

ADD-JECTIVE 2023

One Virtual Step at a Time



FORE
FORE School of Management
New Delhi

THINK TANK
PRESENTS

ADD-JECTIVE 2023
ONE VIRTUAL STEP AT A TIME

PRIZES WORTH
₹ 5000/-

REGISTRATION
DEADLINE
26TH OCTOBER'23

SIMULATION GAMING PARTNER

cesim
BUSINESS SIMULATIONS

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For More Information
Akansha Gupta - 9599375233
Rishika Arya - 8826226916

Add-Jective 2023 is a Business Simulation competition organized by Team Think Tank in collaboration with Cesim. It assesses the participants' marketing expertise and ability to make sound business decisions.

We received registrations from over **57** teams, with **133** registrations in total. Registrations were opened at 04:30 PM on 19 October and were closed at 08:00 AM on 26 October. This intra-college at FORE School of Management was open for both first and second-year students. Both rounds were conducted online.

Following are the details of the event.

Round 1: - A micro-simulation game named “Positioning Panache” that tests participants' brand positioning strategy to maximize the accumulated profit for the company.

Round 2: - A Business Simulation named “Marketing Mavens”, the 12 shortlisted teams played a comprehensive scenario-based business simulation in a risk-free virtual business world that tests business skills such as market research, problem-solving, teamwork, and business acumen. Participants assumed top management roles in a soft drinks and juices company, and were responsible for marketing operations, making decisions on product features, strategies, resource allocation, and balancing short-term profits with long-term growth while monitoring performance.

The details of the Winner teams

Rank	Team Name	Participants	Prizes Worth
First Place	Breakthrough Battalion	Anish Goel, Aayush Jain, Arpit Mittal	3000
Second Place	Dunder Mifflin	Shahaji Mandokar, Aakash Bansal & Pratyaksh Kaushik	2000

Timeline for the Event

S.No.	Description	Date
1	Registrations Open	October 19, 2023
2	First Round	October 26, 2023
3	Final Round	October 28, 2023

CORPORATE BUDDHA' 23





THINK TANK PRESENTS

CORPORATE BUDDHA 2023

Breaking The Plastic Ceiling

**PRIZES WORTH
₹45000/-**

**REGISTRATION
DEADLINE
17th NOV'23**



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For More Information
Nandini Garg - 9818671677
Rishika Arya - 8826226916

Corporate Buddha, hosted by **Team Think Tank** during **Genesis**, the annual fest of **FORE School of Management**, is a prestigious case study event. It was launched on November 04, 2023, with registrations opening on the unstop platform.

We received **655 registrations** from **117 colleges** all over India with **294 teams**. Out of these 294 teams, 42 teams were from FORE School of Management. In comparison, 252 teams were external college registrations including, IIM Ahmedabad, IIM Bangalore, IIM Lucknow, TISS, IMI, IIFT, TAPMI, NMIMS Mumbai, and many more colleges.

We also partnered with Unstop to promote our event exclusively on the platform. The promotional activity included newsletter inclusion, an Instagram story on their official handle, and an app notification.

Round 1 was held online on Unstop on 17th November 2023. An online quiz was conducted having 15 questions, which were a mix of text and pictorials, to be answered within 20 minutes. A total of 128 teams were further shortlisted for Round 2.

The case study explores Mattel's strategy to sustain Barbie doll sales amid movie hype and build a "MattelVerse" with 14 upcoming movies based on its diverse toy portfolio, titled "**Toy to Screen, Mattel's Silver Screen Triumph.**" Round 2 was also held online on 27th November. The participating teams were required to provide a 6-slider case solution based on deliverables mentioned in the case. Finally, 8 teams were finalized for The Final Round.

The Final Round took place offline on 02nd December 2023, where all shortlisted teams presented their case solutions to the esteemed judges' panel on campus.

Event Timeline

S.No.	Description	Date
1.	Launch Date	04 th November 2023
2.	Registration Closing Date	17 th November 2023
3.	Event Date	02 nd December 2023

Judges Panel

S.No.	Name	Designation
1.	Ms. Niharika Khurana	Marketing Lead – Appliances, Amazon
2.	Ms. Ruchi Chawla	Director, Brand, Marketing & Communications at EY
3.	Mr. Sambit Dash	Capital Partners, RPSG Capital Ventures
4.	Dr. Anil Singh	Strategy Professor at FORE School of Management

Winner Details

Position	College	Team Members
1 st	FORE School of Management	Aditya Arora, Arushi Gaur and Varis Sharma
2 nd	FORE School of Management	Anish Goel and Aayush Jain
3 rd	TAPMI, Manipal	Aayushi Agarwal and Devanshu Bhansali

MOMENTS FROM THE EVENT



TATHAGAT XV

A Rhythmic Realm



The poster features a dark blue background with a grid of glowing purple lines and scattered white stars. At the top left is the FORE logo, and at the top right is the TE logo. In the center, the text 'THINK TANK Presents' is written in a stylized font. Below this, 'XV' is written in large white letters, followed by 'TATHAGAT' in large, glowing blue letters. Underneath 'TATHAGAT' is the subtitle 'A Rhythmic Realm' in a cursive, glowing pink font. To the right of the main title is a circular icon of headphones. At the bottom center, a large pink circle contains the text 'PRIZES WORTH RS 30000/-'. To the left of this circle, a smaller pink circle contains the text 'Powered By unstop'. At the bottom left, there are social media icons for Instagram and LinkedIn with the handle 'fore_thinktank'. At the bottom right, there is contact information for Akshi Jain and Saumya Gera.

THINK TANK
Presents

XV
TATHAGAT
A Rhythmic Realm

REGISTRATION DEADLINE
24TH JAN 2024 - 9:00AM

PRIZES WORTH
RS 30000/-

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For More Information
Akshi Jain- 8708847891
Saumya Gera- 9354551017

TATHAGAT XV, hosted by **Team Think Tank** is a prestigious case study event. It was launched on **11TH January 2024**, with registrations opening on the unstop platform.

We received **305 registrations** from **over 50 B-schools** all over India. Out of these 119 teams, 42 teams were from the FORE School of Management. In comparison, 77 teams were external college registrations including, IIM Kozhikode, IIM Indore, IIM Udaipur, IIM Kashipur, IIM Amritsar, IIM Sambalpur, SCMHRD, IIT Kanpur, IIT Jodhpur, XIMB, IMI, IIFT, TAPMI, NMIMS Mumbai, XISS Ranchi, BIMTECH, IIT BHU and many more colleges.

We also partnered with Unstop to promote our event exclusively on the platform. The promotional activity included newsletter inclusion, an Instagram story on their official handle, and an app notification.

Round 1 was held online on Unstop **from 23rd Jan to 24th Jan 2024**. An online quiz was conducted having 15 questions, which were a mix of text and pictorials, to be answered within 20 minutes. A total of **teams 95** were shortlisted for **Round 2**.

The title of this year's case study is '**Behind The Play Button.**' This case revolves around Spotify's new subscription model, how it is affecting the digital music service industry, and its impact on other players like Wynk, Jio Saavan, YouTube Music, etc. **Round 2** was also held online from **25th Jan to 31st Jan 2024**. The participating teams were required to provide a 4-slider case solution based on deliverables mentioned in the case. Finally, **10 teams** were finalized for **The Final Round**.

The **Final Round** took place in hybrid mode on **3rd February 2024**, where 8 shortlisted teams presented offline while 2 teams presented in online mode. Out of the 10 shortlisted teams, 4 were from FORE and 6 were external.

Event Timeline

S. No.	Description	Date
1.	Launch Date	11 th January 2024
2.	Registration Closing Date	24 th January 2024
3.	Event Date	03 rd February 2024

Judges Panel

S. No.	Name	Designation
1.	Ms. Aradhika Mehta	Head of Marketing at Aditya Birla Fashion and Retail Ltd.
2.	Mr. Shammi Raghuvarshi	Head of Visual Merchandising & Marketing at Reliance Retail
3.	Dr. Anil Kumar Singh	esteemed faculty and Area Chair of Strategy at FORE School of Management, New Delhi

Winner Details

Position	Team Name	College	Team Members
1st	Strategists	FORE School of Management, New Delhi	Muskan Chopra, Satvik Rastogi, Harmeet Kaur
2nd	Gryffindor	XISS, Ranchi	Shreya Samui, Simran Chhabra
3rd	Elite	FORE School of Management, New Delhi	Asit Bafna, Ayonjan Saha, Shahaji Prakash Mandokar

MOMENTS FROM THE EVENT



The Amazing Race'23
An Isle of Secrets



THINK TANK

presents

THE AMAZING RACE 2023

AN ISLE OF SECRETS

Prizes Worth  **: ₹ 17000/-**





**1st Dec
2023**



**FORE School of
Management**

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For More Information

Akshi Jain- 8708847891
Saumya Gera- 9354551017

The Amazing Race is the flagship treasure hunt event organized during Genesis. It was launched on November 17, 2023, with registrations opening on the Unstop platform.

We received **155 registrations** from colleges all over India with **77 teams** in total. Out of these 77 teams, 57 teams were from FORE School of Management while 20 teams were external college registrations including, IIFT, Goa Institute of Management, IMI, DSE, LBSIM, TAPMI, and many more colleges.

Round 1 was held on the campus itself in which there were 60 participants. It was an offline quiz with 15 questions centered around Indian cinema and movies, after which 10 teams were shortlisted for the final round.

This year's treasure hunt theme was **“An Isle of Secrets.”**

Round 2 was a treasure hunt, in which clues were given to the team. The mission was to decipher the name of this mysterious island. Some tasks were given alongside to keep the participants engaged.

Event Timeline

S. No	Description	Date
1.	Launch Date	17 th November 2023
2.	Registration Closing Date	30 th November 2023
3.	Event Day	01 st December 2023

Winner Details

Position	College	Team Members
1st	FORE School of Management, New Delhi	Akansha Gupta and Khushhal
2nd	Delhi School of Economics, New Delhi	Rishika Gupta and Isha Gupta
3rd	LBSIM, New Delhi	Vanshika Garg and Sanyam Wadhwa

MOMENTS FROM THE EVENT

