



BRAND BUILDING



► **WeChat**

Rithvik Murthy

Area Sales Manager- Cipla Health Ltd.

PGDM- Business Design(2022-24)

MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off, and our readers seem to be hooked onto our magazine. At WeSchool, we try to acquire as much knowledge as possible and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2023, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly, it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education.”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” -Alvin Toffler.

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that led to the corporate revolution.

Emerging unarticulated needs and realities require a new approach in both thought and action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured differently.

WeSchool has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the **154th** Issue of **Samvad**!

SAMVAD is a platform for “Inspiring Futuristic Ideas”, we constantly strive to provide thought-provoking articles that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students across the country. To help this dream become a reality, we invite articles from all management domains, giving a holistic view and bridging the gap between industry veterans and students through our WeChat section.

In today's dynamic market, brand building has become a pivotal strategy for businesses aiming to establish a distinct identity and foster consumer loyalty. A strong brand not only differentiates a company from its competitors but also creates an emotional connection with consumers, driving long-term success.

This edition's WeChat covers an interview with one of our alumni from PGDM Business Design - Rithvik Murthy, Area Sales Manager at Cipla Health Ltd. Get to know from him how important brand building is for any business and how he had a part in it as a sales manager.

Globally, the emphasis on brand authenticity and trust has intensified. A study by Edelman revealed that 81% of consumers need to trust a brand to consider purchasing from it. This underscores the importance of transparent and genuine brand narratives in today's market.

Digital engagement remains a cornerstone of brand strategy. SproutSocial reports that 77% of consumers prefer shopping with brands they follow on social media, highlighting the necessity for brands to maintain an active and engaging online presence.

Personalization has also emerged as a key driver in brand loyalty. Tools like Trinny London's Match2Me, which offers personalized product recommendations, cater to the growing consumer demand for tailored

FROM THE EDITOR'S DESK

experiences. This approach not only enhances customer satisfaction but also strengthens brand affinity.

India's brand landscape is witnessing remarkable growth. According to Brand Finance, Indian brands have seen significant advancement in 2025, with Tata Group leading the way, surpassing a brand value of \$30 billion for the first time. Infosys has achieved the highest compound annual growth rate among IT services brands over the past five years, at 18%. citeturn0search1

The diversified sector holds the largest share of brand value in India, accounting for 28%, followed by the banking sector at 18%. citeturn0search2

The luxury market in India is also expanding rapidly. As of 2022, the market experienced a robust growth rate of 33%, positioning it as the fastest-growing Asian market and the second fastest globally. This surge is driven by a growing economy and an increasing number of affluent consumers. citeturn0search3

Digital platforms have become instrumental in brand building. The online fashion market in India, for instance, is approximately \$11 billion and has grown at around 30% per year since 2019. This growth is led by national brands, private labels, digital disruptor brands, and unbranded sellers, all leveraging digital channels to reach a broader audience. citeturn0search5 Social media engagement is crucial, with platforms like Instagram serving as primary channels for Gen Z consumers to research brands. This trend emphasizes the need for brands to create compelling visual content and maintain an active presence on these platforms to attract and retain younger audiences. citeturn0search6

Brand building in the contemporary market involves a multifaceted approach that combines authenticity, digital engagement, personalization, and an understanding of market-specific trends. In India, the rapid growth of various sectors presents unique opportunities for brands to establish and

FROM THE EDITOR'S DESK

strengthen their presence. By staying attuned to global and local trends, businesses can craft strategies that resonate with consumers and drive sustained success.

We hope you have a great time reading SAMVAD!

Let's read, share and grow together!

Best Regards,
Team Samvad



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Rithvik Murthy

Area Sales Manager- Cipla Health Ltd.
PGDM- Business Design(2022-24)

Could you kindly provide a brief overview of your professional journey, highlighting your experiences and career progression since your time at WeSchool?

I work at Cipla Health, an OTC (Over-the-Counter) company similar to an FMCG firm. During my management trainee period, I gained hands-on experience across all three channels—retail, wholesale, and FMCG—allowing me to understand market operations firsthand. I also witnessed key marketing concepts in action, such as the **Pareto Principle** and the **4Ps**.

Now, I am posted as an Area Sales Manager (ASM) for South Bengal, leading a team of 40. During my time at WeSchool, I had the opportunity to intern at multiple companies, gaining diverse industry exposure. I was fortunate to be guided by professors like KD Sir and Jyoti Ma'am, who supported me in every possible way.

How can effective brand storytelling be integrated into a brand positioning strategy to connect with the target audience?

Brandstory plays a very important part when it comes to brand positioning. For example- We have a brand called Nicotex. This is Cipla Health's one of the first and the most powerful brands in our portfolio. The brand story that we showcase is emotional & caring. In all our platforms we showcase the same story. Many brands tried to capture our market share in this category. They couldn't do it as our brand positioning is bang on. We know our target audience and we exactly know what they want.

What strategies can pharmaceutical companies utilize to differentiate themselves and cultivate a unique brand identity that resonates with patients and healthcare providers?

Pharma companies utilize schemes, discounts and gifting in retail outlets to differentiate themselves from other companies. These strategies are also used to secure shelf space in retail

counters. For example, at Cipla Health, we have a brand called Cofsils. Before the rainy season, we offer significant schemes and discounts to retailers, ensuring that we secure prime shelf space before competitors do. This helps us preemptively block retail spending on competing brands.

How can data analytics be used to inform brand strategy and decision-making?

Data analytics plays a very important role in terms of making any strategies. It helps us understand which brands are targeting specific market segments and their strategic intent.

One of the most critical data sources that many companies rely on is **Nielsen data**. This data enables companies to deep dive into minute details that can have a significant impact on decision-making. By analyzing data effectively, businesses can mitigate risks and make informed choices.

In short, **data is king** in the OTC and FMCG industries.

What advice would you offer to students aspiring to build successful careers in marketing and brand building?

I would suggest students to:

- **Get your hands dirty at the start of your career.** Understand things from the ground up.
- Make sure your basics are strong.
- Start **analyzing data** from the beginning of your career. It will help you in the long run.
- Data is something that shows you reality and gives you a clear path to follow.

MOKOBARA



Winner

Aashna Chaudhary
PGDM Retail management
WeSchool, Mumbai



In the dynamic world of travel and lifestyle brands, Mokobara, a young D2C brand, has emerged as a notable player, capturing the attention of modern travelers with its innovative products and strategic brand-building initiatives. Founded in 2019 by Sangeet Agrawal and Navin Parwal, the launch coincided with the global pandemic, a seemingly daunting time for a travel-related business. However, they saw an opportunity in the changing travel trends, with people prioritizing quality and durability in their luggage for fewer, more intentional trips. Now the brand has swiftly positioned itself as a premium travel and lifestyle brand, offering a range of products from stylish luggage and backpacks to wallets and travel accessories.

At the heart of Mokobara's brand identity is the belief that "humans are like sharks; they have to keep moving to thrive." This philosophy underscores their mission to elevate the joy of travel for individuals who are always #GoingPlaces. Brand building begins with a clear identity, and Mokobara has meticulously positioned itself as a premium travel brand that caters to

young, ambitious, and style-conscious consumers. Unlike traditional luggage brands that focus solely on utility, Mokobara infuses a sense of aspiration into its storytelling. By promoting the idea that travel is not just about the destination but also about the experience, the brand has created an emotional connection with its audience.

Mokobara's branding is sleek and minimalistic, which is reflected in its product designs, website aesthetics, and social media presence. The color palette, typography, and packaging all convey sophistication and modernity, ensuring that customers perceive Mokobara as an aspirational lifestyle brand rather than just a luggage company.

Marketing plays a pivotal role in brand building, and Mokobara has consistently executed campaigns and collaborations that reinforce its brand values. Mokobara recently announced a collaboration with Indigo airlines with a luggage collection titled Moko 6E, in the signature IndiGo blue. Fliers with these bags can carry 2kg extra on

Indigo flights. This collaboration aligned perfectly with Mokobara's brand identity, reinforcing its image as a travel companion for modern explorers.

Another significant initiative was Mokobara's association with Diljit Dosanjh's Dil-Luminati tour. By sponsoring the tour, the brand gained access to a massive audience that aligns with its target demographic. This move not only increased brand awareness but also positioned Mokobara as a culturally relevant and aspirational brand.

In today's digital age, social media and influencer partnerships are essential for brand growth. Mokobara has strategically collaborated with travel influencers, bloggers, and celebrities to enhance brand visibility. By featuring real travelers using Mokobara products in aspirational settings, the brand has successfully built authenticity and trust among its audience.

Platforms like Instagram and YouTube play a significant role in Mokobara's branding efforts. The company regularly shares engaging content, including travel tips, packing hacks, and behind-the-scenes glimpses into product design and innovation. By maintaining an active and visually appealing social media presence, Mokobara keeps its audience engaged and continuously reinforces its brand values.

Although Mokobara started as a direct-to-consumer (D2C) brand, it has expanded into offline retail to offer customers a tactile brand experience. The launch of its flagship store in

Indiranagar, Bengaluru, was a significant step in strengthening brand presence. The store provides an immersive shopping experience, allowing customers to interact with the products, test their functionality, and receive personalized recommendations.

By blending online and offline experiences, Mokobara has created a seamless omnichannel presence that enhances customer trust and loyalty. Physical stores also serve as a branding tool, reinforcing the premium and experiential nature of the brand.

A brand is only as strong as its relationship with customers, and Mokobara has prioritized customer experience from the beginning. With easy returns, extended warranties, and a responsive customer support team, the brand has ensured that customer satisfaction remains a top priority.

Mokobara has also fostered a strong community of loyal customers who actively engage with the brand. Through user-generated content, customer testimonials, and interactive social media campaigns, Mokobara continuously strengthens its connection with its audience.

Every brand faces challenges, and Mokobara has had its share of hurdles. In early 2025, questions arose regarding its pricing strategy and product sourcing. Speculations suggested that the brand was marketing itself as an Indian premium label while sourcing materials internationally. However, Mokobara quickly addressed these concerns with

transparency, clarifying that while some materials are sourced globally, all designs and final productions adhere to the brand's strict quality standards. Amidst the controversy, Mokobara launched its Moko x Naruto Series, offering a 10% "originality" discount with the code "WHITELABEL."

Rather than letting controversy undermine its credibility, Mokobara turned the situation into an opportunity to educate its audience about the complexities of global manufacturing and quality control. This move further reinforced customer trust and demonstrated the brand's commitment to honesty and integrity.

To sustain long-term brand success, Mokobara is continuously expanding its product range. While initially focused on luggage, the brand has diversified into kids travel luggage, backpacks, duffle bags, wallets, and travel accessories, ensuring a complete travel experience for its customers. There are also talks of Mokobara venturing into high-end handbags and tech accessories, signaling further brand expansion.

Looking ahead, the company plans to scale its retail presence across major metropolitan cities while also exploring international markets. Sustainability is another key focus area, with the brand actively researching eco-friendly materials and sustainable production practices.

Mokobara's brand-building journey is a masterclass in modern marketing and business strategy. By focusing on premium design, strategic

collaborations, experiential retail, and customer engagement, the brand has successfully carved out a niche in the highly competitive travel gear industry.

As Mokobara continues to grow, it remains an inspiring example of how a brand can blend aspiration, innovation, and authenticity to create a lasting impact in the market. With a strong foundation and a clear vision for the future, Mokobara is undoubtedly on a path to becoming a globally recognized name in travel and lifestyle essentials.

Tata Tea: More Than Just a Brew, A True Indian Branding Story



Runner Up

Abhiraj Singh
PGDM Retail Management
Weschool, Mumbai



Few brands have managed to embed themselves so deeply into India's cultural and social fabric as Tata Tea. A flagship of Tata Consumer Products, this brand has redefined itself beyond being just a tea provider—it has become a force for social change, innovation, and consumer trust. From its early mass-market beginnings to its disruptive marketing campaigns and sustainability efforts, Tata Tea's journey is a blueprint in branding excellence. My sincere belief is that in the rich tapestry of Indian brands, Tata Tea perfectly embodies the amalgamation of brand strength (differentiation × relevance) and brand stature (esteem × knowledge), making it a benchmark of excellence in the FMCG sector. To further understand its evolution let's take a deep dive into its branding strategies.

From Humble Beginnings to Market Dominance

Tata Tea entered the Indian market as an affordable, everyday staple. Recognizing the need for differentiation, it expanded its product portfolio to include multiple variants - Tata Tea Gold,

Tata Tea Agni, and Tata Tea Premium—each catering to unique consumer preferences. The launch of Tata Tea Gold Care, infused with Ayurvedic ingredients, was a strategic response to India's increasing focus on health and wellness.

Jaago Re: Awakening a Nation

Tata Tea revolutionized brand engagement with its game-changing 'Jaago Re' campaign in 2007. Initially launched to encourage voter participation, it quickly evolved into a movement tackling issues like corruption, gender equality, and education. By shifting from transactional advertising to purpose-driven storytelling, Tata Tea solidified itself as a brand with a conscience, resonating deeply with consumers.

Mastering Digital and Experiential Marketing

With the surge of digital media, Tata Tea embraced new ways to connect with its audience. Social media campaigns encouraged consumer participation, while 'Jaago Re 2.0'

extended the conversation through compelling digital narratives. The brand's strategic alignment with Indian festivals and cultural moments further strengthened its emotional connection with consumers. Beyond online efforts, Tata Tea has actively engaged in experiential marketing through sustainability initiatives, partnerships, and advocacy programs.

Desh Ki Chai: A Hyperlocal Strategy for a Diverse Nation

Recognizing India's regional tea-drinking preferences, Tata Tea's 'Desh Ki Chai' campaign introduced localized variants of Tata Tea Premium, tailored to North, South, East, and West Indian tastes. This hyperlocal approach reinforced the brand's authenticity and strengthened consumer loyalty across the country.

Sustainability: Brewing a Better Tomorrow

Modern consumers increasingly value ethical sourcing and environmental responsibility. Tata Tea has committed to sustainable tea farming, fair wages for plantation workers, and reducing its carbon footprint. These efforts align with a growing global movement toward conscious consumerism, reinforcing Tata Tea's position as a responsible and future-focused brand.

The Competitive Edge: Why Tata Tea Stands Apart

Tata Tea's ability to integrate product innovation, social impact, and digital

engagement gives it a distinctive competitive edge. By staying relevant and adaptive, it not only maintains a loyal consumer base but also competes effectively with global players like Brooke Bond and Lipton.

Riding the Wave of Industry Trends

- **Health and Wellness Boom:** With increasing demand for herbal and immunity-boosting teas, Tata Tea has expanded its offerings to include Tata Tea Gold Care and Tata Tea Tulsi Green.
- **E-Commerce Expansion:** The digital revolution has reshaped retail, prompting Tata Tea to strengthen its online presence through platforms like Tata Neu and leading e-commerce marketplaces.

Brewing Success for Generations to Come

Tata Tea's branding success stems from its seamless blend of heritage and innovation. By championing social causes, embracing digital transformation, and staying attuned to consumer preferences, Tata Tea has positioned itself as more than just a household staple, it has essentially emerged as a cultural movement. As it continues to evolve, Tata Tea's legacy of impact, trust, and innovation ensures it will remain an integral part of Indian life for generations to come.

How Mattel Transformed an Icon into a Cultural Movement.



National Finalist

Ashvini Ravindra Shetty
PGDM Retail Management
Weschool, Mumbai



Mattel's journey with Barbie is not just a story of reinvention; it is a story of resilience, cultural adaptation, and emotional connection. Barbie has been more than just a doll—she has been a companion, a role model, and a symbol of endless possibilities for generations of children. The ability to evolve with the times without losing her core essence has been the secret to her enduring appeal. For decades, Barbie embodied an idealized image, but as the world shifted, Mattel recognized the importance of reflecting reality. This realization led to one of the most transformative brand overhauls in modern history, a journey that not only redefined Barbie but also reshaped societal perceptions of beauty, identity, and empowerment.

The shift towards inclusivity and representation was a milestone that touched the hearts of millions. It was no longer just about selling dolls; it was about making every child feel seen. When little girls and boys could finally see a Barbie that looked like them—whether she was curvy, petite, in a wheelchair, or of a different ethnicity—it

validated their existence in a way that few brands have managed to achieve. The Fashionista line in 2016 was not just a response to criticism; it was a celebration of individuality. Parents who once questioned whether Barbie was a suitable role model for their children found themselves embracing the brand's commitment to empowerment. The marketing campaigns that accompanied these changes were crafted with emotion, emphasizing the dreams, aspirations, and limitless potential that Barbie stood for. This emotional connection between Barbie and her audience became the foundation upon which Mattel built its modern brand identity.

The role of storytelling in Barbie's resurgence cannot be overstated. From animated films to web series, Barbie's world was always one of adventure and inspiration, but it was the 2023 Barbie movie that elevated her from a beloved toy to a global cultural icon. Greta Gerwig's vision was not just about nostalgia; it was about telling a story that resonated across generations. It

was a love letter to everyone who had ever played with a Barbie and to those who had never related to her before. The film's themes of self-discovery, societal expectations, and empowerment struck a chord with audiences worldwide, proving that Barbie's relevance extended far beyond childhood. The storytelling was rich with emotion, humor, and self-awareness, making Barbie not just a product but a conversation starter about what it means to embrace one's identity in a world that often dictates otherwise.

The marketing campaign behind the movie was as brilliant as the film itself, creating an all-encompassing Barbie experience that extended beyond the screen. Every element of the campaign was designed to evoke excitement, nostalgia, and an overwhelming sense of belonging. Collaborations with major brands like Zara, Airbnb, and Crocs allowed fans to physically immerse themselves in Barbie's world. The life-sized Barbie Dreamhouse was more than just a promotion—it was a dream come true for millions who had imagined stepping into Barbie's pink universe. The digital sphere was flooded with Barbie-themed content, from viral TikTok trends to Instagram aesthetics that embraced the #Barbiecore movement. The minimalist pink billboard strategy was a testament to the sheer power of brand recognition; a single shade of pink was enough to make a global statement. Barbie wasn't just a doll or a movie—she was a

movement, a lifestyle, and an emotion. Pink, once dismissed as overly feminine or childish, became a symbol of power, confidence, and self-expression. The resurgence of pink was more than a fashion statement; it was a reclamation of identity. Barbie Core aesthetics infiltrated high fashion, with top designers embracing the color in bold, unapologetic ways. Celebrities, influencers, and everyday individuals wore pink not as a passive color but as an active declaration of joy and self-ownership. Mattel, through Barbie, had redefined what it meant to embrace femininity in the modern era. The idea that pink could be playful and powerful, soft yet rebellious, created a cultural shift that transcended gender and generational divides. The emotional resonance of this transformation was felt globally, reinforcing Barbie's status as a brand that could shape societal norms rather than just follow them.

Yet, the true challenge for Mattel lies in sustaining this momentum. The emotional connection that consumers now have with Barbie must be nurtured through continued innovation, engagement, and storytelling. The expansion of the Barbie universe through future films, digital experiences, and interactive platforms can ensure that Barbie remains relevant in an ever-evolving world. Augmented reality (AR) and virtual reality (VR) experiences could allow children to bring their Barbies to

life in ways that previous generations never imagined. Sustainability initiatives, such as eco-friendly Barbie dolls and packaging, will ensure that Barbie aligns with the values of environmentally-conscious consumers. Strengthening Barbie communities—both online and offline—will foster a sense of belonging, making Barbie not just a toy, but a lifelong experience.

At its core, Barbie's story is one of hope, ambition, and boundless possibility. She has been everything from an astronaut to a scientist, a president to a rockstar, embodying the limitless dreams of those who play with her. Mattel's reinvention of Barbie is not just about selling dolls—it's about inspiring generations to dream bigger, to embrace who they are, and to redefine what is possible. By strategically harnessing the power of inclusivity, storytelling, and cultural influence, Mattel has ensured that Barbie will continue to stand as an enduring symbol of empowerment. Barbie is not just a doll; she is a testament to the power of evolution, resilience, and the magic of believing in oneself. And as long as there are dreams to be chased, Barbie will be there, dressed in pink, leading the way.

The influence of Barbie stretches beyond childhood playrooms and into the real world. She has become a cultural mirror, reflecting the aspirations and challenges of the societies she exists in. In a world that constantly evolves,

Barbie stands as proof that adaptation, when done authentically, leads to longevity. Parents who once played with Barbie now pass the legacy down to their children, creating a multi-generational bond rooted in imagination and ambition. The emotional attachment consumers have to Barbie is what makes her more than just a product; she is a piece of history, a source of inspiration, and an ever-evolving icon. With Mattel's continued dedication to innovation and inclusivity, Barbie's journey is far from over—it is only just beginning.

DIGI-EYE CELL ISB&M, PUNE

Rohit Shende, Gunjan Sharma, Unnati Jaiswal



1. First of all, congratulations on winning. How do you feel about it?

It feels absolutely incredible to compete at such a prestigious level and bring home a victory for our college. The journey was intense, filled with challenges and learning experiences, but standing on that stage as a winner made it all worth it. It's a proud moment, not just for me but for my entire team and institution.

2. Could you brief us about this competition? What were the hurdles you faced and how did you overcome them?

The competition had four intense rounds, ending with a one-minute pitch round. We were given a case study on KFC's crisis in the Middle East and had to develop a strategy to help them recover.

One of the biggest challenges was the time constraint—we had to analyze the situation, brainstorm solutions, and structure our approach quickly. Aligning different perspectives into a cohesive strategy was another hurdle.

We tackled this by dividing tasks based on our strengths, conducting focused research, and ensuring our solution was both practical and innovative. In the pitch round, we kept our delivery sharp and impactful, making sure our ideas stood out.

3. Competing in such high level competitions requires an edge over others. What steps did you take to distinguish yourself from other participants?

Differentiation is key at this level, so I always ensure that every point I make is backed by credible sources. Quoting real data, industry reports, or past case studies adds weight to our arguments and makes a strong impression on the panelists. Additionally, we focused on presenting our solution in a structured, innovative, and visually engaging manner, ensuring that it stood out from the rest.

4. What were your key learnings and takeaways?

The biggest takeaway was the importance of staying grounded in the basics. No matter how complex the problem, applying fundamental academic concepts to real-life scenarios makes a huge difference. It reinforced that theoretical knowledge isn't just for exams—it's a powerful tool when used strategically in practical situations.

5. It's always difficult managing time between academics, personal life, and other opportunities. How did you manage your time?

I prioritize building a strong profile by maintaining a solid academic foundation while actively participating in competitions. Time management comes down to setting clear priorities—balancing studies, personal commitments, and competitions efficiently. I make sure that every opportunity I take aligns with my long-term goals, ensuring that my efforts contribute to both learning and personal growth.

6. What guidance or recommendations would you offer to fellow students to ace such high value platform?

To excel in high-level competitions, you need to push yourself just a little harder than the rest. Consistency, thorough preparation, and a problem-solving mindset make all the difference. Stay updated with industry trends, back your arguments with credible data, and refine your presentation skills. Most importantly, believe in your approach and deliver it with confidence.

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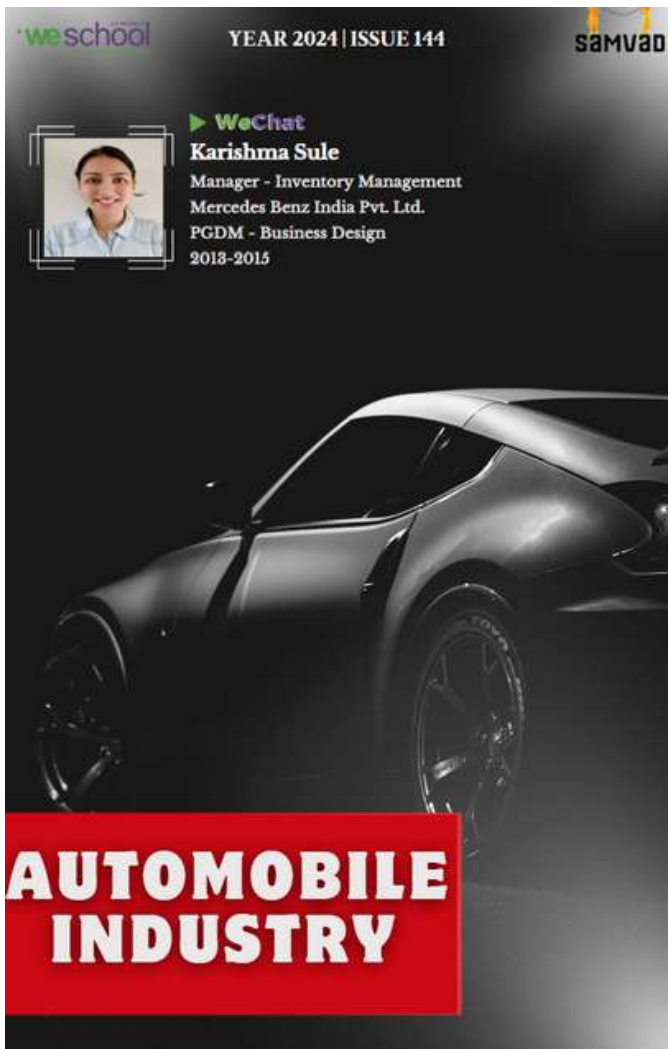
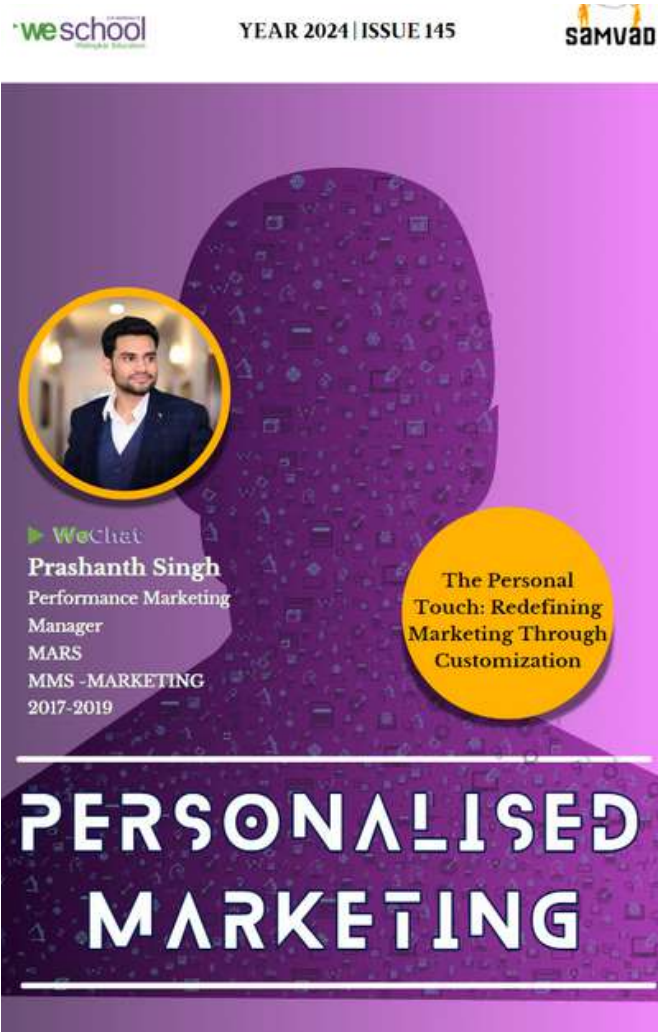
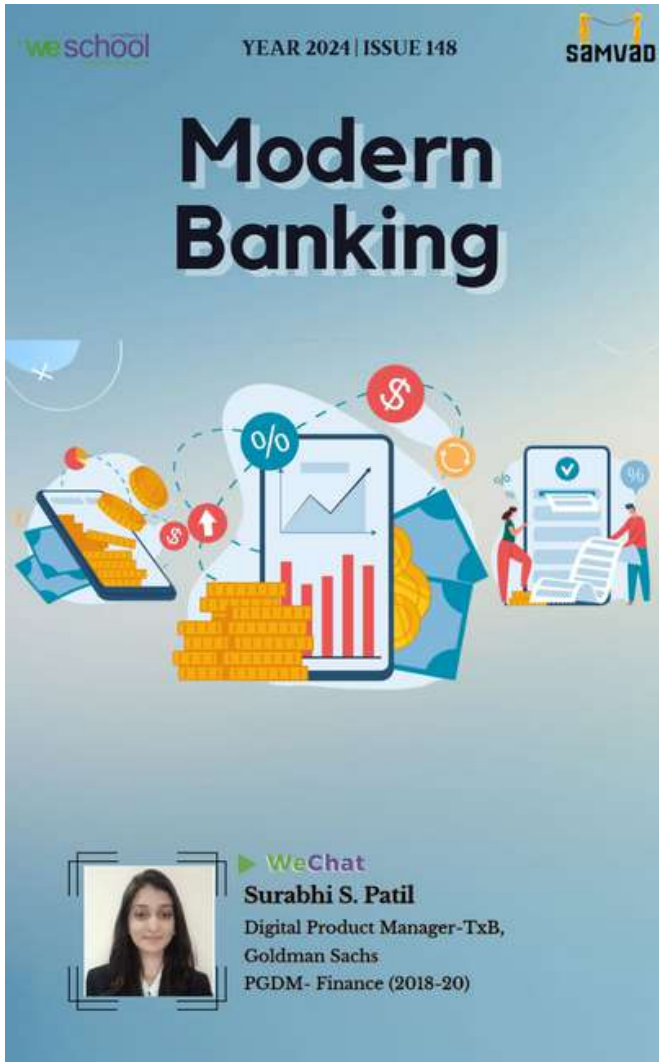


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