



IIM Lucknow's
Manfest-Varchasva 2016
Annual business, cultural and sports fest



make **my** trip

presents

Mark-E

The E-Commerce Challenge



CASH PRIZE OF INR 1,25,000
PPI OPPORTUNITIES TO WINNERS

Deadline extended to 21:30 hours, 1st Nov, 2016

Register at dare2compete.com

Teams of 2

Contact

Surbhi Singhania +91 776 008 5063

Atiqul Haque +91 987 134 4092

make **my** trip

✉ mark_e@iiml-manfestvarchasva.com



"You can't sell anything if you can't tell anything."

- Beth Comstock

'Digital' is the new buzzword and to make a mark in that space happens to be the need of the hour. Leading corporates are targeting their efforts towards trying to change consumer habits and bringing them online. Moving ahead, in line with the changing times, Manfest-Varchasva in association with Make My Trip, presents its first-ever edition of Mark-E.

The format of the event entails two rounds which are both eliminative in nature. An online quiz will mark the start of the challenge with the aim to select top 40 teams among the brightest minds across the nation. The top 40 teams will battle their way to make it to the top 12 after being tested by means of a case study. An initial proposal of the case needs to be submitted as part of Round 2 post which 12 finalist teams will be invited to participate in an on-campus final round. In the end, these 8 teams will be locked in a combat to make it to the top.

Through the two engrossing rounds, the E-marketer in you will be put to test and once you steer clear of all the hurdles that come your way. Let your creativity, efforts and excitement help you emerge as a polished E-marketer.

PRIZE MONEY : INR 1,25,000 + PPI Opportunities

Winner: INR 80,000 | Runner Up: INR 45,000

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Event Details: The event will be held in 3 rounds (2 Off-Campus + 1 On-Campus)

Rounds	Details	Deadline
Round I (Online)	<ul style="list-style-type: none"> Post graduate B-School students of all years are eligible for participation Participants need to register in teams of two at dare2compete.com & search for IIM Lucknow Inter year teams can be formed Registration on Manfest-Varchasva website is NOT required Quiz questions will be E-Commerce and digital Marketing based 	<ul style="list-style-type: none"> Registrations open till: 2130 hours, Nov 01, 2016 Quiz Competition: 2230 hours, Nov 01, 2016 Round I Winners Announcement (Top 40 teams): Nov 02, 2016
Round II (Case Proposal Submission)	<ul style="list-style-type: none"> Top 40 selected teams will be mailed the complete case study The format and details of case proposal submission is given subsequently 	<ul style="list-style-type: none"> Case Proposal Submission: 2130 hours, Nov 06, 2016 Round II Winners Announcement (Top 12 teams): Nov 08, 2016
Round III (On-Campus)	<ul style="list-style-type: none"> The selected teams will be invited to the campus to present their solutions to the judging panel from Make My Trip during Manfest-Varchasva 2016 In case any team fails to make it to the campus for final round, the waitlisted teams will be called. 	Nov 18-20, 2016

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The E-Commerce Challenge



Participation and Registration Guidelines

- Entries are open for all postgraduate B-school students
- Participating team must consists of 2 members from the same institute
- Teams are required to register at:
<http://dare2compete.com/competitions/19713/MakeMyTrip-presents-Mark-E/Indian-Institute-Management-Lucknow/Manfest-Varchasva>

Evaluation Criteria

The submission will be evaluated on the following parameters

- Exhaustive understanding of the case scenario and context
- Depth of analysis of industry, existing business model & key challenges
- Novelty, feasibility and practicality of ideas proposed
- Utilization of Marketing channels & detailing of strategy proposed
- Structure of presentation & clarity of ideas conveyed
- Completeness / comprehensiveness of the solution

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Round 2 Submission Guidelines

- The deadline for submission is 2130 Hrs, Nov 06, 2016
- Submissions in form of Power-point deck (.pdf/.ppt/.pptx) of 8-10 slides (1 Cover Slide with Personal Profile + Executive Summary + 6-8 Solution slides)
- Submission is to be named as
<TeamName_CollegeName_Mark_E_R2.pdf/.ppt/.pptx>
- Teams can upload their entries at the upload link made available on the Mark-E event page at iiimmanifestvarchasva.com. The upload link will be made available in due course.

Deadline extended to 21:30 hours, 1st Nov, 2016 at dare2compete.com | Teams of 2

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Event Timeline

Event launch	Oct 24, 2016
Registrations close	2130 hours, Nov 01, 2016
Online Quiz Competition	2230 hours, Nov 01, 2016
Round I Winners Announcement (Top 40 teams)	Nov 02, 2016
Round II Case Proposal Submission	2130 hours, Nov 06, 2016
Round II winner Announcement (Top 12 teams)	Nov 08, 2016
Final On-Campus Round	Nov 18, 2016

For more details,
Send an email to mark_e@iiml-manfestvarchasva
or contact
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