



SYMBIOSIS LAW SCHOOL, NAGPUR

Constituent of

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY), PUNE

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4), Awarded Category – I by UGC



Report on

“BRAND – O – METER”

Organized by

CENTRE FOR ACADEMIC LEADERSHIP

AND MANAGEMENT (CALM)

SLS, NAGPUR

The Centre for Academic Leadership and Management (CALM) at Symbiosis Law School, Nagpur announced its **BRAND – O – METER Competition** on the following highlights.

HIGHLIGHT OF THE COMPETITION

This event is open for all the students of BA LLB & BBA LLB students of SLS Nagpur.

The student can pick any brand of their choice, something which is in existence and a brand that is readily available in the market.

They have to tell the important points related to the product / brand, which are as follows –

- When was the product / brand established?
- What is the market share of that brand?
- Who is its biggest competitor?
- What is its biggest strength and weakness?
- How are these brands advertised?
- Why have you, as a customer purchased that particular brand – was it because of its price / features / appeal?
- If the brand is discontinued will you purchase a different brand? If yes – which one?
- Design a new logo for that brand that you are currently using !!
- Give it a new name / tagline.

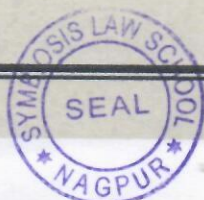
The event received a good response from the students and a total of 35 entries were received from BA LLB & BBA LLB – from all the semesters.

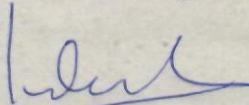
The Entries were thoroughly evaluated by the experienced faculty member of SLS Nagpur. From and out of the 35 entries, four best were selected and have been ranked as 1st, 2nd & 3rd Merit Respectively. There was a tie for the 3rd merit position.

1 ST MERIT	:	MS. SHASHWATI CHOWDHURY BA LLB SEM 2 (2020 – 2025)
2 ND MERIT	:	MS. AANICE TRESSA THOMAS BBA LLB SEM 5 (2019 – 2024)
3 RD MERIT	:	MS. EESHA SHARMA BBA LLB SEM 2 (2020 – 2025)
3 RD MERIT	:	MS. ROHINI SINGH BBA LLB SEM 2 (2020 – 2025)

The Merit holders were provided with e-certificates and also for all the participants have been provided an e-certificate for participating in this event.

The receipt of certificate has been acknowledged by the participants as well and all are looking forward for future events from SLS Nagpur.




Director
Symbiosis Law School,
Nagpur