



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dated - September 29th, 2010

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|------------------|---|--|
| EVENT | : | PERSONALITY DEVELOPMENT PROGRAMME |
| PROGRAMME | : | GUEST LECTURE |
| TOPIC | : | EMERGING TRENDS FOR INTERNATIONAL BRANDING |
| RESOURCE PERSON | : | Mr. S.S. Bhattacharya, Vice-President (Marketing), SRF Ltd., Gurgaon |
| SCHEDULE | : | 9:30 am to 11:30 am |
| Date | : | September 29 th , 2010 |
| Day | : | Wednesday |
| FACULTY INCHARGE | : | Mr. Sachin Sabharwal |
| No of Students | : | 101 |

OBJECTIVE:

To provide the opportunity for the students to interact with the industry expert in the area of international branding.



Mr. S.S. Bhattacharya providing brief overview of Brand Positioning



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Students and Faculty members participating in the guest lecture

Profile of Resource Person: *Mr. S.S. Bhattacharya*

Mr. S.S. Bhattacharya is a graduate Electrical Engineer with post graduate specialization in Fibre Optic Transmission System from IIT Chennai. Having passed PGDM in Brand Management and Product Promotions from Tata Management Training Centre, Pune for the last 21 years, he have been associated with various organizations. He have wide exposures in Power Sector, Light Engineering, Electrical, Automobile ancillary and consumer semi-durable products. Currently he is Chief of Marketing of SRF Ltd.

Objective:

1. To provide knowledge about the key trends affecting brand management and marketing.
2. To provide knowledge about various selling propositions like USP, ESP, OSP, BSP, MSP, HSP.
3. To explain how brand is a corporate asset



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Learning Outcome :

A guest expert lecture on “**Emerging Trends for International Branding**” was held in the seminar hall of Tecnia Institute of Advanced Studies-PG Block on **29th September, 2010 (9:30 am to 11:30 am)**. Students of MBA –I & III Semester attended the workshop along with some faculty members.

He showed a presentation on Brand Positioning which includes slides related to the meaning of brand, trends affecting brand management, selling propositions, Brand as a socio-economic agent, brand as a corporate asset, as a strategic marketing tool, as a communicating and selling agent.

The whole session was very inter-active and the students learned and enjoyed the presentation. All the topics were explained through illustrations and live examples. The students learned the about the important topics related to brand positioning and how branding shifted from traditional approach to experiential approach.

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