

IMPRINTS

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Team ALCOM Speaks

Team ALCOM is delighted to present to you the May edition of Imprints. This edition features an exclusive interview with **Mr. Suphal Mehrotra SIMSR Alum Batch 1997-2000, Executive Vice President, Vodafone Idea.** It also talks about various happenings that took place over the month of April like Alumni Achievements, UK City Meet and much more.

[Feedback](#)

Degree Certificate Distribution

- SIMSR hosted the Degree Certificate Distribution Ceremony of MCA, MFM, MHRDM, MIM, MMM and MMS – Class of 2018 on 27th April, 2019
- Chief guest for the event was **Mr. Prasad Tokekar, Alum of Batch 1986, Senior Vice President - Employee Relations and HR Compliance, Reliance Jio**
- The Guest of Honor was **Mr. Sudesh Puthran, Alum of Batch 1998, CTO at Aditya Birla Finance**



[Click here](#) to watch the video

Welcoming Class of 2019

- The Alumni Committee takes great pleasure in welcoming the Class of 2019 to the SIMSR Alumni family
- We try our best to keep our Alumni well connected to the institute through various initiatives and activities. We consider our Alumni to be our greatest assets and believe in developing a symbiotic relationship with them
- The Alums can stay connected to their Alma Mater, their batch mates and their seniors through various touch points.
- For more assistance, reach us at alcom.simsr@somaiya.edu

UK City Meet 2019

- SIMSR City Meet 2019 in UK was held on 7th April, 2019
- It was a fun and interactive meet up where the alumni got an opportunity to meet the Institute Director, **Prof. (Dr.) Monica Khanna** and Area Chairpersons - **Prof. Isaac Jacob, Prof. (Dr.) Pankaj Trivedi** and **Prof. (Dr.) Devendranath Jha**



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AlumSpeaks with Mr. Suphal Mehrotra

SIMSR Alum Batch 1997-2000 | Executive Vice President, Vodafone Idea

Favorite hangout place in SIMSR Canteen		Favorite destination Japan	
Success Mantra Hard work and Humility		Books/Movies The 100-Year Life	
Favorite cuisine Thai	Your Role Model Satya Nadella	Your goal in life To be humane and a successful leader	



**“ If you can't fly then run,
if you can't run then walk,
if you can't walk then crawl,
but whatever you do,
you have to keep moving forward”**

Q. Having worked with most of the telecom players in India, do you think the telecom market has reached its saturation?

A. Not at all. In fact I believe that a new dawn of telecom industry has just started. Telecom is beyond basic voice and data. The world is moving towards video, be it video streaming services, video calls or augmented reality. With the advent of technologies such as Cloud, IoT, Big Data, Software defined Networks and Mobile Edge Computing, there is a lot of new scope in the industry.

Q. With the recent trend has the telecom industry consolidated? Will the merger of Idea with Vodafone help Vodafone maintain its position as a dominant player in India?

A. Yes, I believe that consolidation has already happened in the industry. However, the real challenge is not to be the largest, but to be the strongest player. The Vodafone - Idea merger is a perfect match as they are complementary in terms of their consumer base, technology, and markets. The merger will help us bring best of products and services which resonate with what the customers want.

Q. Vodafone has been known for its creative Ad campaigns. How do you manage to maintain a team composition that drives such innovation?

A. Teams, they are ever changing. It is more about how much the organization trusts the Ad agency to portray their brand in an innovative way, yet keeping the ethos and essence of the brand intact. Taking the example of the classic Vodafone ads featuring the pug or the Zoo Zoo ads, Vodafone has always extended its current image to transition into a new image. One of the key benefits of being a global organization like ours is the ability to pick up innovations from one country and incorporating it into other countries, which we have done very effectively in India.

Q. How do you deal with failure when you encounter them in your career?

A. I believe that I have failed more than I have succeeded, but I have bounced back strong every time. One should always retain their confidence in the face of failures. As long as you are convinced that you have put in your best of efforts and treat each failure as a new learning opportunity, the failure does not matter. Also, I have always been open to seeking help whenever it is required and trust me 9 out of 10 times this has helped.

Q. If you have to relive your days at SIMSR, how differently would you like to live them?

A. During my time there were hardly any subjects which would cover impact of technology on the business. Thankfully, many colleges have now introduced subjects around AI, Cloud, IoT etc. and their impact on future businesses. With advancement in Artificial intelligence and its impact in almost all fields like, medical, law, industrial etc., in future need for values and ethics professionals would be very high, who would code these subjects into AI algorithms. Also, I wish I would have paid more attention to subjects that weren't my line of interest. I loved subjects like Sales and Marketing, Economics and Organizational Behavior, but did not focus on subjects like Accounting and Corporate Law and I still struggle on these.

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

A. My most significant learning was to be able to come out of my comfort zone. I believe real management lessons come from peer learning. In my three years at SIMSR I got the chance to connect with people from diverse backgrounds like media, FMCG, IT, mechanical, who brought their own perspective to the table and gave me exposure to different thought processes

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

A. It is very important that no matter what the situation, one should keep moving forward and not let complacency set in. Secondly, with the world going through a digital transformation, it is important to focus on upcoming technologies like AI, IOT & Analytics. The world is moving at such a fast pace that reskilling will become very important. Hence one should always focus on future trends and update their skill on a regular basis to stay relevant in the industry.

[Read full interview here](#)

Disclaimer: Views expressed in this interview are personal

Alum Achievements

SIMSR Alum Featured in 100 Most Impactful Leaders

- **Mehul Kapadia, Alum of Batch 1998**, Global Head - Marketing, Tata Communications, has been recognised as one of the 100 Most Impactful B2B Marketing Leaders in Europe 2019 by HotTopics.ht
- SIMSR congratulates him for his achievement and wishes him the best in his future endeavours



[Click here to read more](#)

SIMSR Alum wins the RCC Award

- **Rafi Talati, Alum of Batch 2009**, Senior Relationship Manager, Citi Group, has received the Regional Chairman's Council (RCC) award for Best Overall Performance in 2018
- He was representing UAE amongst 18 countries in APAC
- SIMSR congratulates him and wishes him success in all his ventures



[Click here to read more](#)

SIMSR signs MoU with Vega School, Capetown

- MoU has been signed between SIMSR and the prestigious Vega School, Capetown (South Africa)
- They are SIMSR's first academic partner in South Africa
- SIMSR hopes to initiate various collaborative activities between the two institutions



[Click here to read more](#)

Launch of SIMSR Superstars 2019 - The Alumni Awards

- SIMSR Superstars - The Alumni Awards' is back with its 3rd edition after a successful run for the past 2 years
- We are proud to acknowledge and celebrate the exceptional success of our alumni who have brought laurels to SIMSR by making significant and outstanding contribution in their profession, business, and/or to the society
- [Click here](#) to nominate yourself or your batch mates/alumni
- [Click here](#) to view the guidelines for 3rd edition of SIMSR Superstars



Job Opportunities - April

Total no. of recruiting companies	Total no. of Vacancies
13	18

Top recruiting companies

- GEP
- Flipkart
- RBL Bank
- Evalueserve
- CEX Lab
- Timespro
- Legasis
- Bombay Store
- Ernst & Young
- Bandhan Bank

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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Internationalisation

Faculty Visits

- Faculty delegation constituting of Institute Director, Prof. (Dr.) Monica Khanna and Area Chairpersons - Prof. Isaac Jacob, Prof. (Dr.) Pankaj Trivedi, Prof. (Dr.) Devendranath Jha visited :
 - Aston Business School
 - Imperial College Business School and it's Innovation Centre
 - University of Limerick
 - Middlesex University
 - AACSB workshop
- Faculties visited UK with the purpose of strengthening SIMSR's international relations



Russian Delegation's visit to SIMSR

- Delegation from Institute of Industrial Management, Economics and Trade of Peter the Great St. Petersburg Polytechnic University, Russia visited SIMSR
- An MoU was signed recently between Peter the Great St.Petersburg Polytechnic University, Russia Institute of Industrial Management, Economics And Trade and SIMSR to promote collaborative research and students exchange activities
- Dr. Nelli Kozlova, Deputy Director for International Affairs & Associate Professor, who was a member of the delegation, conducted a lecture on 'Marketing Challenges in Russia: New Emerging Trends'



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