

Contact Us

Aishwarya Agarwal

Overall Coordinator

8336947024 / aishwaryaa2017@email.iimcal.ac.in

Ajay Pratap Yadav

Corporate Relations

8336947026 / ajaypy2017@email.iimcal.ac.in

Dwijesh Rajwade

Corporate Relations

8900362497 / dwijeshsr2017@email.iimcal.ac.in

Divya Kadiyan

Corporate Relations

8826688393 / divyak2017@email.iimcal.ac.in



Indian Institute of Management Calcutta
Diamond Harbour Road
Kolkata 700104
intaglio@email.iimcal.ac.in



www.iimc-intaglio.com



facebook.com/iimc.intaglio



twitter.com/iimc_intaglio

Intaglio

6 - 8 JAN 2017

India towards
Epitome of Excellence



International Business Summit of
IIM Calcutta



PARTICIPANT INSTITUTES

Highest across all B Schools



233

SPONSORS

Last year's sponsor



25+

TOTAL PARTICIPANTS



15.3K+

NUMBER OF EVENTS



25

PRIZE MONEY

8.75 LAKH



Intaglio
2016 Highlights

INCREASE IN PARTICIPATION

21.8%

In terms of participating teams



10+



4 minutes

REGISTRATION FROM COUNTRIES

AVERAGE PAGE VIEWS

From 250 cities in 50 countries



2.8 LAKH

SOCIAL MEDIA PRESENCE

Users engaged in facebook



1.2 LAKH

SUSTAINED PAGE VIEWS

70% returning visitors

CONTENTS

IIMC, Intaglio



Events



India towards
Epitome of Excellence

Sponsorship
benefits



Branding opportunities

Previous
Sponsors

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. One of the undisputed leaders in the Asian and World B-school rankings, IIM Calcutta has evolved into a mature institution of global repute, imparting the highest quality management education. The vision of the institution is to emerge as an international centre of excellence in all facets of management education, rooted in Indian ethos and societal values.

Set in a lush green 135 acre campus with sylvan surroundings and serene lakes, the institute is an ideal location for the pursuit of knowledge and research work. Today, IIM Calcutta attracts the best talent in India – a melting pot of academia, industry and research. Every year, the nation's sharpest young men and women enrol in the Institute's academic programs, and equip themselves to become capable business leaders of tomorrow. Intaglio, an initiative by these very future pioneers, is the fulcrum of the IIM Calcutta experience. Intaglio unites the best B-school students across the country, and provides them a platform to engage in meaningful discussion and exchange about the socio-economic nuances of the Indian business world today.



INDIA TOWARDS EPITOME OF EXCELLENCE



From Nehruvian socialism to Modinomics, India seems to finally have woken up to life and freedom. From being a lumbering elephant to a running tiger, India is finally running at full pace and on its way to become the Epitome of Excellence for the world. Blessed with a favourable demographic dividend, business friendly policies, a push towards manufacturing - Make in India, a renewed focus on agricultural sector, India is set to become the fastest growing economy in the world. With other large economies slowing down or recovering from crises, India is poised to become the center of growth and excellence, leading the world by example.

There is a growing acknowledgement of India as a dominant power in the world today and countries around the world are recognizing the importance of India. The rising demands of including India as a permanent member of United Nations Security Council is a testament to that. India's successful completion of Mangalyaan mission to Mars' orbit on the very first attempt (first country in the world to do that) signifies our scientific abilities; eminent Indian origin people holding key management positions at Fortune 500 giants, home and abroad, reflects our business acumen; Yoga, Ayurveda, classical music, Nobel Peace laureats and multiple other cultural aspects paint India as an embodiment of Excellence in every aspect.

Contributing towards achieving excellence in all these fields are the various centers of excellence and reputed educational institutes in the country. We, at Indian Institute of Management Calcutta, recognize this fact and this edition of Intaglio 2017 celebrates the surge of India towards towering heights . We aspire to discover the best minds in different institutions, enable them and work with them to propel India towards reaching the Epitome of Excellence.

THE INTAGLIO STORY

EVENTS LIST

1989

BIRTH

Hosts first B-School
Summit of India



2007 -10

PRAISES

Carbon-neutral event;
Certified ISO 9001:2000



2016

TRANSFORMATION

New Vision, New Direction,
New Focus



FIRST STEP

Recorded achievement for
50+ colleges participation

1999



SILVER JUBILEE

Celebrated 25th Year;
60 International Participants

2013



BEHOLD

India towards
epitome of excellence

2017



REVERBERATIONS

REGALIO

SOCIAL INITIATIVES

FLAGSHIP

OLYMPUS

MARKETING

MARKETPLACE
AD DESIGN
SIMULATION

FINANCE

FIN GOD
DALAL STREET

OPERATIONS

OPERATIONALISE

STRATEGY

CONSULTING KNIGHTS
EMPIRES OF THE MIND
WIZARDS OFF THE PITCH

LAUNCHPAD

LAUNCHPAD

PUBLIC POLICY

IIMC MUN
NITI

QUIZZING

QUIZZICAL
CURIOSIO

ARENA

ON SPOT EVENTS

REVERBERATIONS

Every year, Intaglio organizes "Reverberations", a scintillating series of lectures by prominent personalities from diverse backgrounds. Global management thinkers and business leaders come down for Reverberations to provide perspectives and insightful ideas on the central theme of Intaglio.

In 2010-15 the grand stage of Intaglio was graced by some of the biggest luminaries involved in the economic and political transformation of India. intaglio 2013 had witnessed exemplary leaders like Mr. Sourav Ganguly (Cricketer, Former Team India Captain) and Mr. Bimal Jalan (Former RBI Governor). They addressed the audience on the central theme of Intaglio 2013 which was "Celebrating Leadership... Inspiring the Silver Lining". In 2014, Intaglio saw the likes of Mr. Montek Singh Ahluwalia, Ms. Meera Sanyal and Mr. Bunty Bohra gracing the occasion.

The last edition of Intaglio was honoured with the inspiring presence of Mr. Piyush Mishra (Actor, Music director), Mrs. Yakuta Mandviwala (Partner - Bain & Co), Mr. Shrijeet Mishra (COO - Times Group), Mr. Sugata Mitra (Professor at Newcastle University), Mr. Kunal Shah (CEO - Freecharge), Mr. Vikas Agarwal (GM - Oneplus India), Mr. Abhishek Rungta (CEO - Indus Net)



REGALIO

"The battles have been fought hard all day long. Let the night of celebrations begin"

Regalio, the showbiz event, comes across as a perfect way to cap off a day filed with exhausting competitions, to unwind and party. This series of entertainment programs feature renowned performers who regale the audiences with their artistic talent. Previous editions of Intaglio have featured a spectacular musical performance by India's top DJ NYK, a scintillating performance by stand up comedian Saurabh Pant, musical rendition by renowned singer Arijit Singh, percussionist Bickram Ghosh, a spectacular hand shadowgraphy show by versatile artist Amar Sen and musical extravaganzas by Kunal Ganjawala, Sivamani and Parikrama. Of course, there's the usual platter of Joka's resident music band JBS Baro-C and the Dramatic Cell's performance to go with it.

SOCIAL INITIATIVES

SUNEHRA KAL

The IIM Calcutta community is extremely conscious about social causes. As part of the Intaglio Social Responsibility Drive, a Social Day gives an opportunity to IIM Calcutta Students to volunteer for a social cause and brighten the lives of underprivileged children through interactive sessions and fun activities. A great feeling to the student community as well knowing that their involvement has helped bring smiles on the face of children.

ANTYODAYA

"Antyodaya", a Pan-Asian competition aims to reward Indian and foreign students who have been working in the social sector. This aims to promote solutions for those at the Bottom of Pyramid.

With the ability to shape decisions made at the grassroots level and Academicians - Whose experience in the field could provide valuable insights to the participants. It ensures a cooperative rather than a competitive environment for the finalists during their stint at IIM Calcutta.



FLAGSHIP

"A hero is born among a hundred, a wise man is found among a thousand, but an accomplished one might not be found even among a hundred thousand men"

- Plato

All great leaders have one characteristic in common: the willingness to confront unequivocally the major anxiety of their people in their time. This, and not much else, is the essence of leadership. The flagship event of Intaglio – Olympus is a hunt to glorify the one true leader from a galaxy of bright minds in the B-Schools across the globe. Victory belongs to the most persevering, with the grit to shine across every dimension. An ultimate conglomeration of thrill, tingle and treat, Olympus will make a run at your swagger and smarts.

OLYMPUS

MARKETPLACE

Good marketing is more than the 7Ps and fancy campaigns, it can change the face of a whole industry and put the firm ahead in the Marketplace. This event tests your ability to make a foolproof marketing plan that can give Mr. Kotler a run for his money. It is a battle to create a marketing strategy that will revolutionize the monotony of the Marketplace.



MARKETING

AD DESIGN

Think you know the ad when you see it? This event tests your advertisement analysis and making skills. The creative minds will battle it out to create their own product and advertisement campaign and present the rationale to a judging panel.

SIMULATION

As close as it gets to being a real life Chief Marketing Officer of a company. Choose your brands, customise your products, target the right customers and use the right advertisements in order to be the market leader in this interactive simulation event.

FINANCE



FIN GOD

The event, comprising three rounds, is a skill-test across all the domains in banking – Investment Banking, Trading & Commercial Banking. Fresh thinking & creative solutions to complex business problems are the skills to be tested within Investment Banking domain. You'll learn how to put your expertise to work in some of the most intricate and challenging mergers, acquisitions, financings and restructurings in the world.

DALAL STREET

The best of algorithms aren't enough to rule the stock markets where billions are made and lost each day. Are you good enough to play the game? This event tests participants on their ability to take quick decisions that will make them the best trader in the room.

OPERATIONS



OPERATIONALIZE

In the times of economic crisis today, isn't it all about that elusive man who has the mystery balm of optimisation? State of affairs is the Tour-de-France of the creme-la-creme of the country to discover the genius in making the most while operating under constraints. Widely revered among the intelligentsia across the country, this Operations event carries a unique charm and prestige. Rising every year in relevance, stature and competitiveness, the state of affairs is always phenomenal.

Operationalise presents a new paradigm and a vast pool of opportunities along with current and contemporary challenges in this domain. Operationalise would test candidates on their knowledge of supply chain management, their knack for optimization and efficiency



CONSULTING KNIGHTS

Budding consultants have an opportunity to give their shot to a close to real life consulting problem. With structured thinking, in depth analysis, heavy data mining and exceptional presentation skills, the best minds will beat the rest.

WIZARDS OFF THE PITCH

Behind the greatest football players and teams of all time are the greatest managers formulate the masterplan. This event is your chance to be that manager as you are tested on your football team management skills.

EMPIRES OF THE MIND

In today's hyper-dynamic environment, tables turn at the drop of a hat and incumbents are often unseated by unexpected entrants. This interactive game will test participants on their ability to continuously outwit their opponents in an ever changing environment and stay on top till the very end.

STRATEGY



LAUNCHPAD

The ability to sniff out a business opportunity in the most unexpected areas in a key quality of entrepreneurs. This event provides participants with an opportunity to let their minds soar unrestricted and come up with the most innovative yet robust of business plans that will disrupt current business practices.

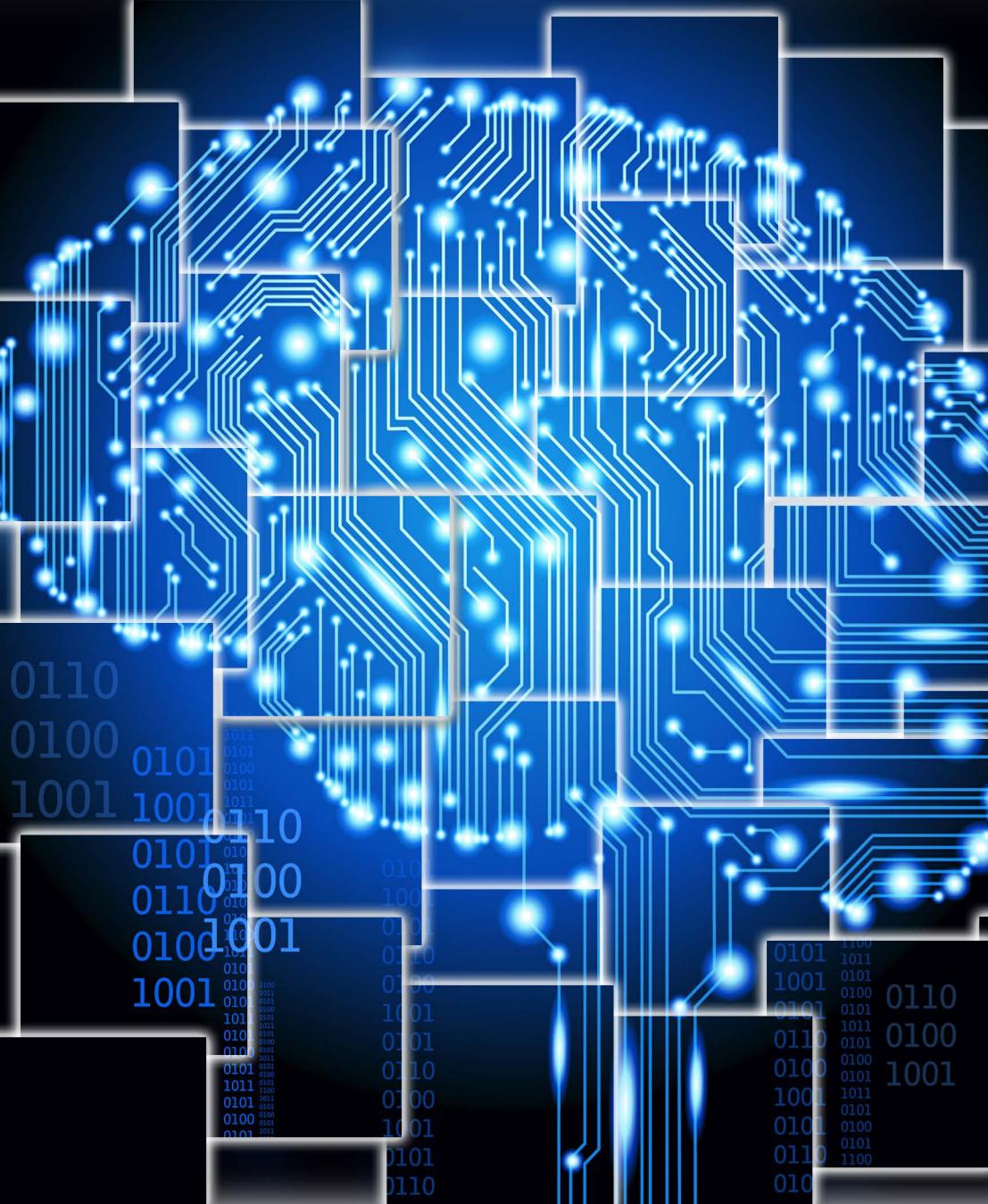
This begins with "Corporate Dinner" where two powerful groups of individuals: One comprising some of the top aspiring managers across India and abroad, the other consisting of heavyweights of the Indian corporate world. A combination like this stirs up a sureshot recipe for success. The dinner provides an informal forum where students get a chance to meet representatives from the best companies and gain first-hand knowledge of corporate life whereas the industry stalwarts share their invaluable insights, while getting to understand the perspectives of a business school student.

The IIM Calcutta Model United Nations seeks to test the diplomacy and policy making ability of participants in various international and national current affairs. The second edition resolves to bring the discussion of contemporary issues to the forefront encouraging participants to come up with sustainable solutions

NITI

NITI provides the platform to provide viewpoints on policies like Employment ,Cooperative federalism, Security policies, External Affairs, Multilateral Institutions, Environment, Sustainable Development, Farm Crisis, Railways, Transport, Infrastructure, Housing and Sanitation for all to assist the governments of the day in the process of realization of the full potential of these policies.

PUBLIC POLICY



QUIZZING

QUIZZICAL

Quizzical, based on one of the most addictive mind sports, is very popular and commands great participation and viewership, where the best minds in the country battle out their wits for questions put forth by the star quizmaster.

Having been graced by renowned quizmasters like Derek O'Brien, the Joka campus promises to host with full fervour Quizzical, which has been traditionally one of the star attractions of Intaglio.

CURISIO

*Neutrinos, Easter eggs, Joker-voila! I have an answer!!
Think you can find out a link and connect the most
random objects in the universe? Intaglio presents
Curiosio to feed your inquisitive grey cells and keep them
rejuvenated.*

Curiosio, an online quiz, will give the quizzers a set of questions to ponder over, use any means necessary to find the answers and win cash prizes every week!



ARENA

ARENA

Intaglio presents a series of on the spot events aims at testing participants' capability of taking on the spot decisions. The events spreads across 3 days testing participants management skills in all the domains- from marketing to operations to finance to strategy. And that's not all! Debate, Treasur Hunt and literary events make it one of the most crowd pulling events. What's so different about ARENA? No pre registrations, no online rounds, no elimination round!! It sees the very best compete against one another in a battle of skills and knowledge. Win it and grab the bragging rights for a year.

BRANDING OPPORTUNITY

Intaglio, over the years, has created a wide opportunity of branding for its sponsors and partners.

Campus branding

Banners and hoardings featuring sponsors to be placed at strategic locations in and around IIM Calcutta campus throughout the event. Posters featuring sponsors placed in campuses around India.

Online branding

Sponsors names to be prominently displayed on the home page of the Intaglio website which will be accessible to all participants. Event description page to be dedicated to the event sponsor and to contain link to the sponsor's website.

All social media platforms will have sponsor representation with dedicated space for sponsors on facebook page.

Media branding

Widespread coverage from major media houses all across the country. Over years, event has received Print, electronic and Internet coverage.

Print coverage – National newspapers like Mint, The Hindu Business line, Business standard, Telegraph. Advertisements with list of sponsors have also featured in top selling magazines The week and Outlook.

Electronic – Leading new channels like NDTV 24x7, CNBC TV18, Times Now, regional news channels like ABP Ananda, Kolkata TV and leading FM radio stations like Radio Mirchi and Red FM.

Internet – Popular internet portals like Rediff.com, Pagalguy.com, MBAuniverse.com and a host of news and business websites

SPONSORSHIP BENEFITS

Title Sponsor

The main sponsor for Intaglio, getting maximum exclusive privileges viz., Primary association with IIM Calcutta: "<Title Sponsor>" and IIM Calcutta present Intaglio 2017"; Embedding with Intaglio logo which goes into all posters, videos and banners associated with Intaglio; publicity through all media, online and other platforms.

Associate Title Sponsor

A major sponsor for Intaglio with Secondary association with IIM Calcutta: "Intaglio 2017 powered by "<Associate Title Sponsor>"; Embedding with logo that goes to all banners and posters; publicity through all media and online platforms.

Associate Sponsor

A major sponsor whose logo would be promoted in all media all through the year wherever Intaglio is publicized.

Event Sponsor

Sponsor for events which grew as brand over the years in terms of logistical and intellectual support. Promoted along with the event. Event sponsor will be given the opportunity to provide their customized case study for the final round of the event and to judge the event as well.

Design Your Event

Team Intaglio offers a great opportunity for business houses to organize events tailored to their specific needs. Such events are a great opportunity for corporates to get the best minds in the country work on the challenges they face. The expertise of Team Intaglio in innovative design and quality execution makes us the preferred choice for customized corporate partnerships.

Partnership Models

Banking Partner

Travel Partner

Merchandise Partner

Appetite partner

CSR Partner

Hospitality Partner

General Partner

Marathon partner

Gift partner

Media Partner

OUR PREVIOUS SPONSORS



Business Standard

