



# IIM SHILLONG

## PRESENTS

# KHLURTHMA'18

### THE WAR OF STARS

OCTOBER 26-27, 2018

## CONTACT

### **For Sponsorship**

Administration Officer (P & PR) & Secretary

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# ABOUT KHLURTHMA

'**Khlurthma**' in the local Khasi language of Meghalaya means "**War of Stars**" and true to its theme of 'vying for glory' it features the best of B school participants.

IIM Shillong's management fest witnesses a confluence of participants with a flair and aptitude to solve real-life business problems, fortified with a plethora of events catering to diverse fields of management.

Khlurthma hosts highly competitive events that challenge the inventiveness, ingenuity and business intelligence of the students.

## Media Coverage

### Print Stats:

Stories - 1,500+

Impressions - 4 million

Unique views - 10,000+

### Participation:

**2000+** teams

**100+** B-Schools



10,500+



57,500+



1,500+



3500+





## bITeSYS

JustBidIT

Experience the 'IT' thing

JustBidIT is a 2 round competition, where teams would take part in an online case study competition, the winners would advance to the final BIDDING war.

- Number of participants per group - 2
- Number of rounds - 2

## Niveshak

Del'FIN'us

Unleash the Niveshak in You

Del'FIN'us is a 2 round competition, wherein teams would compete in an online quiz, the winners of which would advance to the finals, an 'OTC Trading' round.

- Number of participants per group - 2
- Number of rounds - 2

## Markathon

Touchstone

The true test of your marketing acumen

Touchstone is a live case study competition, where participants get their hands on modern business problems and showcase their marketing acumen

- Number of participants per group - 2
- Number of rounds - 2





# Zeitgeist

Coup De Grace  
The Great Indian Debate

Coup-De-Grâce – The Great Indian Debate is a fun, 2 round debating competition, that will test your convincing powers and ability to think on your feet.

Number of participants per group - 2  
Number of rounds - 2



# Op-Era

Shrinkhala  
Break the CHAIN - Think different

Op-Era, presents to you SHRINKALA-2018, an amalgamation of quizzes, case-study and simulation to stimulate your quotient.

Number of participants per group - 2  
Number of rounds - 2



# usHR

entHRal  
For people are our real stars

entHRal is a three-round competition consisting of an online quiz, analysing videos from an HR's perspective and ending with solving a case study .

Number of participants per group - 2  
Number of rounds - 3





## EcoBiz

Supernova

Let the brightest minds collide

In the battle of stars, no star shines brighter than the Supernova! Supernova involves a green quiz, a fun Mad Ads & a grand finale with exciting prizes.

Number of participants per group - 2

Number of rounds - 2



## Conquest

Corona

Strategic minds, innovative solutions

Corona is a three-round case study competition aimed to appraise industry knowledge of students, create and implement groundbreaking solutions.

Number of participants per group - 2

Number of rounds - 3



## Toastmasters Club

Speakerazzi

A toast to connect, captivate and conquer

Speakerazzi is a 3 round competition involving online speech submissions, a MUN conference ending with the last round 'the battle of world leaders'.

Number of participants per group - 2

Number of rounds - 2





# SPONSORSHIP OPPORTUNITIES

**Platinum  
Sponsor  
₹ 10 Lakh  
and above**

- PROMINENT SPONSOR ON ALL MARKETING & PROMOTIONAL COLLATERALS
- SPONSOR LISTING ON ALL AT-EVENT SIGNAGE AND IN THE EVENT PROGRAM
- PRINT MEDIA EXPOSURE
- INVITATION PASSES FOR 10 DELEGATES

**Gold  
Sponsor  
₹5 Lakh  
and above**

- PROMINENT SPONSOR ON ALL MARKETING & PROMOTIONAL COLLATERALS
- SPONSOR LISTING ON ALL AT-EVENT SIGNAGE
- PRINT MEDIA EXPOSURE
- INVITATION PASSES FOR 15 DELEGATES

**Silver  
Sponsor  
₹3 Lakh  
and above**

- PROMINENT ONLINE AND OFFLINE ADVERTISEMENT POINTS
- INVITATION PASSES FOR 4 DELEGATES
- PRINT MEDIA EXPOSURE

**Bronze  
Sponsor  
₹1 Lakh and  
above**

- PROMINENT OFFLINE ADVERTISEMENT POINTS
- INVITATION PASSES FOR 4 DELEGATES
- PRINT MEDIA EXPOSURE