

MASTERS' UNION

Beyond the Classroom: Highlighting Our Champions

Join us in celebrating the remarkable achievements of our students in various competitions across the country. These competitions serve as a platform for our students to demonstrate their creativity & talent on a national stage



Mastering the Case

Consulting Strategy Case Competition, IIT Kanpur

Winning Team:



Sai Vishnu

Undergraduate Class of 2027



Sabarna Jana

Undergraduate Class of 2027



Anish Adamane

Undergraduate Class of 2027

Achievement:

**1st
Position**

Among **top 10 teams** which included participants from **IIT Kanpur, IIT Bombay, IIT BHU, IIM Bodhgaya and SRCC**

Problem Statement:

A fictional Swiss watch brand is entering the Indian market with 2 different products (one premium and one semi premium) in 2008. They have 2 different entry strategies - Direct Distribution and Franchise model. **Which model should they follow and which cities should they enter in?**

Innovative Solution:

The team's solution was to start with **Dicora watches (premium watch) with direct distribution in tier 1 cities and Radix watches (semi-premium watch) with a franchise model in tier 2 cities in year 3.**

Classroom Learnings:

Applied concepts taught in the course **Building Marketing Strategies**, such as **STP Analysis, Distribution Framework and Customer Inertia.**

Judges Feedback:

“

The assumptions of your model are surprising. Where did you all learn to do this? Only the 4th year students of IIT Kanpur's Finance Club know this because of the exposure they get.



Case Competition, St. Xavier's College, Kolkata

Winning Team:



Bhargav V

Undergraduate Class of 2027



Yash Jain

Undergraduate Class of 2027

Achievement:

**2nd
Position**

Among **top 8 teams** which included participants from **SRCC, Hansraj College and Ashoka University**

Problem Statement:

You are given a corpus of 800 crore in order to build an amusement park. How will you maximise your profits?

Innovative Solution:

While other teams were saving their corpus and were reluctant to use their entire corpus, this team used 90% of their budget, strategically investing it which gave them maximum return.

Classroom Learnings:

Applied concepts taught in the course **Statistics for Business** such as, **Building a Hypothesis, Sampling and Distribution.**

Judges Feedback:

“

Your solution is bold and the approach is non-conservative.



Mock Niti Ayog Competition, SPJIMR

Team:



Manan Singh Baweja

Undergraduate Class of 2027



Garv Chetwani

Undergraduate Class of 2027



Gopika Garg

Undergraduate Class of 2027

Achievement:

Finalists among **top 10 teams** across India, at par with teams from **IIM Indore, St. Stephen's College** and **NMIMS**

Problem Statement:

Thoroughly analyse the assigned state and identify 3-5 essential Sustainable Development Goals for its advancement. How will you convince the judges to allocate 1 crore rupees for the development of your assigned state?

Innovative Solution:

The team was assigned the state, Arunachal Pradesh. They researched to identify the problems and then made recommendations focussing on Sustainable Development Goals like Gender Equality, Industry Innovation etc.

Classroom Learnings:

Applied concepts taught in the course **Environmental Science**, such as **Environmental Crisis** and **Energy as a Resource**.

Judges Feedback:

“

You are the youngest team competing in this competition with other PGP students from premier institutes like IIMs, IITs, Symbiosis and Narsee Monjee, and yet, your clarity of thought and presentation was very impressive.



Samay-Sya '24 | Ashoka University

Winner:



Manan Singh Baweja
Undergraduate Class of 2027

Achievement:

2nd Position

Among top 8 teams which included participants from Shaheed Sukhdev College of Business Studies, Ashoka University, IIM Rohtak and Christ University.

Problem Statement:

How will you pitch the company Noise against the established competitor boAt?

Innovative Solution:

Manan did an in-depth competitor analysis which included factors like founder equity stability, manufacturing location and even financial projections, clearly highlighting Noise's competitive edge.

Classroom Learnings:

Applied concepts taught in the course Art of Communication, such as Stage Presence and Creating Impactful Pitch Decks.

Homegrown Excellence	Founder Equity Stability	Financial Sustainability
We're a genuine Indian company, not merely a delivery agent sourcing 70%+ products from China. We proudly manufacture 95% of our products right here in India, ensuring quality and supporting local industry.	While boAt has seen considerable equity dilution over 10 rounds of funding, we maintain 85% equity ownership with our founders. Our commitment to retaining control ensures strategic decision-making remains agile and aligned with long-term vision.	Unlike boAt, which saw a staggering loss of 145 Cr in FY22 after being profitable until FY21, we've maintained profitability since inception. Our FY24 projections show continued growth with a profit of 45 Cr, highlighting our unwavering focus on sustainable business practices over fleeting valuations.

Competitors of Noise	boAt	Noise
4th Rank (Market Share)	1st Rank (Market Share)	11.57% (Market Share)
21 Active Competitors (Market Share)	77 Investors (Market Share)	

Latest Market Share 2023 (%)

- While Noise dominates the Indian smartwatch market, it faces competition from established global brands like boAt and Sony offering premium options.
- Additionally, Chinese budget brands like Realme and Xiaomi challenge Noise in various segments.
- Our strength lies in affordable pricing and trendy designs, catering specifically to young Indian consumers.

Judges Feedback:

“

Your presentation was detailed and comprehensive. Not only did you convince us why we should choose you, but you also persuaded us why not to choose the other team.

Entrepreneurs Making Waves

Entrepreneur in Focus



Divyanshi Gupta

Achievement:

Secured a **INR 5 Lakh** grant in 2023, earning first place among 6500+ applicants for the **Masters' Union CEO Challenge Season 1**, judged by **Ashneer Grover, Founder of BharatPe** and **Shark Tank India Season 1 Judge**

Company Name:

SkillsBeforeDegree

2020 - Present



About the company:

SBD (SkillBeforeDegree) is an Ed-Tech platform for students to learn Vedic Mathematics and for teachers to teach hassle-free. SBD has successfully skilled over **760** students from **five** countries, including the **UK, USA, and Australia**, in two years. Concurrently, the organization has expanded its workforce by recruiting **45** dedicated teachers.

About the Masters' Union CEO Challenge:

Masters' Union CEO Challenge is an exciting opportunity for high school students who are passionate about startups and entrepreneurship. Masters' Union CEO Challenge is designed to inspire the next generation of entrepreneurs and fund their ideas. The brightest high school students compete on a national stage and are tested on their business acumen, problem solving skills and creativity.

Scan to watch the full CEO Challenge video



Business Darbar, IIT Jodhpur

Team:



Palak Dua

Undergraduate Class of 2027



Krish Goyal

Undergraduate Class of 2027



Tanya Goyal

Undergraduate Class of 2027

Achievement:

Finalists among **top 10 teams** across India, at par with teams from **IIT Kharagpur** and **IIT Bombay**

Problem Statement:

Pitch a 360 degree business plan.

How will ensure the idea is disruptive?

Classroom Learnings:

Applied concepts taught in the masterclass by the entrepreneur and creator, **Varun Mayya** on **AI-Powered Creativity Unleashed**.

Innovative Solution:

The team created a business model for a last-mile delivery app that connects people to their favorite street vendors. They supported their business plan with thorough competitor analysis and research on emerging trends.



Judges Feedback:

“

You guys are too smart for your age and the business knowledge you possess is hell a lot for a first year undergraduate student.

Pitch Perfect , BITS Hyderabad

Team:



Vidit Kiyal

Undergraduate Class of 2027



Shirin Gulia

Undergraduate Class of 2027



Shaily Dangi

Undergraduate Class of 2027

Achievement:

Finalists among **top 12 teams** from colleges like **IIT Delhi** and **SRCC**

Problem Statement:

Could you pitch a new business plan to us and explain how you would utilise the opportunity if we were to incubate your startup?

Innovative Solution:

The team pitched an idea that would help solve the problem of **discoverability and reliability of online thrift stores by creating a marketplace for thrift stores**. They ensured reliability by introducing elements like an easy returns policy and cash on delivery, which are uncommon for online thrift stores to offer.

Classroom Learnings:

Applied concepts taught at the **Masters' Union Startup Weekend** such as **MVP Building, Story Building and Pitching**.



Fun Fact:

What started as an idea is now a **startup called Take2**, being run by **Vidit Kiyal**. The startup has already received **tech credits worth \$215K** from incubators like **Pedalstart** and **Xartup**.

Judges Feedback:

“

Your idea is innovative. Even though some of the other teams had product prototypes ready and there were even a few revenue generating startups, your presentation stood out!

Marketing Mavericks

Ops-Tackle Competition, BIMTECH

Winning Team:



Lavanya Manmotra

Undergraduate Class of 2027



Anish Adamane

Undergraduate Class of 2027

Achievement:

**1st
Position**

Sole undergraduate team competing against postgraduate participants from colleges like **St. Stephen's College** and **Hansraj College**

Problem Statement:

Select a product that is harmful to the environment. How will you upgrade this product ensuring that the modifications are cost effective and environmentally sustainable?

Innovative Solution:

The solution aimed to revolutionize cement production, offering a greener alternative while ensuring industry-wide adoption. The idea was to integrate calcined clay into cement production, reducing CO2 emissions and environmental impact. Operational strategies included process optimization, supply chain efficiency, employee training, and compliance with eco-standards. Marketing efforts targeted B2B sectors through trade shows, technical workshops, collaterals, industry collaborations, and direct sales, promoting the performance and sustainability benefits of eco-friendly cement.

Classroom Learnings:

Applied concepts taught in the course Foundations of Managerial Behaviour such as, Need and Process of Recruitment.

Judges Feedback:

“

The problem chosen is actually big enough and working on it would make a huge impact.



Financial Wizards



Aru Srivastava

Undergraduate Class of 2027



Swayam Bharadwaj

Undergraduate Class of 2027



Raghavv M Garg

Undergraduate Class of 2027

Meet the Young Titans

Masters' Union students were honoured guests at the exclusive **1% Club Show** hosted by finance guru Sharan Hegde. They shared their remarkable financial journeys, boasting earnings exceeding 1 crore by the age of 18. Watch their inspiring stories in the full video.



Scan to watch the full podcast



Ladder Loot - Sri Guru Gobind Singh College of Commerce

Winning Team:



Arhum Jain

Undergraduate Class of 2027



Arnav Hasija

Undergraduate Class of 2027

Achievement:

**1st
Position**

Among **top 10 teams** including participants from leading **Delhi University colleges** like **Kirori Mal College** and **St. Stephen's College**

Problem Statement:

You have been allocated a fixed budget and assigned assets and liabilities. Analyse your balance sheet and give us a breakdown of **how will you grow your investment portfolio?**

Innovative Solution:

The team analyzed the growth rate of an investment promise and had to buy and sell assets accordingly. They used financial bookkeeping, which became an essential element that helped them win. One of the strategies that won them the bet was investing in the right assets at the right time based on impromptu case-based situations.

Classroom Learnings:

Applied concepts taught in the course **Fundamentals of Accounting** such as, **Company Valuation** and **Cash Flow Statement**.



Judges Feedback:

“

The solution highlights the depth of your financial knowledge and your analytical skills are sharp.

Financial Cinematic Analysis, IES Mumbai

Winning Team:



Parth Agrawal

Undergraduate Class of 2027



Aru Srivastava

Undergraduate Class of 2027



Gyan Ganesh Banjan

Undergraduate Class of 2027

Achievement:

**1st
Position**

Among **top 10 teams** including participants from IIT Bombay and NMIMS

Problem Statement:

Analyse the movie *The Big Bull* from a financial lens. How will you present the movie as a company's balance sheet?

Innovative Solution:

The team combined their passion for movies with their financial acumen and presented the movie's story as a financial breakdown of a company.

Classroom Learnings:

Applied concepts taught in the course *Applications of Accounting* such as, Risk Management and Financial Management.

Judges Feedback:

“

While your financial knowledge is evident, your passion for cinema made your presentation all the more interesting.



And that's not all...

Finance Competition, St. Xavier's College, Kolkata

Winning Team:



Lavanya Manmotra

Undergraduate Class of 2027



Swayam Bharadwaj

Undergraduate Class of 2027

Achievement: **Third position, among top 8 teams**

Operations Case Competition, IIT Bombay

Finalist:



S Parinitha

Undergraduate Class of 2027

Achievement: **Third position, among top 10 teams**

Minutes to Pitch, MNIT Jaipur

Winning Team:



Roghan R B

Undergraduate Class of 2027



Soma Charan

Undergraduate Class of 2027



Hitesh Kalwani

Undergraduate Class of 2027

Achievement: **Third position, among top 8 teams**

National Economics Fest, St. Stephen's College

Team:



Gunit Royzada

Undergraduate Class of 2027



Suhas Pulluru

Undergraduate Class of 2027

Achievement: **Finalists, among top 5 teams**

Brandwidth, MICA Ahmedabad

Team:



Pratham Dua

Undergraduate Class of 2027



Praanjal Agrawal

Undergraduate Class of 2027

Achievement: **Finalists, among top 10 teams**



Join Us in Celebrating Excellence

At Masters' Union, we are committed to nurturing talent, fostering innovation, and empowering our students to excel in the dynamic world of business. Join us in celebrating the remarkable achievements of our students in competitions, as they continue to inspire and drive positive change in the global business community.

For any queries, contact

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For more
information, visit



mastersunion.org/Ug-Programme