



# 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**  
**Oct.'24 to Nov.'25**  
**Report prepared by Ananya Bhansali**



SSR IMR, Silvassa witnessed the **Marketing Perspective Case Study Competition 2024-25** from **October to Nov.' 2024**. The competition gave a great opportunity to the **Semester III Marketing Specialization students** of the **2023-25 batch**, known as **The Marketing Sparklez**, to participate, with all students in the batch competing. The **final round**, held on **19th November 2024**, was between **Team Market Decoders** (Mr. Dhruv Prajapati & Ms. Mansi Badhe) and **Team Sarvanya Mythbusters** (Ms. Ananya Bhansali & Mr. Sarvar Chudesara), where **Team Sarvanya Mythbusters WON**. The competition aimed to help students **learn strategic thinking**, as they analysed case studies and presented useful recommendations.



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