home prizes worth INR 8,000.

MAJOR ACHIEVEMENTS

NATIONAL



NATIONAL RANK 1

IIC PITCHTANK – DTU

Nandinee Patel and Princy Sanghvi (Batch of '28) emerged as the National Winners in this flagship case competition among 200+ participants and brought home prizes worth INR 5,000

CASEQUEST: E-SUMMIT – IIT ROORKEE

Anshika Goyal (Batch of '28), emerged as National Rank 3 at IIT Roorkee, standing out among 600+ participants from across the nation, in this Consulting Case Competition.



NATIONAL RANK 3

OTHER INSTITUTIONS



RAPIDO

Profile and Duration: Consulting Interns (8 weeks)

Rapido is an Indian company that provides a tech-enabled, ride-hailing mobility platform, revolutionizing intra-city commuting. As strategy interns, the team worked on a live project focused on expanding Rapido's three-wheeler market in Mumbai. They evaluated regional market dynamics and formulated actionable growth strategies to strengthen the company's local operational footprint.

The Rapido logo consists of the word "rapido" in a bold, lowercase, sans-serif font, colored black, set against a solid yellow rectangular background.

A consulting & strategy project undertaken for Rapido to evaluate the launch of its three-wheeler services in the Mumbai Metropolitan Region (MMR). The project involved driver demographic analysis, market mapping, financial modelling, revenue and cost projections, infrastructure planning, regulatory assessment, and onboarding strategy. Members developed comprehensive consulting decks and Excel-based financial models, delivering data-driven recommendations to support Rapido's market expansion.

INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

Profile and Duration: Financial Research Associates (6 weeks)



Founded in 1949, the **Institute of Chartered Accountants of India (ICAI)** is the premier national accounting body that formulates sound financial reporting standards across the country. The team worked with ICAI's Accounting Standards Board (ASB), benchmarking 58 global insurers to deliver an empirical IFRS 17 framework presented at the 316th ASB Meeting.

A research project conducted in collaboration with the Institute of Chartered Accountants of India (ICAI) **focused on IFRS 17** for life and non-life insurance companies. The work involved an in-depth study of measurement models, revenue recognition, disclosures, presentation requirements, and risk assessment. The research culminated in the publication of the book, **A Comparative Study of Accounting Policies under IFRS 17 of Life and Non-Life Insurance Companies**, and was also featured on ICAI's LinkedIn page.

LIVE PROJECTS

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.



During the engagement, members conducted in-depth company and industry research to evaluate investment opportunities. The project involved analyzing financial statements, performing valuations, ratio analysis and preparing comprehensive investment research reports. This enabled participants to apply analytical frameworks, develop data-driven investment insights, and strengthen their financial research, and decision-making capabilities in a real-world investment environment.

ALSET ENTERPRISES PVT. LTD.

Profile and Duration: Founder's Office Interns (4 weeks)



Alset Enterprises Pvt. Ltd. is engaged in the sourcing, processing, and trading of industrial raw materials for the metals and manufacturing sectors. Through this four-week live consulting engagement, Team Synergy partnered with the company to support procurement research and strategic business expansion initiatives.

As Founder's Office Interns, members conducted extensive procurement research, supplier mapping, and market intelligence across India, the Middle East, and Southeast Asia. The project involved analyzing aluminium dross sourcing networks, Silicon Carbide demand, and cryolite applications, alongside competitor benchmarking, customer identification, and market-entry evaluation. The team delivered strategic recommendations and comprehensive research reports to strengthen Alset's sourcing decisions, procurement efficiency, and long-term business growth.

EVENTS & INITIATIVES

VINCENZA 7.0

Synergy's Annual Conclave



4,000+

Participants

60,000+

Outreach

2

National
Events

100+

Unique
Colleges

40+

Collaborations

Corporate Exposure and Judges from various companies



BAIN
& COMPANY



COYU



CASH PRIZES WORTH INR 1,00,000+

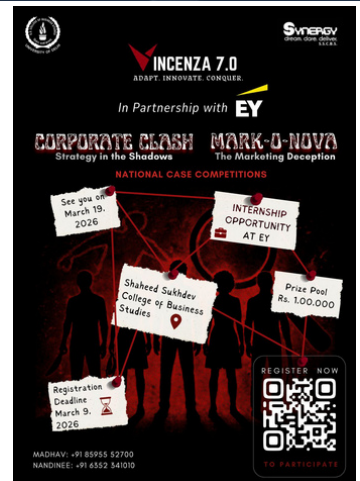
Pre-Internship Interview Opportunity at EY and Crowdw



Synergy successfully organized **EY x Vincenza 7.0**, the annual flagship event of Shaheed Sukhdev College of Business Studies, University of Delhi, bringing together innovation, strategy, and corporate excellence. Organised in association with Ernst & Young, powered by Unstop, and supported by RedBus, TIMES Institute, TooYumm, Plum, Gem Mines, and Crowdw as Case Partner.

EVENTS & INITIATIVES

Corporate Clash engaged participants in resolving a high-stakes FMCG crisis through strategic and analytical problem-solving, requiring teams to assess operational inefficiencies, diagnose market decline, and recommend a viable turnaround or acquisition strategy. **Mark-O-Nova** challenged participants to build a go-to-market plan for Brewed Mysteries Café, with emphasis on audience targeting, brand positioning, and immersive customer experiences.



COLLABORATION WITH EY

Onboarded as a partner for internship opportunities amongst junior associates



Synergy proudly collaborated with **EY** to offer an exclusive internship opportunity to its Junior Associates, who were selected through this initiative. The collaboration provided valuable exposure to EY's work across assurance, consulting, tax, strategy, and advisory, helping students gain practical experience in professional problem-solving, analytical thinking, and business decision-making. It also strengthened their understanding of corporate environments, client engagement, and the skills required to excel in a global professional services firm.

COLLABORATION WITH CROWWD

Onboarded as a partner for internship opportunities amongst junior associates

Synergy proudly collaborated with **Crowwd**, a fast-growing fintech and investment platform, to bring exclusive internship opportunities to our Junior Associates. Offering roles such as Founder's Office Intern and Financial Analyst Intern, the initiative provided hands-on experience in financial analysis, strategic decision-making, startup operations, and business research, equipping students with practical skills and real-world exposure.



EVENTS & INITIATIVES

SYNOVA: CONNECT AND CONVERSE

A Networking Mixer under Crescendo 2026



Synova: Connect & Converse was a vibrant networking mixer organized by Synergy as part of Crescendo 2026, bringing together students from some of the most prestigious colleges of Delhi University, including SRCC, Hindu, SSCBS, LSR, Hansraj, KMC, and others.

Participants were randomly grouped into teams to promote interaction beyond familiar circles and encourage meaningful first-time connections. The event featured engaging icebreakers, interactive games, fun challenges, music, dance, and collaborative activities that kept the atmosphere lively and inclusive throughout.

By blending entertainment with purposeful networking, Synova created an environment where conversations flowed naturally and friendships began to form. The mixer not only strengthened cross-college engagement but also reflected the spirit of Crescendo 2026 – energetic, collaborative, and memorable.

OTHER INITIATIVES

INVESTMENT FUND

This year, Synergy strengthened experiential learning through its Investment Fund, enabling members to bridge theoretical finance with practical market application. Members researched companies, analyzed financial statements, monitored market trends, and evaluated investment opportunities using data-driven strategies.



The initiative fostered collaborative decision-making, portfolio management, and disciplined research practices while developing practical skills in valuation, risk assessment, and investment analysis and achieving a return of 18.29% in FY 2026.

ICAI FIELD VISIT

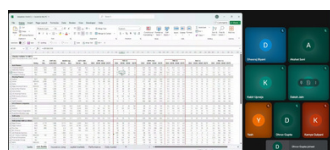
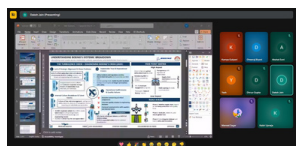


Our team presented the work to the Accounting Standards Board of ICAI at ICAI Bhawan, ITO, New Delhi. The engagement marked an important institutional interaction, reflecting our contribution to technical research and professional discourse in accounting standards.

Working closely with the Board, we benchmarked 58 global insurers to develop an empirical IFRS 17 framework, which was presented at the 316th ASB Meeting. The exercise strengthened our analytical approach and deepened our understanding of global financial reporting practices.

OTHER INITIATIVES

KNOWLEDGE SHARING SESSIONS



Synergy organized a series of Knowledge Sharing Sessions to strengthen members' technical and professional skill sets. Sessions covered Advanced Microsoft Excel, PowerPoint, Canva Design, financial analysis, presentation skills, and productivity tools, equipping participants with competencies essential for consulting, finance, and case competitions, thereby, promoting peer-to-peer learning and practical application

INTRA-SOCIETY CASE COMPETITION

Synergy organized an Intra-Society Case Competition to provide members with early exposure to real-world business and consulting scenarios. Participants worked in teams to analyze business challenges, develop strategic recommendations, and present data-driven solutions before a judging panel.

The competition strengthened problem-solving, teamwork, presentation, and critical thinking while preparing members for national-level case competitions

WEBSITE LAUNCH : SYNERGYSSCBS.COM

This year marked the launch of Synergy's official website - synergysscbs.com, strengthening the society's digital presence. The platform showcases Synergy's events, publications, initiatives, achievements, and opportunities while serving as a centralized information hub.

The website enhances accessibility, strengthens the society's professional identity, and reflects Synergy's commitment to innovation, transparency, and a lasting digital ecosystem.



OTHER INITIATIVES

THE PEER CONNECT



The Peer Connect was Synergy's flagship mentorship initiative for CUET aspirants, conducted by current SSCBS students. The webinar covered CUET preparation, college preference filling, admissions, and student life while combining practical guidance, real experiences, and interactive Q&A sessions to help participants make informed academic decisions.

SPEAKER SESSION: CAREERS IN FINANCE

In collaboration with Jaipuria Institute of Management, Synergy organized Careers in Finance, introducing students to opportunities across investment banking, consulting, asset management, and financial analysis. Through expert insights and interactive discussions, participants gained clarity on career paths, required skills, and industry expectations.



MASTERING QUANTS: CAT 99+ %ILER STRATEGY



Conducted with IMS, this seminar introduced participants to advanced quantitative aptitude techniques, time management strategies, and exam approaches followed by top performers. The session equipped aspirants with practical frameworks to strengthen their CAT preparation.

OTHER INITIATIVES

WHAT NEXT AFTER GRADUATION: JOB OR HIGHER STUDIES?



In partnership with GNIOT Institute of Management Studies (GIMS), Synergy hosted a session helping students evaluate employment and higher education opportunities. Practical guidance, expert perspectives, and interactive discussions enabled participants to make informed academic and professional decisions.

OTHER SEMINARS AND SPEAKER SESSIONS

In association with IIDE, Synergy organized LinkedIn Essentials, a workshop on profile optimization, personal branding, networking strategies, and leveraging LinkedIn for internships and career opportunities. Participants gained practical insights into building a strong professional presence.



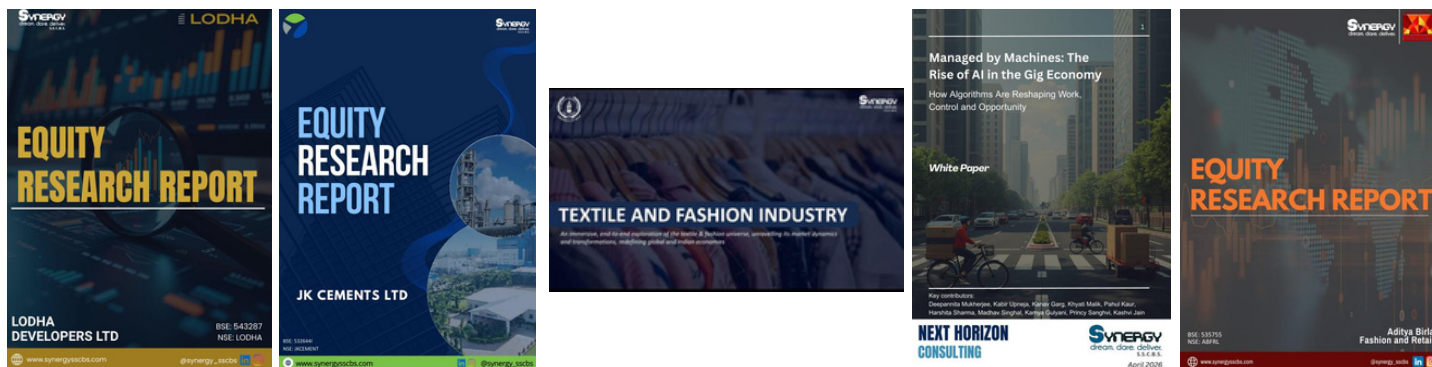
IMS CAT PREPARATION WEBINAR



Synergy, in collaboration with IMS, conducted a comprehensive webinar focused on CAT preparation and management entrance examinations. Participants received guidance on preparation planning, aptitude development, exam strategy, and effective resource utilization, gaining a structured roadmap for maximizing their performance in competitive examinations.

OTHER INITIATIVES

12+ RESEARCH & EQUITY REPORTS



At Synergy, we go beyond events and competitions by publishing research-driven reports that bridge academic learning with industry practice. Through Industry Research Reports, Equity Research Reports, and White Papers, we foster analytical thinking and evidence-based decision-making.

Our Industry Research Report on the Textile & Fashion Industry presents an end-to-end analysis covering market sizing, CAGR projections, value chain, Porter's Five Forces, competitive landscape, growth drivers, emerging trends, challenges, and future opportunities, enabling readers to understand the industry's evolving dynamics.

Our **Equity Research Reports** on **Aditya Birla Fashion & Retail, JK Cement, and Lodha Developers** provide comprehensive investment analyses through financial statement and ratio analysis, DCF and relative valuation, macroeconomic and industry assessment, peer benchmarking, ESG evaluation, management outlook, and investment recommendations. These reports offer data-driven insights into business performance, intrinsic value, competitive positioning, risks, and long-term growth prospects.

Our **White Paper, Managed by Machines: The Rise of AI in the Gig Economy** explores AI-driven platform work through labour market analysis, case studies, regulatory frameworks, algorithmic management, and evidence-based policy recommendations.

FUTURE PROSPECTS

EXPANDING SYNOVA – THE NETWORKING MIXER

Following the successful launch of Synova, Synergy's flagship networking mixer, we aim to expand it into a larger inter-college platform connecting students from diverse institutions. By fostering meaningful conversations, collaboration, and professional networking, Synova will continue to create valuable opportunities and lasting connections beyond the classroom.



EXPANDING PUBLICATIONS & DIGITAL PRESENCE



Following this year's successful publications and the launch of our website, Synergy aims to strengthen its research ecosystem and digital footprint. We plan to publish more White Papers alongside our Equity Research Reports, introduce informative content series on social media, and continuously enhance the Synergy Website as a central hub for publications, resources, and member engagement.

BROADENING SYNERGY'S PRESENCE

The next step in Synergy's journey is to establish new chapters across different colleges within Delhi University, extending our learning ecosystem to a wider student community. Built on Synergy's proven framework, these chapters will foster collaboration, knowledge sharing, healthy competition, cross-campus engagement, and uphold our core values across institutions.



FUTURE PROSPECTS

BRIDGING ACADEMIA & INDUSTRY – STARTUPS

Building on our commitment to real-world impact, Synergy aims to forge meaningful partnerships with emerging startups, offering research-driven insights, strategic perspectives, and the collective intellect of our students. Through this initiative, startups gain actionable value while members step beyond theory into live industry challenges, bridging academic rigour with entrepreneurial ambition.



OPENING DOORS – THE SYNERGY FELLOWSHIP



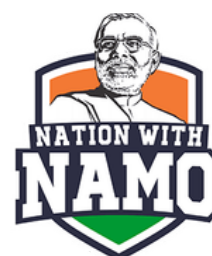
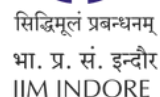
Beyond our society, Synergy aims to reach students who never had the opportunity to become part of it. Through the Fellowship Programme, participants will receive skill-based learning, mentorship, practical exposure, and industry-oriented guidance, extending Synergy's impact while fostering professional growth and creating meaningful learning opportunities across the wider student community.

LEADERSHIP DEVELOPMENT PROGRAMME

To cultivate future leaders within the society, Synergy aims to introduce a structured leadership development programme that prepares members through project ownership, mentoring opportunities, & decision-making responsibilities. The initiative will nurture confident leaders, strengthen institutional continuity, and create a sustainable pipeline of capable individuals ready to lead Synergy forward.



OUR ALUMNI NETWORK

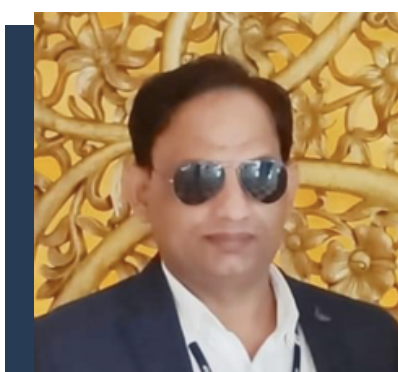


TEACHERS IN CHARGE

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.



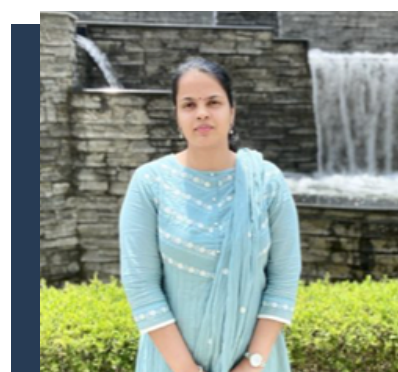
DR. POONAM VERMA
Principal



**DR. NEERAJ
SEHRAWAT**
Faculty Advisor



**DR. SATISH KUMAR
GOEL**
Faculty Advisor



**DR. SAUMYA
JAIN**
Faculty Advisor



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