SICC BUSINESS CONCLAVE 2016
(Strategic Marketing Competition Prelims)

3rd & 4th, October '16

Market Strike

“Act Local, Sell Global”
GUIDELINES FOR PRELIMINARY ROUND –

- This document consists of 4 distinct questions, all of which must be attempted.
- The teams shall be judged on the basis of analytical skills, feasibility and creativity, uniqueness, presentation and completeness of the solution.
- The participants should bring their solution in their own pen-drive only.
- The solution should be in MS Office Power Point format only.
  (The required poster – as mentioned in the question; can be in the PPT or can be a separate .jpg image)
  - Each team shall not present for more than five minutes.
  - Each team shall prepare ONE PPT consisting of the solutions of all 4 questions.
  - After the presentation the participants may be asked some questions related to their PPT.
- Teams have to register themselves by 9:30 on the 3rd of October on the campus itself and subsequently submit their PPTs.
- All members of the team should belong to the same institution.
- All the participants have to carry their valid College ID cards with them. Failure to present the ID cards may lead to disqualification.
- Students of only class XI and XII are eligible to participate in this competition in a team of minimum 2 and maximum 3 members.
- Participants are required to bring their own laptops and internet providing devices with them.
- All the competitions in the conclave will be carried on simultaneously. Hence a participant can’t take part in more than one event.
- The judge’s decision will be final and binding.
• The organizer reserves the right to change or modify any of the rules without prior notice.

In case of any queries, feel free to contact:  - Chandrasekhar Pradhan – 9078673599 or Chinmaya Punja – 9078000570
The Mahindra e2o, is an electric two-door, four-seater hatchback. The e2o is a novel approach by Mahindra to use clean energy for transportation. The Mahindra e2o was launched in India in March 2013 at a price between 6.5 lakh to 8.5 lakh before subsidies. The prices were later slashed by over a lakh with effect to the subsidies which made the car more affordable. As middle class customers thought the e2o has a high initial acquisition cost, Mahindra introduced an ownership program, “Goodbye Fuel, Hello Electric” under which the customers will pay a lower initial price for the car and an energy fee every month. The company expects to gain a fair market share as the Mahindra e2o is aided by government subsidies. The company has set up charging stations in various cities across India.

According to Forbes, the car "will inoculate its buyers from rising gas prices, provide relief from tailpipe exhaust on India’s polluted streets, and provide a much more convenient and cost effective alternative for the urban city driving."
Questions–

1. You are the Vice President (marketing) of Mahindra. You think that e2o is a perfectly viable car to be used by app based cab services company, Uber. Write an official letter to the VP (operations) of Uber and convince him to use Mahindra’s e2o for their cab services in the UberGO category.

2. The launch of Mahindra e2o has not been able to capture the market till now. The company has decided to launch a massive marketing campaign to bring the car to limelight and increase its sales drastically. You are the CEO of GREEN.LTD, a marketing and promotion firm. You are interested to obtain a contract from Mahindra to market the Mahindra e2o across India. Prepare a Report consisting of a new and innovative marketing strategy with an estimated budget.

3. Mahindra has decided to launch the face-lift version of its pilot electric car the Mahindra e2o. You are the marketing manager of Mahindra’s electric car division, prepare a launch poster for the new “e2o Go” which is to be launched at the auto-expo 2016. (The poster can contain anything like digital images, arts, slogans, poems, tag-lines, feature highlights. Poster will be judged on the basis of information, innovation and creativity of poster. Poster must be prepared in .jpg format)

4. The VP (marketing) of Mahindra finds Bhubaneswar as an emerging market for electric cars after it was declared the top smart city. You are the marketing manager of Mahindra’s eastern India region. The VP has asked you to submit a report on why Mahindra e2o has not yet been launched in Odisha and whether it is viable to launch the model in Odisha in the near future. If yes what will be your launch strategy and if no what
steps are required to make the environment conducive for the introduction of e2o.