

THE JAIPURIA COMMUNIQUE

Wednesday, 1st October, 2025

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16th Annual Marketing Conclave

On **20th September 2025**, Jaipuria Institute of Management, Noida, hosted the **16th Annual Marketing Conclave** on the theme **"From Cold Calls to Customer Journeys: Rethinking the Future of Sales and Business Development."** The event was organised by **INVICTUS – The Marketing Club**. The conclave featured a distinguished panel including **Mr Jyotin Bhasin (VP – Room Air Conditioner, Daikin)**, **Mr Ambrish Tripathi (Manager, Sales & Operations, Pernod Ricard India)**, **Ms Surbhi Sabharwal (Territory Sales Manager, Red Bull India)**, and proud alumnus **Mr Bhavya Hasija (Deputy Manager, Maruti Suzuki India)**.

The discussion was steered by **Dr Deepak Singh**, a seasoned consultant and thought leader in marketing and strategy. Together, they discussed how sales have evolved from cold calls to relationship-driven customer journeys in an era driven by AI.

The proceedings began with the ceremonial lighting of the lamp, followed by welcome addresses from **Dr Anuja Shukla** and an introduction to the theme by **Dr Aditi Dang**, the **Conclave Co-Chairs**. The gracious presence of our marketing faculty—**Dr. Poonam Sharma**, **Dr Darshan Pandya**, **Dr Ajay Bansal**, **Dr Vinita Srivastava**, and **Dr Santosh Sood** added further depth to the occasion.

The panel emphasised the need for blending technical expertise (Excel, Power BI, AI tools) with human skills such as adaptability, storytelling, and personal branding. An engaging Q&A session saw students seeking guidance on career building, networking, and overcoming challenges in the sales domain.

The conclave drew to a close with a warm vote of thanks, bringing the enriching discussions to a fitting conclusion and leaving the audience inspired to embrace the changing landscape of sales and business development.

हिंदी पखवाड़ा – काव्य-पाठ प्रतियोगिता

"एक भारत श्रेष्ठ भारत" पहल के अंतर्गत **हिंदी पखवाड़ा प्रतियोगिता** के अवसर पर समिति द्वारा सफलतापूर्वक काव्य-पाठ प्रतियोगिता का आयोजन किया गया। इस कार्यक्रम का उद्देश्य हिंदी भाषा के प्रति प्रेम को प्रोत्साहित करना, विद्यार्थियों को उसकी साहित्यिक सुंदरता से जोड़ना तथा सांस्कृतिक एवं भाषायी गर्व की भावना को सुदृढ़ करना था।

प्रतियोगिता में 15 विद्यार्थियों ने उत्साहपूर्वक भाग लिया और अपनी स्वरचित एवं प्रसिद्ध हिंदी कविताओं का वाचन कर श्रोताओं को मंत्रमुग्ध कर दिया। उनकी प्रस्तुतियों में सृजनात्मकता, अभिव्यक्ति की प्रतिभा तथा हिंदी भाषा की समृद्धि के प्रति गहरा लगाव स्पष्ट रूप से दिखाई दिया।

कार्यक्रम में निणायक के रूप में डॉ. अमरनाथ त्रिपाठी की गरिमामयी उपस्थिति रही। उन्होंने सभी प्रतिभागियों की ईमानदार कोशिशों की सराहना की और उन्हें साहित्यिक साधना जारी रखने के लिए प्रेरित किया। कार्यक्रम का सफल संचालन साक्षी गुप्ता और जतिन नंगरू ने किया, जो **डॉ. रोहन भल्ला (अध्यक्ष)**, **हर्ष बिदारिया (अध्यक्ष, छात्र संघ)** तथा **जतिन गर्ग (उपाध्यक्ष)** के मार्गदर्शन में संपन्न हुआ।

प्रतियोगिता के समापन पर परिणामों की घोषणा की गई। अभिषेक कटारिया ने प्रथम पुरस्कार प्राप्त किया, जबकि रक्षित सिंगल और योगेश कुमार को संयुक्त रूप से द्वितीय पुरस्कार से सम्मानित किया गया।

यह आयोजन पूर्णतः सफल रहा, जिसने विद्यार्थियों को अपनी प्रतिभा प्रदर्शित करने का जीवंत मंच प्रदान किया और हिंदी अभिव्यक्ति में उनका आत्मविश्वास और मजबूत किया। समिति **डॉ. रोहन भल्ला** के निरंतर सहयोग के लिए, **डॉ. अमरनाथ त्रिपाठी** के सूझबूझ भरे निर्णय के लिए तथा पूरी छात्र नेतृत्व और समन्वयक टीम के समर्पण के लिए हृदय से आभार व्यक्त करती है, जिनकी बदौलत यह कार्यक्रम भाषा और साहित्य का अविस्मरणीय उत्सव बन सका।





Utkarsh Chauhan
Marketing Officer
UNO Minda



From The Alumni Corner

Being a part of the **2023–25 batch** at Jaipuria, Noida has been one of the most memorable chapters of my life. These two years taught me much more than management concepts. I grew as a person, picked up new skills, and learned how to handle challenges with confidence.

From the very beginning, the campus gave me opportunities to explore myself. Winning the title of Mr. Fresher was a special start, and being part of the volleyball team that became champions for two years in a row gave me the spirit of teamwork and determination.

My summer internship at **Koozies Ice Cream** was another turning point. I worked hard, learned from every experience, and was happy to be recognized as a top performer there. That gave me the confidence that I was on the right path.

Now, I feel proud and excited to have started my corporate journey with **UNO Minda** as a **Marketing Management Trainee**. It feels good to see the efforts of these two years turning into real opportunities.

Looking back, I truly believe Jaipuria gave me a platform to learn, experiment, and discover my strengths. To all my juniors, grab every opportunity, stay curious, and believe in yourself. Your journey will shape up beautifully if you trust the process.

Student Success Story

I, Trishta Gupta, PGDM Batch 2024–26, joined this institute with a simple goal: to grow, learn, and build a meaningful career in finance. The journey, however, turned out to be far more transformative than I had imagined. From navigating challenging assignments to participating in lively case discussions and presentations, every experience shaped my skills and confidence.

Today, I am thrilled to share that I have been placed with **ICICI Bank** as a **Relationship Manager** with a CTC of 9 LPA. This role, being at the heart of client engagement and sales, excites me because it combines relationship-building, problem-solving, and the opportunity to make a tangible impact. The preparation I received here, from faculty mentorship to mock interviews and industry interactions, was invaluable in helping me reach this milestone.

I am deeply grateful and would like to acknowledge the continuous support from my mentors, peers, and the placement team, whose guidance, encouragement, and support made this achievement possible. Every challenge I faced along the way became a stepping stone, teaching me persistence, confidence, and the value of consistent effort.



Trishta Gupta
Batch 2024–26





From the Campus Corner

As the morning sun spills over the courtyard, Jaipuria Noida awakens in vibrant spirit. The green lawns breathe freshness, while red-brick walls stand as quiet witnesses to countless aspirations. Gentle shade and soft footsteps weave a rhythm of growth. Beyond books and lectures, the campus invites reflection, conversations, and new beginnings—each sunrise promising possibilities and reminding us that this journey is about discovery and dreams.

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(PGDM 2025-27)

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Clicks from the week



The Media Relations Committee (MRC) Noida is now live on Instagram by the name of Shutterbugs. Follow us to get the latest updates on what's happening around the campus.

Do Follow and Stay Tuned !



@SHUTTERBUGS_MRC_N



Meet The Team



Dr. Darshan Pandya
MRC Chairperson



Divyansh Singh Chandel
MRC President



Harshit Anand
Vice President



Sonal Mehta
Vice President



Aashi Srivastava
Vice President