

APRIL 2014

VOLUME 2 EDITION 4

# CONNECTIONS

ALUMNI MAGAZINE OF IBS HYDERABAD



In this issue:

- \* HASTA - LA - VISTA  
(Farewell to the class of 2014)
  - \* Glimpse of TRISHNA  
(Annual Management Fest of IBS HYDERABAD)
- and  
many more, Read on.....

**IBS**  
HYDERABAD



# WELCOME/ CONTENTS **APR 2014**

## faculty speaks...

- 06 DELL BUYOUT DEAL
- 08 LESSONS FROM IBS..... AND BEYOND

## alumni speaks...

- 10 CORRUPTION - WAY OF LIFE?
- 12 THE ASSET CALLED EMPLOYEES!

## student speaks...

- 14 A "NOSTALGIC" MOMENT!
- 16 LIFE AT IBS

## featured events...

- 18 TRISHNA '14
- 24 HASTA - LA - VISTA ( Farewell - 14 )
- 28 MRINAL ANAND 2014
- 30 SELECTION PROCESS 2014-16

## wonder wall....

- 32 ALUMNUS VIVEK BAIJAL

- 34 club bytes....



# MESSAGE FROM THE EDITOR



Another great year has passed, enfolding and imprinting innumerable memories in every mind and soul. CONNECTIONS'15 takes immense pleasure in sharing and bringing out the best from the milestones covered.

IBS with its juniors rolling into their second semester and seniors into their final, clubs representing their events; was quite eventful.

Nostalgia 3.0 had left a never fading impression on the IBS grounds followed by Trishna which went on for three days delighting every individual. With the April issue covering the articles from our faculty, alumni and students, it is our cover story "Trishna" that takes away the limelight. Trishna brought a challenge to all the clubs to unleash their strengths and distinctive talents, inflaming the battle for the winning trophy. It was none other than MAVERICKS, bagging the Best Managed Club (Co-curricular)'14 award.

Mrinal Anand, a cricket tournament which is organised in the memory of these two great players Mrinal and Anand, brings great cheer in the atmosphere of IBS. All the major teams participate along with the teams of Alumni who come and play this splendid tourney.

Wonderwall, the section of magazine that highlights the achievements of our alumni, serves as an inspiration to the students aspiring to be challengers.

The publication also covers Hasta-la-Vista, the grand farewell that changed the history of IBS farewells with its magnificent conduct. It gave innumerable memories to the senior batch that they will cherish a lifetime and would keep them connected to their alma mater.

The season approached its end by starting new chapters of life in the same place. With seniors stepping out into corporate, IBS looks forward to welcome its 2016 batch.

## CONNECTIONS

Published by ALUMNI RELATIONS CELL, IBS HYDERABAD

### magazine team

EDITOR IN CHIEF:

**Ms. Talisha Mehra**

E-mail: mehratalisha@gmail.com

DESIGNED & CONCEIVED BY:

**Mr. Anuj Sharma**

(President, Alumni Relations Cell)

E-mail: anuj@mail.com

ASSOCIATE DESIGNER:

**Mr. Vinodh Gajjarao**

E-mail: vinodh.gajjarao@gmail.com

CHIEF ADVISOR:

**Ms. Jasjyot Sidhu**

(Vice-President, Alumni Relations Cell)

E-mail: jasjyot.siddhu@gmail.com

DISTRIBUTED BY:

**Mr. Shubham Kanoongo**

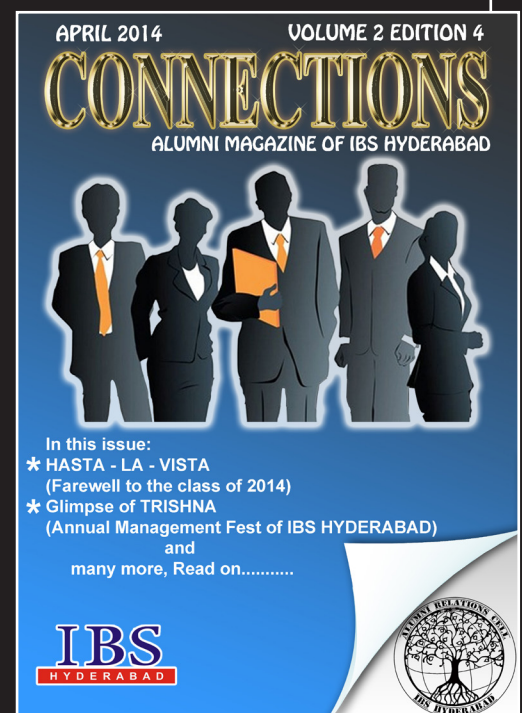
### proof-read by:

**Ms. Ankita Singh**

**Ms. Rachita Kaur**

### contributors:

**Team A.R.C**







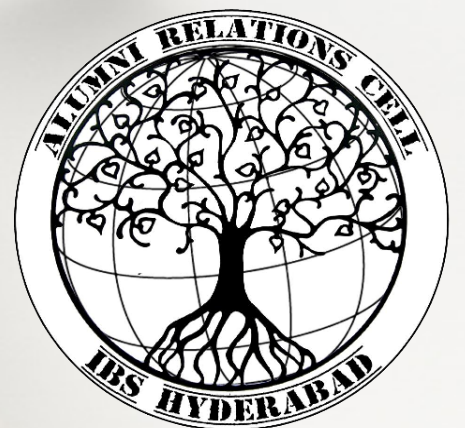
ITS ALL  
ABOUT

**CONNECTIONS**



# IBS

BUSINESS SCHOOL





## DELL BUYOUT DEAL

After months of struggle and debate the stockholders of Dell (NSDQ: Dell) on September 12, 2013 have finally approved the proposal in which Michael Dell, Dell's Founder, Chairman and CEO offered to acquire Dell in partnership with global technology investment firm Silver Lake Partners to take Dell private. "I am pleased with this outcome and am energized to continue building Dell into the industry's leading provider of scalable, end-to-end technology solutions," Dell said in a statement. "As a private enterprise, with a strong private-equity partner, we'll serve our customers with a single-minded purpose and drive the innovations that will help them achieve their goals." Earlier this year Michael Dell offered \$13.65/share to take the company private that translated into a \$24 billion bid for the company. However, some roadblocks like counter-offer from the American billionaire active investor Carl Icahn made Dell to increase the offer price a little and the final buyout agreement guarantees to pay \$13.75 in cash for each share of Dell common stock, plus payment of a special cash dividend of \$0.13 per share to stockholders of record as of a date prior to the effective time of the merger making the total consideration

of \$13.88 per share in cash. The transaction is expected to close before the end of the third quarter of Dell's FY2014, subject to the satisfaction of customary closing conditions, including regulatory approval.

Though the uncertainty looming over Dell taking a vacation from Wall Street is over, yet this buyout deal leaves a pretty strong sense of disappointment with the offer price stinking of conflict of interest. Prof. Damodaran A. at Stern School of Business puts it in a very interesting way. "Let's say that you are interested in selling your house and hire a realtor, and that the realtor comes back with what she says is the "best" offer for the house, forgetting to mention that s/he is the buyer. I would assume that you would be screaming about conflict of interests from the rooftops, right?" The same goes with the offer price of Dell buyout by none other than the CEO of the company Michael Dell.

As a CEO of the company the fiduciary responsibility to your stockholders, if you decide to sell, is to try to deliver the "highest price" that you can get from the potential buyers. But what if you are also heading the buyout group that is trying to buy the company? The conflict of interest you face would be untenable, since you would, as the lead buyer, want to pay the lowest price.

### Prof. Rajesh Pathak

M.Com, MBA  
Finance and Accounting  
IBS Hyderabad

**"BUYING OUT DOESN'T IMPLY DOING AWAY WITH THE CORE CHARTER, IT MEANS ADDITION TO ITS VALUES AND CULTURE"**

ANDREQUE MASDERITE,  
UNIVERSITY OF





Of course this is the case with every single management buyout deal then, how the managers defend their stand? There seems to be three standard management defences. First is the “fair value” argument. The managers hire appraisers/investment bankers to value the firm and ensure that investors get a “fair” value. A bunch of investment banks including JP Morgan Chase, the lead bank were involved in this buyout deal of DELL to make the judgment on whether the offering price is a fair one or not? Though it would be unfair to cast any aspersions on the valuation capabilities of these investment banks, there are reasons to believe that none of them can deliver unbiased opinions, when so much of their fees ride on this deal getting done.

Second argument managers are seen to put frequently is the payment of a premium over the market price. The argument looks interesting and wise at the first instance however, the market price, even in an efficient market, is based on the information that is available about a company, often with the company as the source for the information. The problem is that

the same management that is buying the company from stockholders has controlled the information spigot for the months leading up to the deal. How do we know that they have not suppressed good news and been liberal about revealing bad news to keep the prices low purposefully and then are buttering the offer price with premium to make it look attractive leading into successful buyout. Third way managers are seen defending their offer price saying that they remain open to other offers. The board of directors are supposed to seriously consider alternate offers by an acquirer and they usually appoint an investment bank to find such potential buyers.

“The reason you would want to go private is to make the changes you need to make, so when you go back to the public markets, they will see changes” said Carter Lusher, an independent industry analyst. Most of them have put an estimate of three to five years when Dell would re-emerge into public sector. You have to wait and watch till the time unfolds what Dell has got in its bag?



## LESSONS FROM IBS..... AND BEYOND



Having been a teacher for 15 years, one of the common observations many of my students make after joining industry is that they are not able to relate to the concepts they learnt while doing their MBA. This set me thinking. Especially as I myself have done my MBA almost four decades ago and have a substantial exposure to industry of about twenty three years, I looked back at my own experiences to see if and to what extent I could relate to this viewpoint.

**“Growing old is mandatory but growing up is optional.”**

While the concepts, processes and frameworks in each course one does in an MBA are extremely important, what a management education gives is a manner of thinking and an approach. If you study the concepts as if for an examination where once you spew it out onto the answer sheet, it leaves your mind, you are following what I call the Hero Honda approach – ‘Fill it, shut it, forget it!’



**Prof.  
Rajan Mani**  
Marketing and Strategy  
IBS Hyderabad

Unless you learn to apply the concepts, this knowledge is sterile. This is why you have to keep yourself abreast of what is happening around you – to locate and understand best practices, to keep track of trends in consumer behaviour and technology which could affect your organisation's business model, to learn what the competition is doing, to figure out policy changes at the macro levels - to give just a few reasons.

Once you have a hang of the concepts and their application, to my mind there are three important skills which any manager should pick up – prioritising, scheduling and networking.

A manager should have a good idea of:

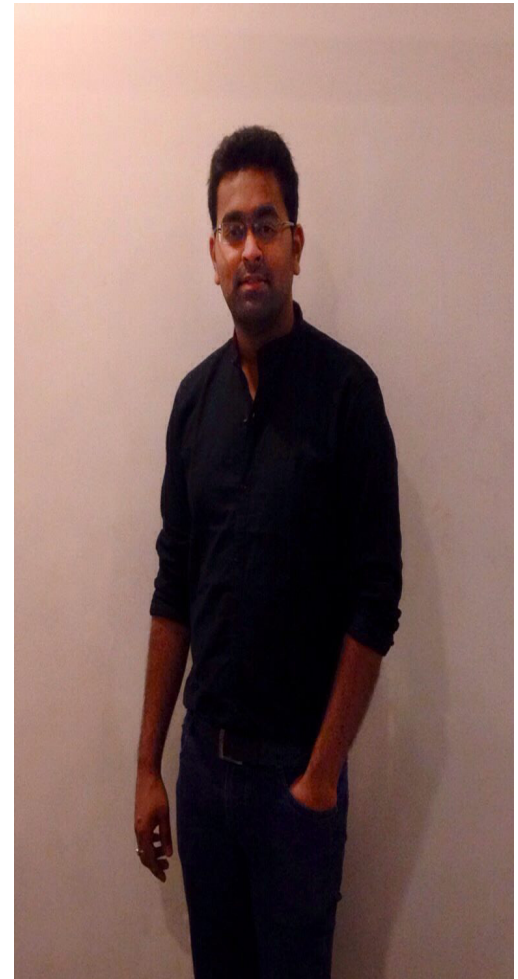
- what tasks he or she has on hand,
- which of these are important and urgent, which are important but not urgent, which are urgent but not important and lastly neither important nor urgent.
- who and where he or she can tap to get these tasks done

Once these skills are developed and mastered, you are more than half your way home to becoming an effective person.



**BEST WISHES FOR A BRIGHT FUTURE**





## CORRUPTION - WAY OF LIFE?

In just 67 years we have virtually "Nationalised" and Institutionalised corruption in public life to such an extent that incorruptible officers and public figures have become a microscopic minority fighting against for mere survival. In Mr. T.N. Sheshan's language, "every patch of Indian Society has become corrupt.

In the good olden days before Independence, bulk of the freedom fighters sacrificed their personal happiness and comfort to devote themselves for the national cause. These people totally identified their happiness with the happiness of the people liberated from foreign rule. In this endeavor there have been many who lost their moorings and discovered their fulfillment when the nation becomes free.

And what do you see now? People become panchayat members, councilors, MLA's, MP's and Ministers in order to make a fortune – enough for a few generations. Politics is the most lucrative business where money, power and muscle power are the best investments and you can pass on your lead-

ership to sons and grandsons. It is the shortcut to black money and fabulous wealth. Can you expect those who are history sheeters and confirmed criminals to make India a better country?

While certain departments have become synonyms of corruption, in most other offices too, public cannot expect the official to do his duty unless he gets the "Extra" money. Nobody dares to complaint,

The Central Vigilance Commission has turned obsolete laws and time consuming procedures as a "Breeding grounds" for corruption and suggested that there should be no law on the statute book for more than five to ten years unless re-enacted after careful examination. This automatically ensures that obsolete laws do not clutter the system.

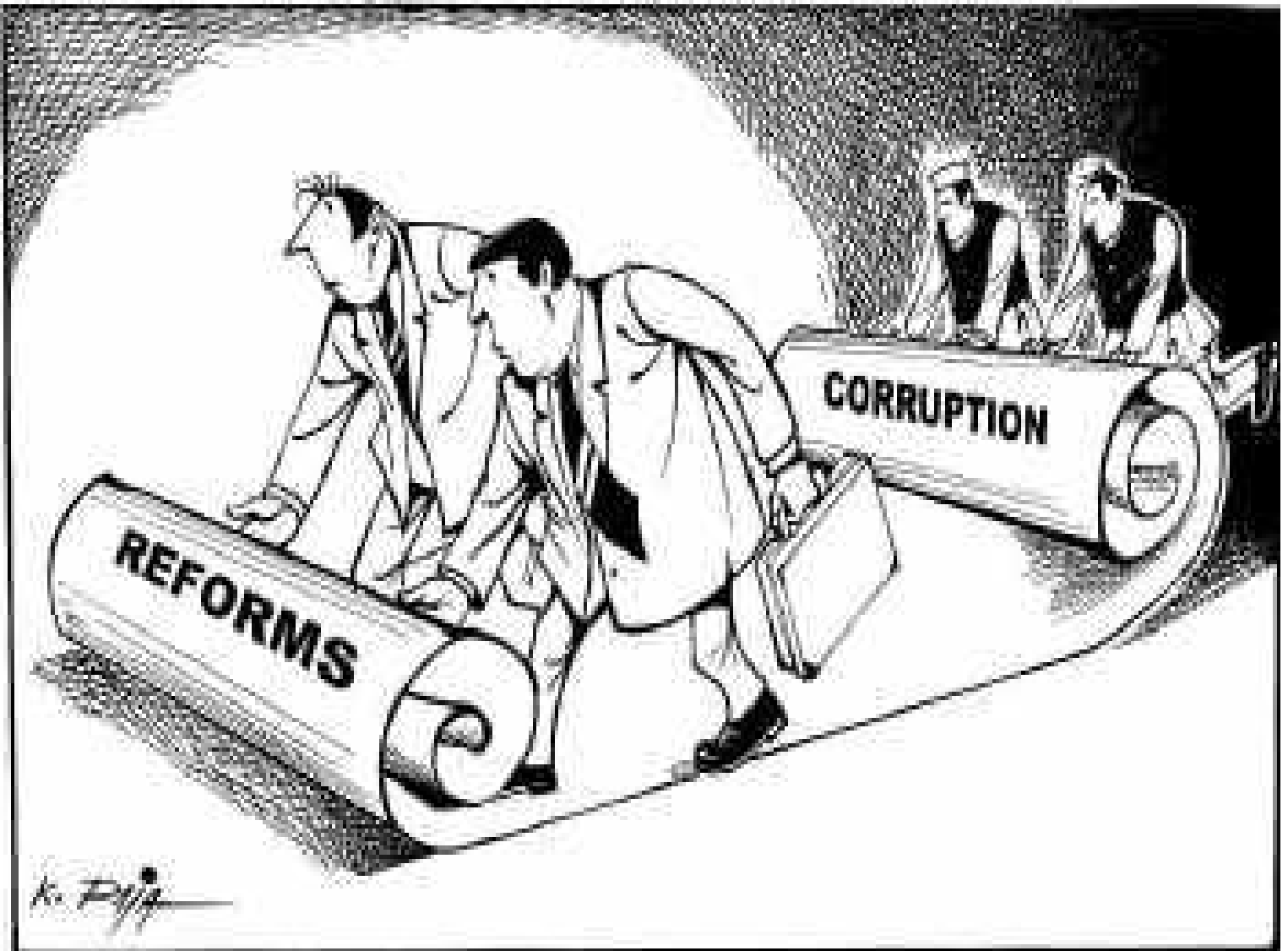
As the nation grows, the corrupt also grows to invest new methods of cheating the government and the common man. Ticketless travel in U.P and Bihar is no more a bad thing and instead of tickets they are being issued guaranteed to keep ticket collectors away. No queuing, no running around, all you do is to contact the neighborhood dealer and pay the fixed amount.

**Mr.  
Abhishek  
Mathur**

MBA, Class of 2014  
IBS Hyderabad

**"CORRUPTION  
HAS ITS ROOT  
ENGULFED  
DEEP INTO  
THE SYSTEM,  
GETTING INTO  
THE SYSTEM  
TO CHANGE IT  
MIGHT BE AN  
IDEA"**



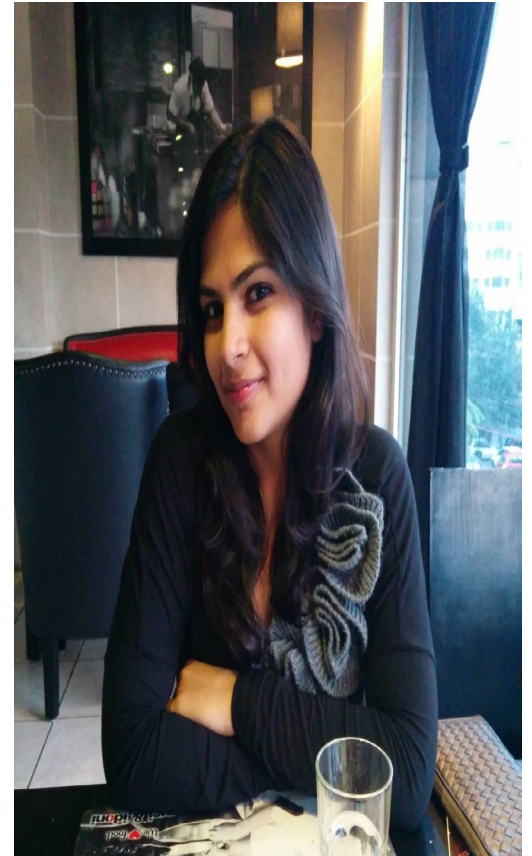


Is there any salvation for our country from the virtual poisoning of the entire body politics by corruption? As much as 65% of all development budget is cornered by politicians, bureaucrats and contractors. Like Indirect taxes, the pay offs are not visible to those who bear the cost.

We have our CBI, Vigilance department, anti-corruption, but the system affected the cancer of corruption. There are indeed a few honest men, because of whom nation survives.

As one National leader once pointed out – Corruption is like diabetes, It can only be controlled, but not eliminated.





## THE ASSET CALLED EMPLOYEES!

In a digital competitive era where there is a cut throat competition to reach another step and increase market share, how important are employees as brand assets of a company? A question that floats in many minds of top management is what they can do to market their brand most cost effectively. The most vital stake holders of a company are its employees and to stretch the road further beyond content marketing, it's a strategy creating waves in the corporate world, if not already established in some unofficial term. The risk of being transparent, authentic and trustworthy is a risk well worth it. Different from traditional marketing it requires a few tactic changes and openness.

Employee branding is being defined in various ways on different platforms but to explain it in the simplest way one can call it a positive communication of extending the image of the company to its customers and the world at large. Who can

create a better image or brand of an organization but its employees!

More than the regular dose of marketing messages and taglines, image of a brand is reliant on the experience they give to its users and hence if employee experience is highlighted it can be nothing less than a treasure. Employees affect the way customers in the form of friend and family perceive a product or brand. It is up to the smart brands to make maximum use of their most priced assets. No doubt that that with various roles of social reach, optimization of content, building of an audience, etc. it becomes a tough choice to prioritize but in this era employee branding should not be overlooked. Real time communication can enhance the culture of the company and give it a competitive edge in front of its competitors.



**Ms. Neha Mehrotra**

MBA, Class of 2014  
IBS Hyderabad

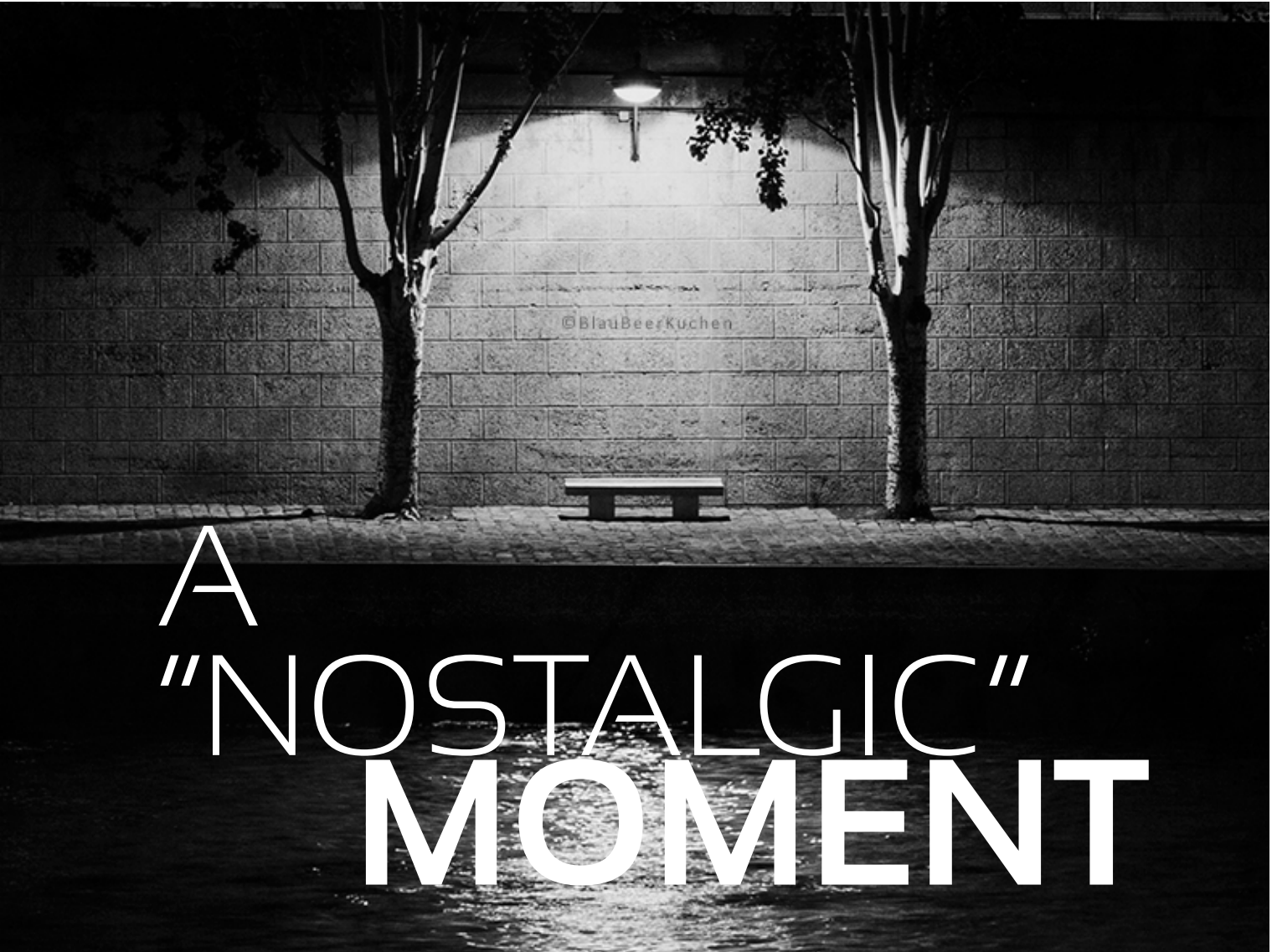
**“ EMPLOYEES ARE THE REAL STRENGTH BEHIND A COMPANY'S SUCCESS AND ENDEAVOURS ”**



Any kind of social sharing via employees requires a well thought of strategy and guidelines. Something as simple as sharing and re-tweeting of content can make a huge difference. Positive experiences should be promoted. There should be constant interaction and comments on social blogs and other social profiles. It spreads a team spirit as well. With just a few things to practise and preach employee branding can go a long way in raising a company's image and promote business for them. With the creative minds working non-stop we won't have to wait long for the new ways and methods!







# A "NOSTALGIC" MOMENT

IBS is impressively recognized in the business industry and as well in the academic era. IBS aims in providing very high quality education and a great learning experience, very adaptive and growing environment with its splendid facilities. The mission of IBS is to develop such business professionals so that they can better contribute towards the society.

IBS has developed in me both professional as well as interpersonal skills that have added a feather to the cap of my personality. IBS has given me a platform to expand myself to the fullest. As a past experience I pursued B.Tech from Kurukshetra University, but after coming to IBS I have really witnessed the real world scenario. Different people from different cultures interact with themselves in a unified manner.

Coming to the campus life at IBS, it is really a commendable one. The greenery all round and a positive environment have enhanced the living habits at IBS. The weather conditions are pretty good.



**Mr. Sahil  
Monga**

Student, (MBA)-15  
IBS Hyderabad

Regarding the activities at IBS, refreshing and recreational is the word that comes in my mind. The Club events and Guest lectures have really helped me in improving my knowledge and have given me new directions to work upon my areas of improvement.

The Mess and the canteens here have helped me remember eating habits as I used to have at my home as they provide with hygienic food with a taste of different dishes of different regions providing a diversified eating criteria.

The Faculty here is Skilled, Professional, Helpful and are always ready to help us in whatever field we want in relation to the subject. I would specially name some teachers L.Sridharan sir and JOJO sir who have given me a wide knowledge platform to grow and learn with their teachings.

Lastly being a part of Alumni Relations Cell, IBS Hyderabad, I am highly blessed to be a part of ARC as the Tagline of ARC says "It's all about Connections", really it has helped me develop connections with the Alumni and new people and have helped me learn how to manage yourself firstly and then your activities.

So, I would say that IBS is something that has and will develop all round skills and development in me to the fullest. It would be really a nostalgic moment after 2 years when I would be placed in a good MNC and would have to leave this prestigious institution.

In the end I would quote that " Life's Battles don't always go to the stronger or the faster person but sooner or later the man who wins is the man who thinks he Can"



# LIFE @ IBS



22 years. That's how long I've lived with my parents. Never stayed anywhere else, not for extended periods of time anyway. So to become a hostelite was quite a scary prospect for me. Never really knew what it's like to be on my own. But life at IBS Hyderabad is absolutely fantastic!! One thing I've always loved is meeting people from different cultural backgrounds. And that is one thing you find in abundance in IBS. You've got people from all over India. Everyone is so friendly here. Although the spoken language of choice here is Hindi, I've had no problem communicating with anyone.

My inability to speak Hindi was overlooked and I've made the best of friends here. Being an engineer, subjects like accounts and marketing were new to me. But the faculty here really break it down for you and help you understand the core concepts behind these subjects. Also the case methodology of teaching really helps the students understand concepts better.



**Mr. Nikhil Menon**

Student, (MBA)-15  
IBS Hyderabad

Real corporate examples always expedite the process of learning and understanding. Infrastructure-wise, the college is top class. You've got one of the best libraries over here with books on every aspect of management. There are several clubs here too. There's one for marketing for finance for hr and even one for movies. Being a part of these clubs help one understand what working in a team really is. There is nothing quite like that feeling of camaraderie you have with your teammates. You learn to push and pull off each other. You learn to complement your teammates' strengths. . You learn to organize events. A sense of professionalism is instilled in you. There is a lot of work though. You've got academic work, you've got club work. You really don't realize the passage of time. But the strange thing now is I enjoy the work! For a person who has hated doing work and did everything in his ability to work shirk, this is a great development. All this has helped me make that transition from living with my parents to becoming independent and self-sufficient. The strange thing is that now I've gotten so attached to the place, I'd rather stay here than go back.





**"You live and then you die, I thought. It's good to have some good times."**

**- Natalie Goldberg**

**SPECIAL COVERAGE**

# TRISHNA '14

**-Annual Management Fest of IBS Hyderabad**

THE ENTIRE 3-DAY PROGRAM IS SO REFRESHING THAT IT MAKES THE WHOLE CAMPUS MORE VIBRANT AND LIVELY. IT MAKES YOU LEARN SPORTSMANSHIP, TEAM SPIRIT, LEADERSHIP AND MOST IMPORTANTLY TEAM BUILDING. AND IN THE END, IT MAKES ONE REALISE THAT HARD WORK DOES PAYS OFF!

Trishna'14, the annual cultural festival of IBS Hyderabad, organised on 17-19 January 2014 was a spectacular event wherein all the clubs competed with each other with great enthusiasm and high spirits. The hard work put in by every club in the entire year is acknowledged during Trishna. Each club comes up with a major event and one/two minor events to be conducted during Trishna, various teams from within the campus as well as from other colleges participate in these events and win exciting prizes.

All the clubs compete with each other with a lot of energy and good spirit for the "Best Managed Club" title. A club is awarded with this title based on its overall performance during the entire year.

Best Managed Club (Co-curricular)'14 was won by

Maverick. Maverick came up with their major event – "The Best CMO", a three day extravagant event based on telecommunication service industry whereby 27 teams from vivid colleges contested for coveted title of Best Chief Marketing Officer. On basis of I.Q., Bidding, Negotiation, Service blueprinting and selling skills the C.M.O. was decided and was rewarded with Rs. 55000. This event involved effective strategising with limited resources, keeping in mind the finances, the teams had to buy a company and make it profitable.

"Best Extra Curricular Club" was bagged by VAPS and Club Ecobizz won "The Best Marketed Event" trophy and the Trishna Trophy for maximum participation in Trishna. Christ College, Bangalore created won the trophy for winning maximum prizes from an outside college third time in a row.

Other clubs also contributed immensely to Trishna. Macon came up with 'Bizztrata' which involved making decisions, acquiring companies, designing strategies, charging rent, negotiating, etc. Finstreet came up with 'Warriors of Finstreet' which was an unequalled financial game that connected the participants with real market situations.

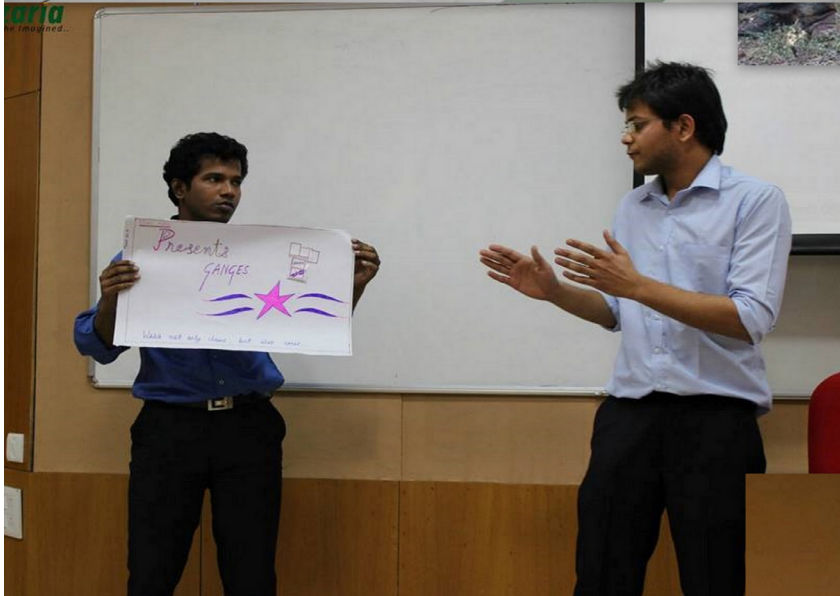
Apart from the competition among the clubs there are various other events that are organised during Trishna for the students. These include fashion show, dance performance, musical performance, war of DJs, etc.

The entire 3-day program is so refreshing that it makes the whole campus more vibrant and lively. It makes you learn sportsmanship, team spirit, leadership and most importantly team building. And in the end, it makes one realise that hard work does pays off!

























goodbye <sup>coda</sup> <sup>bye-bye</sup>  
thankyou <sup>envoi</sup> <sup>Auf-wiedersehen</sup> <sup>adieu</sup> <sup>seeya</sup> <sup>cheers</sup>  
regards <sup>godspeed</sup> <sup>toodle-oo</sup> <sup>conclusion</sup> <sup>Arrivederci</sup> <sup>leave-taking</sup>  
farewell <sup>cheerio</sup> <sup>sayonara</sup> <sup>culmination</sup> <sup>so long</sup>  
ciao <sup>adios</sup>

# ADIEU CLASS OF 2014

**FEATURED**

"I DON'T KNOW HOW YOU SAY GOOD-BYE TO WHOM AND WHAT YOU LOVE. I DON'T KNOW A PAINLESS WAY TO DO IT, DON'T KNOW THE WORDS TO CAPTURE A HEART SO FULL AND A LONGING SO INTENSE."

- LAURA WEISS, "HOW IT ENDS"

They say an MBA is a life changer! Not only in terms of career growth but the take away from a course like this is way beyond just academics. If I have to define it, I would say the people around help you become who you are way more than what books could give. IBS in terms of its batch strength and diversity is often criticized, but if you have to look back a few years later you would realize it's given you the best thing ever; Friends & Memories!

The residential course teaches you to value nights and days and spend a lot of time doing things which you cherish for a lifetime. At the end, all you are left with is "that it passed way too soon". The farewell organized for the batch of 2014 is something that created a new benchmark at IBS Hyderabad. Spread over four days, each day had a different theme and brought a different festivity in the atmosphere. Personalized invitations, decorations, themes, dress codes the farewell had everything one could think of.



The first day started with a bonfire at Taj Garden and it was all music with them singing and the music was the laughter. With guitar and games and light and warmth of the bonfire it was a good start for what followed. Day two was a pool party and in the same area a scribbling area where messages were inked on T shirts and would be a souvenir lifelong. Friends threw each other in the pool like there was no end and with deadlines to follow it seemed to end too soon. The third day, which was glittering night set up at the Basket Ball court was what brought out the beautiful girls wearing dresses and chivalrous men of the college to dance along the concept of a Prom Night. People came as couples, enjoyed the games, and the ambience of balloons added charm to the entire evening. Last but not the least was the royal reception. Dressed in sarees and traditional attire one could only look at all the stars in the galaxy of IBS. Awards, Dinner, DJ night- everything went as smooth as one could hope for. The last day that that started with the beat of drums and ended with the amazing whistles by our much too dedicated security team came to an end. Team Hasta La Vista hoped that everyone had a good time coz only the smiles (and in a way tears) was what they were waiting for.

The last time one gets to enjoy college is during Post Graduation and this journey for all was great. People made mistakes, learnt from mistakes, got to know many people who hail from across the country and together they enjoyed the different culture, rituals, etc. People would leave the campus with lots of good memories spent with friends who became family. In the course of two years there are different events like Freshers, Trishna, Nostalgia, but this was what one would call the cherry on the cake. In the end it was just Hasta la Vista- Until we meet again!

# *To New Beginnings!*



## **We will miss you**



# CONNECTIONS.









  
**FEATURED**

# MRINAL ANAND - 2014

“NOTHING IS EVER REALLY LOST TO US AS LONG AS WE REMEMBER IT.”

- L.M.MONTGOMERY

Mrinal Anand – the cricket event which brings back the memories, joy and happiness was organized by Club VAPS. The event has a special place in the event chart as the best teams of the passed out batch are invited to participate and relive the memories. Mrinal Anand 2014 was organized from January 23 to January 26, 2014. The batch of 2011-13 graced the occasion and got engulfed in the nostalgic euphoria. The event comprises of a series of Cricket matches organized among the super seniors and the current teams. The event spanned 4 days during which the best teams of 2011-13 batch namely Anti-Angels and Warriors had come to participate. The notable player from Warriors, Mohammed Nabil, made his presence felt during the tournament. The favourite teams, Aces captained by Himanshu Hingorani, Challengers captained by Suraj Khatri and Strikers captained by Prateek Chatterjee participated and vied for the title.

The event began with a close tussle between the teams Vipers and Dementors in the First Round. With 1 ball in hand and 5 runs to chase, Team Vipers' Divy Mishra, now popular as SIR Divy Mishra, hit a towering six on a No Ball taking his team through to the next round. However, Vipers could not prove venomous enough for Team Strikers thanks to Viren Singh Rathod's stunning display with the bat thus getting them into the semi-finals. Another team in the race was the 'Stumped' finalist Team Black Hawks that ousted big teams like Dazzlers and Aces to reach the finals. The other half of the draw saw the teams Warriors and Strikers fighting in the semi finals. Team Strikers managed to reach the final round.

The finals were played between Strikers, captained by Prateek Chatterjee and Black Hawks, captained by Prasad Gowda. Team Strikers scored 99 runs for the loss of 6 wickets with Abhishek scoring the highest runs. They set a target of 100 in front of Black Hawks. Team Black Hawks, though steady for some time, tumbled for its wickets and was all out with a score of 80 runs. Thanks once again to Viren Singh Rathod and Mohit Kaushik's lovely spell. It should be specially mentioned that Strikers won the tournament second time in a row!

The event would not have been a success without the commendable contribution by Club VAPS, all the enthusiastic participants and the spectators.







  
**FEATURED**

# SELECTION PROCESS: 14-16

**"MOST PEOPLE GIVE UP JUST WHEN THEY'RE ABOUT TO ACHIEVE SUCCESS. THEY QUIT ON THE ONE YARD LINE. THEY GIVE UP AT THE LAST MINUTE OF THE GAME ONE FOOT FROM A WINNING TOUCHDOWN."**

Going by our tradition, this year too experienced a wholesome spirit of enthusiastic students flying down to be a part of our family. The IBS selection process is held every year in the month of February for all its campuses across the country while almost everyone aspiring to get through the Hyderabad campus. The entire process is a vital part for any college since a college is known by the students it takes in and the managers it churns out with its rigorous teaching schedules and knowledge sharing. With all the management and faculty involved in this and students coming in from all over the country Alumni Relations Cell feels humbled to be contributing in this process.

The ten day long selection process starting from 18th February to 27th February, 2014 for the upcoming batch of 2014-2016 which was scrutinized and strained to take in the best also saw the involvement of our 25 alumni members along with the faculty. Alumni Relation Cell, Hyderabad invited our honourable seniors to be a part of the process as they have the first-hand knowledge of the perspective requirements of our College. Very systematically and beautifully, the entire process was performed under the guidance of the top management, giving our Institute a new set of budding managers.

Unlike last year where the selection process was held in nine different cities, this time it was held in our Hyderabad campus. Every student had to undergo a round of Group Discussion and another of Personal Interview which carried a weightage of 60%. There was an alumni present on each day who took time out of their busy schedules to help take in the best mind for their alma mater and contribute towards its future. The college looks forward to talented minds eager to enrich themselves with skills and knowledge. Participation by some of our senior most alumni ensured good judgement and we were grateful that we could give them an opportunity to see the campus again and looked forward to visiting in the future. We hope such continued associations will help build and strengthen the alumni ties of our college since we firmly believe that it is the alumni who are the building blocks of an institution and represent it to the world at large. Each student who comes in and passes out is valuable to us and with close support from the management it won't take long when we shall surpass our own set standards.





**Mr. Manu Srinivasan**  
Batch of 1997



**Mr. Harnadha Vummiti**  
Class of 2001



**Mr. Anuj Kapoor**  
Batch of 2002



**Mr. Sanjay Myadala**  
Batch of 1997



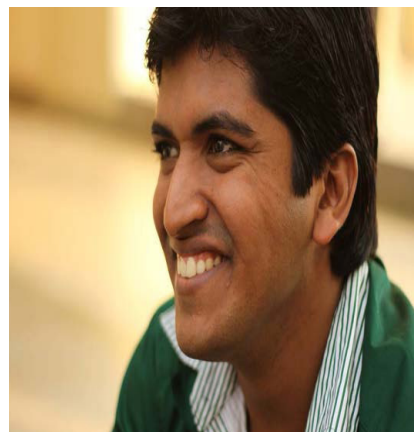
**Mr. Sunil Pareek**  
Batch of 2003



**Mr. Karthik Krishnan**  
Batch of 2003



**Mr. Mohnish Shah**  
Batch of 2005



**Mr. Rahul Jain**  
Batch of 2008

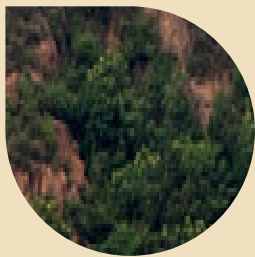


**Mr. Devrath Banerjee**  
Batch of 2008



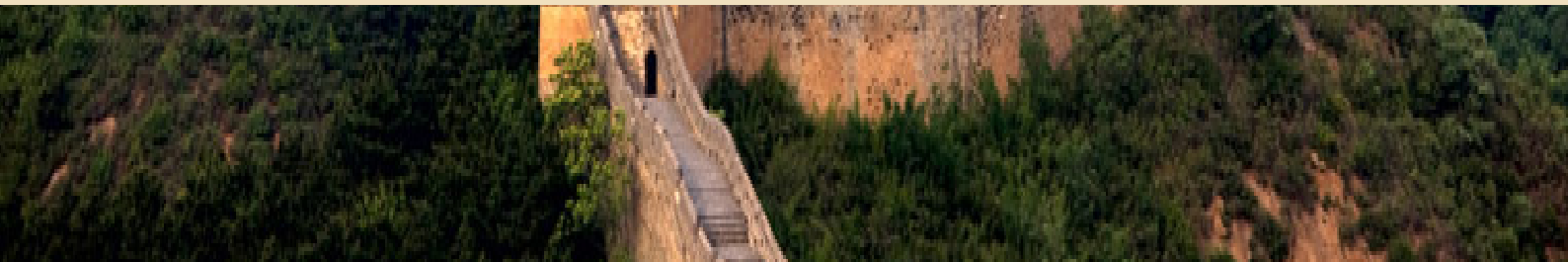
## STANDING STRONG

Constant Source of inspiration to prove that nothing is impossible to achieve



**“OPPORTUNITY IS MISSED BY MOST PEOPLE BECAUSE IT IS DRESSED IN OVERALLS AND LOOKS LIKE WORK”**

THOMAS J EDISON  
INVENTOR



# THE WONDER WALL

## NEVER BE AFRAID TO VENTURE OUT

His journey through IBS was truly a splendid one. After completing his MBA, he started his journey with Maruti Suzuki India Ltd. The company at the first go was a big opportunity for him and it was a great start. The exposure he got there by practicing his learning in the organization was tremendous and shaped him for a bigger future. He was offered the golden opportunity of representing Maruti Suzuki India Ltd at International levels. Today he holds the designation of Manager, Investor Relations and despite being associated with the company for six long years, his enthusiasm still strives to discover more as an employee there.

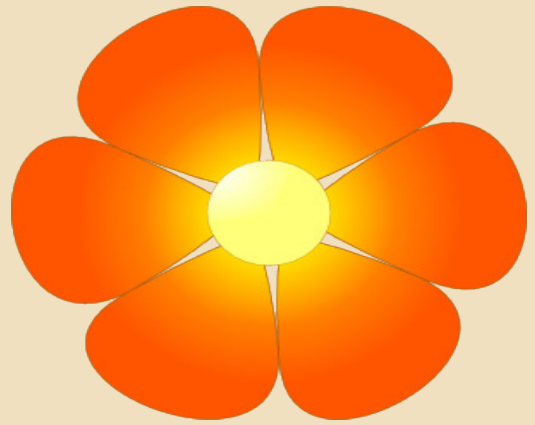


**ALUMNUS VIVEK BAIJAL**  
Batch of 2008





# CLUB BYTES



## MAVERICK

Trishna, kick started with the launch of our magazine –NICHE. The journey began, wherein the Maverick’s train departed from Major event junction -BEST C.M.O.; a three day extravagant event based on telecommunication service industry whereby 27 teams from vivid colleges contested for coveted title of Best Chief Marketing Officer. On basis of I.Q., Bidding, Negotiation, Service blueprinting and selling skills the C.M.O. was decided and was rewarded with Rs. 55000. Moving towards Minor event junction- BRAN-TRIX, whereby contestants were enthralled with brands and matrix combo. After testing them on various marketing concepts like Product mix, Brand resonance etc. the winner was chosen. Arriving at the final destination of winning BMC again, made us all feel ecstatic.

## SANKALP

Sankalp, the official Leadership Club of IBS Hyderabad organized “Megistanos 3.0”, the best manager event and “Subha Ho Gayi Mamu”, run for a cause, the major and the social event respectively. Megistanos 3.0 stretched for all the three days and it comprised of seven rounds. The theme for Megistanos 3.0 was Automobile Industry. Subha Ho Gayi Mamu, run for a cause, required the participants (team of two) to design the placards depicting the social cause they supported and run with their placards in the marathon on the succeeding day, spreading awareness about the cause they chose on the route of marathon within the campus. The club supported the assigned CSR for the Gay Rights by portraying the Rights of the Gays through its marketing efforts by throwing light on the less talked about facts and figures about the same..

## MACON

Renaissance, the first ideation-success stone, was played by dynamic managers-and-tycoons-in-the-making from all across the colleges in the annual inter-college fest of ICFAI Hyd, Trishna’14. Macon-The Entrepreneurship Cell of IBS Hyd welcomed all the budding risk-takers to it’s major event in the fest, Renaissance, which saw (colleges) participating with great zeal and enthusiasm. To boost their confidence and moral support to levels up, Macon announced a bagful of 45 grand as the winning amount and 20K along with a pearl set for the runner up team. Bizz-trata started with around 20 teams struggling to solve a jigsaw puzzle. Few teams were great at joining the pieces together but struggled to identify the personality.

## FINSTREET

Major Event: Warriors of Finstreet 2014 – an unequalled financial game that connected the participants with real market situations. It was a three day event with one round scheduled for each day. Each round had sub stages that demanded application of various financial concepts pertaining to Capital Market. Their Minor Event: CFO 2014 was a three round event which aimed to challenge participants in the various field of finance. The participants were put in the shoes of CFO and were given real life challenging situations which they not only had to analyze but were also required to come up with the most efficient solution in the given time.



**“In soloing - as in other activities - it is far easier to start something than it is to finish it.”**

-Amelia Yaleheart

## MONEY MATTERS CLUB

Starting from the event Zigwheels which revolved around concepts of finance followed by a GL on the topic 'Microfinance and its Impact on Economy' by Mr. Clemenson Verghese, Head Eastern Zone-Janalakshmi Financial Services Pvt. Ltd. The new year started with MMC being the organizing club for the International Conference on Business and Finance – 2014(ICBF) held on 8th-10th January 2014 followed by two guest lectures by Prof(Dr.) I.M.Pandey, IIM Lucknow on 'Financial Management' & Dr. Betty J. Simkins on 'Enterprise Risk Management'. The special issue of their magazine 'Financial Bulletin - Recollecting the best of 2013' was launched by Prof. C.V. Kumar (Dean-Academics, IBS-Hyderabad). MMC got the opportunity to organize a major event – 'Aventure Industrielle' consisting of 3 rounds spread over 3 days.



## ECOBIZZ

Trishna 2014 was very special for Club Ecobizz as they won the Best Marketed Event trophy and the Trishna trophy for maximum participation in Trishna from a club. The major and minor events Bizzequilibrium 2.0 and Econundrum attracted great appreciation and applaud from participants and observers alike. Also, Mr. Trishna and Miss. Trishna were Club Ecobizz members who participated and won in most events. Bizzequilibrium 2.0 was an unheard of event that combined economics, business, investments, share markets and politics. The 1 day event, Econundrum was equally exciting with interesting rounds from lateral thinking to prisoner's dilemma. As we look upon the days past, they were proud to contribute to Trishna's success and honored to be a part of it.



## NEWSWIRE

The mission of Newswire is to work in partnership with other clubs to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and happening all around the college. They also tend to gather and dispense information about the happenings around the world; to analyze information and learn the art of reading a newspaper. To accomplish their mission, they acquire, and distribute information that meets the highest standards of student service in journalism and cultural expression; they represent their members in matters of their mutual interest; and then update on facebook and website to inform the public.



## ADMIRE

ADMire, the official club of IBS Hyderabad was an active part of the annual college festival 'Trishna 2014'. It successfully conducted a 3day long major event VOYAGERS, attracting 6 teams from different B-schools that competed for the attractive cash prizes. Day 1 began with the red letter game followed by teams chasing the kiosks and rushing to the end point earliest. In Round, teams were given a failed product of the brand they had chosen. The teams successfully came up with the analysis of the problems associated with the product and ideas for the successful re launch of the failed product in form of a presentation

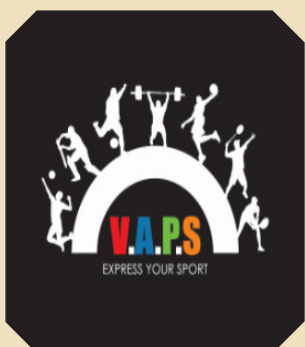




# Believe in yourself Anything is possible

## VAPS

The annual management and cultural festival of IBS Hyderabad saw Club V.A.P.S. participate in Trishna for the first time. The events were organized in major as well as minor formats. Club V.A.P.S. participated in the minor event category. The event began with its marketing on the pathway poles. The pole marketing comprised of the marketing for the Freak-Olympics event and an allotted controversial issue. The team of Club V.A.P.S. worked hard to educate the students on "Ban on Chinese products" as well as give a gist of the Freak-Olympics event. The event was a fun event to be participated by 3 students in a team amongst whom at least one was to be a girl. The event had 10 hurdles in all and the team that crossed all of them in the least possible time was to be declared the winner. Club V.A.P.S. also won the Best Managed Club for extra-curricular activities.



## NAZARIA

Nazaria, the official Photography club of IBS Hyderabad as usual captured happy moments of IBS. In December they had organised "Who's your Santa?" where students of IBS had to send photo of their friend whom they think is their Santa in the campus. Among loads of entries we received, the one with maximum likes received basket full of goodies! During Trishna, the annual feast of IBS Hyderabad, Nazarians covered all the events conducted. Next came Hasta La Vista! It was fun capturing beautiful ladies and handsome gentlemen during the four day event and capturing their last days together at the college, a memory for a lifetime. Capturing 1000+ photos of a 4 day event shows the excitement of the students and the Nazarians had to capture those beautiful moments.



## SPEAK-UP

Speak Up keeping its motto alive combined fun with soft skills in Trishna 2014. The event from the very start captured the attention of all the participants making them fully engrossed throughout the game. The major focus of the event was the 'Crab Mentality' round which focused on testing the participants if they had the mindset of pulling others down in order to go ahead. Are we so drowned in our thirst for our goal that we could go to any length to achieve it? Surprisingly the participants proved to have a very slight crab mindset in the end. Trishna 2014 marked an event of continuous use of soft skills & intelligence, a combination much needed in the corporate world.



## SAMAVESH

A Musical evening Mehafil -E-Taran was organized by team Samavesh where everyone enjoyed the melodious songs. The was inspired from antakshri. It had various rounds from basic singing to audio-visual round etc. As Many as 30 teams participated in the event where each team has 2 participants. Kalashetra was based on the concept on IBS-H got talent. Where various Contestants, Teams, groups were given a platform to showcase what's in there kitty. Best act was chosen based on various parameters such as audience reaction, stage presence, confidence etc by the judges and this fun event has maximum no of entries in the fun event category.



*winners never quit,  
quitters never win*

## AAINA

Trishna 2014 provided, a prestigious platform to highlight major social issues still prevailing in this modern society. Club AAINA hosted an event in Trishna 2014 'Beyond the Facade' in which various business school participants were invited to highlight major issues in the society. Whole event was divided into three phases which involved brainstorming, photography, public service announcement and play.

Aaina acts as a medium of expression of thoughts, ideas and issues that bother the society but people are hesitant to talk about. This event covered functional areas of management in an exhilarating manner and we give the participants a scintillating experience with huge take away in terms of learning and savoir fair.



## IBS VELLE

IBS Velle was started in 2012 with a bunch of eager and passionate team of people who were not only passionate but lived and loved dance, who believed that this message needs to be spread through a proper platform and that's how IBS Velle was born. The diversity in the group is reflected in the many dance forms the group has performed since it started including styles like contemporary, hip hop, Bollywood and many more. The group has performed and received rave reviews and attention from the student body at IBS and we have performed in many events to name a few: To be a part of IBS Velle is not just to perform but to feel, breathe and live dance that's why we do what we do for the love of dance. It's an opportunity for like-minded dancers to learn and enjoy their passion without any constraints.

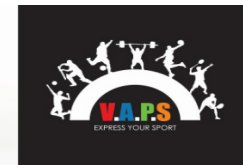




ADMIRE  
IBS-HYD



SPEAK UP  
Leaders Always Soeak Up



## "ALUMNI RELATIONS CELL"

THE ACCESS POINT THAT UNITES US INTO ONE @ IBS

**IBS**  
HYDERABAD

(A constituent of ICFAI Foundation for Higher Education,  
A Deemed University under section 3 of the UGC Act 1956)  
Survey Number 156/157, Dontanpalli Village, Shankerpalli Mandal,  
Ranga Reddy District – 501504, Hyderabad, AP, India