



# SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

*Empower Yourself @ IMR*

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## “Marketing Perspective Case Study Competition @ IMR”

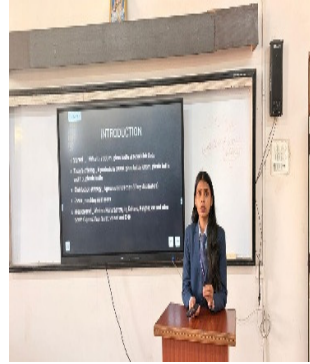
Coordinated by **Dr Rajesh K. Pandey**

Sept.'25 to Nov.'25

Report prepared by **Ms Vishakha Patel, MBA 2<sup>nd</sup> Year Student**



SSR IMR, Silvassa, witnessed the Marketing Perspective Case Study Competition 2025-26 from September to November 2025. The competition provided a great opportunity for Marketing specialisation students in Semester III of the batch 2024-2026, known as the Marketing Sparklez. The final round, held on 26 November 2025, was between Team Mind Crafter (Ms Vishakha Patel) and Team Amaze Mark (Ms Payal Mali), where team Mind Crafter WON. The competition aimed to build critical thinking ability and learn strategic thinking, as they analysed the case studies and presented their recommendations.



**SSR IMR Family extends  
Best Wishes to the Winner and all the participants of the competition.**