

IMPRINTS

Edition No.: 60 | SIMSR Alumni Newsletter | February 2020

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Team ALCOM Speaks

Team ALCOM is delighted to present to you the February edition of Imprints. It features AlumSpeaks with **Mr. Puneet Gupta, Alum of Batch 1993**, Managing Director, Franke Faber. This edition also talks about City Meets, Alum's book launch, Conferences at SIMSR, Mr. Ramchandra Ojha's farewell, Melange Star Night and much more

[Imprints Feedback](#)

[Click here to watch SIMSR Rewind – Flashback of 2019](#)

SIMSR International Finance Conference

- The 9th SIMSR International Finance Conference (SIFICO) was successfully held on 17th and 18th January, 2020
- 'Risk Management in Banks and Financial Markets' was the theme for the conference
- The Chief Guest was **Prof. Bernard McSherry**, Founding Dean, Associate Professor of Finance, NJCU School of Business while **Mr. P.C. Panigrahi**, GM, Union Bank of India and **Mr. Shankar Jadhav**, MD, BSE Investment were the Guest of Honour and Keynote speaker respectively



[Click here to watch the inauguration](#)

SIMSR's IT Conference (SICTIM)

- The Department of Data Science and Technology organised the 6th Somaiya International Conference on Technology and Information Management (SICTIM) on 10th & 11th January, 2020. The theme was 'Datanomics – Future of Business': **Insight, Innovate, Impact, Iterate**
- **Mr. Nadir Bhalwani**, Head - IT and Business Process Re-engineering, Radio Mirchi, **Alum of Batch 2000** and **Mr. Neeraj Baveja**, Associate Director, Accenture, **Alum of Batch 2009**, were the Chief Guest and Guest of Honour respectively



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Invitation for Alumni City Meets 2020

- The Alumni Committee is organizing City Meets 2020 which is a get-together of SIMSR alumni residing in different cities across India
- City Meets will be conducted across nine cities in India as per the dates mentioned in the table
- City Meets provide an opportunity to network across batches, form a stronger support group and know the latest updates from SIMSR

City	City Meet Dates
Hyderabad	8 th February
Gurugram	12 th February
Delhi	29 th February
Jaipur	3 rd March
Lucknow	3 rd March
Kolkata	3 rd March
Bengaluru	7 th March
Ahmedabad	14 th March
Pune	21 st March

[Click here to register for City Meets](#)

SIMSR Global Marketing Conference

- SIMSR hosted the 15th Global Marketing Conference on 23rd and 24th January, 2020
- The conference was addressed by Chief Guest – **Ms. Lulu Raghavan**, Managing Director, Landor India and **Mr. Chaitanya Govande**, Chief Manager – Corporate Branding & PR, Bharat Petroleum Corporation Limited
- The theme for paper presentations was 'MARKTECH 2.0' which focused on its scope and relevance across various aspects of the marketing arena



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AlumSpeaks with Mr. Puneet Gupta

SIMSR Alum Batch 1991-93 | Managing Director at Franke Faber India.

Favourite hangout spot in SIMSR: Santy, the 'Food Joint'	Favourite holiday destination: Home, doing nothing at all	
Favourite Movie: Trishul	Role Model: Lord Krishna, the 'coach' for Pandavas	
Favourite cuisine: Indian	Success Mantra: Dream big-act fast & fearlessly	Word that describes you: Passionate



Q. You have been instrumental in turning around business for Whirlpool and Franke Faber, what has been your most memorable moment so far in your career?

A. Many memorable moments but perhaps the most satisfying phase was to see Franke Faber India make profits in 2017 & be a debt free cash surplus company in 2018. Turning around a perennial loss making organisation to where we are - a clear dominant market leader with a CAGR of 40% plus required a complete understanding of the consumer, revamping the processes, institutionalising a rigorous review mechanics and most importantly, creating a passionate team/organisation culture of belongingness, with a spirit of winning being the binding force.

Q. Franke Faber as a company gives immense importance to research and development. So, what is your approach towards that and how does an intense R&D team help you develop an edge over your competition?

A. Marketing and R&D has always played a critical role in the success of FFIPL. The reason for this is our ability to seamlessly integrate world class product development and manufacturing processes with our innate ability to identify and solve for local consumer issues pertaining to the category of products that we sell. We employ a large R&D team whose job is to get into deep consumer immersion on issues pertaining to the operating environment for our appliances, quality of our offerings, product design and usability and ease of use. All these areas of immersions help us generate multiple problems to solve leading to large number of product solutions for our prospective consumers & as we say "consumer compelling propositions".

Q. According to you what skills are required to pursue a career in sales?

A. Sales is a science or an art is a much-debated topic for decades. I firmly believe it's a mix of both. It is much like any sports where talent and application/temperament are critical for success. On the science part - discipline in the methodology and application, top the charts while on the arts side it is ability of think big & believe, killer instinct - a burning desire to win, relentless passion & a bit of impatience aided with an instinct of judgement.

“

A career can be compared to an ODI cricket match, couple of maiden overs won't mean that you would lose the match.

”

Q. Corporate social responsibility and sustainability are topics of growing importance. You are recognized as a leader in sustainability. What lessons would you like to share with our readers?

A. CSR is just a way of reminding us as individuals & as corporates of what our mission ought to be. To take care of all the stakeholders & ensure giving back to society as much and as big as possible. Thanks to the awareness, I see a lot of positive change in the last decade and 'giving' is becoming a part of routine. Our Swiss HQ works hard on this axis globally to take care of less fortunate folks & our future generations with respect to environmental needs of present & future times. I firmly believe CSR at company level is good but even better & meaningful contributions can be made by each one of us, individually, across the socio-economic hierarchies albeit in whatever small or big manner. The joy of giving and contributing is perhaps an addiction & I hope, trust & pray this will be the next wave which all of us can enjoy across the world.

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

A. I joined SIMSR at the age of 20, when I was fresh out of college. I was quite undisciplined, brusque & unaware of the world. SIMSR & specially hostel life helped me make friends for life, be independent in decision making and to know myself & my path ahead. It was an incredible and invaluable experience.

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

A. A career is a long duration of time and can be compared to an ODI cricket match. A couple of maiden overs (not the best of placements/salaries/brand) won't mean that you would lose the match. Remember that there will be few good overs (years) that will cover up for those maiden overs. It is therefore pivotal to be patient and hardworking. Money and fame will follow eventually.

[Read the full interview here](#)

Somaiya Alumni Reunion 2020

- Somaiya Alumni Relations organised the Somaiya Alumni Reunion 2020 on 11th January, 2020

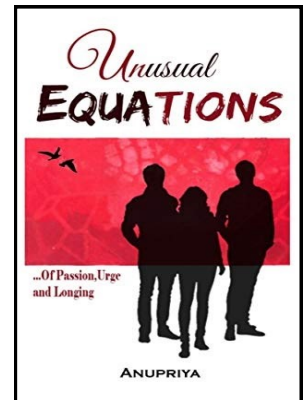


- **Mr. Vikram Bhatt, Alum of Batch 1997, Founder and Director, Enrich Hair & Skin Solutions, was felicitated for his invaluable contribution to SIMSR**

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Alum launches her second novel

- **Ms. Anupriya Chowdhary, Alum of Batch 2009, published her second novel, an ebook - 'Unusual Equations: Of Passion, Urge and Longing'**



- The book is a narrative of the lives of three people entwined by love, passion, urge and devotion. It talks about relationships and their importance

[Click here to know more](#)

Metamorph X

- Metamorph, the 10th edition and flagship event of MFM, MHRDM, MIM and MMM was held on 18th January, 2020
- The event hosted an array of management, cultural and sports activities
- Metamorph was the brainchild of **Mr. Ruchir Avlani, Alum of Batch 2011 (MHRDM), HR Business Consultant, R2R Consultants** who was invited as the Chief Guest for the event



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ICON

- The Department of Data Science & Technology hosted an intercollegiate techfest 'ICON' on 23rd and 24th January, 2020 with the theme being 'Cosmicon'



- Highlights of the event were Hackathon, online multiplayer games, Presenticon and quizzes
- The ICON gallery was inaugurated by **Prof. (Dr.) Monica Khanna, Director, SIMSR**
- The Chief Guest for the valedictory function was **Mr. Arijit Mukherjee, Head of Technology, General Mills India**

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Alumni High Tea

MFM, MHRDM, MIM and MMM

- The Alumni High Tea 2020 - a reunion of MFM, MHRDM, MIM and MMM was held on 18th January, 2020
- The alums got an opportunity to witness the 10th edition of 'Metamorph', wherein they participated in various management, sports & cultural activities
- They also got to witness NGO performances, solo & group singing performances and a stand-up comedy events which were a part of Metamorph X



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MCA and MCSA

- The Alumni High Tea 2020 - a reunion of MCA and MCSA was held on 24th January, 2020
- The event was hosted along with MCA's flagship event 'ICON', a 2-day techno-management event
- More than 50 alumni participated and enjoyed the cosmic installations at the ICON Gallery, had neck to neck matches at the LAN Gaming session and cherished the good old days at the valedictory ceremony followed by dinner



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Melange Star Night

- Melange, the flagship festival of SIMSR is an amalgamation of different facets of business and management which are brought together in a competitive and creative way
- This year, Melange will be held on 14th and 15th February, 2020 with the theme 'Transformational Vision for Sustainable Businesses'
- The star night of Melange is going to be a laughter riot with prominent stand-up comedians such as Rahul Subramanian, Kumar Varun and Rahul Dua as our stars. All alums are invited to enjoy this fun filled event



[Click here to register](#)

Maker Mela 2020

- Maker Mela, the premier event for grassroots innovations in India took place from 9th to 11th January, 2020
- The event witnessed many programs which included Maker's night, Junk Art 2.0, Art gala, Maker's expo, Photowalk, Influencer's gathering, Biofashion show, Changemaker's conclave and pitching sessions
- The star speakers for the inauguration were **Mitch Altman**, Founder and CEO - CornField Electronics and **Ashish Hemrajani**, Founder - BookMyShow



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Mr. Ramchandra Ojha's farewell

- Mr. Ramchandra Ojha joined SIMSR on 2nd August 1988 and for last 31 years, he has shown his immense dedication towards SIMSR
- On 31st December 2019, he retired from college as a peon
- All of us at SIMSR will definitely miss his presence
- We wish him luck and good wishes for his future



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Job Opportunities - January

Total no. of recruiting companies	Total no. of Vacancies
5	6

Top Recruiting Companies

- Canara HSBC Life
- Avalon Consulting
- Angel Broking
- HSBC
- OYO Hotels & Homes

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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