

**Maharaja Agrasen
Technology**



Institute of

Department of Management

REPORT ON

REVIVE AND RISE

Date - September 19, 2025

**MARKETING CLUB
PRESENTS**

**REVIVE AND RISE
THE STRATEGY SPRINT**

Event Highlights

- Strategy Creation
- Revamp Marketing
- Brainstorm Solutions
- Pitch Building

19TH SEP 2025 | 2PM
SEMINAR HALL, BLOCK 7, MAITS

**REGISTER
NOW**

FOR QUERIES CONTACT : MOHIT TICKOO - 9810911971

Date - September 19, 2025

Time: 2pm onwards

Venue - Block 7, Room No.741

Organized by - Department of Management (MBA), MAIT

Mentors: Dr. Anju Bharti & Dr. Rajiv Jain

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

Student's Core Team: Mohit, Tanisha, Yaksha ,MBA First Yr (2025-27)

Judges- MBA Final yr(Batch 2024-2026)- Ms.Taniya Pawar, Ms.Radhika Gupta, Ms. Parul Sharma, Mr. Shikhar & Mr. Anurag Makol

Participated by- MBA First yr, BBA & B.Tech (List Attached)

The Marketing Society of Management (MSM), Department of Management (MBA), Maharaja Agrasen Institute of Technology, organized a creative event “Revive and Rise” on September 19, 2025. The competition was designed to challenge students to step into the role of turnaround strategists, tasked with reviving once-dominant companies such as Vodafone, Yahoo, and Nokia.

The event aimed to give opportunity to participants to come out with their analytical, problem-solving, and presentation skills in a high-pressure, time-limited format. All participants were provided one page details about the company and its failure contents as a support to compete with each other. Students were required to quickly assess real-world business failures, devise innovative revival strategies, and present their solutions persuasively to the judges.

The competition witnessed enthusiastic participation from BBA, MBA first-year students and B.Tech first-year students. Each team showcased creativity, strategic thinking, and in-depth analysis while proposing revival plans. The presentations reflected not only the students' business acumen but also their ability to think critically under time constraints.

The judging panel, comprising MBA second-year students (Batch 2024–2026), evaluated the teams on parameters such as feasibility of strategy, originality of ideas, and effectiveness of presentation. Their insightful feedback provided participants with valuable learning for future endeavors. At the end of the event, the winners were given certificates and gifts by our HoD Dr. Sangeeta Rawal.

The event was seamlessly coordinated by the first-year MBA students under the guidance of the faculty coordinators, ensuring smooth execution and active engagement throughout.

“Revive and Rise” was a resounding success, fostering strategic thinking and teamwork among students while giving them a practical platform to apply management concepts.

The Marketing Society of Management (MSM) extends heartfelt gratitude to Dr. Anju Bharti and Dr. Rajiv Jain for their constant support, encouragement, and guidance, which made this event possible. Special thanks to all Marketing club faculty members and the judges for their valuable time and insightful evaluation, which greatly enriched the learning experience of the participants.

SNAPSHOTS:-





Winners of the Event

1st Position - Team Skype (Adit and Ekasv)

2nd Position - Team Big Bazaar (Ali and Nikhil)

3rd Position - Team Hike (Preeti, Sushmita & Aditya)

List Of Student Participants

1. Nandini Mittal BBA
2. Ridhima BBA
3. Radhika Bhadra BBA
4. Aryan arora BBA
5. Akshita BBA
6. Sarthak BBA
7. Chinmay BBA

8. Aarav	BBA	
9. Yash	BBA	
10. Grant	BBA	
11. Shubh	BBA	
12. Aasif	BBA	
13. Amulya	btech	9873997711
14. Dhruv	btech	9871736082
15. Shourya	btech	9968550103
16. Aarush	btech	7982605761
17. Prateek	btech	9891898533
18. Amrit	btech	9560358208
19. Dakshesh	btech	9953482133
20. Saanchi	btech	9871811950
21. Treya	btech	8130894754
22. Aurosmriti	btech	8368409813
23. Pujya	btech	7982792596
24. Llakshya	btech	9784567109
25. Pragyat	btech	
26. Ekagrah	btech	
27. Madhav	btech	9870104735
28. Himanshu yadav	btech	9509430089
29. Adit singh	btech	9467663248
30. Bhaavik saini	btech	8527288867
31. Sameer	btech	8800179034
32. Pranoy	btech	9718021957
33. Samridhi Pandey	btech	9451295424
34. Yuvna	btech	9818085101
35. Ekasv bhutani	btech	8800220968
36. Prajwal	MBA	
37. Aaditya	MBA	
38. Sushmita	MBA	
39. Preeti	MBA	