

Business Practitioner Session

Event – 1

Date: 23-09-2024

Activity Name: Business Practitioner

Faculty Coordinator: Dr. Kalavathy K S, Dr. Trupti

Faculty Coordinator Contact No. 9880482424

Guest Name: Mr. Tarang Bansal

Guest Designation: Brand Manager

Company Name: WIPRO Consumer Care

Topic: Exploring the world of Brand management

Duration: 1.5 hours

Venue: Seminar Hall – 3, 3rd Floor, FMS-CMS, BS-JU.

No. of Participated: 150

Summary: (Write-up required minimum 4 to 5 lines)

On September 23, 2024, a compelling business practitioner session was held, led by Tarang Bansal, a former brand manager at Wipro. This session was a treasure trove of insights for those interested in the field of brand management, as Tarang illuminated the essential roles and responsibilities of a brand manager, emphasizing the critical need for a strong sales background in this dynamic career path. The session kicked off with an engaging discussion on the landscape of famous soap brands in India. Tarang illustrated how each brand crafts its unique positioning to attract specific consumer segments. For instance, Santoor is targeted toward young mothers, highlighting its natural ingredients and skin benefits, while Lifebuoy positions itself as the germ-

killer, appealing to health-conscious consumers. This foundational understanding of market segmentation and brand positioning set the stage for a more in-depth exploration of brand management.



Business Practitioner Session

Exploring the World of Brand Management



Mr. Tarang Bansal

Brand Manager
Wipro Consumer Care



September 23rd, 2024



10:45 AM - 12:15 PM



Seminar Hall - 3

Cohort Profile:

MBA Batch 2023-25, 3rd Semester

Sections:

CM1, CM2, CM3 & CM4

Faculty Coordinators:



Prof. Suparna Ghosal
Adjunct Faculty



Dr. Trupti Dandekar Humnekar
Associate Professor



Dr. Kalavathy K S
Associate Professor



