**Anthropos HRD Cell <anthropos.hrdc@sscbsdu.ac.in>**

# SPONSORSHIP INVITATION TO INCEPTRA 2026

5 messages

**Anthropos HRD Cell** <anthropos.hrdc@sscbsdu.ac.in> Sat, Apr 18, 2026 at 1:29 PM
To: ravinder.kumar@smaaash-entertainment.in

Hi Ravinder,

We represent Anthropos, the Human Resource Development Cell of Shaheed Sukhdev College of Business Studies, Delhi University, titled the best undergraduate management college in India (best in Asia).

This communication pertains to a potential collaboration for Inceptra, Anthropos's flagship event. Inceptra encompasses diverse competitions, including the Case Study Competition, Mock Stock, and Boardroom Meeting scheduled for April 28, 2026.

As one of the most esteemed colleges in Delhi University, our events draw anticipation from students and colleges across the DU circuit and various universities. Furthermore, Mantavya will be conducted as a part of our college's annual fest "Crescendo," which witnessed a footfall exceeding 5000 attendees last year. Our events also boast an online presence with an impression of over 115k on Unstop.

We express our interest in establishing a partnership with your esteemed organisation. Attached herewith is the proposal containing comprehensive details about the event deliverables.
Please find attached the association proposal for your kind perusal.
Feel free to contact me in case of any queries
We would also be willing to host seminars or webinars for the courses offered by your coveted organisation for our students appearing in the respective examinations. Eagerly anticipating a fruitful association with your organisation.

Warm Regards
Imaduddin Hasan (Coordinator)
**Team Anthropos**

**INCEPTRA'26 Sponsorship Deck.pdf**
3523K

**Anthropos HRD Cell** <anthropos.hrdc@sscbsdu.ac.in> Mon, Apr 20, 2026 at 2:59 PM
To: ravinder.kumar@smaaash-entertainment.in

Hi Ravinder,

Just following up on my previous email regarding a potential collaboration for Inceptra 2026 on April 28.

Would love to know your thoughts and if we can take this forward. Happy to connect at your convenience.

Warm regards,
Imaduddin Hasan
Coordinator, Team Anthropos

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Warm Regards
**Team Anthropos**

**Anthropos - HRD Cell of SSCBS**
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**Ravinder Kumar** <ravinder.kumar@smaaash-entertainment.in> Mon, Apr 20, 2026 at 3:28 PM
To: Anthropos HRD Cell <anthropos.hrdc@sscbsdu.ac.in>

Dear Anthropos,

I have forwarded your details with the respective team , they will connect with you as per their time and requirements.
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Thanks & Regards
Ravinder Kumar
Marketing Dept.

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**Krishna Yadav** <krishna.yadav@smaaash-entertainment.in> Tue, Apr 21, 2026 at 3:08 PM
To: anthropos.hrdc@sscbsdu.ac.in
Cc: Kunjal Jolapara <kunjal.jolapara@smaaash-entertainment.in>

Dear Imaduddin,

Greetings from SMAAASH.

Thank you for reaching out and sharing details about Inceptra 2026. The scale of the event and the participation from a dynamic and management-focused student audience make it a great platform to connect with a highly engaged and relevant community.

At SMAAASH, we typically explore barter-based collaborations for college festivals and student-led initiatives. In this regard, we would be happy to propose the following from our end:

**From SMAAASH:**
Vouchers for any 5 free games (Arcade/VR), each worth ₹1500. These vouchers will be unconditional and can be used as prizes, giveaways, or included in participant hampers.

**In exchange, we would request the following:**

**Brand Presence:**
Inclusion of the SMAAASH logo across on-ground branding (banners/posters) and digital creatives.

**Social Media Collaboration:**
**One Instagram Reel, one static post, and story coverage** in collaboration with @esmaaash.

**Student Engagement Data:**
Basic details of participating/engaged students, including **name, contact number, email ID, and college name.**

Please let us know if this structure aligns with your expectations. We would be happy to further explore customized integrations for Inceptra 2026.

Looking forward to your response.

**Thanks & Regards,**

**Krishna Yadav**

**Executive - Advertising and Sponsorship**

**SMAAASH Entertainment Pvt. Ltd.**

**Add:** Metro Avenue G-2 Ground Floor Andheri-Kurla Road,

Next to WEH Metro Station, Andheri (East) Mumbai -400093

**Email:** krishna.yadav@smaaash-entertainment.in

**Mobile:** +91 86578 68344

**WEB:** https://smaaash-entertainment.in






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On Mon, Apr 20, 2026 at 1:05 PM Ashish Purohit <ashish.purohit@smaaash-entertainment.in> wrote:
> +Krishna Yadav +Kunjal Jolapara
>
> On Mon, Apr 20, 2026 at 1:04 PM Ravinder Kumar <ravinder.kumar@smaaash-entertainment.in> wrote:
> > FYI
> > [Quoted text hidden]
> > [Quoted text hidden]

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**Anthropos HRD Cell** <anthropos.hrdc@sscbsdu.ac.in> Thu, Apr 23, 2026 at 2:49 PM
To: Krishna Yadav <krishna.yadav@smaaash-entertainment.in>

Hi Krishna,

I hope you're doing well.

Thank you once again for sharing the collaboration proposal for Inceptra 2026.

We wanted to check how many vouchers SMAAASH would be able to provide for the event. This will help us plan the distribution effectively and incorporate the same in the MoU.

Looking forward to your response.

Warm regards,
Imaduddin
Anthropos – HRD Cell
anthropos.hrdc@sscbsdu.ac.in

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