

Timeline

Phase 1(online phase)

- Case to be uploaded on : 6th October,2012
- Deadline for submission : 20th October,2012
- Results of Preliminary Phase : 23th October2012

Phase 2 (On-campus)

The participants shortlisted have to present their first phase product advertisement describing them in detail.

Phase 3(On-campus)

a) The product for the third phase will be uploaded, after short listing the participants for second phase.

b) The participants shortlisted for the second phase continue to the third phase and are to present advertisements of next product describing them in detail.