

# Imprints

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## Team ALCOM Speaks

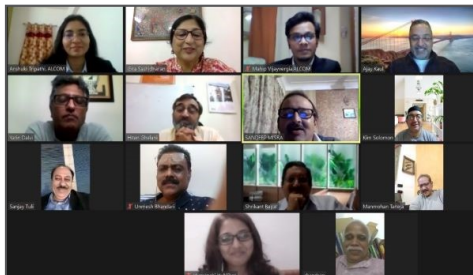
With the dawn of a new year, comes hope to embark on a journey of growth, certainty and happiness. While treading on this new path, the positives from the past year should be retained as well. On behalf of the Alumni Relations Team and the Alumni Committee, we wish you a very Happy New Year!



[K J Somaiya Institute of Management Rewind 2020](#)

## Milaap - The Batch Reunions

- Batches of 1990, 1995 and 2010 celebrated Milaap on completion of their 30, 25 and 10 years of graduation respectively
- Milaap commenced with a welcome address to bring alumni up to speed about how the institute has evolved over the years, an alumni relations address to share happenings in alumni space & an interactive session between the alumni and the institute
- A virtual tour of the campus, mellifluous performances by Alumni, Mauj team and fun games evoked more nostalgia in the reunion



**Pearl Reunion**  
Batch of 1990



**Silver Jubilee Reunion**  
Batch of 1995



**Decade Reunion**  
Batch of 2010

- Anshuki Tripathi

## Investrix 2020

- Investrix is an annual Corporate Panel Discussion with a legacy of about 30 years
- Following were the panelists at the congregation based on the theme - Investments in a New Era:
  - **Madhusudan Kela, Alum of Batch 1991**, Founder, MK Ventures
  - Ajaya Sharma, News Editor - Markets and Anchor, ET Now
  - Ashishkumar Chauhan, MD & CEO, Bombay Stock Exchange
  - Bharat Shah, Executive Director, ASK Group
  - Neelesh Surana, CIO, Mirae AMC
  - Ramesh Damani, Member, BSE India
  - Sankaran Naren, CIO & Executive Director, ICICI Prudential AMC
  - Saurabh Mukherjea, Founder & CEO, Marcellus Investment Managers
  - Shankar Sharma, Founder, First Global
- Alumni from across the globe participated in the discussion organized by the Finance and Law department



[Click Here to Watch](#)

- Mahip Vijayvergia  
- Akash Kumar Singh

# AlumSpeaks with Praveen Jaipurkar

## CEO at Continental Coffee

K J Somaiya Institute of Management Alum Batch 1995-97

<b>Favourite hangout spot on campus</b> Maggie Stall	<b>Favourite movie</b> The Godfather Series and Deewar
<b>Favourite holiday destination</b> Switzerland & my hometown	<b>Favourite Beverage</b> Lemonade
<b>Favourite book</b> Start with Why	<b>Biggest Strength</b> Looking at the 'big picture'



**Q. With a rich career spanning over 2 decades, what has been the most memorable moment so far?**

**A.** Having worked for 20 years, a lot of memories are attached to my journey so far. But the one that I would like to highlight is the memory associated with campus placements. I had my interview at 9:00 pm, after which I went back to the hostel, had my food and slept. At midnight my friend woke me up to inform me that I had been called back to the institute. I rushed immediately in my pajamas and was offered my first job offer letter at 12:30 am. It is a vivid but clear memory that I cherish till date.

**Q. How has FMCG marketing and advertising evolved over the years? Do you think that digital marketing is affecting the approaches of traditional marketing?**

**A.** In my view, marketing has evolved with the evolving economy and customers. Earlier, when there were fewer companies and high barriers to entry, marketing was about developing and creating awareness about the product to sell it. But now when the competition is high in almost every category, companies are focusing on competitive marketing strategies and building consumer's stickiness to their brand. I still feel that the fundamentals of marketing won't change and digital marketing is just a medium to achieve the goals of marketing.

**Q. How is programmatic advertising being used at Continental Coffee to understand the needs and demands of customers?**

**A.** As our company is a relatively new entrant in the FMCG sector, we do realize the importance of programmatic advertising. An advertising guru once stated, 50% of my advertising budget is wasted and the problem is that I don't know which 50%. This problem gets solved to an extent with the help of programmatic advertising as it helps us to focus precisely on the target group of customers. Continental Coffee does programmatic advertising for its premix product targeting young adults.

**Q. Nowadays some companies are indulging in controversial ads as a way of marketing and creating buzz. Do you think the company has more benefits from it as compared to costs incurred?**

**A.** Controversial ads are a waste of time, energy and money. It may succeed in creating buzz for a short span but that is not the brand should aim for. That amount of time and money could be very effectively and progressively used to propagate the core values of the product and the company. Moreover, controversies are very much talked about by the marketing/business fraternity, but they are hardly a matter of concern to the consumers/ customers.

“ *Look for simplicity in all the chaos* ”

**Q. As a former Marketing Head of Dabur, do you think they are benefiting by adopting newer technologies such as Big Data Analytics and AI?**

**A.** Big Data Analytics and AI are powerful tools and should be frequently used to understand the consumers/customers more effectively. At Dabur, we used this method in many areas such as new product launches or upgrade product formulations. The traditional methods of research may not give us an accurate picture but coupled with Big Data or AI it may give very powerful insights.

**Q. What are the challenges that you have faced in handling cross-functional teams so far?**

**A.** One of the greatest challenges that one faces in handling cross-sectional teams is the ambiguity behind the goals and objectives. Personally, I practice to define the objectives in advance and what needs to be done in the meeting. This makes the meeting clearer and simpler, and task becomes easier when everyone works towards a common goal. Second challenge we all need to acknowledge is the importance of effective communication in a meeting. The sender is responsible for effective communication so that the receivers can comprehend. One of the effective ways to communicate clearly is to communicate with bullet points. I personally follow this and have found out that its quite effective.

**Q. What are some of the significant learning you had in your two years at K J Somaiya Institute of Management?**

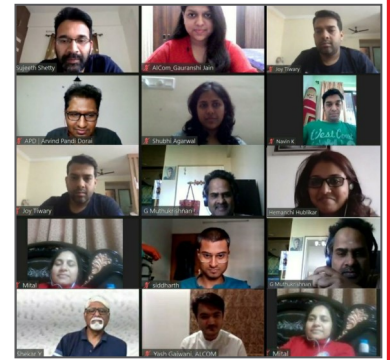
**A.** When I joined the institute in 1995, the institute was still evolving and there was a scarcity of many resources. I have a fundamental belief in life that the learning that you gain in scarcity is the best kind of learning. One of the biggest learning from the institute was being resourceful. Resourcefulness has helped me a lot in my personal and professional life. The second important key learning I had, was taught by Prof. Arya, to be humble which helped me a lot throughout my career.

**Q. What would be your advice for the students/young Alumni who are starting their career?**

**A.** They should focus more on the role than the company name or the salary. The second trait one should possess is consistency of the role so that 7-8 years down the line, the company looks at you as a potential candidate specialized in a certain kind of role. One needs to invest 7-8 years on themselves. Think Long Term.

# Bengaluru Alumni Virtual Meet

- The Bengaluru Alumni Local Circle organized its first ever unofficial virtual city meet which was coordinated by **Sujeeth Shetty, Alum of Batch 2007**, Head Sales and Business Development, AgilizTech
- Highlight of the meet was a talk show hosted by **Y Shekar, Alum of Batch 1985**, InCharge - Centre for Digital Enterprise, Indian Institute of Management, Udaipur on the topic - Trends in Skills and Roles at Managerial Level over the next 10 years
- The meet aimed at strengthening the bond between the Alumni and helping them widen their network



- Shreya Gupta

[Click here to know more](#)

## Alumni Achievements

### Alum featured in Medgate Today

- **Sanjay Jaiswal, Alum of Batch 2000**, Director, Airox Technologies was featured by India's leading healthcare magazine - Medgate Today under the 'Top 50 Torch Bearers of Healthcare' profiles
- Airox supplied its cryogenic systems to major hospitals hit by oxygen crisis during COVID-19, which helped in saving many patients' lives

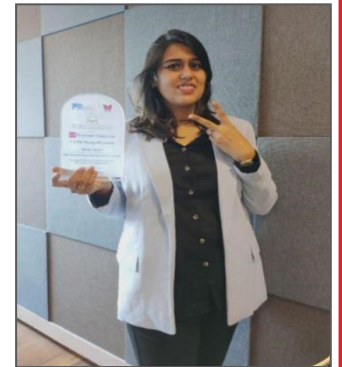


[Click here to know more](#)

- Dhanashree Baxy

### Awarded by People Business Consulting

- **Hetal Javeri, Alum of Batch 2010**, Team Leader - Corporate HR, SBI General Insurance has won the T. A. Pai Young HR Leader Award, 2020 hosted by People Business Consulting
- The award honours the HR leaders who have incorporated innovation with finest people practices



[Click here to know more](#)

- Dorin Shah

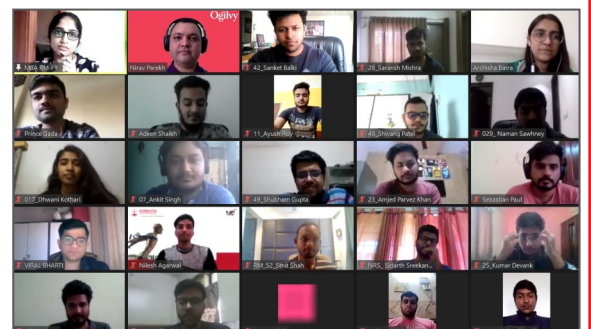
## New Venture Investment

- NVI is an elective for second year students with an objective to help them understand the nuances of investing in startups
- Startups at RIIDL, the campus incubator, were evaluated and mentored by alumni with students getting hands-on experience of such evaluations and mentoring
  - **Niju Ponnapan, Alum of Batch 1994**, Founder Director, Prozela Healthcare
  - **Ram Nair, Alum of Batch 1996**, Director and Partner, Aligned Business Partners
  - **Jaikishin Chhaproo, Alum of Batch 1997**, Head Media & PR, ITC
  - **Sandeep Jain, Alum of Batch 1998**, Director, Tradeswift Broking
  - **Nandini Dasgupta, Alum of Batch 2000**, Vice President CSR, Indian Institute of Technology, Madras
  - **Chinmay Gheewala, Alum of Batch 2001**, Founder & Director, Healthcare organisation

- Sonali Gupta

## MasterClass on Brand Communication

- **Nirav Parekh, Alum of Batch 2005**, Vice President - Planning, Ogilvy conducted a MasterClass on Brand Equity and Brand Positioning
- Taking the example of notable campaigns by Cadbury Dairy Milk, he emphasized on the importance of persuasive brand communication
- The session facilitated by Dr. Krupa Rai was organized for the students of MBA - Retail Management



- Shreya Gupta

Designed by - Gauranshi Jain

## Placement Grooming Session by Alumni

- Alumni from across the country participated as panelists along with faculty members in a 4-day mock GD-PI, to equip 2nd year students for their placements:

Alumni	Batch	Designation	Organization
<b>Vishwanathan Iyer</b>	<b>1985</b>	Owner/CEO	Vinayaka Textiles
<b>B. Balasubramanian</b>	<b>2004</b>	General Manager HR	Redington India
<b>Meet Makadia</b>	<b>2005</b>	Investor	Self-employed
<b>Pooja Golakonda</b>	<b>2005</b>	Senior Consultant	Infosys
<b>Tanmay Pani</b>	<b>2005</b>	AVP	Sharekhan
<b>Sahadeo Chaudhary</b>	<b>2006</b>	Deputy General Manager - HR	Mahindra Finance
<b>Ketaki Bivalkar</b>	<b>2007</b>	Manager - HR	Ferring Pharmaceuticals
<b>Komaladevi V.</b>	<b>2007</b>	Head HR	Lenovo
<b>Dinesh Adnani</b>	<b>2010</b>	Managing Partner	Medforge Technologies
<b>Gaurav Mehra</b>	<b>2010</b>	Assistant Vice President	Bandhan Bank
<b>Harshit Soni</b>	<b>2010</b>	Assistant Vice President	Axis Bank

- Dorin Shah

## ALCOM Events: Nostalgia

- Nostalgia is an annual flagship event of the Alumni Committee which aims at reconnecting our Alumni with their Alma Mater
- Alumni from across all the batches and courses are invited to the campus to reminisce their exuberant institute days with old friends, teachers and mentors
- Nostalgia is not just a joyful get-together, but also an impactful platform for the Alumni to professionally interact with each other and the institute

- Mahip Vijayvergia

### Job Opportunities - December

Total no. of recruiting companies	Total no. of Vacancies
<b>12</b>	<b>17</b>
Top Recruiting Companies	
<ul style="list-style-type: none"> <li>Advise Petrolube Services</li> <li>Arriba Labs</li> <li>Legasis</li> <li>R2R Consultants LLP</li> <li>Radio Mirchi</li> </ul>	<ul style="list-style-type: none"> <li>SBI Capital Markets</li> <li>Seclore</li> <li>Taurani Industries</li> <li>Techurate Sales</li> <li>Zomato</li> </ul>
To share or check job opportunities please click or write to us at: <a href="mailto:simsrjobs@googlegroups.com">simsrjobs@googlegroups.com</a>	

### Team Imprints

<p><b>Chief Editors</b> <a href="#">Hemanchi Hublikar</a> <a href="#">Arvind Pandi Dorai</a></p>
<p><b>Editor</b> <a href="#">Shivanjali Kumar</a></p>
<p><b>Designers</b> <a href="#">Rajvi Mehta</a> <a href="#">Karan Parekh</a></p>
<p><b>Curator</b> <a href="#">Parth Dave</a></p>

### Team Alumni Relations

<p><b>Chairperson</b> <a href="#">Dr. Bharati VW</a></p>
<p><b>Advisor</b> <a href="#">Dr. Radha Iyer</a></p>
<p><b>Head</b> <a href="#">Arvind Pandi Dorai</a></p>
<p><b>Assistant Manager</b> <a href="#">Hemanchi Hublikar</a></p>

### Imprints



### Write to us / Contact us:

[alcom.simsr@somaiya.edu](mailto:alcom.simsr@somaiya.edu)  
022-6728 3295/3120

### Follow Us



Designed by - Nimish Maheshwari