



Maharaja Agrasen Institute of Technology

Department of Management

REPORT ON

BUILD THE BRAND CHALLENGE

Date - September 24th 2025

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
PSP AREA, PLOT NO. 1, ROHINI SECTOR 22

DEPARTMENT OF MANAGEMENT(MBA)
MSM-THE MARKETING SOCIETY
PRESENTS

'BUILD THE BRAND CHALLENGE'

REGISTRATION FORM

SEPTEMBER 24
SEMINAR HALL

E-CERTIFICATES WILL BE PROVIDED

STUDENT COORDINATORS:- BHAVIKA, ASTHA, PIYUSH, DAKSH MEHTA, PIYUSH SHARMA, AMAN SINGH

Date: 24 September 2025

Venue: Seminar hall, Maharaja Agrasen Institute of Technology

Organized by: MSM-The Marketing Society, MAIT

Faculty Coordinator: Dr. Rajiv Jain, Dr. Anju Bharti

Marketing Club Faculty members: Dr. Nitin Walia, Dr. Anoop Kumar Gupta, Dr. Sukhvinder Singh

Student Coordinators: Bhavika, Astha, Piyush, Piyush Sharma, Aman and Daksh.

Participated by: B.Tech and MBA Students

The Marketing Society, Department of Management, MAIT, organised the “**Build The Brand Challenge**” with the aim of fostering creativity, marketing acumen, and entrepreneurial spirit among students. This exciting platform served as a space where creativity met strategy, and ideas transformed into impactful brands.

In today’s competitive world, brands are not just about products or services—they are about stories, experiences, and emotions that connect with people. With countless brands fighting for attention, the ability to build, position, and sustain a powerful brand has become the ultimate test of innovation and marketing excellence. The challenge was designed to put imagination, business acumen, and marketing skills to the ultimate test, giving participants the opportunity to think like innovators, design like creators, and execute like professionals. It was more than a competition—it was a journey of ideation, strategy, and storytelling where participants stepped into the shoes of entrepreneurs and brand managers to create unique identities for products or services and present market-capturing strategies. Through this event, participants not only showcased their creativity but also learned the essence of brand-building, from identifying customer needs and developing positioning strategies to crafting compelling narratives and planning promotional activities. The structure of the event included four phases: Idea Pitching, Brand Building, Marketing Strategy, and the Final Presentation, followed by a Q&A session with the judges. Teams were evaluated on innovation, creativity, unique brand strategy, presentation skills, teamwork, and responses during Q&A. A total of eight teams from B.Tech and MBA departments registered, making the competition enriching and highly competitive. The panel of judges, Mr. Aniket Aggarwal and Mr. Akuthota Sai Harsha,

provided valuable insights, fair evaluation, and motivating words that inspired participants to think bigger.

Winners

1st Position – Triple I (Gunit Narang & Akansha),

2nd Position – The Future Entrepreneurs (Gauri Srivastava, Harshit Sharma & Yuvraj Singh),

3rd Position – Brandemics (Manish Kumar, Mayank & Sanket Limbu), and Marketing Star – Fudgies (Samar, Tanisha & Kanishka).

Overall, the Build The Brand Challenge was a vibrant blend of competition, collaboration, and learning, providing students with real-time experience in innovation, teamwork, branding, and business pitching.

Snapshots





The following photographs highlight the moment of Certification Distribution Ceremony

EVENT ORGANIZING TEAM



1st WINNER- TRIPLE I



2ND WINNER- THE FUTURE ENTREPRENEURS



3RD WINNER- BRANDEMICS

