

Institute of Industrial & Computer Management & Research Nigdi, Pune 44

MBA @ IICMR

Ref: IICMR/MBA/24-25/AC

Date: 27<sup>th</sup> April 2025

### Alumni Contribution

During the academic year 2024-2025 following alumni contributed in the growth of the institute.

Sr. No.	Name of Alumni	Contribution in the form of ..	Remark
1	Mr.Tanmay singh	Guest Lecture	Gave guidance and opportunities in marketing sector for final year students.
2	Mr. Karan Pardeshi	Interaction	IDBI pre interview guidance for 2 <sup>nd</sup> year finance students
3	Ms. Neethu Johnson	Interaction	Gave Interview preparedness /opportunities for final year students.
4	Dr. Rashmi Mathuir	Placement Opportunities	Gave placement opportunities for final year students.

*P. Gavande*

Prepared by

Mrs. Puja Gavande

Alumni Coordinator

Approved by

Dr.Abhay Kulkarni

(Director, IICMR)

**DIRECTOR**

Institute of Industrial & Computer  
Management & Research [I.I.C.M.R.]  
Nigdi, Pune - 411 044.





Audyogik Tantra Shikshan Sanstha's  
Institute of Industrial and Computer Management and Research (IICMR)

Approved by AICTE, Permanently Affiliated to SP Pune University,  
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited  
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**MBA@IICMR**

# Alumni Interaction Report:2024-2025

Alumni Name : **Mr. Tanmay Singh (Batch 2020-2022)**

**Designation :** Building WOW MOMO | Brand & Marketing strategist | Consultant

**Topic :** Marketing Domain Opportunities and Challenges – Alumni Interaction

**Date :** Saturday, February 01, 2025

**Time :** Online MS Team

**Coordinator(s):** Ms.Puja Gavande

## **Learning Outcome:**

Students understood the evolving nature of marketing careers, including current industry trends, skill expectations, digital marketing tools, and the importance of strategic thinking. The session enhanced awareness of real-world marketing challenges and how to adapt to them.

**Batch of Students:** Second Year MBA

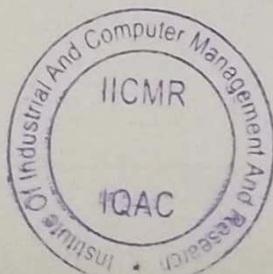
**No of Students Participated:** 25

## **Description:**

As part of the Alumni Activity 2024–2025, an interactive session titled “*Marketing Domain – Opportunities and Challenges*” was conducted for Second Year MBA students. The session was held on **Saturday, February 01, 2025**, from **11:00 AM to 12:00 PM** via **Microsoft Teams** platform.

The guest speaker was **Mr. Tanmay Singh**, alumnus of the **2020–2022 batch**, currently associated with **WOW MOMO** as a **Brand & Marketing Strategist and Consultant**. During the session, Mr. Singh shared valuable insights on current marketing trends, branding strategies, consumer behavior shifts, and challenges professionals face in adapting to digital transformation.

He emphasized the importance of analytical thinking, creative problem solving, and continuous learning in building a successful career in marketing. Students actively participated in the Q&A round, making it an engaging and insightful discussion.



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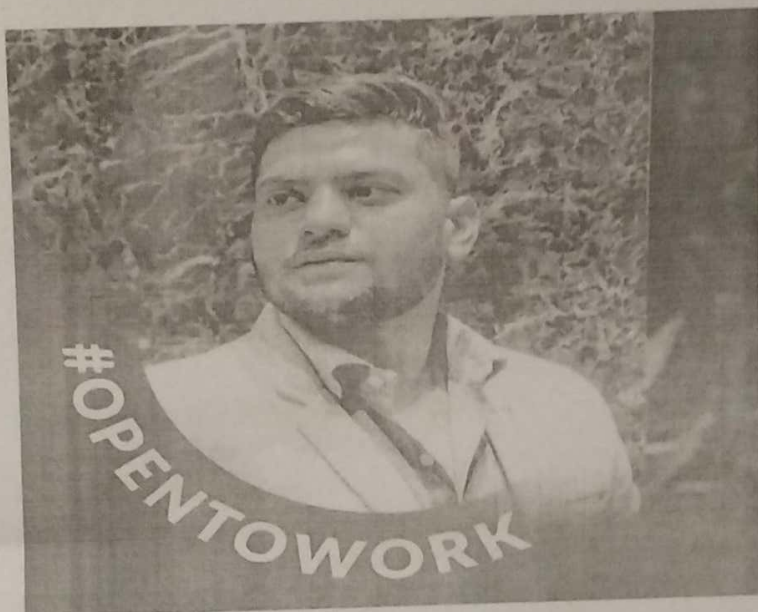


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Photographs:



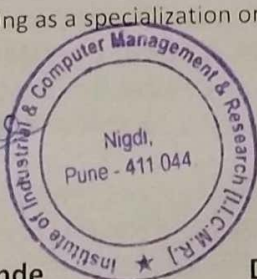
**Tanmay Singh**

Building WOW MOMO | Brand & Marketing strategist | Consultant

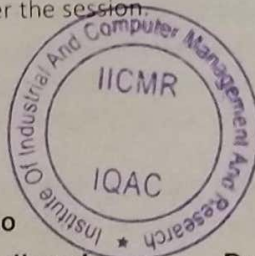
**Feedback from Students:**

Students expressed high appreciation for the session and found Mr. Tanmay's real-time examples and approachable presentation style very informative and motivating. Many students felt more confident in choosing marketing as a specialization or career path after the session.

Verified by  
**Ms. Puja Gavande**  
Coordinator



Submitted to  
**Dr. Manisha Kulkarni**  
HOD, MBA@IICMR



Approved by  
**Dr. Abhay Kulkarni**  
Director- IICMR  
DIRECTOR

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