

PGP TBM COHORT 6
PGP TBM YLC COHORT 1



masters'
union

Case Studies
Don't Sell.
Our Students Do.

Welcome to the real MBA.

Dropshipping Challenge Report





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What is the Dropshipping Challenge?

The Dropshipping Challenge is one of Masters' Union's flagship Outclass initiatives, designed to help students build and run real businesses from the ground up. Over the span of three months, students learn to source products, set up online stores, create brands, and drive real revenue, seamlessly blending classroom learning with real-world entrepreneurial execution.

Through this challenge, students transition from being consumers to becoming sellers. From their classroom learning to implementing those lessons in live businesses, they step straight into the battlefield of sales, customers, and money. This shift, from buyer to seller, represents a complete mindset transformation that typically takes years to develop, teaching them ownership, adaptability, and resilience from the outset.

Each team is responsible for every aspect of their business, from product research and website management to marketing and financial tracking. They learn to make data-driven decisions, optimize operations, and handle customer interactions, mirroring the challenges faced by real founders.

What makes the challenge unique is its hands-on approach. Students not only manage their online storefronts but also set up offline stalls across Delhi NCR, culminating in the **Dropshipping Fair at DLF CyberHub**, where they experience the thrill of real-time sales and customer engagement. By the end, they walk away with tangible results, deep business acumen, and the confidence to turn ideas into successful ventures.

Dropshipping Journey

Stage 2: Build Your Store

Create your online storefront on Shopify, Amazon, or Flipkart. Design your brand, set prices, and get your store live.

Objective: Enable students to build a professional online store and translate their product idea into a real e-commerce business.



Stage 1: Launch & Product Discovery

Kickstart your journey by learning the basics of dropshipping, identifying winning products, exploring suppliers, and understanding inventory management.

Objective: Help students discover profitable products and understand the fundamentals of sourcing and operations.



Stage 4: **Go Global**

Expand your reach beyond borders, explore international markets, and scale your business globally.

Objective: Introduce students to cross-border commerce and strategies for building a global D2C brand



Stage 3: **Master Ads & Marketing**

Learn to attract customers through ads, social media, and guerrilla marketing. Optimize campaigns and boost your sales.

Objective: Teach students to plan, execute, and analyze marketing campaigns that drive real conversions and revenue.

The Finale: **Dropshipping Fair**

Objective: Give students a hands-on retail experience and the confidence to sell directly to real customers.



Team Overview & Statistics



Overall Stats:

2.11 Cr Total Revenue (INR)

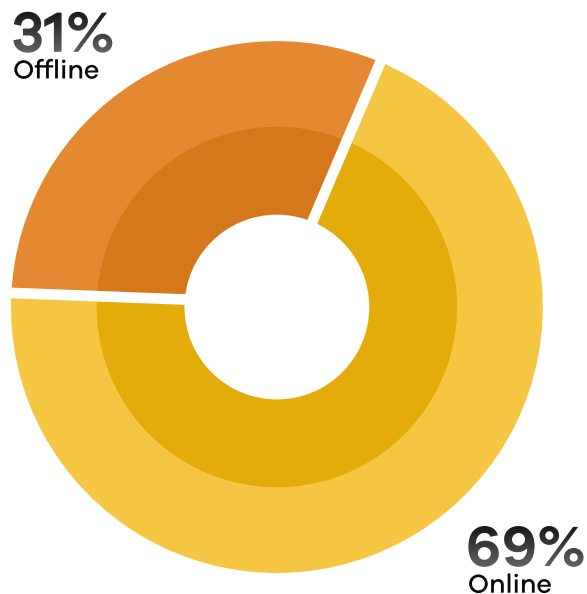
6.44 Return on Advertising Spend (RoAS)

55 Teams

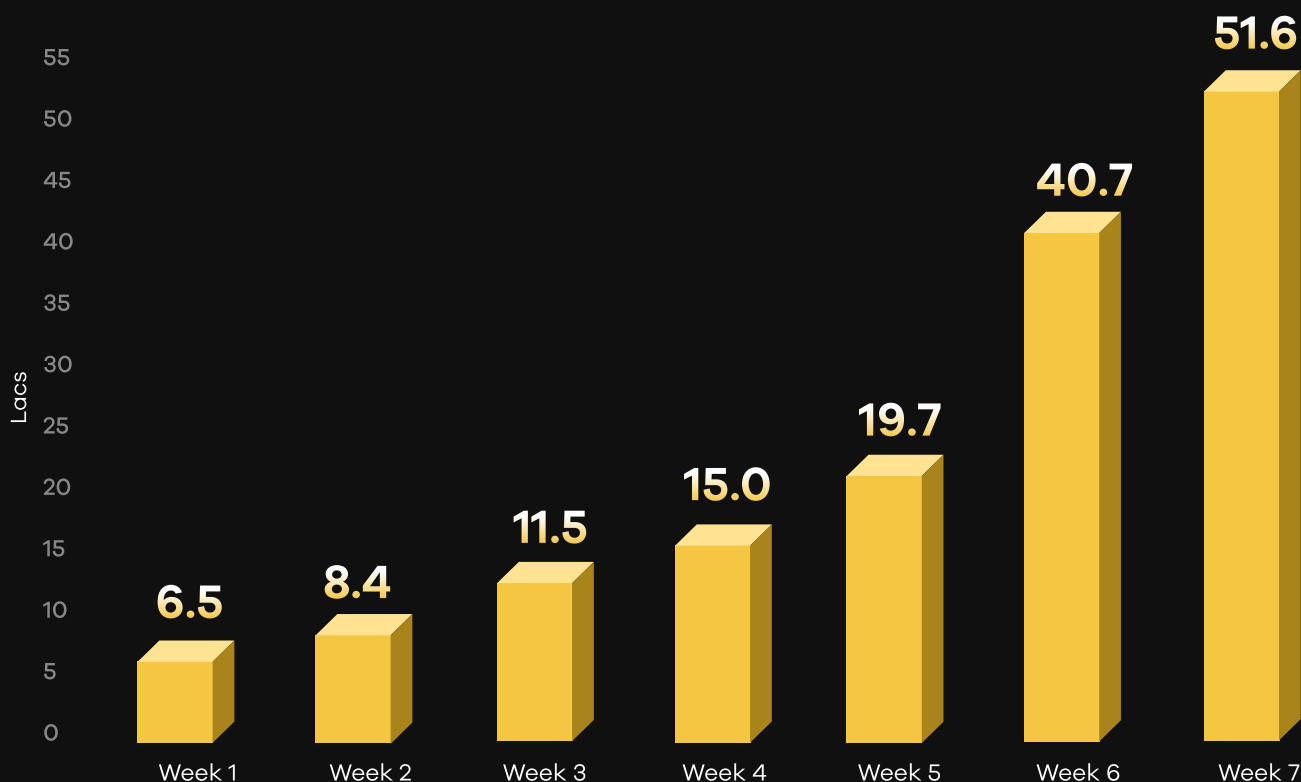
57 Offline Stalls

79 Shopify Stores

Platform Split: ■ Online ■ Offline



Weekly Revenue Stats: ■ Revenue



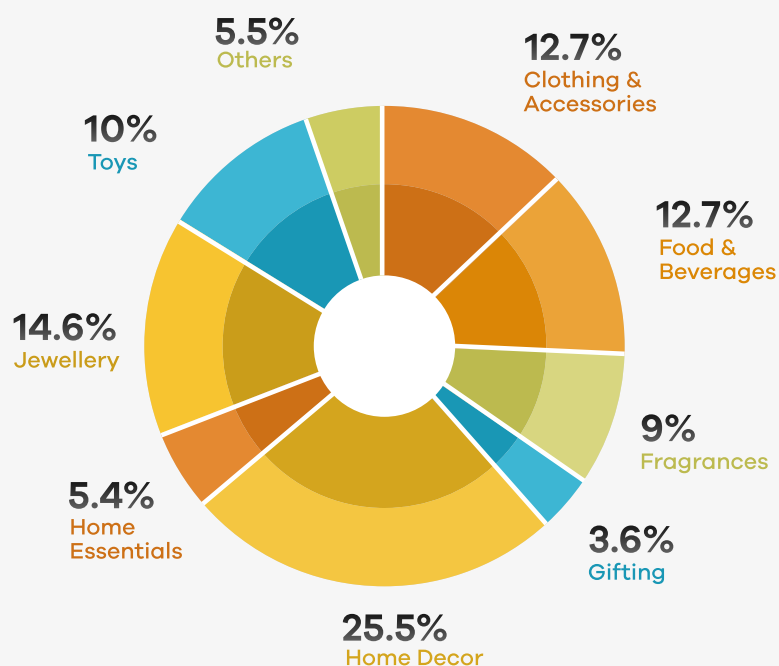
Team Overview

	Sr. no	Team name	What they sold?	Total Sales
Clothing & Accessories	01	TheReelStore	Electronics, Home appliances & Accessories, etc.	₹19.3 Lacs
	02	The 6th Avenue	Home Utilities + Fashion Accessories	₹2.4 Lacs
	03	Buzz Basket	Kurtas and Kurtis	₹1.05 Lacs
	04	Savaal	Lifestyle trendy products for Gen Z	₹0.89 Lacs
	05	Dropshipping Daakus	Bags, Bottles, Stationery	₹0.62 Lacs
	06	CommCartel	Customised T-shirts	₹0.59Lacs
Food & Beverages	07	Zero Inventory Club	Phone and Laptop Accessories	₹0.19 Lacs
	08	Click to Cart Collective	Desserts & Tshirts	₹1.92 Lacs
	09	DipNChip	Gourmet Snacks	₹1.65 Lacs
	10	Boxifyy	Food and Drinks	₹1.46 Lacs
	11	DropRush	Lifestyle & beverages	₹0.65 Lacs
	12	Urban Swift	Daily Essentials & Food Items	₹0.62 Lacs
Fragrances	13	Taamba	Premium Copper Water Bottles & Drinkware	₹0.47 Lacs
	14	Jugad Junction	Ergonomic Products & Gujrati Snacks	₹0.43 Lacs
	15	OKAMI	Perfumes	₹33.8 Lacs
	16	Team OAFS	Incense sticks, Havan cups, Golden brass dhuni, Perfumes	₹3 Lacs
	17	KOKORO	Salt Lamps, Diffusers, Aroma Oils, Incense Sticks, Skincare and Electronics	₹1.84 Lacs
	18	Crystal Cartel	Crystal Accessories & Scented Candles & Diffusers	₹1.42 Lacs
	19	Brew.Build	Apparels, Jewellery, Fragrance, Toys & Food	₹1.37 Lacs

	Sr. no	Team name	What they sold?	Total Sales
Gifting	20	Ship Happens..	Gifts & Sippers, Drop services	₹37.7 Lacs
	21	PastForward	Vinyls, Posters and Polaroids	₹1.57 Lacs
	22	The Wishlist	Candles/ RC Toys/ Bags	₹8.2 Lacs
	23	MARGIN MAFIA	Projector, Printer, Face Mask, & massager	₹6.8 Lacs
	24	Pixel to package	Home Decor, Jewellery, Snacks	₹4.2 Lacs
	25	CollectiveCo.	Home Decor and Art	₹2.4 Lacs
	26	The ghar company	Bedsheet and Dohars	₹2.4 Lacs
	27	DesiCano	Home Decoration / Candles, Clothing	₹2.2 Lacs
Home Decor	28	Zen Zaddies	Massagers, Bedsheets & Comforters	₹2.1 Lacs
	29	Shipnova	Protein Powder & Shaker, Massager, Book Lamp & Candles	₹2.05 Lacs
	30	TheUrbanEasy	Home Decor, Wellness & Utility Products	₹1.6 Lacs
	31	AURA'DEN shippedin	Home & Lifestyle, Artisanal Food & Gifting	₹1.2 Lacs
	32	Etcetera	Peanut butter, Scented candles, Camera, Drones, Jewellery	₹0.75 Lacs
	33	Merraki	Sustainable Crockery, 3D Printed Home Decor	₹0.7 Lacs
	34	Sold out Baddies	Candles, Jewellery, Gift Bundles, Wellness Products	₹0.35 Lacs
	35	The Viral Kachori	Cushion & Throws, Lamps, Mugs & Glasses, Desktop Decor, Candles	₹0.35 Lacs
Home Essentials	36	The Fantastic 4 + 1	Home Essentials	₹2 Lacs
	37	Blingymonkey (Vaana Sena)	Bed sheets	₹0.51 Lacs
	38	TSUKI (LAMAIR)	Home Utility	₹0.38 Lacs
	39	Team Jugnu	Jewellery & Utility Tech	₹16.4 Lacs

	Sr. no	Team name	What they sold?	Total Sales
Jewellery	40	Lumere	Gifts & Sippers, Drop services	₹4 Lacs
	41	Aumora	Rudraksh, Stanley mugs, Piggy banks, Accessories, Jewellery, Tech products	₹3.8 Lacs
	42	Royal Group	Apparel, Jewellery and gifting	₹2.2 Lacs
	43	Sethjis	Stanley cups, Spiral Diary, stationary etc.	₹0.78 Lacs
	44	Drop Titans	Socks, Jewellery, Stickers, Food	₹0.39 Lacs
	45	Emberzy	Jwellery &water bottle	₹0.36 Lacs
	46	Tressa	Pendants , necklaces,earings , bracelet &water bottle	₹0.27 Lacs
Toys	47	SORT' ED	Toys, Pretence Technology	₹10.9 Lacs
	48	The Cart-Trophies	Gaming Category & Handmade Mandala Products	₹5.6 Lacs
	49	SNAPKART	RC cars and toys	₹3.05 Lacs
	50	Mirayaa	Gaming	₹3.03 Lacs
	51	Munafa Makers	Gaming Cards	₹1.3 Lacs
	52	The Cartel	Math Roller Stamp, DIY Science Kit, LCD Writing Pad, Music Learning Study Book, RC Car	₹0.42 Lacs
	53	Asli Dropshippers	Tumblers, Sofa's, Electric Appliance, Jewellery, Cosmetics, Gift boxes, Drones.	₹4.5 Lacs
Others	54	Naura	Fragrances & Skin Care	₹1.6 Lacs
	55	Masters' Vault 5.1	Action figures, RC Cars, Labubu dolls,Lamps, Funky & Traditional, snacks,	₹0.96 Lacs
			Total revenue generated:	₹2.11 Cr

Product Category Distribution



Top 10 Teams!

Sr. no	Team name	What they sold?	Revenue
01	Ship Happens..	Gifts & Sippers, drop services	₹ 37.8 Lacs
02	OKAMI	Perfumes	₹ 33.8 Lacs
03	TheReelStore (Click & Kart)	Electronics, Home appliances & Accessories, etc.	₹ 19.3 Lacs
04	Team Jugnu	Jewellery & Utility Tech	₹ 16.5 Lacs
05	SORT'D	Toys, Pretence Technology	₹ 11 Lacs
06	The Wishlist	CANDLES/ RC TOYS/ BAGS	₹ 8.2 Lacs
07	MARGIN MAFIA	Projector, Printer, Lamp, Face Mask, face massager	₹ 6.8 Lacs
08	Asli Dropshippers	Tumblers, Sofa's, Electric Appliance, Jewellery, Cosmetics, Gift boxes, Drones.	₹ 4.5 Lacs
09	Pixel to package	Home Decor, Jwellery, Snacks	₹ 4.2 Lacs
10	Lumere (Jab Cart Met Product)	Jewelry and Portraits	₹ 4.05 Lacs
Total revenue generated:			₹146.15 Lacs

Without the Dropshipping Module: A 365-Day Unstructured Journey

Month 1–2:

The YouTube University Phase

It starts with curiosity and big dreams. Endless “How I made ₹10,000 in a week” videos, Shopify trials, and AliExpress scrolling. Excitement is high, but direction is missing: what to sell, who to sell to, and how to price. The dream feels close, but the roadmap doesn’t exist.

Month 3–4:

The Product Rabbit Hole

After weeks of TikToks and “winning product” lists, something finally feels right, a pet glove, a quirky opener, an LED lamp. But it’s all instinct, no validation. Launch happens with high hopes... Then reality hits: trending ≠ selling.

Month 5–6:

The Store Struggle

Shopify trial starts. Days vanish, tweaking themes and copy-pasting product descriptions. A generic logo, stock photos, and hope. Ads go live, and the first ₹500 disappears into the void.

Month 7–8:

The Chaos Kicks In

Orders come in, excitement turns to chaos. Delays, refunds, frozen funds, and missing suppliers. No systems, no guidance, just daily crises. Sleep drops. Motivation fades. Most quit here.

Month 10–12:

The Plateau

Only a few reach this stage. They finally understand ROAS, CTR, and CAC and start seeing consistent sales, but after months of trial, error, and exhaustion. Burnout hits hard: time, energy, and money are already stretched thin. Some rebuild smarter.

With the Dropshipping Module: 75 Days of Planned Success

Week 1–2:

The Foundation Sprint

No fluff, pure structure.

Students learn to spot market gaps, analyze data, and validate ideas.

Teams operate like real startups, guided by 12–15 mentors.

Week 3–4:

The On-Ground Hustle

Instead of browsing suppliers online, students go to Delhi's busiest markets Sadar, Lajpat, Nehru Place, negotiating, comparing prices, and learning margins firsthand.

Business learned through real conversations, not case studies.

Week 5–6:

Brand & Store Building

Shopify stores go live with real branding, packaging, and story.

Legal mentors help register firms, open accounts, and set up payments.

What usually takes months happens here in weeks.

Week 7–8:

The Marketing Masterclass

Students run real Meta ads, testing creatives and audiences with guidance.

Weekly reviews and mentor feedback turn every click into learning, not loss.

Week 9–10:

From Clicks to Streets

Business goes offline.

Students run pop-up stalls in cafés and campuses, pitching, selling, and learning from real customers.

Theory turns into hustle.

Week 11–12:

The Scale-Up Sprint

With ads live and orders coming in, teams track sales, returns, and margins like real founders.

Mentors guide strategy and help manage the chaos.

Week 13:

The Dropshipping Mela

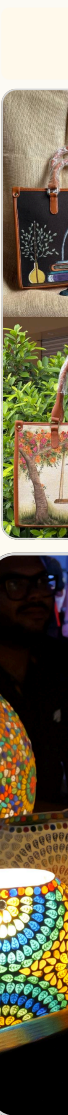
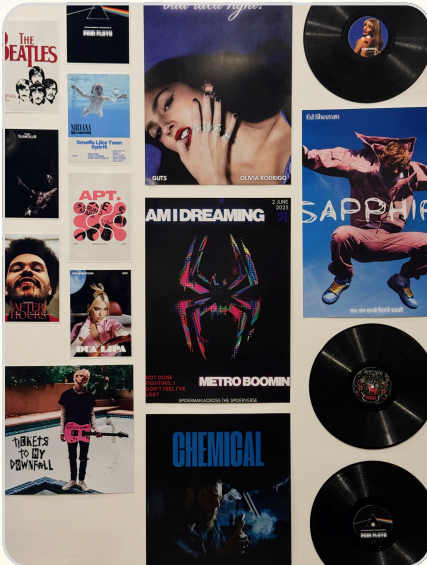
The 75-day sprint ends at The Dropshipping Mela.

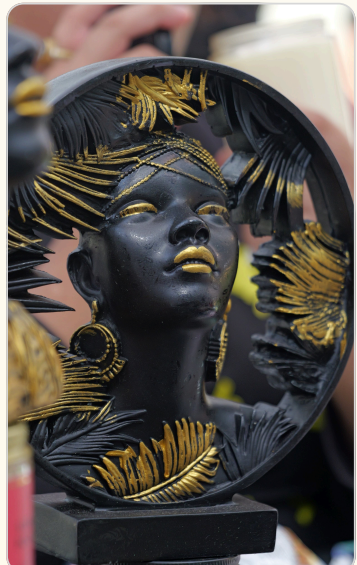
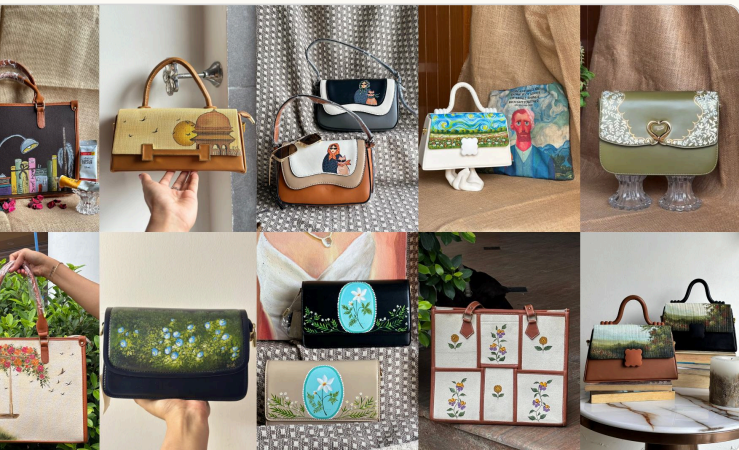
Students sell live, contributing to ₹2.2 Cr+ in real revenue.

Leaderboards show sales, not grades, real brands, not projects.



Hero Products Dropshipping Fair 2025





Dropshipping Stories



TEAM

The Cart Trophies

Jeevan Pandhari, Priyanshu Bhardwaj, Kunal Jaswal, Harshita Rai, Sachin Reddy, Sourabh Bajabale & Rishab Kapur

“Success Required Much More: From Research to Relationships”

When the Dropshipping Challenge began, our team, **The Cart Trophies**, united with one goal: to learn what it truly takes to build a business from scratch.

Everyone from the team brought unique strengths to the table.

At first, we thought dropshipping was simple: list trending products, market them well, and watch orders flow. But soon we realized success required much more: research, experimentation, and strong relationships.

With Priyanshu’s prior e-commerce experience, we built a clear strategy. We adopted a pure dropshipping model, working with a trusted supplier who managed packaging and delivery. This kept us inventory-free and focused on marketing, customer acquisition, and service.

Alongside, Jeevan led an offline venture selling handmade Mandala art cups, earrings, and keychains, helping us connect directly with customers and understand real-world buying behavior.



Each member played a vital role: Kunal and Rishab handled marketing and product research; Sachin and Sourabh managed pricing and analytics; Harshita led visuals and customer communication. Collaboration, clarity, and quick decisions became our biggest strengths.

Despite challenges like supplier delays and shifting trends, we grew more adaptive and learned that dropshipping isn’t effortless; it’s about trust, consistency, and constant learning.

In the end, we realized business goes beyond selling products; it’s about building relationships and brand value. The Dropshipping Challenge became more than a project, it was a hands-on lesson in teamwork, resilience, and entrepreneurship.



TEAM

Aumora

Nandini Hemani, Yash Jain,
Fredrick John & Sai Baba Alapati

“High-Value Sales: 1 Mukhi Rudrakshas at ₹70,000 ”

Aumora began as a simple college experiment driven by curiosity and ambition. Our team brainstormed countless ideas, from bread and wine to kombucha, but after analyzing margins and scalability, we realized we needed a product with purpose. That’s when we discovered Rudraksh, a spiritual symbol beyond age or religion, deeply connected to Lord Shiva.

With conviction, we launched Aumora through Instagram and Shopify to bring authentic Rudraksh and spiritual accessories online. What started as a side hustle to cover college expenses quickly turned into a real entrepreneurial journey.

Our five-member team soon faced its first lesson: friends don’t always make ideal co-founders. Building a business required boundaries, discipline, and shared work ethics.

We began with Rudraksh beads, Bracelets, Candles, and Evil-eye Charms. When online traction slowed, we pivoted to jewelry, which performed better. But an unexpected Shopify policy blocked our payments due to “crystal” listings, forcing us to pause operations, a hard but valuable lesson in compliance.



Our breakthrough came offline. Meeting customers face-to-face built trust and authenticity. Through personal storytelling, I sold three 1 Mukhi Rudrakshas worth ₹70,000 each, proving that emotional connection can drive real sales.

Two insights stood out: the importance of a disciplined team and the power of understanding one’s audience.

Most importantly, I realized that success in dropshipping is 70% supplier and 30% customer; reliability behind the scenes defines performance upfront.

Dropshipping gave me more than sales; it gave me vision to evolve Aumora from a college project into a trusted spiritual brand built on authenticity and faith.



TEAM

Ship Happens

Akshay Kumar, Shejal Gupta, Rishabh Gambhir, Smarth Kanungo, Vardan Chawla & Gunjan Goyal

"Business success is 90% execution and 10% idea"

It all began during our orientation at the Masters' Union when Pratham announced the Dropshipping Challenge. At first, it sounded like just another campus activity; little did I know it would become one of the most transformative experiences of my journey.

My initial thought was simple: "How hard can this be?" I assumed dropshipping was about picking a trending product, launching a website, and watching orders roll in. But reality hit differently; it tested my patience, adaptability, and leadership in ways I hadn't imagined.

Our team brought together diverse skill sets, from private equity and marketing to growth hacking and even astrology. We divided roles across product research, operations, and sales, learning to make quick, data-driven decisions under pressure. Five of our six teammates later led student clubs, proof of our team's caliber and collaboration.

We explored multiple categories, from Rakhi boxes to Stanley mugs, before eventually pivoting to a consulting-based service model



This shift, aligned with our strengths and coursework, turned out to be our biggest breakthrough.

Balancing academics with operations, ads, and fulfillment was intense. We even tried offline pop-ups to clear inventory, gaining invaluable real-world insights into consumer psychology, something no dashboard could teach.

The journey was far from smooth; failed ads, supplier delays, and constant improvisation kept us on our toes. But those very challenges became our greatest teachers.

My biggest realization? Business success is 90% execution and 10% idea. Speed, consistency, and adaptability matter far more than perfection.

This challenge didn't just teach me e-commerce; it taught me resilience. I walked away not only with profits that nearly covered my education loan but with the confidence to build, pivot, and lead in the real world.



TEAM

Okami

大神 A japanese perfumery

Dev Kantol, Kabir Sachdeva, Aniruddha Annaluru, Meher Alluwallia, Dhruv Sethi & Niharika Bindal

“Our assignment turned into a real, thriving brand”

We juggled these while attending classes, submitting assignments, and surviving the pace of an MBA. We saw our sales spike and stall, faced vendor conflicts, and learned to manage cash flows like hawks.

And then, it happened; our “assignment” turned into a real, thriving brand. We launched online, did pop-ups at malls, corporates, and societies, and even went retail, selling out twice and crossing over ₹6.5L in net sales within weeks of launching. The response was surreal, organic love from customers, shoutouts from influencers like Harnidh Kaur and Aakansha Monga, and even early conversations with VCs.

But more than the numbers, it’s what we became that truly matters.

This project gave us confidence, clarity, and a deep respect for the craft of entrepreneurship.

Today, as we look ahead, we’re not slowing down. The three of us, Dev, Kabir, and Dhruv, are taking these learnings forward to build something even bigger.

Because once you’ve tasted the sweet flavor of entrepreneurship, there’s no going back.



From a Classroom Brief to a Business: Our Journey of Building Something Real

At Masters’ Union, one of the most anticipated experiences is the Dropshipping Challenge, a live business project that pushes every student to build, launch, and scale a real venture in record time.

Every idea looked sellable, but nothing felt big enough. Nothing had the pull of purpose or the promise of emotion. Until we chanced upon Kabir’s family friend, who was experimenting with fragrances. The more we spoke, the clearer it became that there was white space in India’s perfume industry for something refined, story-led, and modern. Our energies matched, bandwidths aligned, and within a week, we were ready to pilot what would soon become a full-fledged business, a fragrance brand built around Japanese minimalism, storytelling, and quiet luxury.

But beyond the rosy-eyed vision lay the grind: the sourcing hurdles, balancing P&Ls, managing logistics, and chasing courier delays.



TEAM

The Reel Store

Darshan Shah, Ujjwal Srivastava,
Maitreyi Surana, Ayush Sharma,
Manikanta R & Smit Vakharia

“From campus task to life-changing journey”

When Cohort 6 kicked off on June 25, 2025, so did one of Masters' Union's most-awaited experiences, The Dropshipping Challenge. What seemed like just another campus activity soon became one of our most transformative journeys.

The Beginning: Forming the Dream Team

With just a week to form teams, the campus buzzed with collaboration. We formed a diverse team combining tech, finance, marketing, operations, and customer management expertise. The only gap? None of us had performance marketing experience, a shortcoming that soon became our biggest learning curve.

Setting the Stage

We treated it like a real startup: finalize products, onboard suppliers, build a Shopify website, integrate logistics, and launch Meta ads. The plan, test multiple products, study traction, and double down on what worked.

Product Hunt and Early Hustle

After long days in Delhi's markets, we found a supplier offering a wide product range. We listed 25 products, focusing on five: Labubu Figures, Portable Projector, Menstrual Heating Pad, Prime Energy Drink, and R36S Video Game Console.

Learning on the Go

Lacking marketing experience, we learned online and used the “Zuck Method,” testing multiple ₹200 ad sets, soon finding our winning product, the Portable Projector.

Growth, Glitches, and Grit

Orders rolled in, about 20 per day, but returns spiked to 30%, leaving us with ₹3 lakh in unsold stock. Instead of quitting, we pivoted fast, investing ₹20,000 to run offline stalls and clearing most inventory over a single weekend. It was our proudest turnaround.

Offline Adventures

Selling directly through campus pop-ups and local stalls gave us firsthand insight into consumer psychology. The Dropshipping Mela became our peak, with ₹2.1 lakh in sales in a single day, powered purely by hustle and teamwork.

The Takeaway

What started as an assignment turned into a crash course in resilience, execution, and adaptability. We ended with ₹23 lakh in online revenue and ₹4 lakh offline, but more importantly, with the confidence to build and pivot like real entrepreneurs.

From sleepless nights to sell-out weekends, the Dropshipping Challenge didn't just test our business acumen; it built it.

Key Lessons

- Don't finalize your niche before testing.
- Keep experimenting, ads are data engines.
- Website design drives conversions.
- Pivot fast when traction dips.
- Consistency and curiosity trump expertise.

Off Campus Stories





Team Boxifyy



Team The Reel Store

Location:
DLF Promenade, Vasant Kunj



Location:
Parsnath Exotica Gurgaon Sec 53



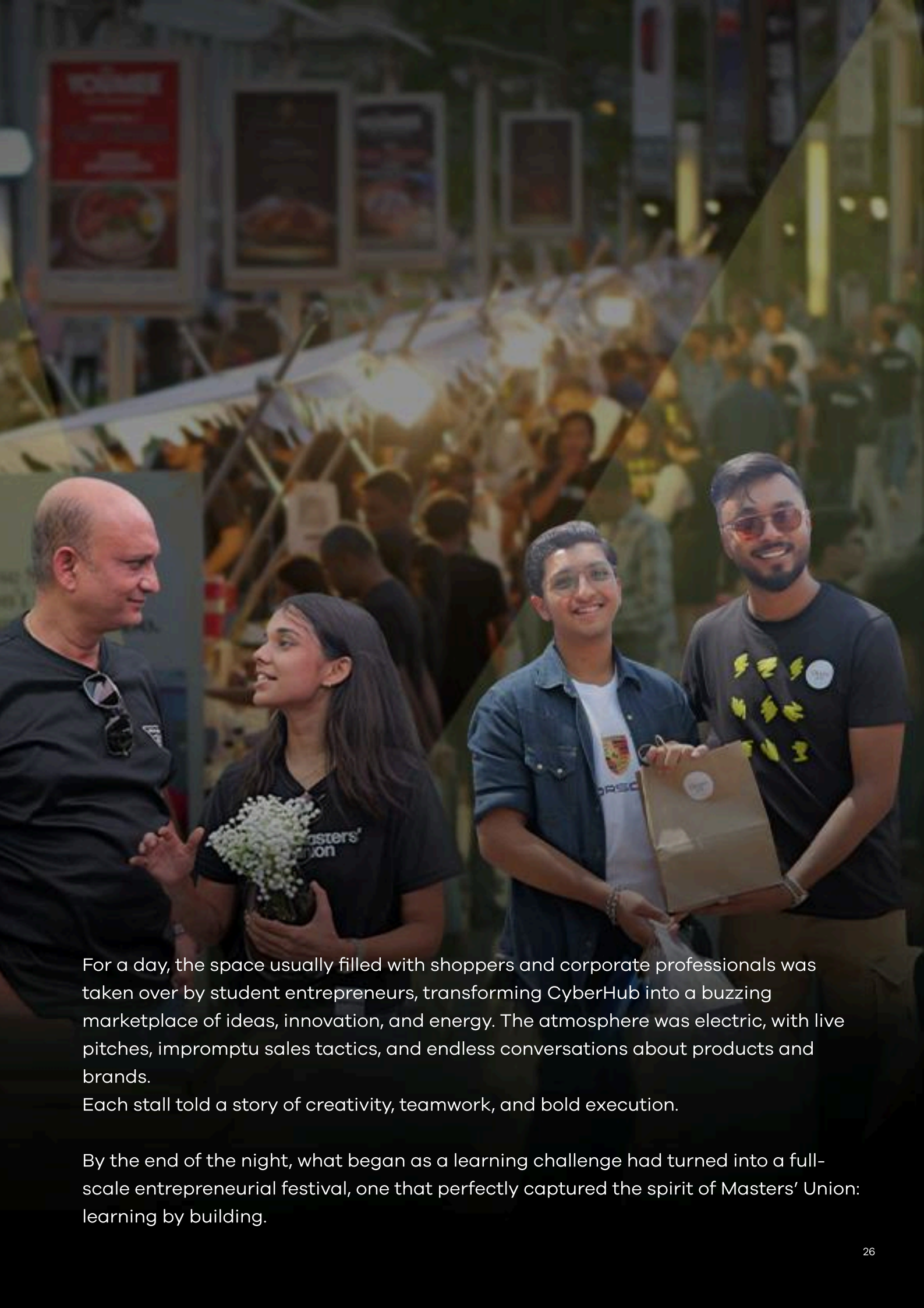
Dropshipping **Fair**

20th September 2025
DLF Cyberhub Gurugram



On a Sunday, over 320 students from our PGP TBM cohort set up stalls at DLF CyberHub, Gurugram, Delhi NCR's premier lifestyle and business hub, known for its vibrant mix of restaurants, bars, and entertainment venues serving thousands of professionals from nearby offices.

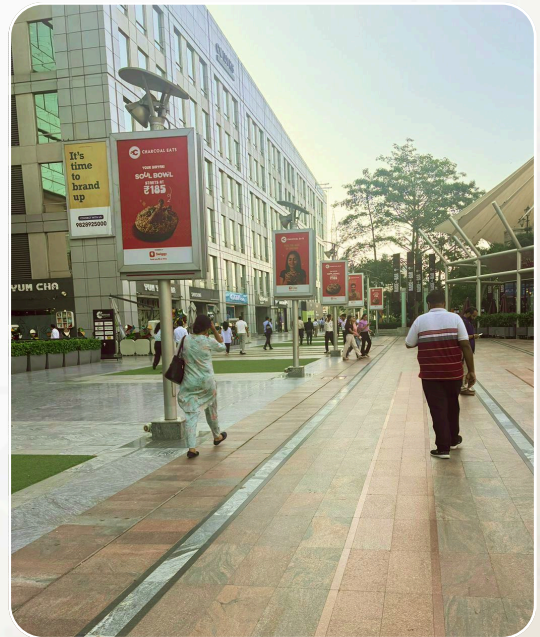
The event ran from 7 AM to midnight, featuring 55 stalls and over 100 product categories. With an estimated footfall of 33,000+ visitors, the students collectively generated ₹65+ lakh in revenue, along with ₹13 lakh worth of B2B orders.



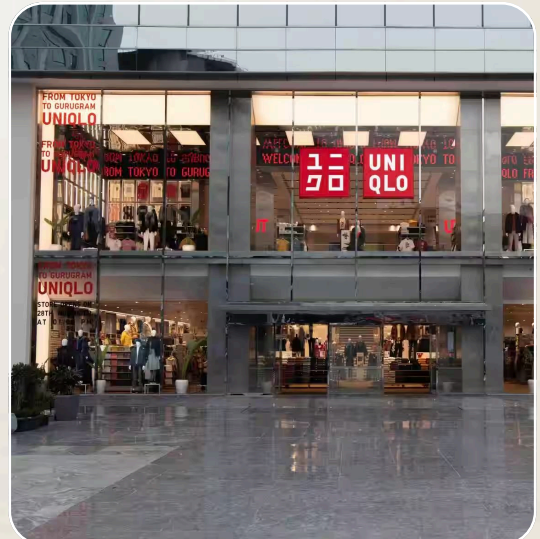
For a day, the space usually filled with shoppers and corporate professionals was taken over by student entrepreneurs, transforming CyberHub into a buzzing marketplace of ideas, innovation, and energy. The atmosphere was electric, with live pitches, impromptu sales tactics, and endless conversations about products and brands.

Each stall told a story of creativity, teamwork, and bold execution.

By the end of the night, what began as a learning challenge had turned into a full-scale entrepreneurial festival, one that perfectly captured the spirit of Masters' Union: learning by building.



Cyberhub on an Ordinary Weekend!





Cyberhub during
**Masters' Union's
 Dropshipping
 Fair!**



Student Activities



Shoot for the deal



Try your luck



Roulette casino game



Race track



Live singing



Charity



Live perfumery



Palm reading



Throw the arrow & win the deal!



Customer: "I'm here for a MacBook."

Nandini: "How about a **₹71,500** Rudraksh instead?"

Result - Sale closed!!!!



The Hand Ice-Hockey game with a ₹200/₹400 entry turned into a smash hit, ₹30,000+ earned, and **₹60,000** raised for charity! Fun, profit, and purpose all in one!



The Roulette Casino Game Challenge was the highlight of the day, drawing crowds and excitement all around, spinning in over ₹15,000+ in earnings!



While others sold bags, we got a painter to paint them live, and suddenly, everyone wanted one!

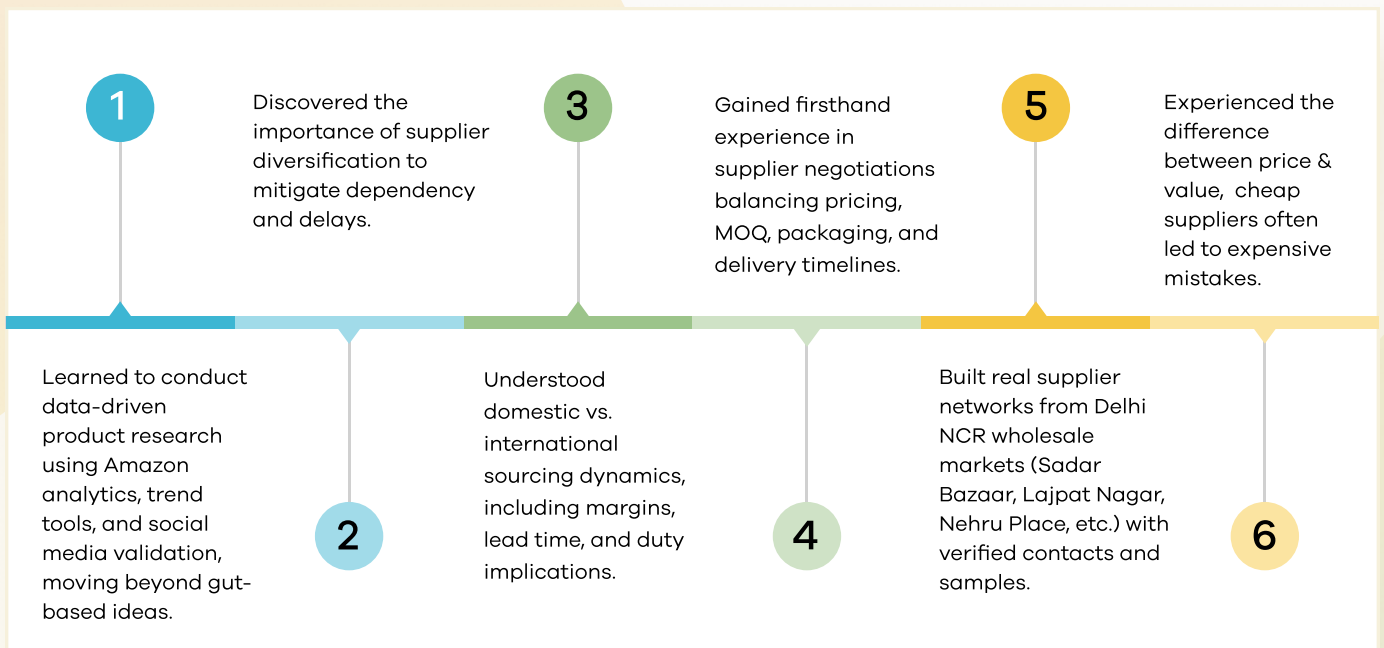


No clue what my own future holds, but I surely read **100 palms** and earned some good karma with **25k** of cash that day!

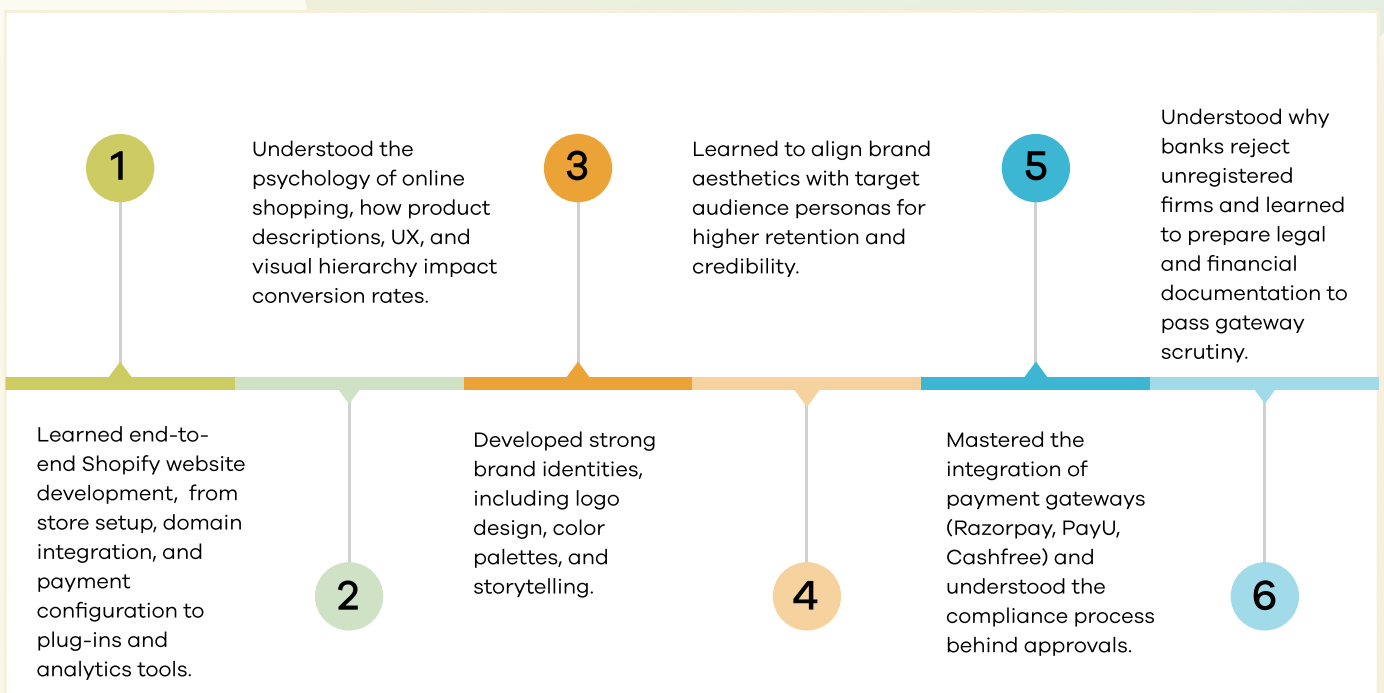
Key learning Takeaways



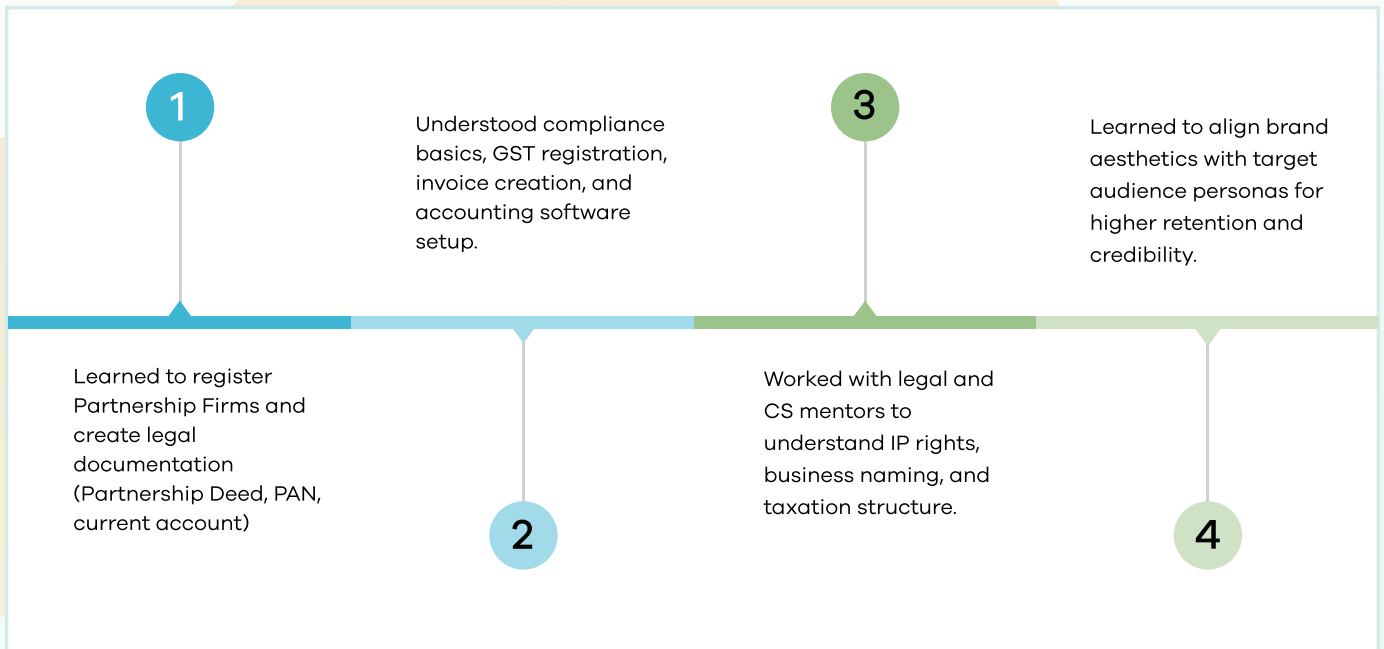
Product Discovery & Supplier Ecosystem



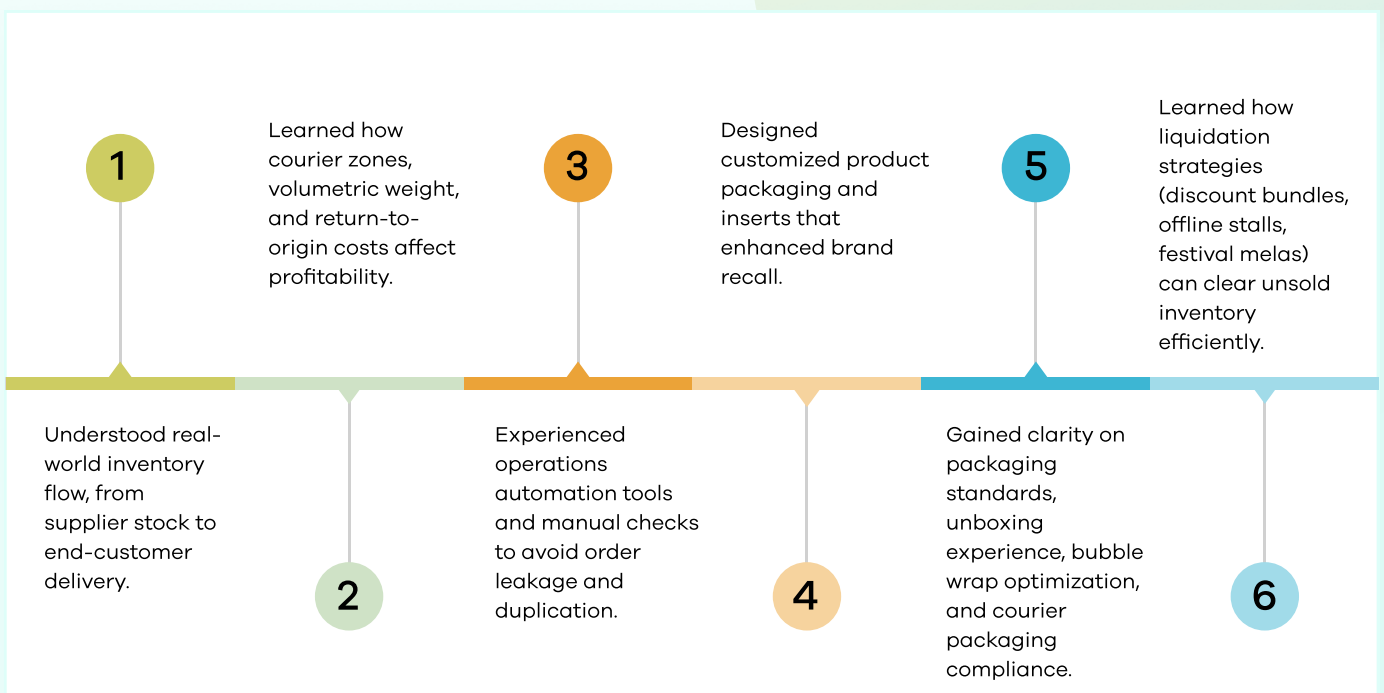
Brand Building & Shopify Development



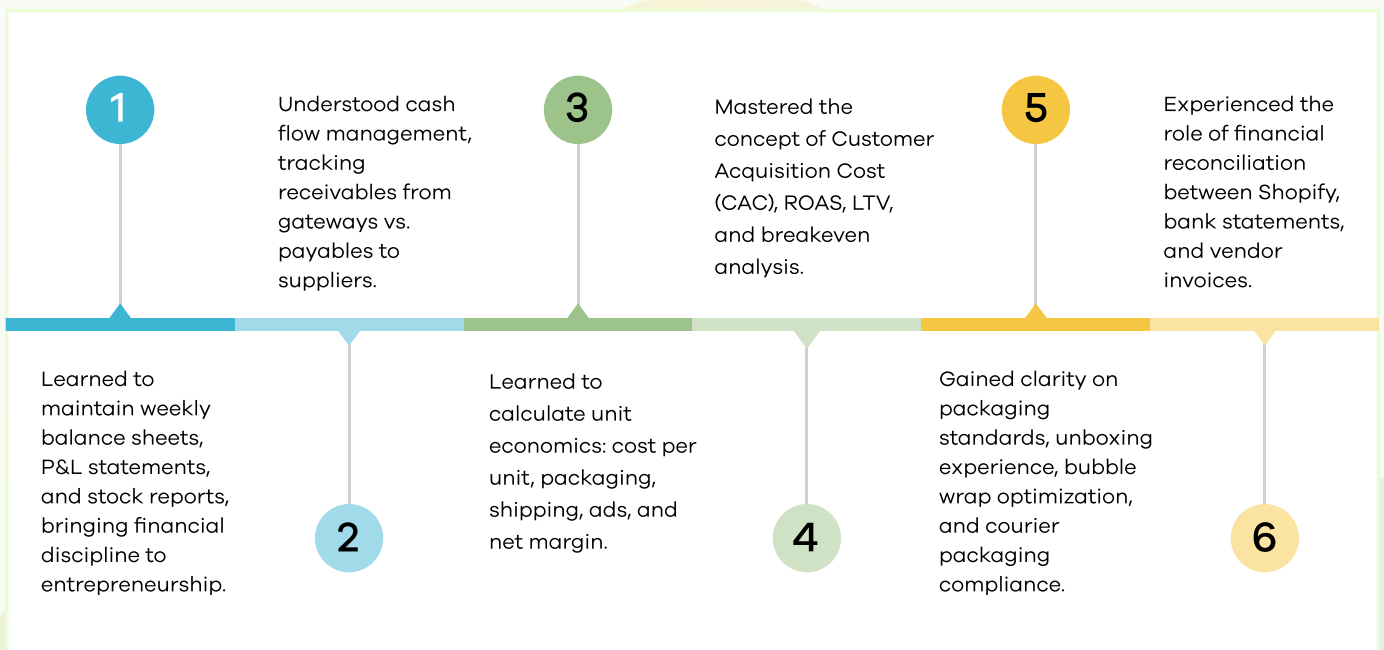
Legal & Business Structure



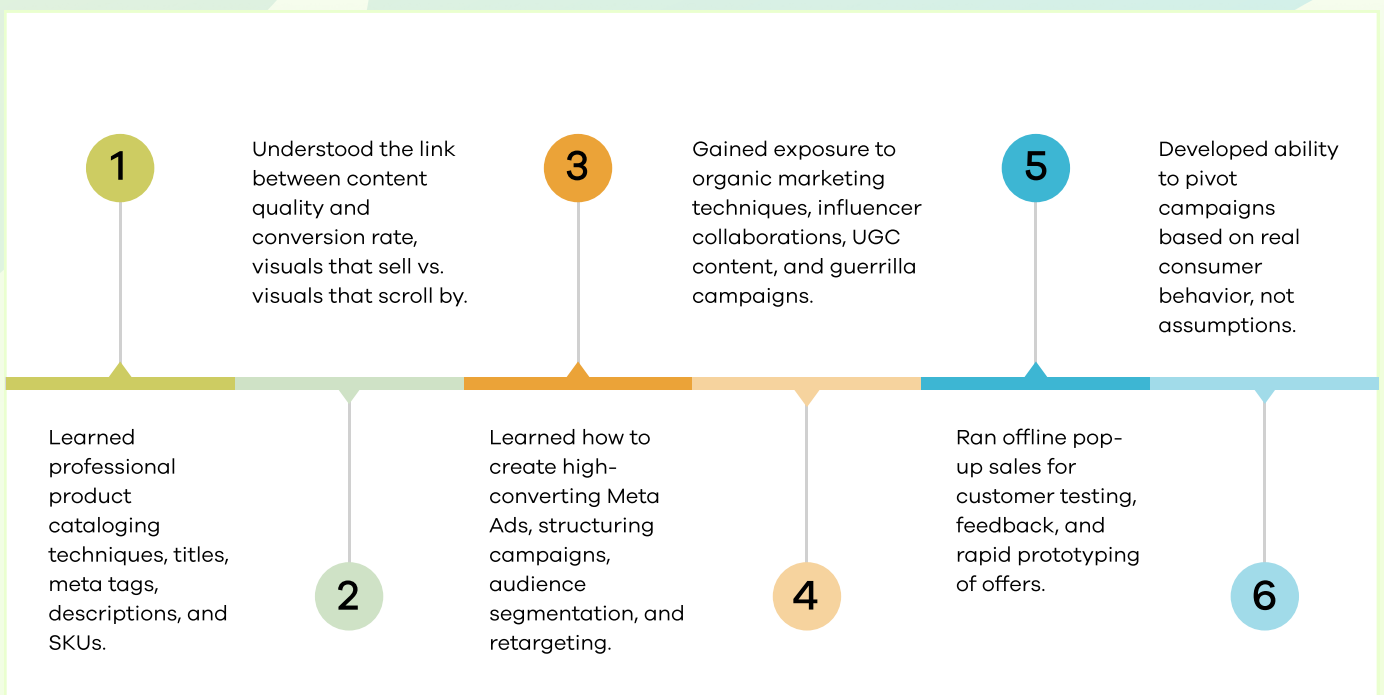
Operations, Logistics & Inventory



Finance, Accounting & Analytics



Content, Marketing, Ads & Growth





Students's Testimonial



Building Tamba, our handcrafted copper bottle brand, was an incredible entrepreneurial journey. From spotting a wellness niche to crafting a mid-premium brand with clean design and story-led marketing, every step was strategic. We sourced at ₹550–600, sold at ₹1200–1500, and achieved ₹5.5 lakh in sales, including B2B Diwali orders.

Beyond revenue, it taught us teamwork, clarity, and execution under pressure. What began as a project became a masterclass in creativity, collaboration, and real-world entrepreneurship.”

Dhwanil Mehta



Building MyDesiStore from scratch was a turning point in my entrepreneurial journey. It pushed me out of my comfort zone and showed me what it truly takes to build a business from idea to execution. Researching over 25 product ideas and negotiating with 50+ suppliers taught me how to combine data-driven decision, making with design thinking and intuition.

This experience deepened my understanding of brand building, supplier management, and customer psychology. It strengthened my confidence, sharpened my negotiation skills, and taught me to stay calm under pressure. More than anything, MyDesiStore helped me grow into a more strategic, decisive, and resilient entrepreneur.”

Gunjan Uppal



Running a live Shopify store taught me more than any textbook ever could. Managing payments, logistics, and ad campaigns while dealing with real customers gave me firsthand insight into the nuts and bolts of e-commerce execution. I learned how every small decision, from packaging to response time, directly shapes customer trust and conversion.

This experience helped me develop a 360° understanding of online business operations, from backend efficiency to frontend marketing. It built in me a mindset of ownership, precision, and data-backed decision-making that will stay for life.”

Chetan KA





Selling at the DLF CyberHub mela was an eye-opening experience. I realized that purchase decisions are made in just a few seconds, it all comes down to clarity of value and authentic storytelling. Watching people interact with our products in real time gave me deep insights into buyer psychology, perception, and behavior.

It helped me understand how product presentation, pricing, and emotion drive conversions far more than discounts ever could. The experience strengthened my ability to communicate value, build trust quickly, and sell with confidence, lessons that will stay with me throughout my entrepreneurial journey."

Shreya Samar



The Dropshipping Challenge with Eleksa was a true turning point in my entrepreneurial journey. We started in the beauty and skincare space, but when sales plateaued, we made a bold pivot to electronics, launching portable projectors as our hero product. That single move changed everything, taking us from ₹10,000 to over ₹6.5 lakhs in sales. Along the way,

I discovered the power of agility, data-driven decisions, supplier negotiations, and ad optimization. It wasn't just about running a store, it was about understanding how real businesses adapt, survive, and scale. This experience bridged the gap between theory and execution, shaping how I now think, act, and lead as an entrepreneur."

Yohan T Joseph



Initially, I thought this would just be another classroom activity that I would do for the sake of participation or marks. However, once it actually started, my perspective completely changed. I began learning about direct sales, Meta ads, and the real process of selling. It wasn't just theory, I understood how to approach people, present a product, and make a sale effectively particularly in the mela.

Through this experience, I also learned the importance of getting things done - not just planning or talking about ideas, but taking real action. Overall, it turned out to be a valuable and eye-opening learning experience that helped me build confidence and practical skills beyond the classroom:)"

Lakshay Papneja





The Dropshipping course at Masters' Union was a truly hands-on learning experience. From discovering trending products and creating an online store to managing suppliers, pricing, and logistics, every step felt like running a real business. My venture imported items like toys and shoes, giving me firsthand exposure to the realities of e-commerce.

I learned how to analyze demand, handle operations, and market products effectively through social media. The constant guidance and mentorship at MU amplified the entire journey, helping me build problem-solving, teamwork, and execution skills far beyond traditional classroom learning."

Smit Vakharia



The Dropshipping Challenge truly pushed me beyond my comfort zone. From supplier rejections to last-minute logistics hurdles, every challenge became a lesson in resilience and adaptability.

I learned how to stay calm under pressure, think on my feet, and find solutions when things didn't go as planned.

By the end, I realized I wasn't just running a store, I was running a real business, making real decisions, and experiencing what entrepreneurship genuinely feels like. I was really happy to have this once in a life time experience"

Akashya Bharadwaj

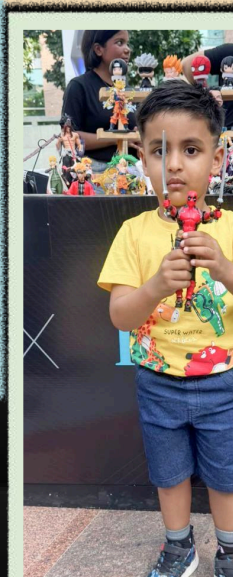


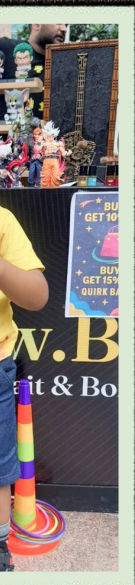
Building and scaling Kookukart from scratch to ₹7 lakhs in sales was an incredibly enriching experience. From researching products and negotiating with wholesalers to managing logistics and running ads, every step taught me something new.

I learned what truly drives sales: great products, compelling content, and teamwork. This journey gave me hands-on experience in business operations, team and stakeholder management, and the confidence to launch and scale ventures online. It's an experience I'll always cherish.

Rishabh Agarwal







Happy *Customers*



Thank you



Amazing team behind the show!



Saksham Kotiya
Associate Director - Outclass



Sumit Vijapure
EIR Outclass



Mansi Khandelwal
Manager Outclass



Vanshika Goyal
Program Manager - Outclass



Mathili Sharma
Program Associate - Outclass



Sangychetty Kumar
Program Associate - Outclass



