

IMPRINTS

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Team ALCOM Speaks

Team ALCOM is pleased to present to you the April edition of Imprints. This edition features an exclusive interview with **Mr. Anil K Nair, Alum of Batch 1995-97**, CEO and Managing Partner, Digital L&K Saatchi & Saatchi. It also talks about various events that took place over the month of March like Alumni Achievements, City Meets and much more

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SIMSR Awarded Outstanding Management Institute (Runner Up)

- SIMSR was honoured with an award of Outstanding Management Institute (Runner Up) at the 40th Bombay Association awards function
- Prof. (Dr.) Monica Khanna received the award on behalf of SIMSR



[Click here to know more](#)

Autonomous Status by UGC

- SIMSR has been granted extension of autonomous status by the University Grants Commission (UGC) for a period of ten years from 2019-20 to 2028-29
- This opens the doors for SIMSR to introduce various innovative programmes and maintain world class quality standards



[Click here to know more](#)

Bidding Adieu to Team ALCOM 2017-19

- As the academic year comes to an end, we bid adieu to the ALCOM Team (2017-19), a brilliant team that has dedicated its efforts in strengthening relations between SIMSR and its Alumni community through various engagement activities
- The legacy that they have left behind will be a guiding light for the succeeding ALCOM teams
- We wish them all the luck in their corporate life and hope that they will continue to be associated with SIMSR in years to come



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AlumSpeaks with Mr. Anil K Nair

SIMSR Alum Batch 1995-97 | CEO & Managing Partner, Digital L&K Saatchi & Saatchi

Favorite hangout place in SIMSR Don't want to reveal some hidden gems	Books/Movies Life has changed after Netflix	
Favorite cuisine Anything spicy and flavorful	Favorite destination Any place with good weather and wine	
Success Mantra Never say Never	Your Role Model God is my Role Model	Quote you always go by Be easeful, peaceful and useful



“ To lead a life rich with good health, laughter and love ”

Q. In your rich work experience in the field of marketing and brand consulting, what are the moments that you cherish the most?

A. The best moments are when your work gets recognition on the ground and in the market, when you see your brand making an impact on the consumers, when you are blessed with the right environment and resources to create brands such as LoveMark. These are moments I cherish.

Q. As a CEO and Managing Partner of such a reputed firm, what do you feel is the most critical factor that drives innovation?

A. I feel that innovation needs to be seeded in the DNA of the organization, in the body language, muscle memory and attitude. It needs to be cemented through processes and practice.

Q. There is fierce competition in the field of brand management. What are few things in your opinion that make a brand stand out?

A. The most important factor for brand success is a fierce reputation, consistency of keeping a promise and an unswerving need to add value to consumers.

Q. Have you observed any trends that you feel might have a significant impact on marketing strategies?

A. The internet, content, broadband speed, proliferation of devices, democratization of content, AI/ML, big data. This is the fastest pace of change the world has ever seen in such short duration in the history of the world.

Q. As an organization gets larger, there can be a tendency towards dampening inspiration. As the CEO of your firm, how do you keep this from happening?

A. By hiring younger, smarter and better people and by creating a culture of creativity, we can keep complacency from setting in.

Q. How do you think emergence of digital media has impacted traditional advertisement channels?

A. More than impacting I believe digitization has accentuated traditional media thereby giving campaigns more leg and longevity.

Q. You have the experience of working in various sectors of marketing, which facet of marketing intrigues you the most?

A. Though all aspects of marketing are equally challenging, I feel consumer insight mining and strategic brand work has been the most fulfilling for me.

Q. How do you cope with failures that you encounter in your professional life?

A. Failures make you stronger and give you a valuable life experience that is worth its weight in gold life.

Q. What are some of the significant learning you had in your two years at SIMSR?

A. I learnt to hustle and to think on my feet. I learnt some of my key lessons in leadership here. Most importantly the college through its ethos taught me early on to take people along and play as a team to win.

Q. What would be your advice for the students/young alumni who are starting their careers?

A. My only advice is to never settle for mediocrity and to always guard your reputation because that's all you have at the end of the day.

[Read full interview here](#)

Alumni Achievements

SIMSR Alumnus is the New CEO of Vedanta

- **Mr. Ajay Kapur, Alum of Batch 1989-91** has been appointed as the CEO of Vedanta - Aluminium and Power
- He looks forward to this great opportunity and utilise his 31 years of expertise to grow the business
- Prior to this, he was the CEO and MD of Ambuja Cement



[Click here to know more](#)

SIMSR Alumnus working to eradicate droughts

- **Mr. Nilesh Vyavhare, Alum of Batch 2002-04**, Founder, SAN Electricals took part in the Water Cup held across Maharashtra villages
- The event was organized by Paani Foundation, which has a mission to eradicate droughts in Maharashtra



[Click here to know more](#)

City Meets 2019

- City Meets 2019 was held successfully across major cities of India

KOLKATA



JAIPUR



NCR
(GURUGRAM)



AHMEDABAD



BENGALURU



HYDERABAD

- Keeping up with the tradition at SIMSR, our Alums participated as panellists in the CD/PI process for admissions across various cities. We would like to extend our gratitude to all our Alums for helping us in mining the best talent for SIMSR

[Click here to view more pictures](#)

Job Opportunities - March

Total no. of
recruiting
companies

22

Total no. of
Vacancies

46

Top recruiting companies

- Google
- Deloitte
- Goldman Sachs
- PhonePe
- Box8
- Sonata
- Quantumzyme
- PwC
- Arcesium
- Flipkart

To share or check job opportunities please click or write to us at:

simsrjobs@googlegroups.com

Connect with our Alum family by signing up here-
[Alumni Portal Sign-Up](#)

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20th Nostalgia | 14th September 2019

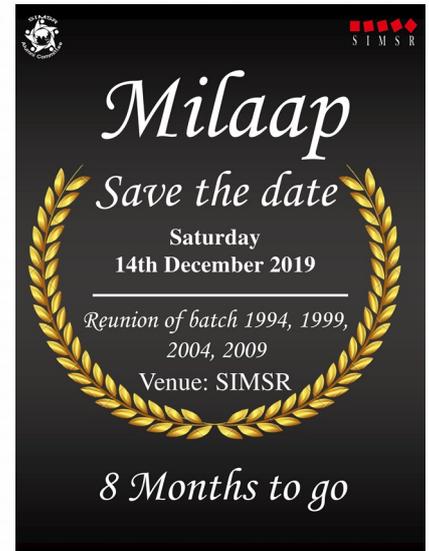
- Life gives us brief moments with one another, but sometimes in those brief moments we make memories that last a lifetime
- SIMSR Alumni Committee will be hosting the 20th Annual Alumni Homecoming - Nostalgia 2019 on Saturday, 14th September at SIMSR to create such beautiful memories yet again



Milaap | 14th December 2019

- SIMSR brings to you 'Milaap - The Batch Reunion' where our Alumni of specific batches come together and cherish the memories shared in the campus

Batch (Year of Passing)	Reunion
1994	Silver Jubilee Reunion
1999	Vicennial Reunion
2004	Quindecennial Reunion
2009	Decade Reunion



Round Table Conference On Data Science

- IT Dept of SIMSR organized a Round Table Conference on 'Data Science and its Implications on Businesses' on Tuesday, 19th March, 2019
- The panel for the discussion included **Mr. Dhaval Thanki**, Alum of Batch 2002-04, Director - Business Development & Product Marketing, Cartesian Consulting; **Mr. Saikat Chakraborty**, Alum of Batch 2004-06, Vice President - Retail Analytics, Accenture among others



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