

Global Immersion Programme



05

Days

06

Industry Interactions

04

Cultural Immersions



KraftHeinz



DAY 1

ARRIVAL & VISIT TO AYA UNIVERSE

- Arrival and hotel transfer
- AYA Immersive Experience
- Marina Cruise with group networking



DAY 5

INNOVATION & INDUSTRY EXPOSURE

- Emirates Innovation Center - Pitchathon and leadership networking
- Expo City exploration
- Mumzworld industry and warehouse visit
- Departure for Delhi



DAY 2

CORPORATE INSIGHTS & DESERT EXPERIENCE

- JLL visit: Company overview, internship insights, and leadership session
- Kraft Heinz visit: Business introduction and networking with HR leadership
- Desert safari experience with barbeque dinner



DAY 3

ABU DHABI EXPLORATION

- Visit to Ferrari World Theme Park
- Sheikh Zayed Grand Mosque tour
- Return to Dubai



DAY 4

DUBAI LANDMARKS & LEADERSHIP DINNER

- Dubai skyline experience from the Burj Khalifa
- Visit to the Museum of the Future
- Leadership dinner with senior industry leaders from Reliance Group and DP World



📅 DAY 1

Building Value Through Experiences



Arrival in Dubai

Arrival & Orientation

Arrival in Dubai, a city that contributes ~30% of the UAE's GDP through trade and tourism.

AYA Immersive Experience (Wafi City)

12 interactive zones

Global benchmark in immersive entertainment

Key Learnings

- How powerful experiences become the product itself
- AI, projection mapping, and immersive storytelling at scale
- Understanding the multi-billion-dollar global experience economy
- How brands monetise emotion, engagement, and digital immersion



AYA Immersive Experience

Dubai Marina Cruise

Most iconic urban development

Contributes to Dubai's 15M+ tourists annually

Key Learnings

- How luxury services are designed end-to-end
- Waterfront real estate as a branding and economic strategy
- How luxury, hospitality, and infrastructure integrate to drive the city's positioning



Dubai Marina Cruise



DAY 2

Corporate Immersion: Inside Global Multinationals



Discussion with senior leadership at the JLL Office



Discussion with senior leadership at the JLL Office

JLL (Jones Lang LaSalle) - DIFC

Fortune 500 company

Operates in 80+ countries

\$26B+ global revenue

Key Learnings

- How hubs like **Dubai International Financial Centre (DIFC)** are structured
- MENA strategy** and **cross-border advisory**
- Real estate as a **financial asset**
- Role of **public-private partnerships**
- Global consulting** and **cross-border careers**

Kraft Heinz - DAFZA

Operates in 40+ countries

\$24.5B + global revenue

Key Learnings

- How **FMCG supply chains** serve millions daily
- The power of **localisation strategy** in diverse markets
- Data-led consumer insights** and **pricing** models
- Session with **Sarah Morello (HR Director)** on building **leadership pipelines, hiring, and global mobility** in multinational firms



Kraft Heinz Office



Kraft Heinz Office with Ms. Sarah Morello (HR Director, Kraft Heinz)

Desert Safari

Top tourist experience

Contributes 12% to UAE's GDP

Key Learnings

- Experience-driven service** models
- Cultural monetisation** with global appeal
- How businesses increase **spend per customer** through **add-ons**



📅 DAY 3

📍 Abu Dhabi

Engineering, Luxury, & Nation-Building

Ferrari World

Luxury automotive brand

Earned **38M+** global accolades

Key Learnings

- ✦ How scarcity builds **premium positioning**
- ✦ Creating a **high-impact customer journey** through **experience design**
- ✦ Turning **product excellence** into **experiential revenue**



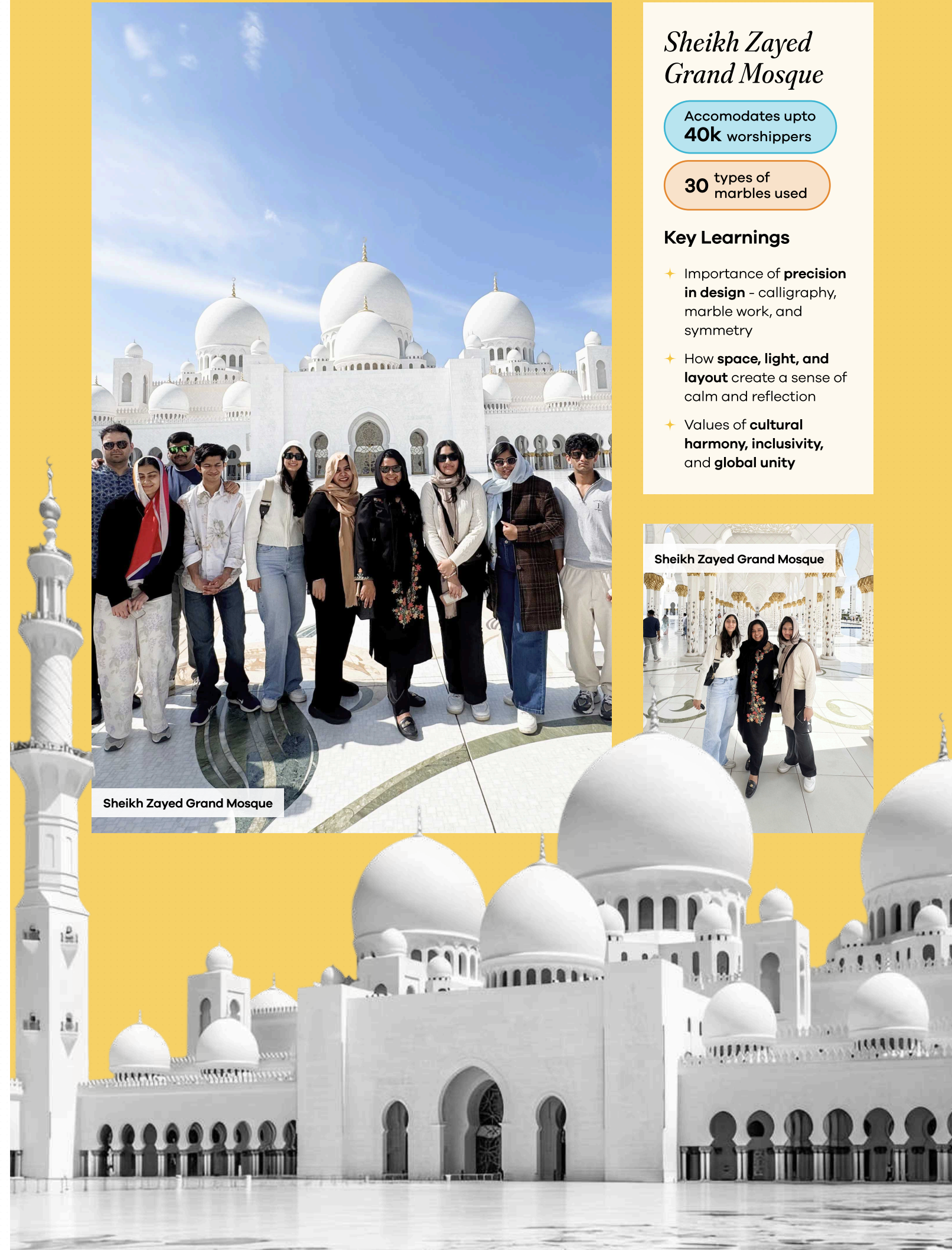
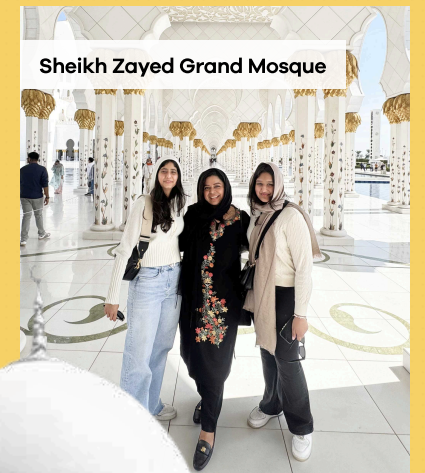
Sheikh Zayed Grand Mosque

Accommodates up to **40k** worshippers

30 types of marbles used

Key Learnings

- ✦ Importance of **precision in design** - calligraphy, marble work, and symmetry
- ✦ How **space, light, and layout** create a sense of calm and reflection
- ✦ Values of **cultural harmony, inclusivity, and global unity**



📅 DAY 4

Global Icons, Future Economies, & Leadership Access

Burj Khalifa

World's tallest building

\$1.5B+ development cost

Key Learnings

- ✦ Power of branding and symbolism in building **global recognition**
- ✦ How iconic infrastructure reshapes **global perception**
- ✦ Tourism as a **multiplier** for **economic growth**

Museum of the Future

1,000+ visitors daily

77 metres tall

Key Learnings

- ✦ **AI, robotics, and climate-tech ecosystems** as interconnected future ecosystems
- ✦ How **policy, innovation, and business** converge to shape the future of economy
- ✦ Role of governments as **enablers** of large-scale **technological progress** and **experimentation**



Burj Khalifa



Museum of the Future



Leadership Dinner



Leadership Dinner

Exclusive Leadership Dinner

This dinner at the **Dubai Mall** became a **defining moment**, offering students direct exposure to **real-world leadership** and **C-suite perspectives**.

Leaders Engaged

- ✦ **Mr. Manoj Gandhi** - CFO, Reliance Group
- ✦ **Mr. Abhinav Maheshwari** - Treasury Head, Reliance Group
- ✦ **Ms. Ruchi Churiwala** - Manager, Strategic Projects, DP World

Key Learnings

- ✦ How **billion-dollar enterprises** scale through **real-world insights**
- ✦ Strategies behind successful **cross-border expansion**
- ✦ **Leadership decision-making** in an **uncertain, high-stake** environment
- ✦ How to effectively **scale** within **high-growth sectors**



Leadership Dinner with Mr. Manoj Gandhi (CFO) and Mr. Abhinav Maheshwari (Treasury Head) from Reliance Group

📅 DAY 5

Innovation, Aviation, & Startup Scaling

Mumzworld - Dubai Design District

Community of **2.5M+** mothers

2.5L+ products

Serves across **20+** countries in the Middle East

Key Learnings

- ✦ The role of **logistics** and **cross-border operations** in enabling scalable growth
- ✦ The importance of scaling **regional digital marketplaces** with a strong customer-first approach
- ✦ How to navigate **startup growth** in emerging economies



Emirates Innovation Center - Expo City

4th best airline worldwide

55M annual average passengers

Key Learnings

- ✦ Crafting **AI-driven, seamless customer journeys** across touchpoints
- ✦ Understanding **aviation logistics** and **global cargo network operations**
- ✦ How **smart airport ecosystems** are powered by **data** and **automation**

Student Pitchathon

Students present to **Emirati leaders and investors**, building **clear communication** and **quick thinking** in high-pressure situations.



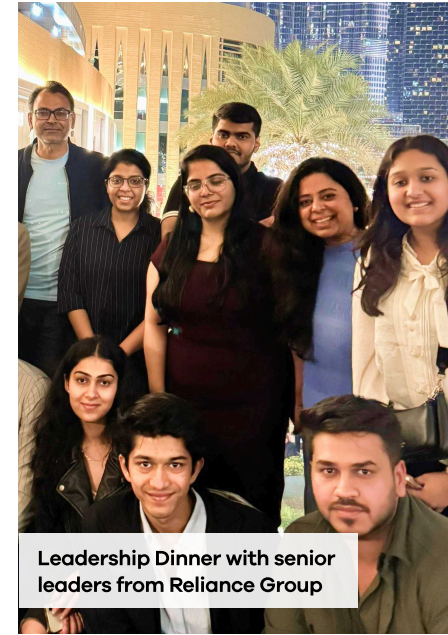


"From AYA Universe to Ferrari World, every experience showed me a different side of how brands create impact."

Kanishka Yadav
UG Class of 2029



AYA Immersive Experience



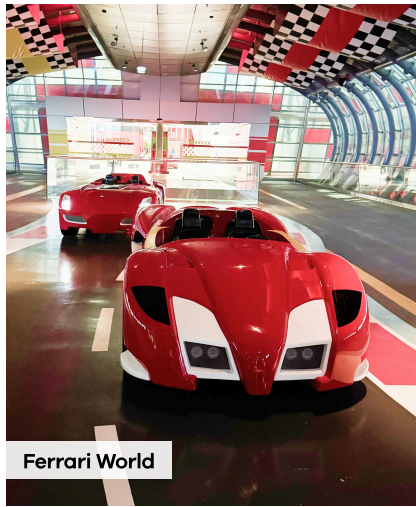
Leadership Dinner with senior leaders from Reliance Group



Museum of the Future



JLL Office



Ferrari World



Ferrari World



"The leadership dinner was my highlight, hearing leaders from Reliance Industries speak so candidly was something you rarely get to experience firsthand."

Ditya Garg
UG Class of 2029



Emirates Innovation Center




Kraft Heinz Office



JLL Office



Emirates Innovation Center



"Presenting at the Emirates Innovation Center was nerve-racking but amazing. I came back way more confident."

Pranav Nitin Mishra
UG Class of 2029



"Seeing companies like JLL and Kraft Heinz up close made everything feel real. It honestly changed how I think about business."

Anav Jain
UG Class of 2029



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Watch students
share their experience

