

Amidst a great round of applause, some intense viva voce and positive feedback from the judges, the team “The Prophetic Crew”, comprising of Samarth Kothari, Aatish Jha and Ashirvad Sharma of IIFT Delhi stood as national Runners-up at the Grand finale of Tata Motors’ Mindrover season 4, at K. J. Somaiya Institute of Management Studies and Research, Mumbai. The Grand finale was held with 5 teams being selected from entries from campuses all over the country. The runners-up from IIFT Delhi bagged a prize money of Rs.75000 and PPis from Tata Motors. The judges were really impressed by the novelty of ideas put forth by the team, the primary research that they had done and the marketing campaign for Tata Safari SOUL that they had come up with. The institute wishes them all the very best for their future endeavours.



Samarth Kothari presenting the case