



# Marketing In Action

Punit Garodia  
7/29/2017

## **WORKSHOP ON MARKETING IN ACTION**

The Siliguri chapter of Young Indians organised a seminar on "Marketing in Action - Practice Branding the Right Way" on 29 July 2017. All the newly registered YUVA members of Salesian College Siliguri campus participated in the seminar.

The programme started by 4 pm with the welcome words delivered by Anirban Ghosh. He introduced the speakers, Mr. Prarik Rathod and Mr. Ramalingam S. Both the speakers were MBA graduates from the prestigious J.B.I.M.S, and were experts on Brand Strategy and Design. They had worked across global brands like Coca-Cola, Arrow and Cipla. Their rich experiences led them launch their own firm; Prarambhan Creative Works. The talks enlightened the students about the various stages of branding; starting from the product to an iconic brand. The thoughts like 'branding is an investment and positioning must be equal to perception' were inspiring. The students felt motivated to start up their own business having brand of its own. The speakers instilled into the students the need for making every one of them in 'brand' category. SWOT analysis was proposed for being progressive.

The fifty students who participated in the seminar felt enthralled with the inputs and the interactions. The seminar came to a close by 5 pm with the vote of thanks proposed by Mr. Anirban Ghosh. Both the speakers were presented with the College annual magazine. As they took leave of the campus they said that they were impressed with their "Salesian College Experience".

INVITES YOU TO THE WORKSHOP ON

# MARKETING IN ACTION

Practice Branding the Right Way



Aching to tell a more compelling story about your brand?  
Struggling to unlock new inspiration, or know what makes your  
brand special, or learn how to create brands that people love?  
This Marketing in Action Workshop may be the next best thing you  
do for your brand.

JULY 30<sup>TH</sup> 2017, 9.30 A.M.

BARSANA HOTELS & RESORTS

## SPEAKER PROFILE

### PRATIK RATHOD

Regarded as an expert on Brand Strategy and Design, Pratik an MBA from the prestigious J.B.I.M.S. has been instrumental in his work with brands like Arrow, US Polo, Ed Hardy, Flying Machine to name a few. With over 10 years of artistic experience, he believes in adding value to every brand he touches.

### RAMALINGAM S.

With 10 years of entrepreneurial and marketing experience, Ramalingam an MBA from the prestigious J.B.I.M.S. has worked across global brands like Coca-Cola, Cipla, TCS, etc. As a first generation entrepreneur and marketer, he strong believes in experiential learning rather than just theory.

