



Vincenza 6.0 Event Report: Elevating Excellence

Date: 20th March 2025 (Thursday)

Time: 9:00 AM - 5:00 PM

Venue: SSCBS Campus

Vincenza: Synergy's Flagship Event, Igniting Strategic Brilliance!

Vincenza 6.0, the annual flagship event by Synergy, a pioneer in shaping future leaders, was a resounding success. This meticulously curated experience set the benchmark for interactive skill-building and real-world business problem-solving.

With over **2,400 registrants** and a digital reach exceeding **60,000**, the event drew participation from top institutions across the nation in its two premier competitions: **Corporate Clash** and **Mark-O-Nova**.

Corporate Clash: Shaping Future Consultants Through Strategy and Insight

Vincenza 6.0's Corporate Clash became a crucible event for aspiring business strategists. Over **1,100 participants** battled through a grueling **3-round competition**, honing their skills in a dynamic environment. This strategy case competition served as a platform for participants to showcase their ingenuity as consultants. The initial **quiz round** tested their corporate foresight, followed by an online submission based on a real-world case study of BOD Consulting. The pressure peaked in the final round as the top 11 teams delivered compelling presentations on the case, showcasing their analytical depth and strategic acumen. The competition and rigorous evaluation ensured that only the most innovative and well-reasoned strategies stood out.

Evaluated on their grasp of **sustainability, viability, innovation and creation, presentation skills, and analytical prowess**, participants navigated complex business challenges, gaining **valuable experience** and propelling them towards future success in the ever-evolving business landscape while proving their mettle in the competitive landscape. Our winners were from various renowned colleges such as Shri Guru Gobind Singh College of Commerce, Miranda House, and Shri Ram College of Commerce.



Mark-O-Nova: The Marketing Powerhouse

Mark-O-Nova, the high-energy marketing case challenge, offered an electrifying platform for aspiring marketing professionals. With over **700 teams** participating, contestants honed their marketing acumen through dynamic rounds. The competition kicked off with an intense **online quiz**, testing both fundamental and advanced marketing concepts. The subsequent **online submission round** tasked participants with crafting a market entry strategy for Peaky Blinder Whiskey to break into the U.S. market, navigating regulatory challenges and competitive positioning. In the **grand offline finale**, teams engaged in a rapid-fire quiz to earn virtual budgets, followed by a high-stakes auction called **The Bid Battle**, where strategic bids determined campaign elements. Mystery challenges added unpredictability, testing adaptability. After a 1.5-hour strategy session, contestants faced **The Final Crisis Twist**, navigating scenarios like scandals or ethical dilemmas. The competition concluded with persuasive presentations before an expert panel, demonstrating their resilience and marketing expertise. Emerging victorious were the talented minds from Shri Ram College of

Commerce and Ramjas College, showcasing exceptional strategic thinking in this fiercely contested arena.



Synergy's Powerhouse Jury

Synergy assembled a team of esteemed judges to evaluate the participants' performances. These industry veterans included:

- **Ms. Mehar Mehroke, Senior Associate, BOD Consulting**
- **Mr. Somil Makhija, Senior Engagement Manager, BOD Consulting**
- **Mr. Abhishek, Management Consultant, EY**
- **Ms. Mahima Bhagat, IT Strategy Consultant, Deloitte**
- **Mr. Anindya Longvah, Business Manager, Titan Company Ltd.**



Showcasing Student Acumen and Partnership Success

Synergy students showcased exceptional leadership by securing sponsorships and partnerships from esteemed organizations such as **Grow Junction, Jaipuria Institute, InsightOne, Stock Edge, Education Tree, Interview Buddy, and EazyDiner**. Additionally, media collaborations with **DU_Fest_, DU_India, and Financial Corridor** further amplified the event's reach. This achievement underscores their ability to cultivate meaningful alliances within the business landscape.



Prizes Fuel Further Growth

The event culminated in an exciting awards ceremony with a total prize pool of **₹1,00,000+**. **First-place winners** in both **Corporate Clash** and **Mark-O-Nova** received **₹9,000 each**, while **second-place finishers** were awarded **₹6,000 in their respective categories**, along with several in-kind prizes. Winners of Corporate Clash also received an **internship opportunity with BOD Consulting**.

Vincenza 6.0 marked the grandest edition yet, setting new benchmarks in scale, and impact. It stood as a testament to Synergy's commitment to nurturing outstanding business leaders. Driven by passionate participants, seasoned judges, and generous sponsors, its success not only reinforced the legacy but also set the stage for an even more impactful Vincenza 7.0.