

FORE School of Management, New Delhi

SigMa - Special Interest Group Marketing

AY 2025–26

SigMa - Special Interest Group Marketing organised two major initiatives comprising three events during AY 2025–26.

The activities are as cited below:

1. SEMINAR - Melange

Melange is a series of seminars and industry interaction sessions organised by SigMa to provide students with practical insights into contemporary marketing trends, consumer behavior, brand strategy, and business growth. These sessions feature accomplished industry professionals who share their expertise and experiences with participants.

Two editions were conducted during the academic year:

i) Melange 1.0

Conducted on 15th November 2025 at Delhi Campus, FORE School of Management, attended by 153 students.

Speaker – Mr. Dhruv Bansal, Business Head – SMB, Lenovo.com.

Topic – “Decoding E-Commerce Strategy: How Tech Brands Scale in India.”

ii) Melange 2.0

Conducted on 12th February 2026 at Gurugram Campus, FORE School of Management, attended by 102 students.

Speaker – Ms. Garima Mishra, Sales Head, Apple Redington Limited.

Topic – “Beyond Price: How Brands Sell Premium in Cost-Conscious Markets.”

2. GENESIS – The PR-edicament

An inter-college crisis management competition organised collaboratively by SigMa and FOSTRA, conducted as part of Genesis 2025–26, the annual management festival of FORE School of Management, New Delhi, on 7th February 2026.

The competition challenged participants to step into the role of Crisis Managers and Strategic Troubleshooters, requiring them to navigate complex marketing crises, ethical dilemmas, operational failures, and reputational risks. Participants were evaluated on

their ability to formulate strategic responses, defend organisational decisions, and restore stakeholder trust under pressure.

The event witnessed participation from over 200 teams representing leading business schools and institutions across the country. Following preliminary screening rounds, the top 15 teams qualified for the final round held on campus.

The competition culminated in an immersive courtroom-style showdown where teams defended opposing perspectives of a crisis scenario before a distinguished panel of judges. Participants showcased their strategic thinking, crisis agility, ethical reasoning, communication skills, and ability to perform under pressure.

The event was judged by:

1. **Ms. Lipi Das** – Founder and CEO, WOW Service First
2. **Mr. T. N. Phalahari** – Corporate HR, Ex-Director, CEO and VP, Shahi Export
3. **Ms. Ankita Srivastava** – Retail Transformation and Strategy, Orient Electric

The competition provided participants with an opportunity to demonstrate their analytical thinking, strategic decision-making, communication skills, and problem-solving abilities in a competitive environment.

Winners:

1. **First Position:** “Team Opinion Operators” from FORE School of Management
2. **First Runners-Up:** “Team Think Tank” from Great Lakes Institute of Management
3. **Second Runners-Up:** “Team ARTHA” from Sri Venkateswara College

End Of The Report