

# Imprints

K J Somaiya Institute of Management | Alumni Newsletter  
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## Team ALCOM Speaks

"The strength of the team is each individual member. The strength of each member is the team" - Phil Jackson

In line with the above quote, we're excited to welcome our junior team to the ALCOM family while bringing you the various happenings at the institute along with the achievements of our Alumni. AlumSpeaks is an initiative where we interview our Illustrious Alumni who share their stories and insights on their journey. Going forward, it will also be featured on Spotify as a podcast series where you can get more insights from the conversation.

[Click here to follow us on Instagram for regular updates](#) 

## Invitation for Hyderabad and Ahmedabad Alumni Meet

- Team ALCOM is organising Alumni City Meets in Hyderabad and Ahmedabad which is a get-together for all Alumni residing in the respective cities
- The meets will provide an opportunity to:
  - Meet Mr. Raman Ramachandran, Director, KJSIM and the Alumni Relations Team
  - Networking dinner with Alumni across batches
  - Know the latest updates from the institute
- Online registration for the Hyderabad City Meet is closed and now we will take on-spot registrations
- Register on the link given below to be a part of the Ahmedabad City Meet

	<p><b>Hyderabad</b>  <b>1<sup>st</sup> September</b>  7:00PM - 9:30PM  Lemon Tree Premier,  HITEC City</p>	
	<p><b>Ahmedabad</b>  <b>8<sup>th</sup> September</b>  7:00PM - 9:30PM  Courtyard by Marriott,  Satellite Road</p>	

**Registration Link**

- Bhavya Bhardwaj 

[Click here to know more](#)

## Welcoming the New Coordinator for Alumni Relations

- The Alumni Committee is thrilled to welcome Tuffa Kazi as the Coordinator for Alumni Relations
- She is a professional with over 7 years of rich work experience in various roles and capacities at Life Save Foundation, Sutherland Global Services and Concentrix, making significant contributions to each of her organisations
- Her dynamic leadership and deep understanding of stakeholders make her a driving force in creating meaningful connections and her unwavering commitment to the same will facilitate in strengthening the relations between the institute and the Alumni

- Varsha Bhansali 



# AlumSpeaks with Ranjeet Sharma

Alum of Batch 2004, President & CEO - 3A Composites

“You Never Know How Strong You Really Are, Until  
Being Strong Is Your Only Option”

A Must-Read Book/Go-to Book: Ikigai	Role Model: Roger Federer
Favourite Cuisine: Asian Cuisine	Favourite hangout spot on campus: Polytechnic Mess



1.) Your career journey is truly remarkable, and we would like to learn more about your professional path and the milestones that led to your current position as President & CEO at 3A Composites India.

- I graduated from the Batch of 2004 with a marketing specialisation. I started as a management trainee at Essar Steel for the project ‘Click for Steel’, which evolved into Essar HyperMart. We pioneered industrial e-commerce way back in 2005 and gained insights into new online go-to-market strategies in a traditionally stodgy industry. I then joined Kohler in a regional sales leadership role focusing on projects & distribution and piloting Kohler Experience Centre for the company. Later, I shifted to Schindler, a global elevator and escalator manufacturing leader and spent nearly a decade transitioning from National Sales to General Management roles. Later I went overseas to head Key Account Management for Asia Pacific & Middle East region. I returned to Mumbai to lead Sales and Marketing for Schindler India's service and modernisation division, gaining experience in IoT application to field devices. Soon thereafter, I got an opportunity in Honeywell building automation universe with SaaS modules being breakthrough offerings acting as a gamechanger. Thereafter I headed Sales for India & South Asia for BASF Construction Chemicals (erstwhile Master Builders brand, now acquired by Sika). Currently, I lead 3A Composites, part of the Swiss headquartered Schweiter Group. As President & CEO, I lead the entire bouquet of offerings for the domestic and export markets.

2.) As an expert in CRM, what strategies have you implemented to effectively establish and sustain long-term relationships with clients in diverse markets?

- I strongly advocate for CRM systems because they bring method to madness, aiding sales success amidst diverse market subjectivities and resistance factors. Three key CRM types are Collaborative, Operational and Analytical. Collaborative CRM enhances the customer experience and provides operational sales, marketing and service benefits. It stores customer data, aiding in stable, long-term setups anchored in Customer Lifetime Value. Salesforce.com CRM platform is used for operational ease across my organisation, covering collaborative

CRM and analytical functions. Valuable insights emerge from diverse CRMs, but it is essential to avoid overreliance on it. Higher-order thinking involves using data-driven insights to devise practical, actionable strategies. Leadership input should come from those who wield tools purposefully rather than being controlled by them.

3.) You have experience in both local and international markets. How did you overcome challenges while operating in the international markets?

- I was part of the Cross-Cultural International Leadership Development Program at Schindler, which was for high-potential global talent. The project we had to implement was Global Key Account Management. It was an interesting turnaround for me wherein, especially in matrix structures of multinationals, you assume that a strategy from the top is the right one to implement. However, the local nuances of culture and leadership in diverse markets are crucial. The key learning was that “culture eats strategy for breakfast every morning”. Different countries can be in different stages, and one of those critical KPIs is your commitment to key account management through executive sponsorship. That becomes the key differentiator for success in international markets.

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

- The two most significant learnings from my MBA were that it is not just an academic course but a skill-gathering course. It exposes you to the realities and challenges of the real world. For those looking to advance their career prospects through an MBA, I recommend looking at the practical aspects and case studies rather than voluminous texts. Keep yourself anchored to the real world about how those concepts get applied. My second key learning is that networking is worth its weight in gold. Every human being is separated by no more than six degrees of separation. Building and leveraging a network of connections is invaluable. It can open doors and provide support throughout your life, when you need it the most.

[Click here to read full interview](#)

## Alumni Achievements

### Alum Appointed As CEO

- **Arjun Puri, Alum of Batch of 1994**, has been appointed as the CEO - Anko Global, KMart Australia
- With over 30 years of experience in companies such as KAS Group Asia and Li & Fung, he brings a commitment towards unwavering excellence and standards
- We take immense pride in the fact that he continues to leverage his knowledge to excel at a global stage



[Click here to know more](#)

- Zion Dcosta Fernandes [✉](#)

### Alum Takes Entertainment Industry By Storm

- **Vaibhav Modi, Alum of Batch 2001**, Founder and CEO, Victor Tango Entertainment, has produced the critically acclaimed 'Mukhbir: The Story of a Spy'
- Apart from producing the web series, he has also served as the dialogue writer for the series
- The series has made a clean sweep with three prestigious Screenwriters Association (SWA) awards for best story, best screenplay and best dialogue



[Click here to know more](#)

- Zion Dcosta Fernandes [✉](#)

## Faculty Achievement

### KJSIM Professors Receive Copyrights to MSME Risk Assessment Tool

- Dr. Asha Prasuna, Professor and Area Chairperson - Economics and Dr. SNV Sivakumar, Professor of Economics and Dean - Faculty of Humanities and Social Sciences, have received copyrights to the MSME Risk Assessment Tool developed by them
- Before approaching any external rating agency, Micro, Small, and Medium Enterprises (MSMEs) can use a self-assessment tool to identify and mitigate risks
- This tool can help MSMEs address any vulnerabilities concerning technology, demonetisation, trade policy disputes, and other factors



[Click here to know more](#)

- Varsha Bhansali [✉](#)

## SPRIHA 2023

- The Intra-finals of SPRIHA, the Summer Internship Presentation Competition, was recently held at K J Somaiya Institute of Management
- **Ruchir Avlani, Alum of Batch 2011**, Director, R2R Consultants and **Ankit Majethia, Alum of Batch 2014**, Founder & Chief Strategist, Hangover Media, joined SPRIHA as jury members
- The finalists were able to gain multiple key insights from the experts' recommendations and guidance



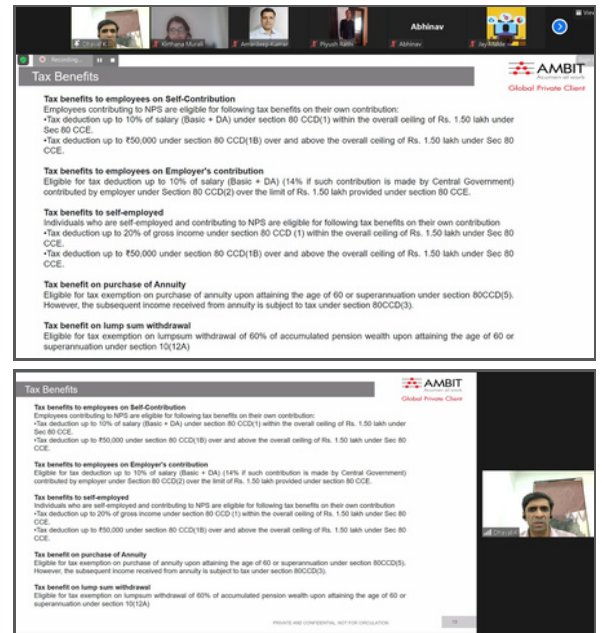
[Click here to know more](#)

- Varsha Bhansali [✉](#)



## CapitAlise - Expert Session

- Fourth session of CapitAlise, the personal finance initiative for Alumni, was conducted by the SIMSR Alumni Association & Alumni Committee
- **Dhaval Kapadia, Alum of Batch 1997**, Director & Head, Ambit Wealth Management, facilitated the session on Investments in Bonds, Commodities, PPF and NPS, where he gave insights on:
  - Asset allocation in uncertain times
  - Investing in commodities like milk, petrol, diesel and gold
  - Retirement planning
  - Investment in NPS (Types of accounts- Tier 1 and Tier 2)
  - Delving deep into tax benefits
  - Investments in debt instruments like PPFs, CoD, Government Bonds, FDs, Debt, mutual funds and debentures
  - Hedging using investments in gold
- Bhavya Bhardwaj 



[Click here to know more](#)

## AlCheMy Meet-up II

- AlCheMy Meet-up II was organised by the Alumni Committee as the final phase for this Placement Mentorship Program
- A mock GD-PI session was conducted, during which 14 Alumni panelists gave valuable insights to 83 mentees while navigating through the selection process, which marks as a gateway to the corporate world



- Aishwarya Potdar 

## Newsroom

- **Jaideep Kewalramani, Alum of Batch 2004**, COO, TeamLease EdTech, shared his views on how AI is going to transform education in the next 5 years on TIMES NOW - [bit.ly/3R2TEBg](https://bit.ly/3R2TEBg)

## Welcoming ALCOM Juniors On-Board

The Alumni Committee warmly welcomes the junior team. We look forward to working with you to build and strengthen the institute's Alumni network which is a valuable resource for us as an individual and team to develop skills, network and learn. Your contributions are essential to the continued success of this network.



Akhil Priyadarshi



Ananya Mehrotra



Anchal Tiwari



Anuj Bhutada



Anushka Vajpayee



Devika Nilosey



Eesha Agrawal



Harsh Chauhan



Isha Nayak



Kartikey Sharma



Khushi Badiani



Laxmi Soorya K



Muskan Chawla



Muskan Jain



Myron Mendonca



Nandini Kumawat



Neha Roy



Nidhi Shetty



Nishtha Shah



P. Sri Sai Charan



Prachi Sharma



Riti Jain



Rushirajsinh Jadeja



Sahil Gandecha



Sankalp Gaur



Siddhi Gajaria



Smriti Gandhi



Sneha Ravipudi



Sourav Banerjee



Tanvi Kacholia



Yash Matta



## Careers & Conversations with Geetha Ravichandran

- The Guest Lectures Committee hosted 'Careers and Conversations' with Geetha Ravichandran, Principal Chief Commissioner of Income Tax, Mumbai
- In the conversation, she spoke about various topics including the evolution of the tax system and the shifting role of the income tax department, her motivation for joining the public sector, work-life balance and concluded the session by reciting two poems from her books
- This conversation was hosted by our Director, Raman Ramachandran, PhD



- Zion Dcosta Fernandes [✉](#)

Listen here  | Watch here

## MasterClasses

### Search Engine Optimisation

- Kaushal Thakkar, Alum of Batch 2004**, Founder and Managing Director, Infidigit, conducted a Masterclass with the second-year marketing students of KJSIM
- The MasterClass focused on Search Engine Optimisation (SEO) and Artificial Intelligence and was facilitated by Dr. Rashmi Jain, Faculty - Marketing and International Business
- As an SEO expert with 2 decades of experience, he emphasised the importance of SEO for organisations to excel in their business with real-world cases
- The session sparked students' interest in learning more about SEO and AI



- Varsha Bhansali [✉](#)

### Media Planning and Budgeting

- Ankit Majethia, Alum of Batch 2014 (MMM)**, Founder and Creative Director, Hangover Media, conducted a Masterclass with the second-year marketing students of KJSIM
- The MasterClass focused on Media Planning & Budgeting, its importance in Integrated Marketing Communication and was facilitated by Dr. Krupa A Rai, Faculty - Marketing and International Business
- He shared his expertise in branding, marketing, and design to help students understand how to use a fixed budget to achieve their media communication objectives



- Aishwarya Potdar [✉](#)

[Click here to know more](#)

## Job Opportunities - August

Total no. of recruiting companies	5
Total no. of vacancies	7
<b>Top Recruiting Companies</b>	
<ul style="list-style-type: none"> <li>Flipkart</li> <li>NeoGrowth</li> <li>Khaitan &amp; Co.</li> </ul>	<ul style="list-style-type: none"> <li>Orange Business Service</li> <li>SPJIMR</li> </ul>

## Team Imprints

<b>Chief Editor</b>	<b>Varsha Bhansali</b> Editor & Head - Team Imprints MBA (2022-24)
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To share or check job opportunities please write to us at: [simsrjobs@googlegroups.com](mailto:simsrjobs@googlegroups.com)

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