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Congratulations – Runners Up | Markician Marketing Case Competition 2026

1 message

Brandwagon IIFT DELHI <brandwagon@iift.edu> Sun, Mar 1, 2026 at 1:09 AM
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Dear Team 4K Consultants (SSCBS),

Congratulations!

We are pleased to inform you that your team has secured the Runners-Up position (2nd Place) in the Markician Marketing Case Competition 2026.

As per the final rankings shared:
1st Place – Kaun Banega Gilletepati (IIM Shillong)
2nd Place – 4K Consultants (SSCBS)
3rd Place – Zenith (NMIMS Mumbai)

Your submission stood out for its structured thinking, strong behavioural insight, and well-articulated strategic approach. The judges particularly appreciated the clarity of your problem framing and the depth of your analysis in addressing the razor replacement gap.

The competition witnessed participation from several leading institutions, making this achievement especially commendable. Securing 2nd place reflects the high analytical rigor and strategic maturity demonstrated by your team.

Further details regarding certificates and prize disbursement will be shared with you shortly. Kindly acknowledge receipt of this email and share the required details once requested.

Once again, congratulations on this well-deserved accomplishment. We look forward to your continued participation in future editions.

Regards,
BrandWagon, The Marketing and Research Club at IIFT Delhi
Indian Institute of Foreign Trade (IIFT), New Delhi

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