presents

CASE
COMPETITION
GUIDE
3.0

A PRIMER TO ACE CASE COMPETITIONS

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ACKNOWLEDGEMENT

We extend our heartfelt gratitude to all our mentors and seniors whose invaluable guidance, winning case competition submissions, and strategic insights played a pivotal role in shaping Case Competition Guide 3.0. This comprehensive resource is a product of the collective knowledge and experience of individuals who have excelled in prestigious case competitions across domains. It brings together tried-and-tested frameworks, innovative solutions, and powerful presentation strategies, providing students with a practical toolkit to navigate complex business challenges and deliver compelling recommendations.

The individual contributions of these mentors and seniors have been instrumental, and we will be acknowledging each one of them in detail at the end of this guide, in recognition of the value they have added.

We would also like to acknowledge the unwavering dedication of the Case Library and Resources Team, who worked tirelessly, often through days and nights, to bring this initiative to life. Our sincere thanks to Aakriti Goel (President), Vrinda Gupta (Co-President), and Arshiya Gupta (Chief Secretary) [2024-25] as well as Gunika Kakkar (President), Manvay Rawat (Co-President), Aadi Jain and Shreya Jain (Chief Secretaries) [2025-26] for their support in overseeing the smooth functioning of 180 Degrees Consulting, SRCC, and for allowing us to go ahead with this initiative.

Lastly, we are deeply grateful to our families and friends for their constant support, belief in us, and emotional strength through every phase of this journey. Their encouragement helped silence our doubts and gave us the push we needed; Case Competition Guide 3.0 would have remained a mere idea without them.

Thank you everyone for supporting and contributing to our initiative.

THEORY

INTRODUCTION TO CASE COMPETITIONS

Case competitions are events where participants solve case studies based on real-life crises and present innovative strategic recommendations to a panel of judges.

WHAT DO YOU EXPERIENCE?

- Exposure to real-world problems
- Knowledge Building
- Problem-Solving Abilities

HOW TO GO ABOUT A CASE COMPETITION?

Case competitions are organised by various institutes and corporate companies, including **national-level competitions by IIMs, IITs, and other prominent B-Schools**. One can access the same through hosting **websites** as well as the organisation's **social media handles.**

Unstop is a popular platform to access **college-level competitions** and serves as a great avenue for anyone looking to **explore diverse opportunities and participate in competitions**. It provides detailed event descriptions, timelines, and guidelines to help participants prepare effectively.

Several consulting companies, such as **EY, HSBC, BCG**, etc., also regularly conduct **case competitions to shortlist interns**. Winning or even taking part can open doors to new opportunities, help you meet industry professionals, and lead to possible job or internship offers.

USUAL STRUCTURE OF A CASE COMPETITION

The participants are grouped in teams of **1-4**. The **preliminary round** is usually an online quiz to be played by the team leader's ID.

Shortlisted teams proceed to the **intermediate round**, which may be an online **case submission** or presentation.

The **top 10-15** finalist teams move to the final round, which is the **case study presentation** in online or offline mode.

HOW TO APPROACH A CASE
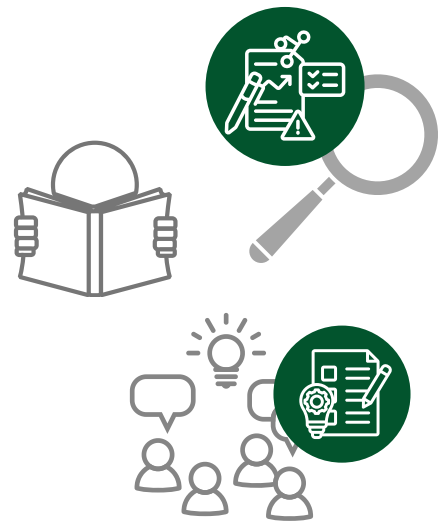
Brainstorm ideas individually before discussing with the team to encourage diverse thinking. Ask probing questions like **"Why would this work?"** or **"How can this be implemented?"** to evaluate each solution critically.

Prioritize ideas based on **feasibility, impact,** and **alignment** with the problem.

Break the central problem into smaller, manageable parts using a **MECE (Mutually Exclusive, Collectively Exhaustive)** approach.

Allocate time wisely across different sections of the case to ensure balanced coverage.

A **well-organized structure** helps communicate complex ideas with clarity.

Read the Problem Statement

Research

Presentation

Ideation

Structuring

Read the problem statement twice to fully grasp the context and expectations.

Use **color-coding** to identify key elements: highlight the objective in yellow, constraints in blue, available data in green, and deliverables or timelines in red.

Underline **action verbs** like "analyze" or "recommend" to align your thinking with the core ask.

Begin by listing what you already know and forming **preliminary hypotheses.**

Use **credible sources for data.** Look for real-world parallels or case studies that can support your recommendations.

Quantify your points wherever possible, as numbers lend weight to your arguments. Cite sources to enhance the credibility of your analysis.

Craft a structured presentation that flows from the problem to **insights, proposed solutions, and expected impact.**

Keep your slides visually engaging and avoid large blocks of text. Use a **consistent font, layout, and color scheme** to maintain professionalism.

Highlight key insights clearly using bold text or visual callouts.

CUSTOMIZED FRAMEWORKS

HOW TO CUSTOMIZE CONSULTING FRAMEWORKS FOR CASE COMPETITIONS?

Problem–Specific Fit

Deeper Insights

WHY CUSTOMIZE FRAMEWORKS?

Gaps in Standard Models

Structured, Yet Flexible

Stronger Linkage
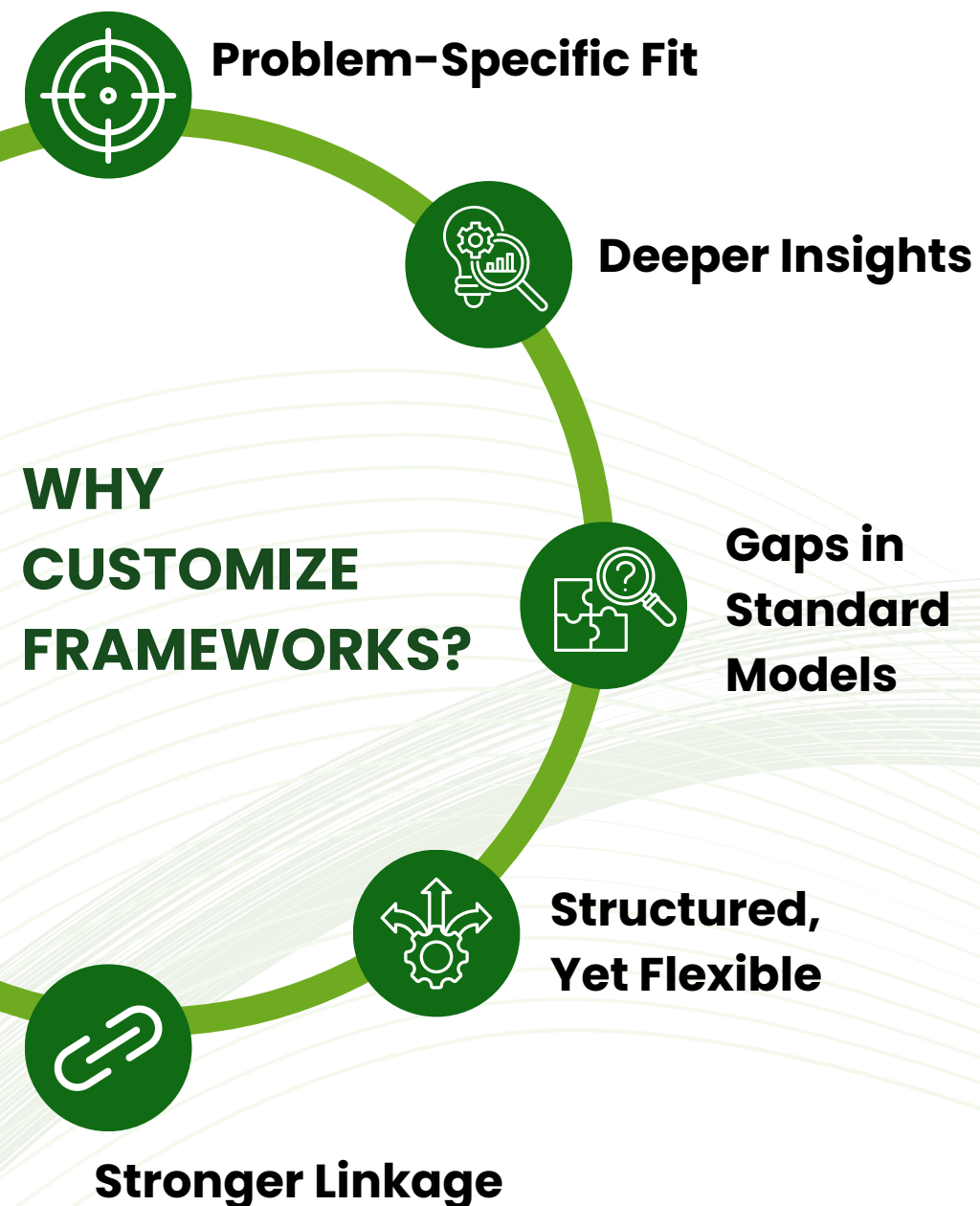
Customizing an existing framework

Identify the Core Issue
Pinpoint the central problem of the case (e.g., market entry, profit decline)

Deconstruct the Problem
Analyze the case to identify its unique core challenges, drivers, and underlying complexities.

Choose a Foundational Framework
Select a classic model that broadly fits the problem (e.g., 3Cs for market analysis)

Architect the Structure
Group these core challenges into 3-5 distinct, logical pillars and give the framework a memorable name.

Refine Categories
Adapt models by substituting generic categories with specific ones, elaborating on topics, and using the client's terminology.

Define the Pillars
Detail each pillar's metrics required for a comprehensive analysis.

Coining a new framework

EXAMPLE

A logistics company wants to assess its service lines to guide investment decisions.

Original: The BCG Matrix (Market Share vs. Market Growth).

Customized: The "**Service Portfolio Evaluation Matrix**"

PROFITABILITY & SCALABILITY
Low   High

STRATEGIC IMPORTANCE
High

Innovate	Accelerate
Divest	Optimize

Low

EXAMPLE

A media company needs to transform its culture from print-centric to digital-first.

Problem: No standard framework addresses cultural transformation directly.
New Framework: The "PROB Framework"

- **P: People**: How to engage and upskill existing employees.
- **R: Resources**: What new tech and tools are required.
- **O: Organizational Structure**: How to restructure teams to foster collaboration.
- **B: Behavior**: How to establish and measure new digital-first behaviors.

HOW TO MAKE EFFECTIVE PRESENTATIONS

1 — Executive Structuring

MECE Segmentation
Break down your solution into Mutually Exclusive, Collectively Exhaustive buckets to avoid redundancy and enhance comprehension.
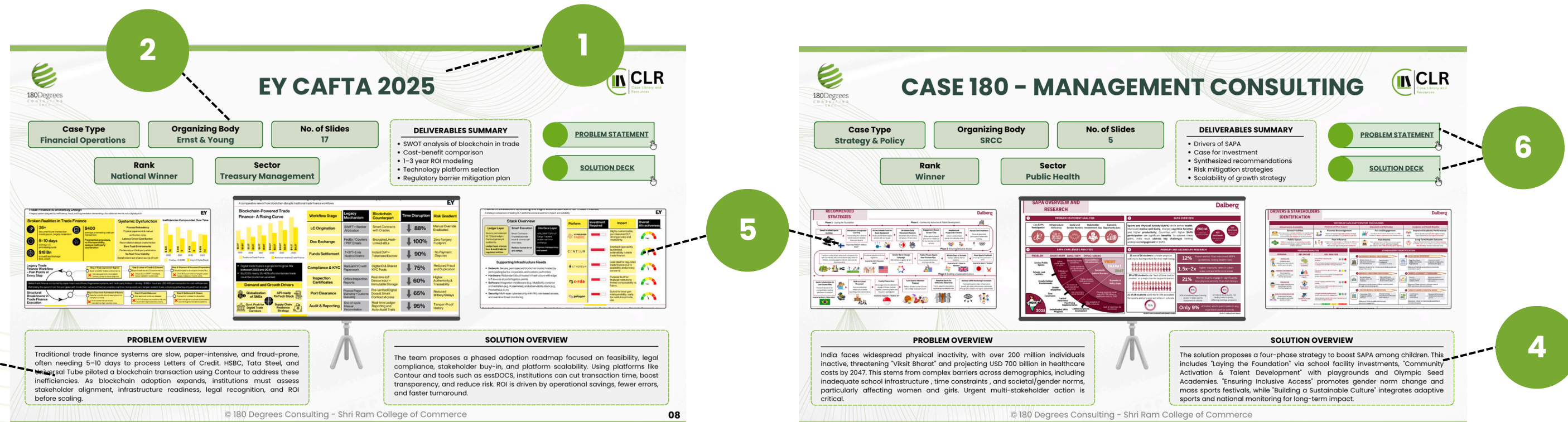
Top-Down Storytelling
Use the Pyramid Principle: lead with conclusions, then support them with arguments and data.

Contextual Anchoring
Always frame the problem within the objectives, constraints, and broader industry landscape.

2 — Visual Synthesis

Framework-First Thinking
Employ 2x2s, value chains, customer journeys, or issue trees to visualize logic paths and simplify complex ideas.

Clean, Cohesive Aesthetics
Maintain a professional design with a common color theme, font, and good use of whitespace.

Slide Economy
Every slide should have a purpose. Cut anything that doesn't directly reinforce the storyline.

3 — Analytical Depth

Triangulation & Assumptions
Where data is limited, use logical triangulation with transparent assumptions for credibility.

Impact Orientation
Link insights to tangible outcomes: such as cost reduction, revenue growth, risk mitigation etc.

Backed, not Bloated
Support arguments with data — but avoid overwhelming with raw numbers. Prioritize relevance over volume.

4 — Miscellaneous Add Ons

Appendix
Use it to house assumptions, alternate ideas, and detailed models: it's your depth buffer.

Financials
Prioritize key metrics (ROI, NPV, margins) and tie them back to the recommendation.

Data-Backed Analysis
Supplement claims with sourced insights. Triangulated estimates are better than vague logic.

HOW TO NAVIGATE THIS GUIDE

1 Competition Name

Name of the competition from which the solution deck has been extracted.

2 Intricacies

Various details about the competition and the deck including the **organizing body, type of case, slide limit, the rank of the deck, and the sector.**

3 Problem Overview

A brief overview of the Problem Statement, highlighting the most important questions asked in the case study provided to the participants.

4 Solution Overview

A brief order in which the solution has been provided in the Deck along with **intricacies** that helped the deck to stand out from its competitors.

5 Solution Glimpses

Glimpses of some of the **aesthetically pleasing** slides from the solution deck.

6 Clickable Links

Links to access the **actual problem statements** and the respective solution decks for the viewers to get a complete idea about the solution.

HYPOTHESIS TESTING

Problem Statement → **Initial Hypothesis** → **Analysis**

Analysis → **Confirm** → **Conclusion**

Analysis → **Falsify** → **New Hypothesis**

Analysis → **Data required by testing**
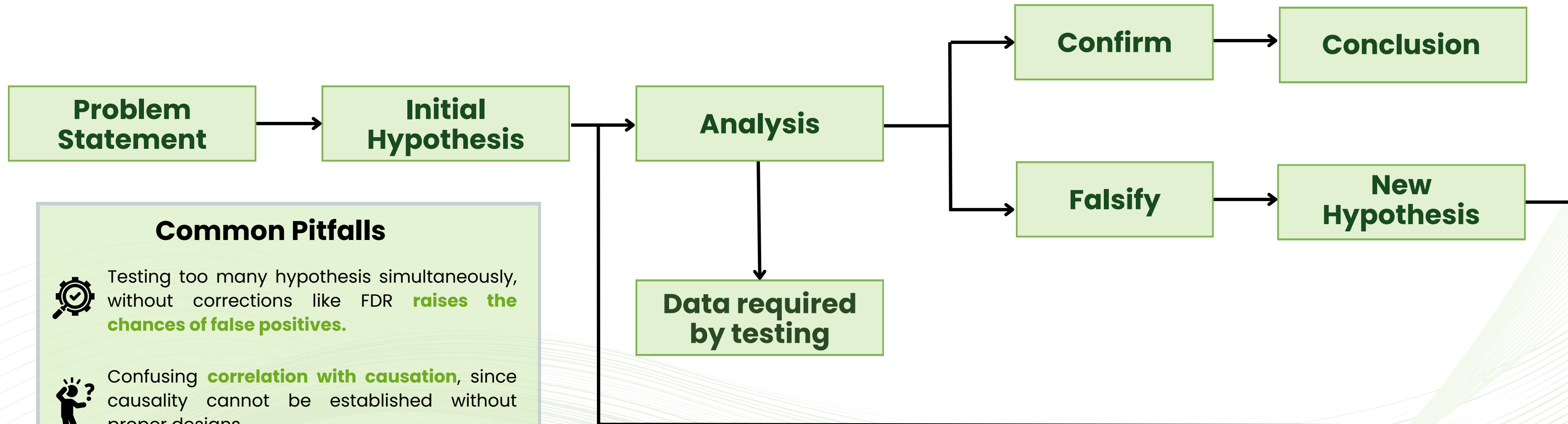
Common Pitfalls

- Testing too many hypothesis simultaneously, without corrections like FDR **raises the chances of false positives.**

- Confusing **correlation with causation**, since causality cannot be established without proper designs.

- Ignoring assumptions of normality, i**ndependence or equal variances** can completely invalidate results.

- Wrong choice between one tail or two tailed hypothesis testing might lead to **wrong conclusions.**

- Hypothesis testing is a **structured way** to solve problems by moving from a **question to a data-backed solution**.
- It starts with forming an **initial hypothesis**, which is then tested through **analysis** and **relevant frameworks.**
- The results either confirm the hypothesis, leading to a **conclusion, or falsify it, requiring a new hypothesis.**
- This iterative process continues until a reliable, **evidence-based solution is found.**

PRESENTATION & QnA TIPS

Establish a clear and logical storyline

- The presentation should follow a **structured flow,** beginning with the problem statement, moving through the analysis, and concluding with the recommendation and its expected impact.
- Each slide should have **a single, clear takeaway** that ties back to the central argument.

Prioritize insights over excessive data.

- Rather than overwhelming the judges with raw information, highlight the **most critical findings** and explain why they matter.
- Supporting data can be placed in the **appendix** for reference during questions.

Use visuals to enhance clarity and engagement.

- **Charts, frameworks, and infographics** should be employed to simplify complex ideas and make them more persuasive.
- Text should be minimal, with the slide serving as a visual complement to the verbal explanation.

Deliver with Confidence

- Team members should rehearse transitions carefully so that the flow between speakers feels seamless.
- **Strong delivery, composed body language, and preparedness** for likely questions will help reinforce credibility and professionalism.

Pay close attention to the full question without interrupting. This ensures you understand the concern clearly and **prevents miscommunication.**

Maintain composure even if the question is challenging or critical. A **confident tone** and steady body language reinforce credibility.

If the question overlaps with another teammate's area, **smoothly pass it** to them. This demonstrates **teamwork** and avoids contradictions.

Where possible, **link your response** back to the main recommendation or key insight. This reinforces your central argument and keeps the discussion anchored.

BACKWARD INDUCTION

Backward Induction is a problem-solving approach that starts by reversing the problem, identifying potential causes of failure, and then developing solutions by working backward.

PROBLEM

- Begin by **framing the challenge** in clear, concrete terms. A vague issue often leads to vague solutions, so the problem must be defined precisely.
- Highlight where the gap or inefficiency lies, and show why it matters in **measurable terms** such as revenue, efficiency, or customer satisfaction.
- Example: Sales have fallen by 20% in the past six months, reducing overall revenue by ₹5 crore and affecting profitability.
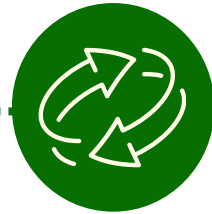
REVERSE

- Instead of directly searching for fixes, **flip the question** This reversal opens up unconventional perspectives.
- By imagining worst-case scenarios, **hidden risks** and blind spots surface factors that are usually ignored in forward-looking brainstorming.
- Example: Sales could collapse if customers shift to competitors, if product becomes irrelevant, or if distribution networks break.
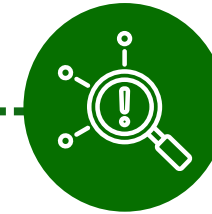
CAUSES

- Once the reversed scenario is imagined, trace the **possible reasons** behind it. Causes may come from within the organization or from the outside environment.
- Prioritize **causes** by considering their **likelihood and potential impact**.
- Example: Weak marketing communication, an ineffective pricing strategy, lack of digital presence, rising competitor discounts, and poor logistics systems.
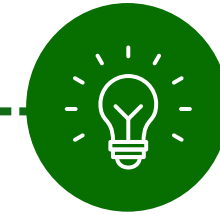
SOLUTIONS

- Finally, convert significant cause into a specific, **actionable solution**. This step ensures that the **strategies directly address** the real drivers of failure.
- Solutions should **balance practicality with impact**, quick wins can stabilize the problem, while long-term changes can secure sustainable growth.
- Example: Launch marketing campaigns, redesign pricing models, to rebuild customer trust.

SCQA

SCQA is a storytelling framework that structures communication by laying out the Situation, highlighting the Complication, posing the key Question, and delivering the Answer.

SITUATION

The **starting point** of the story. It sets the stage by explaining the current context that everyone agrees on. It should answer the question: "What is happening right now?"

COMPLICATION

Here, you **highlight the challenge** or barrier that creates tension and demands attention. This step often uses data, examples, or external pressures to make the problem concrete.

QUESTION

The natural next step that arises from the complication. The question **reframes the problem** in a clear, structured manner. It acts as the bridge between the issue and the potential solution.

ANSWERS

The resolution of the story. It provides a clear, **structured response to the question**, outlining what should be done and why. It directly addresses the complication and points to a logical way forward.
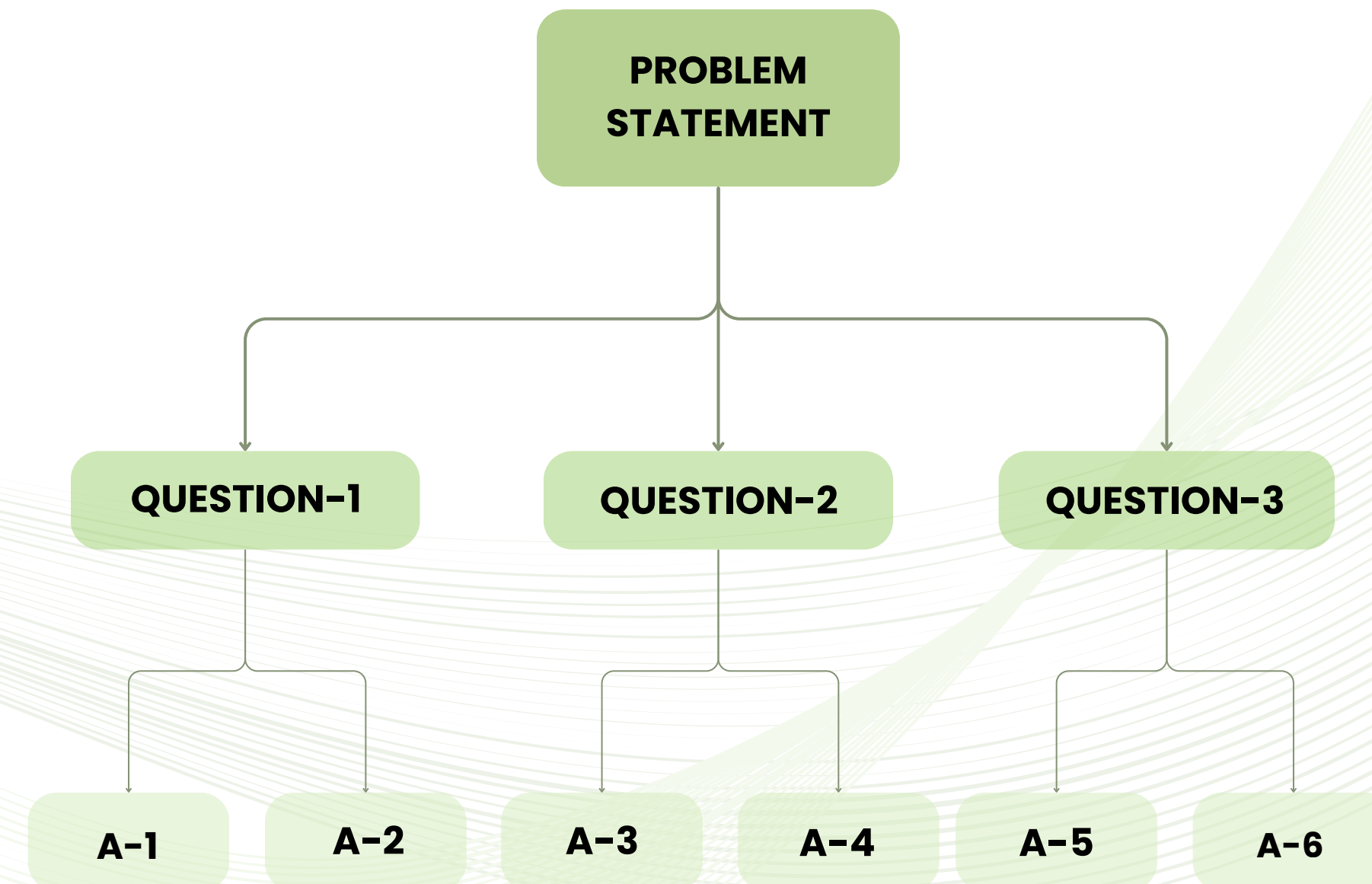
PROBLEM STATEMENT

QUESTION-1 QUESTION-2 QUESTION-3

A-1 A-2 A-3 A-4 A-5 A-6

MECE ISSUE TREE

MECE issue trees break problems into distinct parts, ensuring clarity and helping uncover actionable insights.

Creates a structured problem breakdown

Ensures no overlaps, no gaps

Helps identify root causes and solutions

Widely used in consulting frameworks

Reducing Business Costs

Reduce Consumption
- Eliminate Redundancies
- Reduce Demand
- Improve Utilization

Improve Efficiency
- Eliminate Redundancies
- Reduce Demand
- Improve Utilization

Optimize Cost per Unit
- Negotiate Tariffs
- Switch providers
- Diversify Inputs

CASE ANALYSIS & RESEARCH

TECHNOLOGY & INNOVATION RESEARCH

1. **Tech Adoption:** ERP, AI/ML, supply chain digitization
2. **Digital Shifts:** E-commerce penetration, automation, customer tech adoption

REGULATORY & POLICY RESEARCH

1. **Government Regulations:** Licensing, taxation, foreign direct investment rules
2. **Environmental Norms:** ESG standards, carbon neutrality goals

1. **Direct Competitors:** Market share, growth strategies, pricing
2. **Indirect Competitors:** Substitute products/ services
3. **Differentiation Analysis:** Features, brand, distribution, after-sales service

1. **Customer Segmentation:** Demographics, psychographics, income levels, geography
2. **Behavioral Insights:** Purchase journey, decision drivers, switching triggers
3. **Adoption Barriers:** Awareness, affordability, trust, access

1. **Market Size & Growth:** TAM, CAGR< Forecasts
2. **Key Trends:** Tech disruptions, sustainability shifts, regulation-driven changes
3. **Benchmarking:** Pricing, profitability, cost structures of leading players

1. **Business Model:** Revenue streams, cost structure, value chain
2. **Financials:** Revenue growth, profitability, margins, cash flows
3. **Product Portfolio:** Flagship offerings, SKUs, pricing
4. **Competitive Advantages:** Brand equity, distribution reach, patents, IP

Pyramid (top to bottom):
- Misc Research
- Competitor Research
- Customer Research
- Industry Research
- Company Research

UNDERGRADUATE CASE COMPETITIONS

CASE 180 – MANAGEMENT CONSULTING

Case Type	Organizing Body	No. of Slides
Public Policy	SRCC	5

Rank	Sector
Winner	Public Health

DELIVERABLES SUMMARY
- Drivers of SAPA
- Case for Investment
- Synthesized recommendations
- Risk mitigation strategies
- Scalability of growth strategy

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

India faces widespread **physical inactivity**, with over 200 million individuals inactive, threatening "**Viksit Bharat**" and projecting USD 700 billion in **healthcare costs** by 2047. This stems from complex barriers across demographics, including inadequate school infrastructure, time constraints, and societal/gender norms, particularly affecting women and girls. Urgent multi-stakeholder action is critical.

SOLUTION OVERVIEW

The solution proposes a four-phase strategy to boost **SAPA** among children. This includes "Laying the Foundation" via **school facility investments**, "Community Activation & Talent Development" with **playgrounds and Olympic Seed Academies**. "Ensuring Inclusive Access" promotes **gender norm change** and **mass sports festivals**, while "Building a Sustainable Culture" integrates adaptive sports and national monitoring for long-term impact.

CASE CRACK

Case Type	Organizing Body	No. of Slides
Go-To-Market Strategy	**Hindu**	**8**

Rank	Sector
Winner	**E-Commerce**

DELIVERABLES SUMMARY
- Market expansion strategy
- Operational model definition
- Overcome scaling barriers
- Supply chain improvement
- Marketing/branding enhancement

PROBLEM STATEMENT

SOLUTION DECK
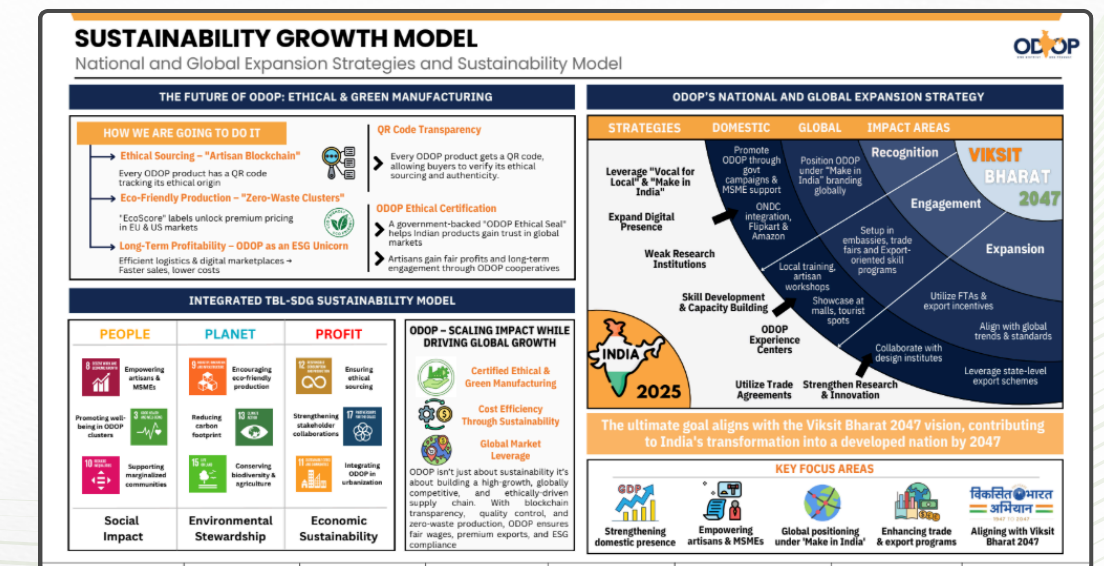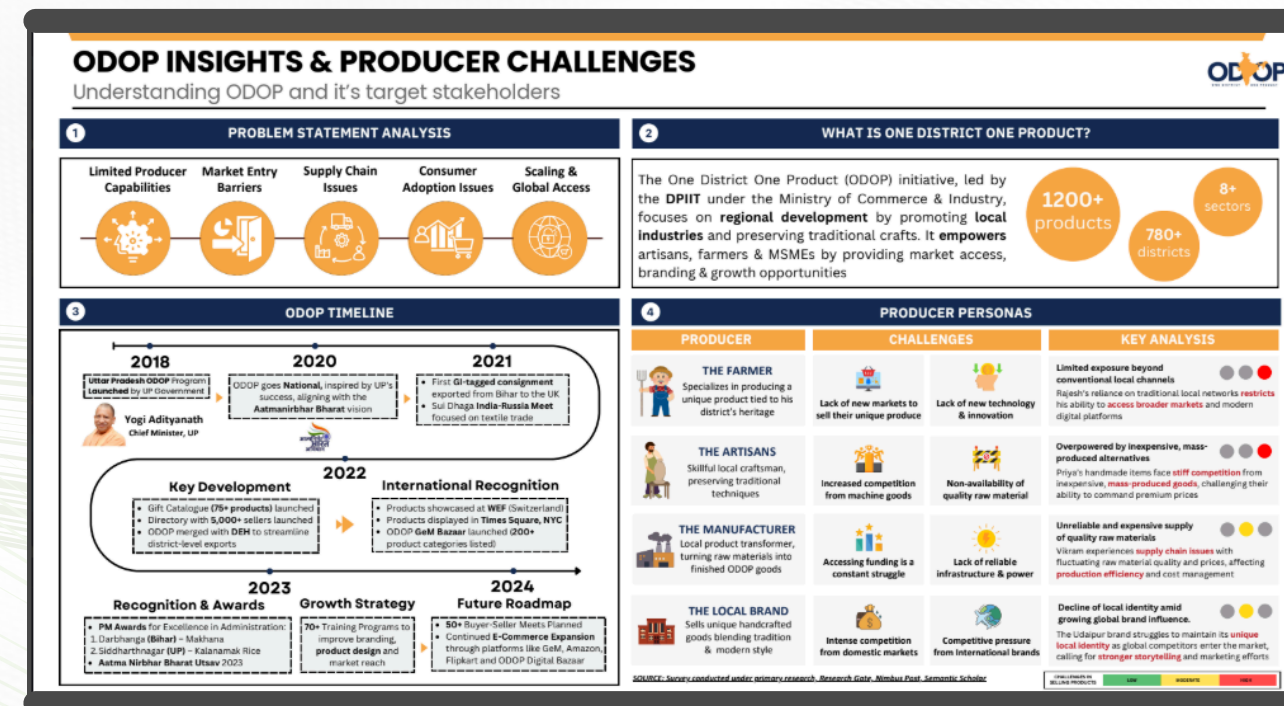
PROBLEM OVERVIEW

The **One District One Product** (ODOP) initiative aims for balanced regional development by promoting **unique local products**, but faces significant challenges. Key issues include **limited market entry** capabilities for producers, supply chain inefficiencies, consumer awareness and adoption barriers, and hurdles in scaling both online and offline distribution. A comprehensive strategy is needed for national and global expansion.

SOLUTION OVERVIEW

The solution proposes a **multi-faceted strategy for ODOP**, covering market access, sales, distribution, marketing, and long-term sustainability. It outlines an **operational model** for **fair producer earnings**, quality control, and logistics. Strategies include **optimizing supply chains**, enhancing consumer awareness via digital marketing and influencer collaborations, and integrating ethical sourcing and eco-friendly production for sustainable global growth.

EUNOIA

180Degrees CONSULTING SRCC

CLR Case Library and Resources

Case Type	Organizing Body	No. of Slides
Go-To-Market Strategy	**SRCC**	**5**

Rank	Sector
Winner	**Automotive**

DELIVERABLES SUMMARY
- Brand identity, positioning
- Market trends analysis
- Marketing feasibility study
- Sales distribution model
- Market entry roadmap

PROBLEM STATEMENT

SOLUTION DECK
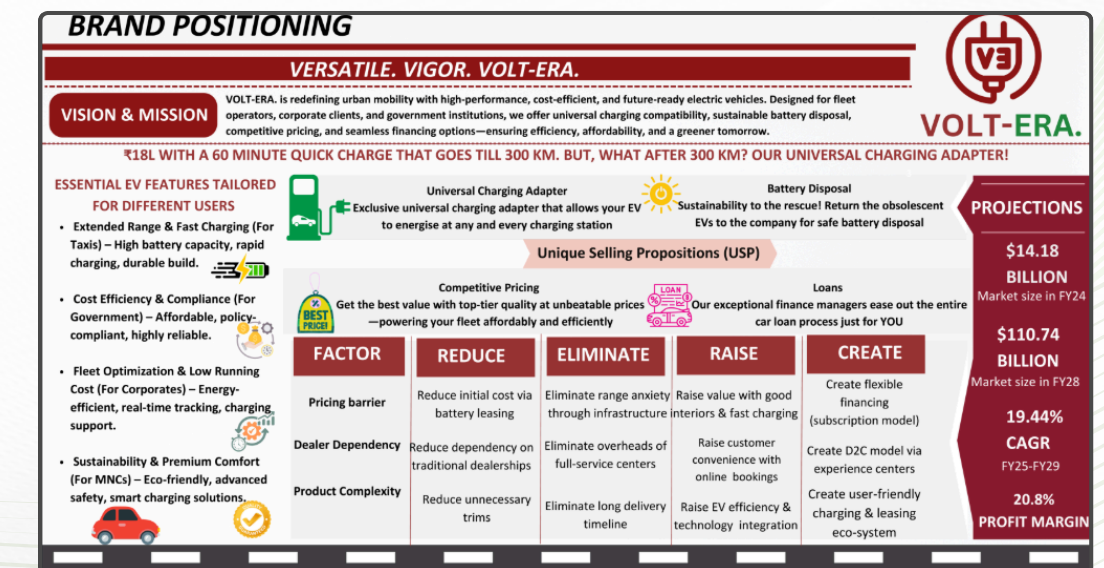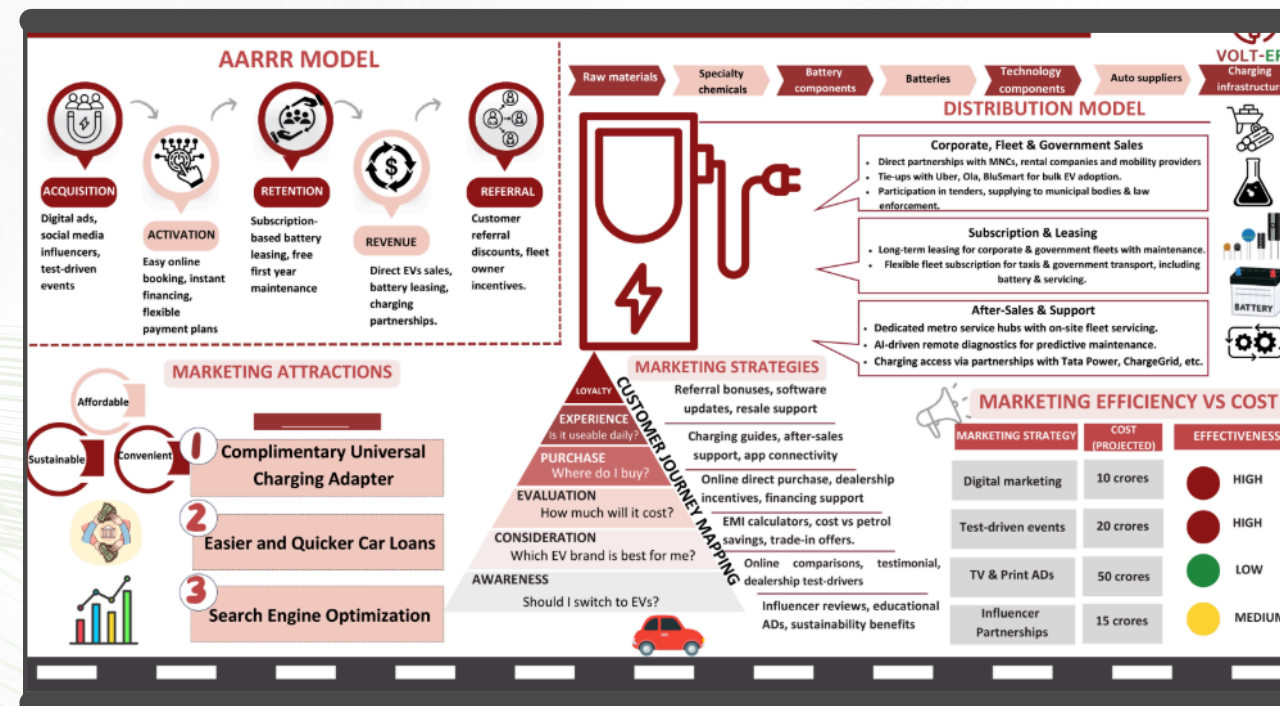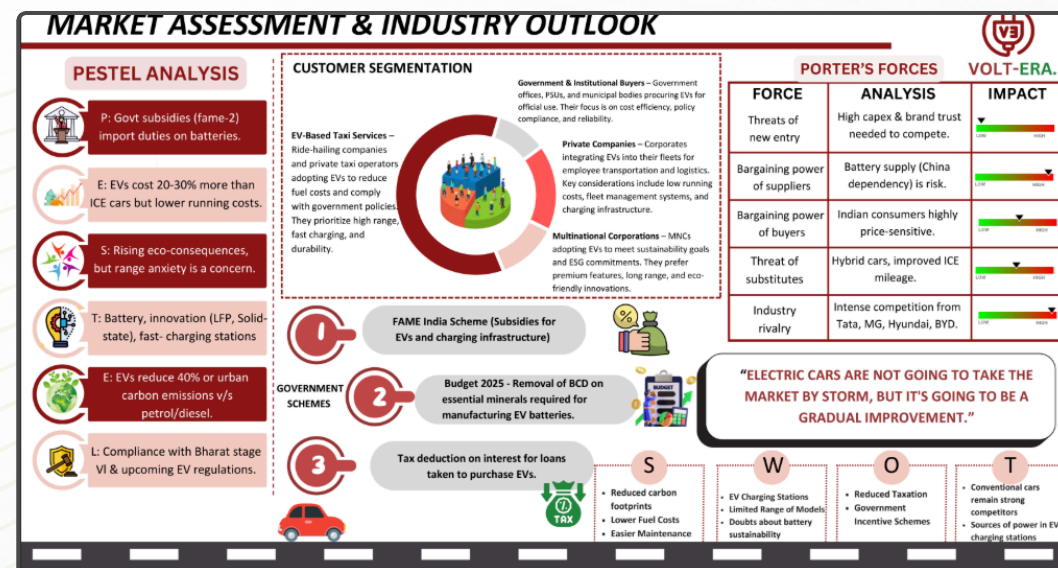
PROBLEM OVERVIEW

A new Indian **EV startup** in the 4-wheeler segment lacks brand recognition and faces challenges entering a competitive market dominated by established players. Key hurdles include consumer hesitation regarding **range and cost, limited marketing resources**, and crucial decisions needed for a **sales and distribution strategy**. The core challenge is developing an impactful, resource-efficient **go-to-market plan.**

SOLUTION OVERVIEW

The solution proposes "VOLT-ERA" as the brand, targeting fleet operators, corporates, and government clients with **cost-efficient EVs** featuring universal charging and sustainable **battery disposal**. It outlines a 3-phased launch strategy, leveraging an **AARRR marketing model**, and a **hybrid distribution** approach. The plan includes financial restructuring, operational optimization, alongside a focus on B2B market strengthening and consumer education.

AAROHAN

Case Type	Organizing Body	No. of Slides
Strategy & Operations	**SGTB Khalsa**	**4**

Rank	Sector
Winner	**Healthcare**

DELIVERABLES SUMMARY

- Industry/competitor overview
- Go-to-market strategy
- Implementation plan
- Financial projections
- Risk mitigation framework

PROBLEM STATEMENT

SOLUTION DECK
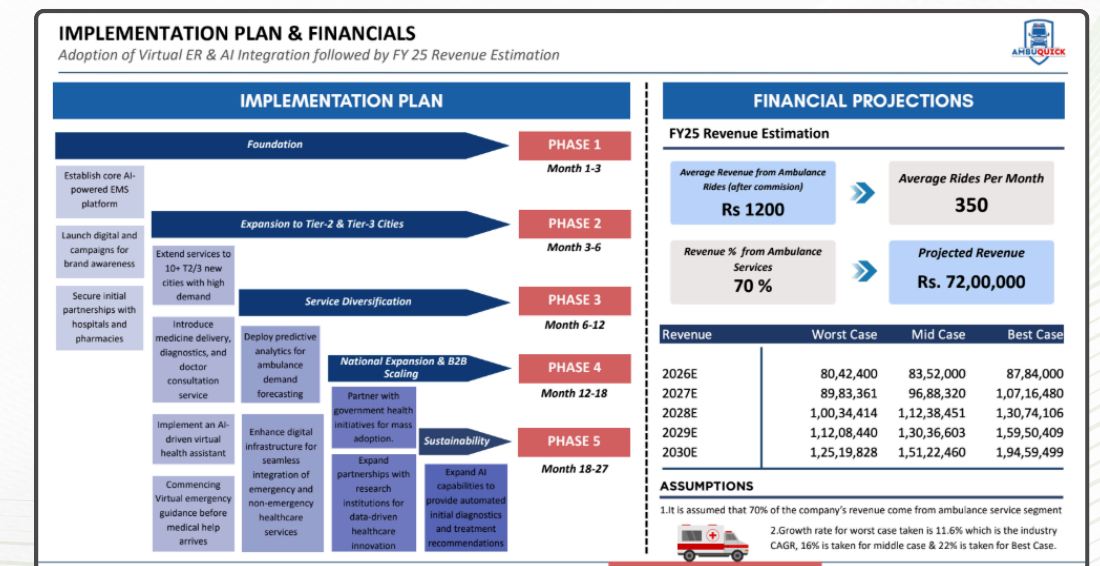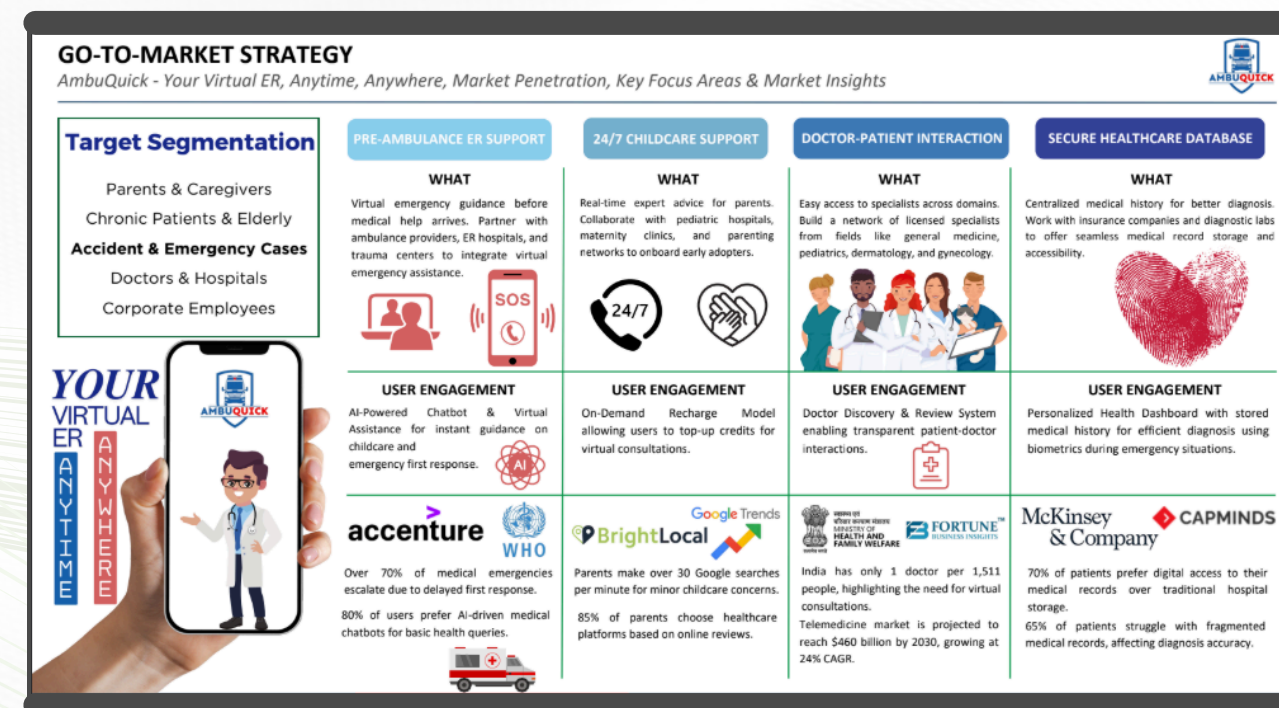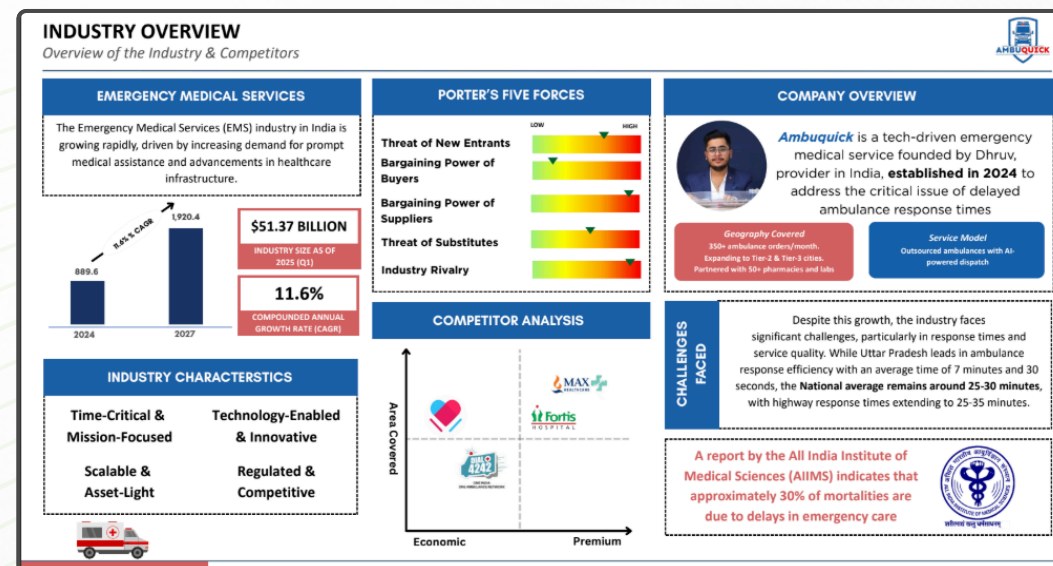
PROBLEM OVERVIEW

India's rapidly growing **Emergency Medical Services (EMS)** industry, valued at USD 889.6 million in 2023, faces critical challenges in **ambulance response times** and **service quality**. Despite a projected **11.6% CAGR**, the national average response time of 25-30 minutes, extending to 25-35 minutes on highways, significantly contributes to mortalities, highlighting a dire need for prompt and efficient emergency care.

SOLUTION OVERVIEW

Ambuquick, a **tech-driven EMS provider**, addresses delayed ambulance response through AI-powered dispatch and GPS tracking. The solution proposes expanding beyond ambulance services into **pre-ambulance virtual ER support**, 24/7 childcare support, online doctor consultations, and a secure healthcare database. This strategy aims for **market penetration**, **service diversification**, and **national expansion**, supported by a clear implementation plan.

CASE HEIST

Case Type	Organizing Body	No. of Slides
Go-To-Market Strategy	SRCC	6

Rank	Sector
Winner	Entertainment

DELIVERABLES SUMMARY

- Brand identity and positioning
- Market, competitor analysis
- Marketing campaign proposals
- In-app technological revamp
- Strategic roadmap and KPIs

PROBLEM STATEMENT

SOLUTION DECK
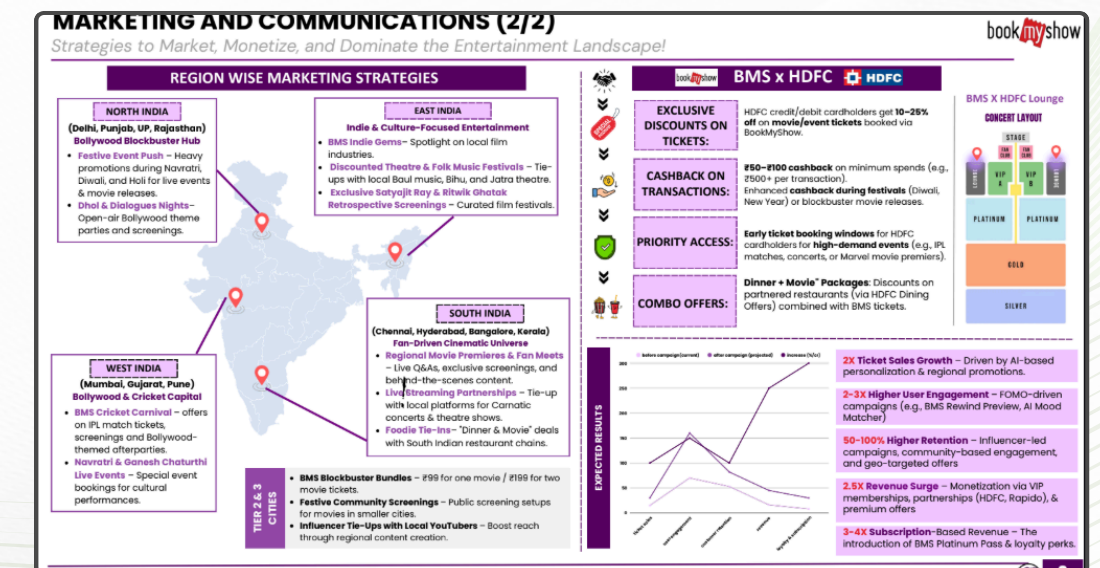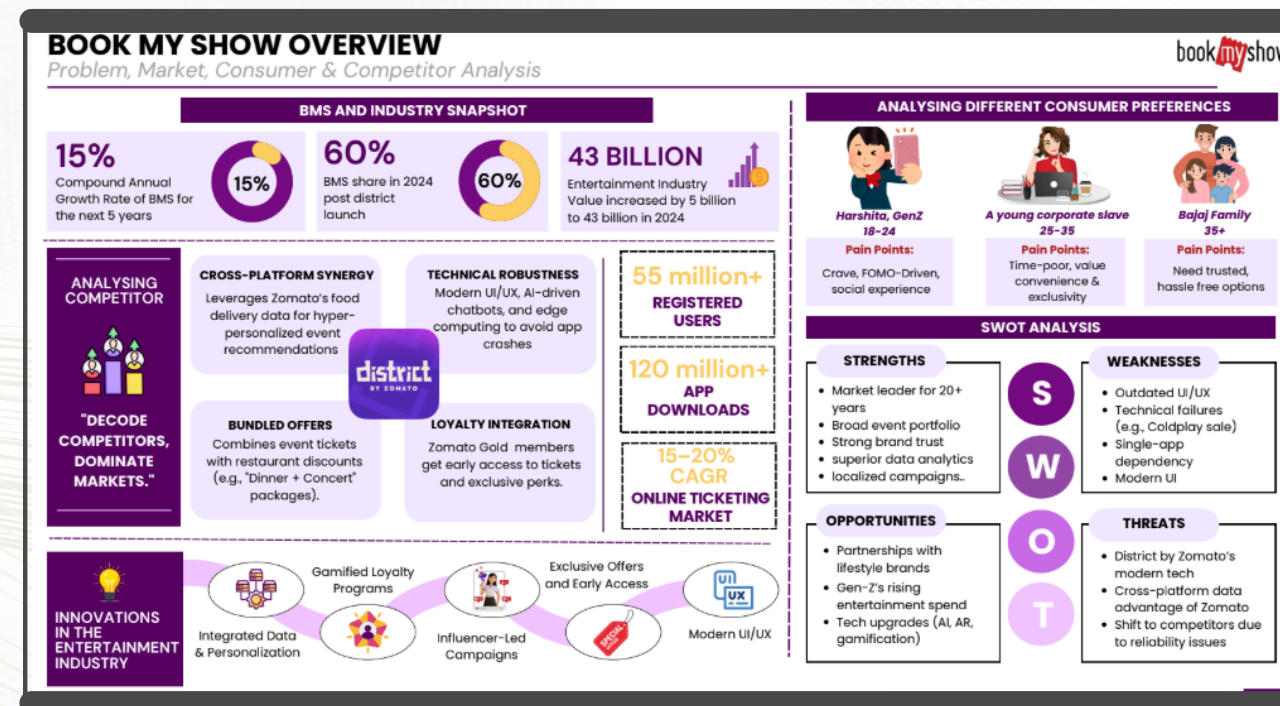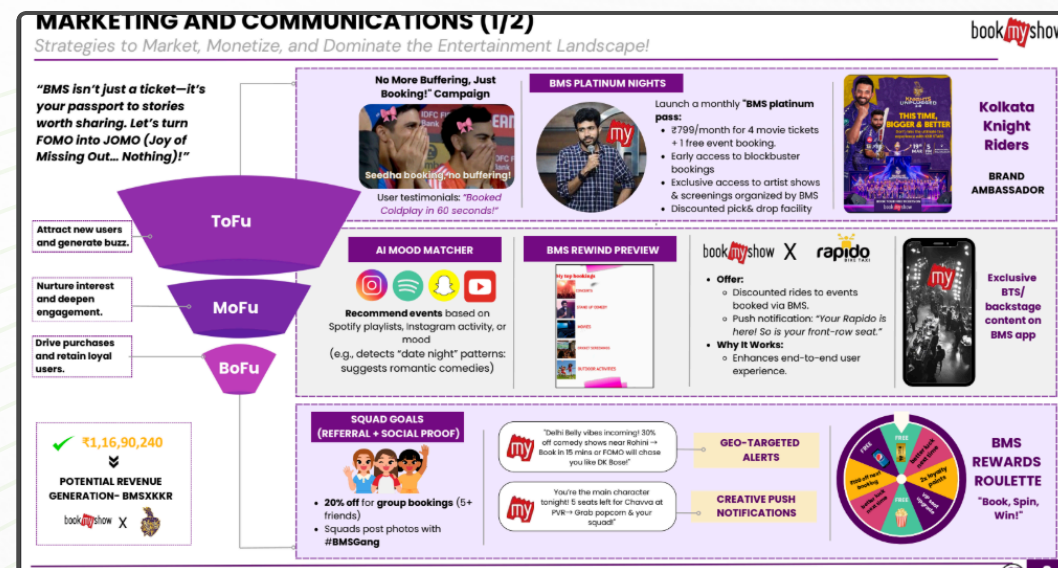
PROBLEM OVERVIEW

BookMyShow, India's leading ticketing platform, is rapidly **losing market share** due to intense competition from "District by Zomato" (which leverages cross-platform data and modern UI) and its own **technical failures** (e.g., Coldplay sale crash). Facing an **outdated UI/UX** and a critical need to attract and retain **Gen-Z users**, a comprehensive marketing and product revamp is urgently required to maintain its market position.

SOLUTION OVERVIEW

The solution proposes a multi-faceted strategy for BookMyShow, covering market access, sales, distribution, marketing, and long-term sustainability. It outlines an operational model for fair producer earnings, quality control, and logistics. Strategies include optimizing supply chains, **enhancing consumer awareness** via digital marketing and influencer collaborations, and **integrating ethical sourcing** and **eco-friendly production** for sustainable global growth.

CASE-ETTE

Case Type	Organizing Body	No. of Slides
Business & Growth	**SGGSCC**	**5**

Rank	Sector
Winner	**Energy**

DELIVERABLES SUMMARY
- SMR market GTM
- Operational efficiency plan
- Strategic partnerships suggested
- Brand positioning, pricing
- Revenue forecast, costs

PROBLEM STATEMENT

SOLUTION DECK
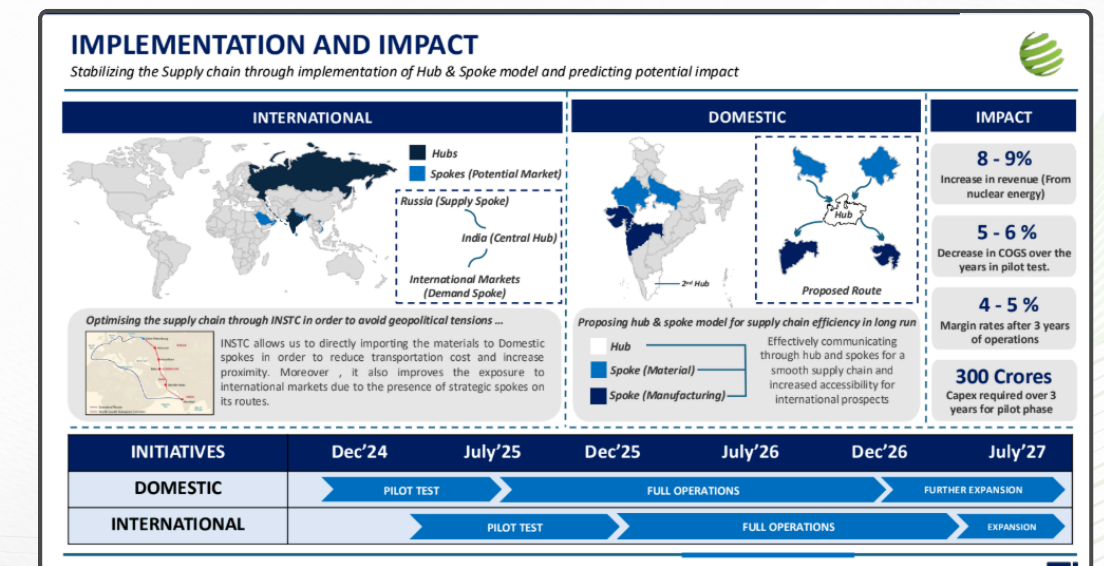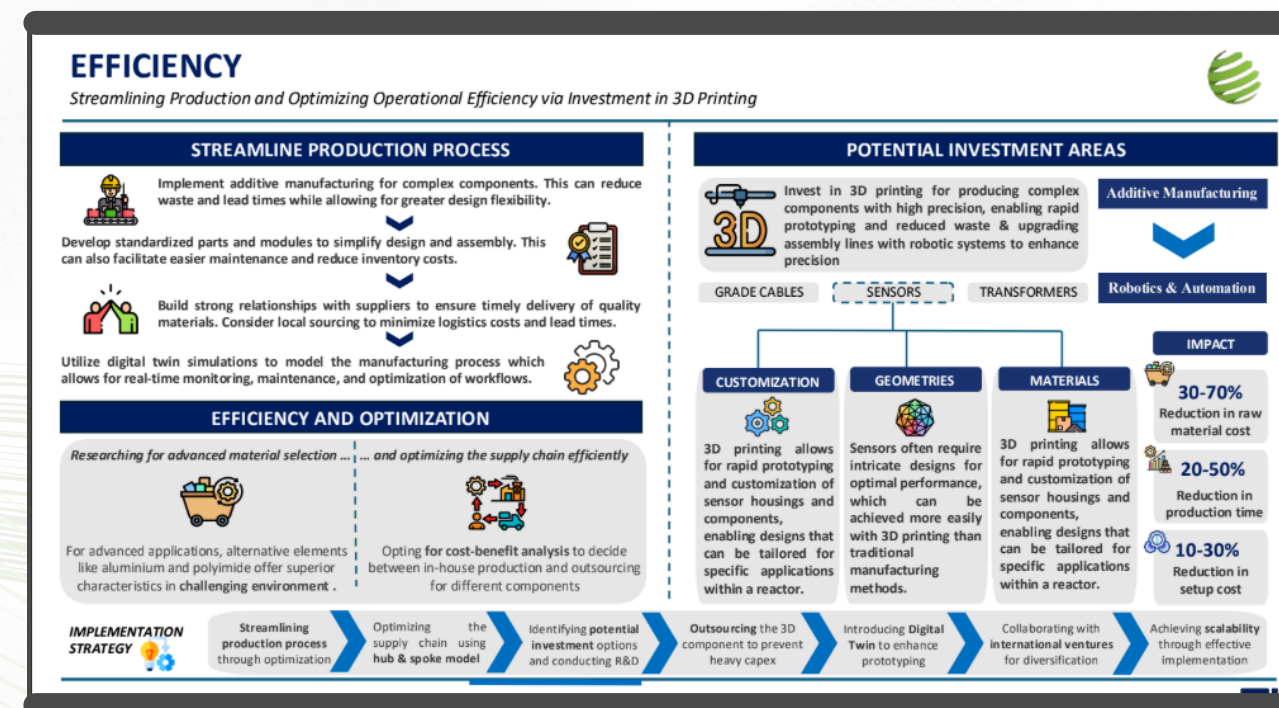
PROBLEM OVERVIEW

Electra Power Solutions aims to **enter** India's Small Modular Reactor (SMR) supply chain but faces significant hurdles, including stringent **regulatory requirements**, **high compliance costs**, and **intense competition** from international suppliers. An underdeveloped domestic SMR ecosystem necessitates foreign technology partnerships, while geopolitical risks threaten supply chain stability and technology transfers, complicating Electra's market entry.

SOLUTION OVERVIEW

The solution proposes a robust **go-to-market strategy** focusing on target markets and brand positioning as a reliable SMR component supplier. It outlines an **operational efficiency plan**, emphasizing **streamlined manufacturing** through 3D printing and digital twin simulations, alongside strategic investments. Key partnerships are recommended to mitigate geopolitical risks, enhance capabilities, and establish a hub-and-spoke supply chain model.

CASE 180 - POLICY CONSULTING

Case Type Public Policy	**Organizing Body** SRCC	**No. of Slides** 10

Rank Winner	**Sector** Public Policy

DELIVERABLES SUMMARY
- Party analysis, positioning
- Target voter segmentation
- Tailored political messaging
- Innovative campaign strategies
- Digital/grassroots leverage

PROBLEM STATEMENT

SOLUTION DECK

Bihar: The Political Tapestry
Unraveling the Threads of Demography & Issues in Bihar

BIHAR'S CASTE COMPOSITION
- 36%
- 27%
- 20%
- 15%
- 2%

- Extremely Backward Classes (EBCs)
- Backward Classes
- Scheduled Castes
- General/Unreserved
- Scheduled Tribes

Source: Bihar Caste Survey

CURRENT ASSEMBLY
243
2020 Bihar Legislative Assembly Election Results

SNAPSHOTS
40% of SC and ST households earn <₹6,000 per month, compared to 25% of GCs.

34% of Extremely Backward Classes (EBCs) and 33.16% of Backward Castes (BCs) households earn <₹6,000 per month.

KEY ISSUES IN 2025
Social Justice | Unemployment | Inflation | Paper Leaks | Infrastructure

Party Overview | State Overview | Voter Segmentation | Badlav ki Gooni | Manifesto | Appendix | 2

Understanding Rashtriya Janata Dal (RJD)
Exploring the Legacy and Evolution of a Political Powerhouse

Past	Present	Future
Core Values • RJD, found in **1997** by **Lalu Prasad Yadav**, promotes ideologies of social justice, secularism, and socialism inspired by **Narayan** and **Gandhian** values. **Representation** • Traditionally RJD represents the **OBCs** (Yadavs), **Dalits**, & **Muslims**, i.e. the MY coalition. • RJD ruled Bihar for **15 years** but lost dominance post corruption allegations	**STRENGTH** • Strong Caste Base (24% MY vote bank) • Effective Rural Outreach (Landless Labor Networks) • Youth Leadership Appeal (Tejashwi Yadav, etc.) **OPPORTUNITY** • Expanding Caste Coalition (63% EBC/OBC population) • Tech-Driven Campaigning (Utilising Whatsapp & AI) • Anti-Incumbency of NDA (Declining N. Kumar Popularity) **WEAKNESS** • Negative Urban Perception ("Jungle Raj" narrative) • Alliance Instability (Dependence on Congress) • Financial Disadvantage (1/5th of BJP's C.E. in 2024) **THREAT** • Emerging Political Rivals (Jan Suraj Party) • BJP's Electoral Machinery (NDA's targeted schemes) • Media & Narrative Control (BJP stronghold on Media)	**Problem Statement** How can RJD overcome its **negative urban perception**, expand **beyond its traditional vote bank**, and effectively counter NDA's electoral **dominance** to secure **victory** in the Bihar elections? **KEY FOCUS AREAS** ✓ Shift from **caste based** appeals to **development centric** narratives ✓ Use **AI**, WhatsApp, & **social media** to engage **youth** and urban voters ✓ Target **KushwahaTeli** communities to reduce **reliance** on MY coalition

Source: Britannica, RJD, TOI, etc.

Badlav ki Goonj: Grassroot Mobilisation
From Party to Each and Every person in Bihar: A true movement!

EXISTING PROBLEMS	ENTRY OF INNOVATIVE GRASSROOTS SOLUTIONS	BENEFITS
Fragmented Local Networks *Mobilise*	**Localised Leadership Training** Empower RJD Cadre through **structured mentorship programs** and **capacity-building workshops**.	*Heightened Party Unity & Cadre Pride*
Low Morale & Motivation	**Pride Factor & Cultural Connect** Position RJD as a protector of **regional identity** and develop campaigns that **celebrate local culture**, traditions, and festivals.	*Deep Community Penetration*
Limited Scalable Framework *Engage*	**Community-Based Volunteer Management** Deploy tech-driven platforms to coordinate door-to-door campaigns, events, and voter outreach.	*Efficient Volunteer Coordination*
Ineffective Communication Channels *Empower*	**Success Inspiration from RSS's Delhi Model** Adopt hyper-local cells that mirror the RSS Shakha approach - regular neighborhood gatherings for policy discussion, issue resolution, etc.	*Scalable, Replicable Model*

Party Overview | State Overview | Voter Segmentation | **Badlav ki Goonj** | Manifesto | Appendix | 8

PROBLEM OVERVIEW

The Rashtriya Janata Dal (RJD) seeks to overcome its **negative "Jungle Raj" urban perception**, expand beyond its traditional Yadav-Muslim vote bank, and counter the NDA's electoral dominance to secure victory in the upcoming Bihar state elections. This requires a **strategic shift** from caste-based appeals to development-centric narratives, leveraging technology, and targeting new communities to broad-base its support.

SOLUTION OVERVIEW

The solution proposes a "**Badlav Ki Goonj**" strategy for RJD in Bihar. It involves extensive **digital engagement** via memes and AI-based messaging to target urban youth, coupled with data-first AI utilization for sentiment prediction and misinformation tracking. The plan emphasizes robust grassroots mobilization through **door-to-door outreach and "Policy Rangolis,"** alongside strategic partnerships with non-traditional communities.

STRATEGEM

Case Type	Organizing Body	No. of Slides
Business & Growth	IIT Delhi	3

Rank	Sector
Winner	Retail

DELIVERABLES SUMMARY

- Decline reasons assessment
- Turnaround strategy recommendation
- Strategic options evaluation
- 12-month action plan
- Profitability restoration plan

PROBLEM STATEMENT

SOLUTION DECK
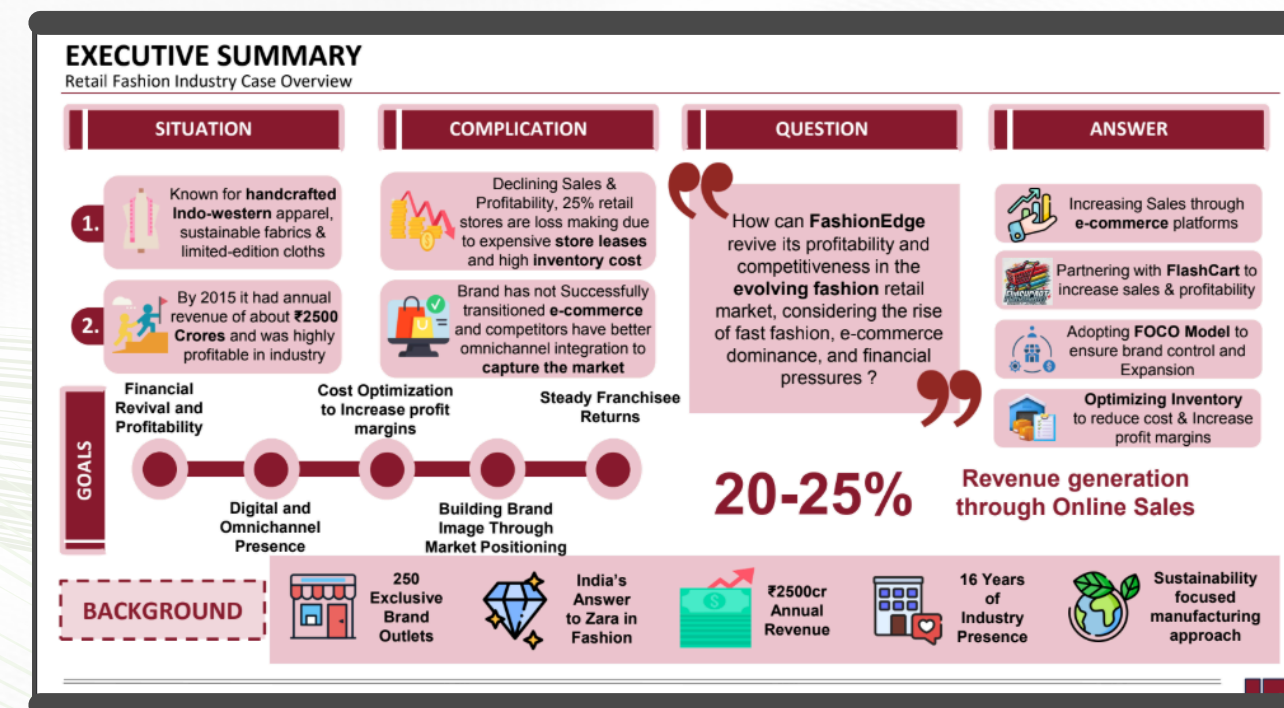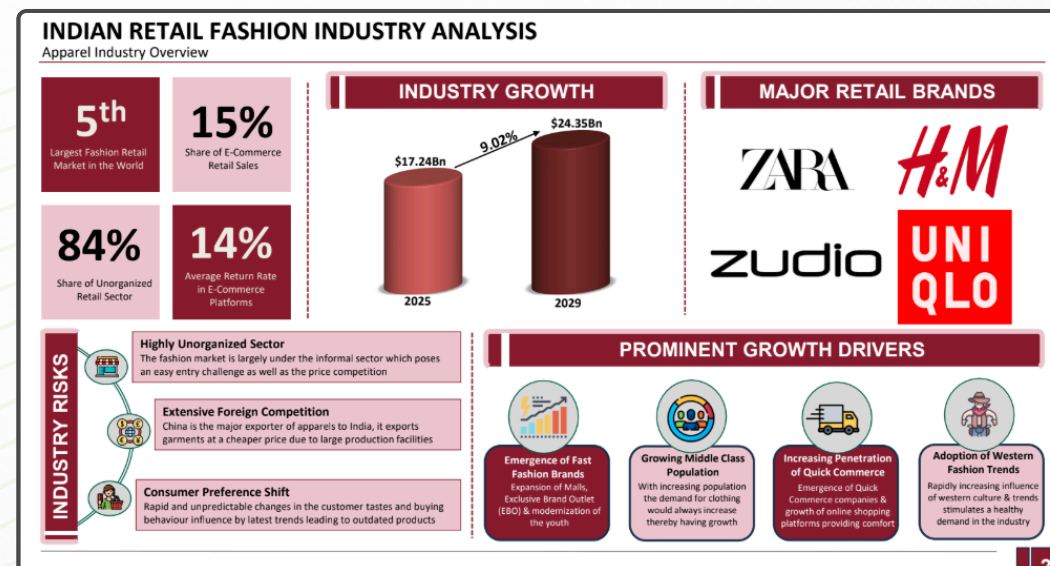
PROBLEM OVERVIEW

FashionEdge, once a leading fashion retailer, is struggling with **declining sales** and profitability. The company has failed to transition to digital commerce, making it **vulnerable to fast-fashion competitors**. High store leases and inventory costs have resulted in over 25% of its outlets being **loss-making**, creating significant pressure for a turnaround.

SOLUTION OVERVIEW

The solution proposes a revival strategy to increase sales through **e-commerce platforms** and a partnership with a quick commerce company. Key recommendations include adopting a F**ranchise-Owned, Company-Operated (FOCO) model** and optimizing inventory to reduce costs. The 12-month action plan focuses on **establishing an online presence**, pursuing bulk order partnerships, and white labelling for revenue growth.

SMART TANK

Case Type	Organizing Body	No. of Slides
Business & Growth	**FLAME University**	**5**

Rank	Sector
Winner	**Sustainability**

DELIVERABLES SUMMARY
- Scalability strategies
- Value proposition analysis
- Supply chain innovation
- Consumer awareness strategies
- Risk mitigation

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

Phool.co, a biomaterials startup recycling temple waste, faces challenges in **scaling production** and maintaining its **ethical labor practices**. The company also needs to compete with rivals, educate consumers on its premium, sustainable products, and navigate international expansion, including **branding and marketing complexities.**

SOLUTION OVERVIEW

The solution proposes a comprehensive growth strategy for Phool.co, focusing on **scalability through a phased approach** from local hubs to global licensing. It includes innovating the supply chain with **AI-powered sorting** and blockchain tracking, building consumer awareness via an **STP model**, and leveraging a **personalized subscription service** for retention.

CASE CLOSED

Case Type	Organizing Body	No. of Slides
Finance	**Hansraj**	**5**

Rank	Sector
Winner	**E-Commerce**

DELIVERABLES SUMMARY

- Unit economics modeling
- Competitive benchmarking
- Strategic alternatives assessment
- Capital allocation roadmap
- Final strategic recommendation

PROBLEM STATEMENT

SOLUTION DECK

Capital Allocation

Executive Summary

Final Recommendation

PROBLEM OVERVIEW

RapidKart, a VC-backed quick commerce startup, is **burning significant cash** and facing severe financial headwinds, with a monthly net burn of ₹80 crore and a net loss of ₹85–₹95 per order. Despite strong growth, its unit economics are unsustainable due to **high delivery costs**, **low gross margins**, and a high customer acquisition cost. The company's dark stores operate at **only 26% of optimal capacity,** and it faces intense competition and investor scrutiny.

SOLUTION OVERVIEW

The solution proposes a phased strategic turnaround to achieve profitability within 24 months. The initial phase focuses on efficiency by **rationalizing the dark store network and resetting delivery times.** This is followed by a revenue-enhancing phase through a subscription model and private label development, all supported by a clear capital allocation roadmap.

ANTHROPOS (K)APITAL

Case Type
Strategy & Operations

Organizing Body
SRCC

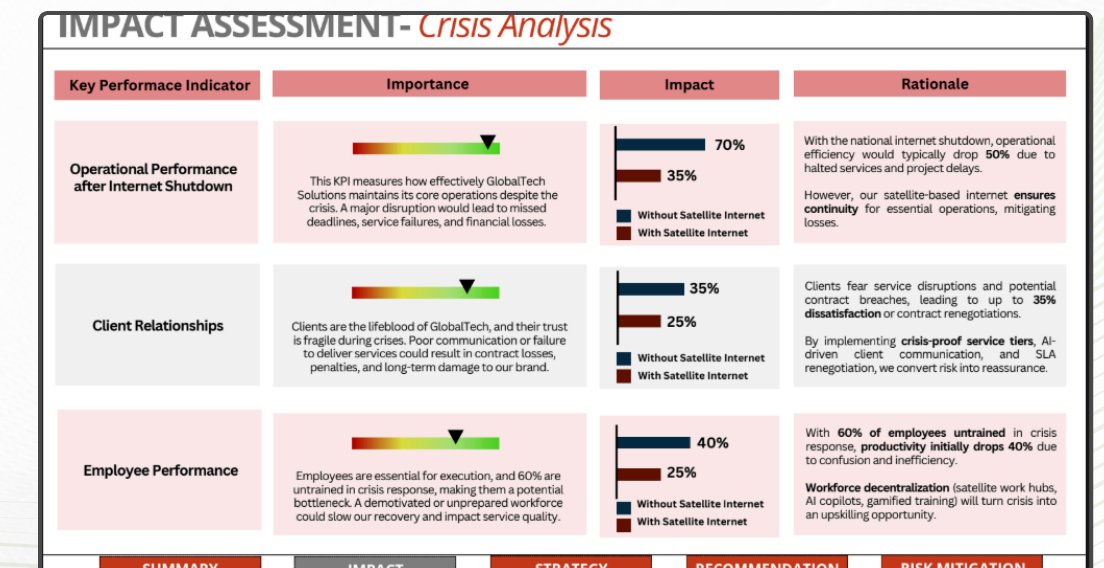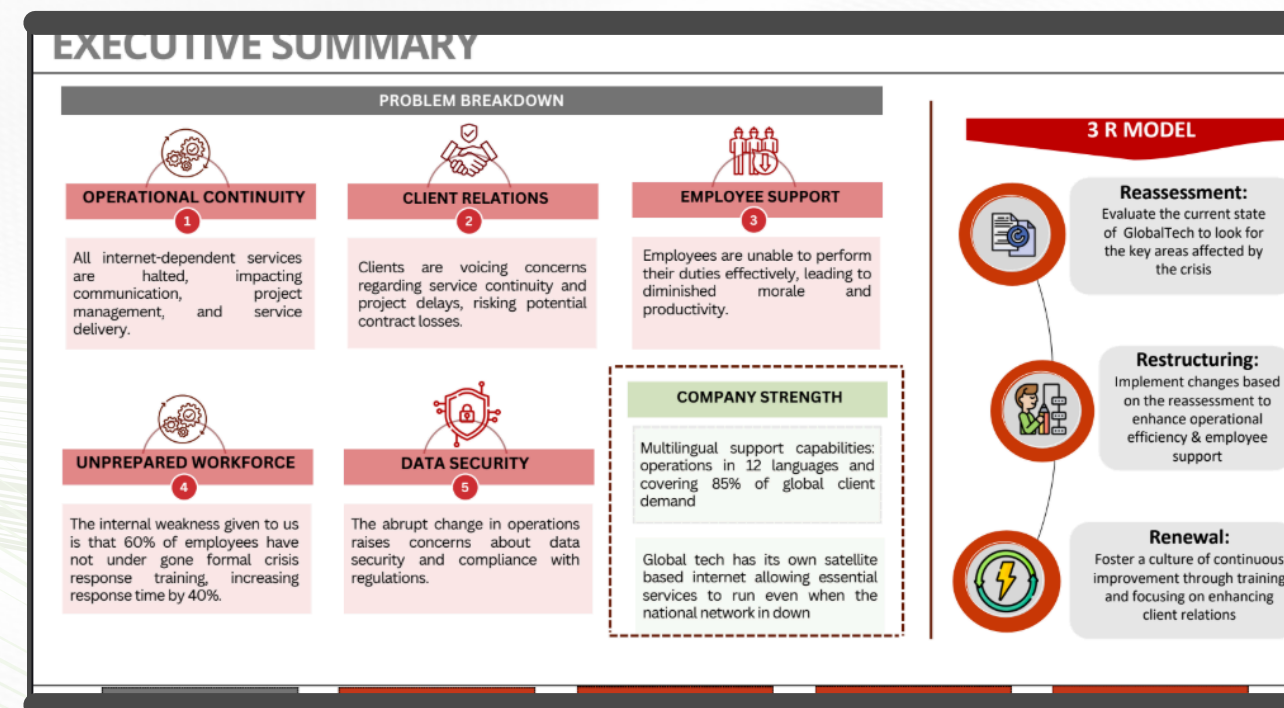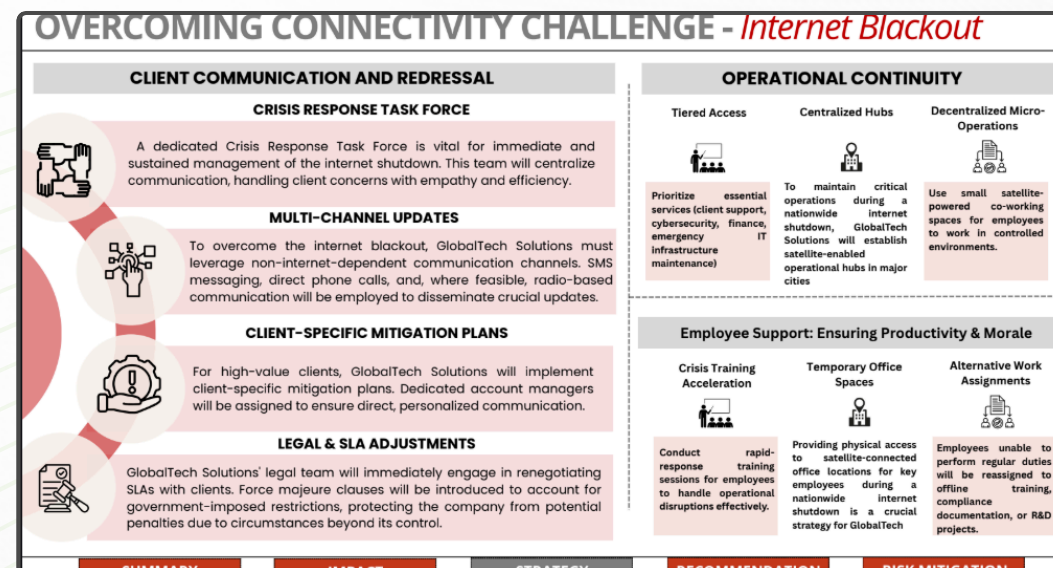**No. of Slides**
6

Rank
Winner

Sector
Offshoring/IT Services

DELIVERABLES SUMMARY
- Impact analysis performed
- Crisis management strategy
- Operational continuity measures
- Long-term recommendations
- Risk mitigation plans

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

A national **internet shutdown** has critically impacted GlobalTech Solutions, an offshoring MNC. The crisis has **halted internet-dependent services**, jeopardizing **client relations**, diminishing **employee productivity**, and raising serious data security risks. The company **urgently** requires a comprehensive crisis management strategy to ensure operational continuity.

SOLUTION OVERVIEW

The solution outlines a comprehensive crisis management strategy for GlobalTech based on a **3R Model**. It leverages the **company's satellite internet** to ensure operational continuity through **tiered access and decentralized hubs**, while a crisis task force handles client communication and SLA renegotiations. The plan also includes **employee training**, emotional support, and long-term recommendations like **expanding the satellite network** to mitigate future risks.

FINEDGE CHALLENGE

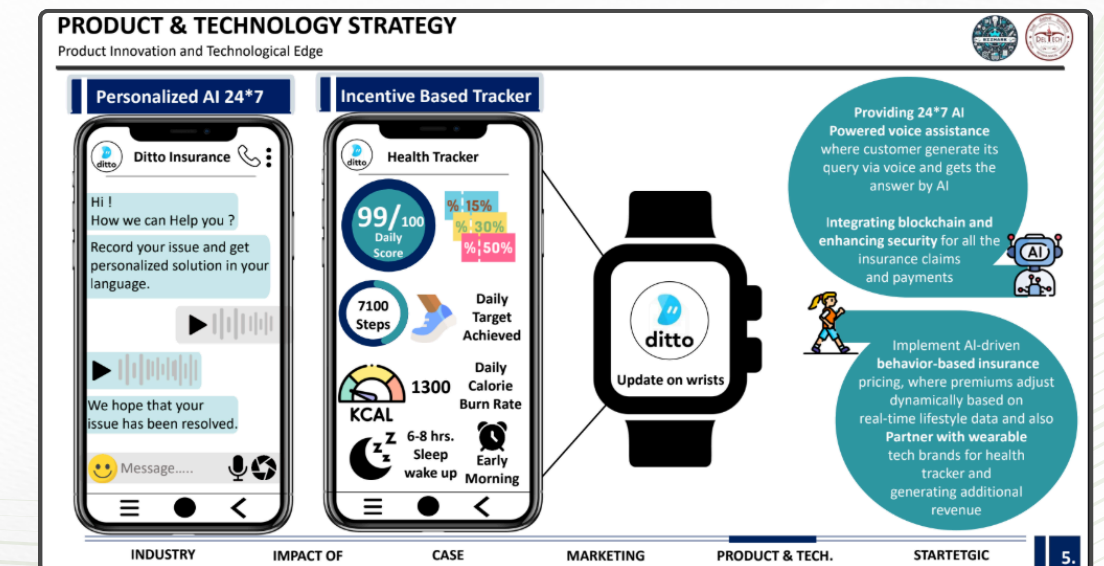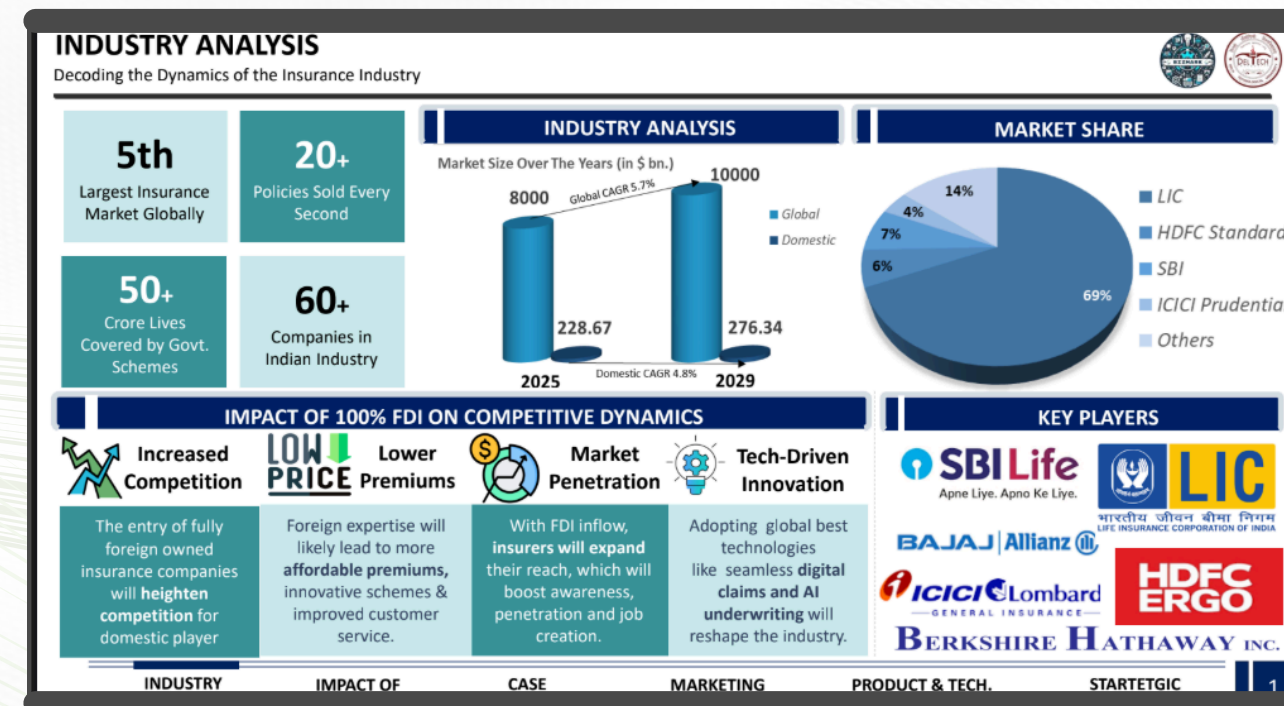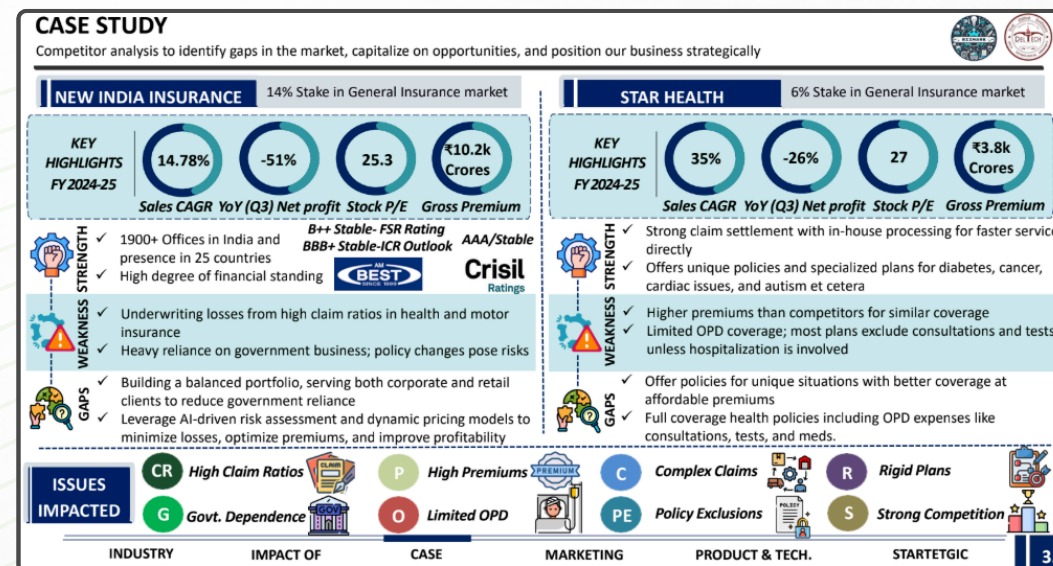| Case Type	Organizing Body	No. of Slides
Finance	**DTU**	**6**

Rank	Sector
Winner	**Fintech/Insurance**

DELIVERABLES SUMMARY

- FDI impact analysis
- Consumer awareness strategy
- Market positioning plan
- Tech/product roadmap
- Strategic partnerships

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

Ditto Insurance, a new-age insurance advisory platform for Indian millennials, faces a new challenge with the government's announcement of a **100% FDI allowance** in the insurance sector. This policy change will introduce **increased foreign competition**, innovative products, and global best practices, which could threaten Ditto's market position. The company must now develop a comprehensive plan to leverage its strengths and lead the market.

SOLUTION OVERVIEW

The solution proposes a strategic plan to capitalize on the 100% FDI allowance. It includes a marketing strategy with **localized, youth-centric branding and celebrity endorsements.** The product and technology roadmap focuses on a "Personalized AI 24*7" chatbot and an **incentive-based health tracker** for dynamic pricing, while **strategic partnerships** with international players like Aviva and Swiss Re are identified to fuel growth and enhance service offerings.

MARKOVISTA

Case Type	Organizing Body	No. of Slides
Business & Growth	**IIT Kanpur**	**5**

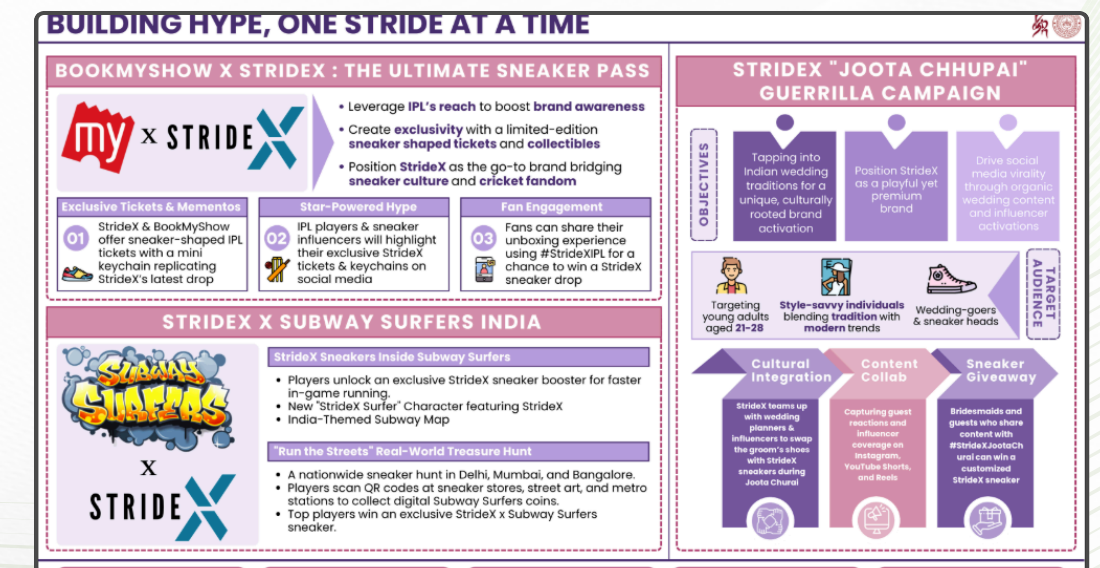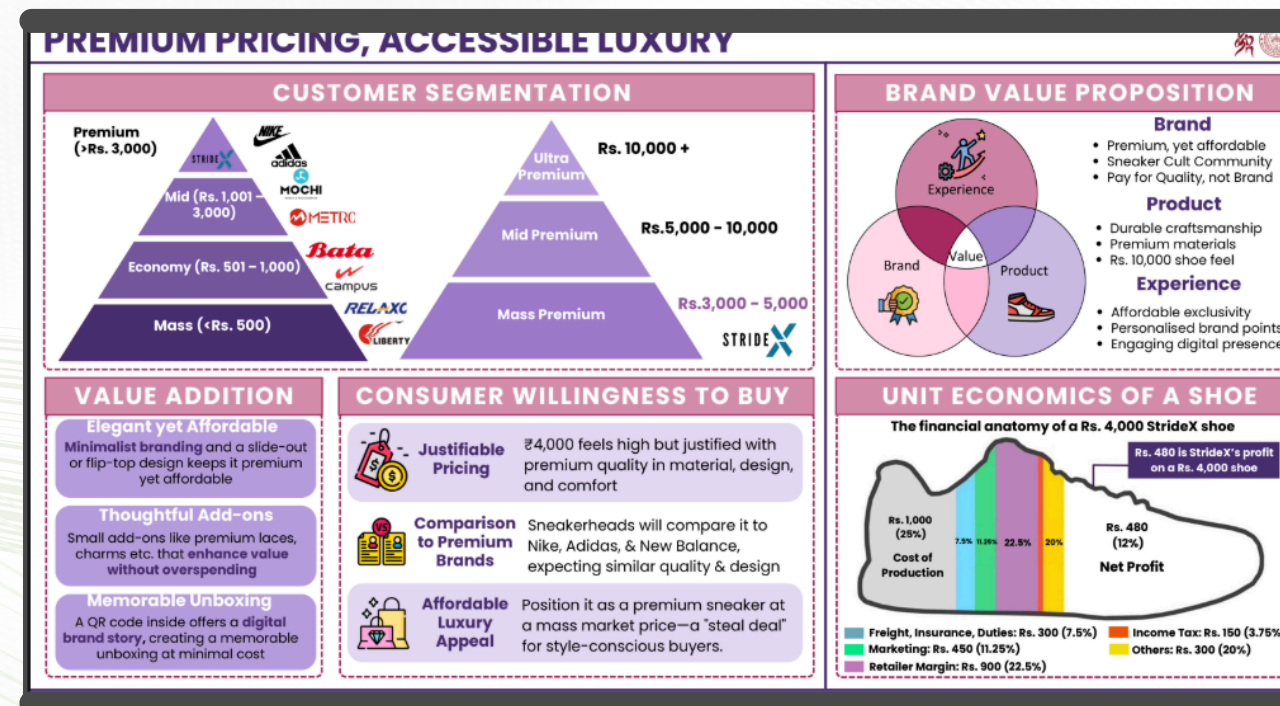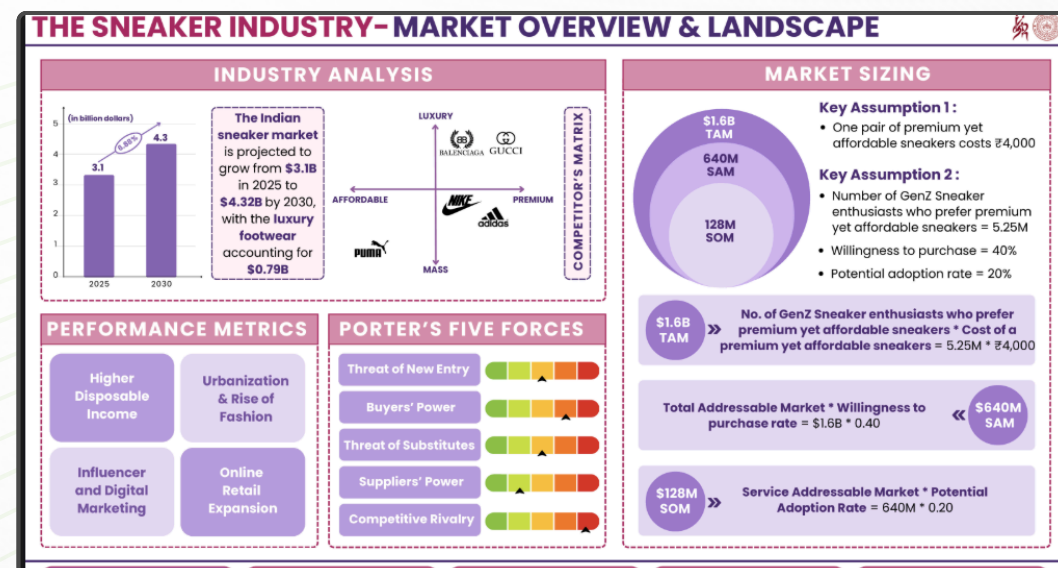| Rank	Sector
Winner	**Footwear**

DELIVERABLES SUMMARY

- Product, brand strategy
- Pricing strategy, tactics
- Communications strategy, tactics
- Short-term distribution plan
- Long-term distribution plan

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

LuxStride, a luxury sneaker brand, is launching "Stridex" to enter India's rapidly growing "masstige" sneaker market, which is **already dominated** by established players like Puma and Nike. The company faces the strategic **dilemma** of maintaining its **premium brand identity** while **offering an affordable product.** The brand needs to carefully develop a plan covering product positioning, pricing, communication strategies targeting Gen Z, and a phased distribution approach.

SOLUTION OVERVIEW

The solution proposes to position Stridex as a premium brand that **fuses modern design with traditional Indian craftsmanship**. The marketing strategy targets Gen Z through influencer events, AR try-ons, and gamification. It recommends **partnerships** with BookMyShow for IPL tickets and the mobile game Subway Surfers for in-game content. The phased distribution plan starts with a digital-first approach on premium platforms and then **expands offline to flagship stores**.

CASE CONUNDRUM

Case Type	Organizing Body	No. of Slides
Go-To-Market Strategy	**SRCC**	**4**

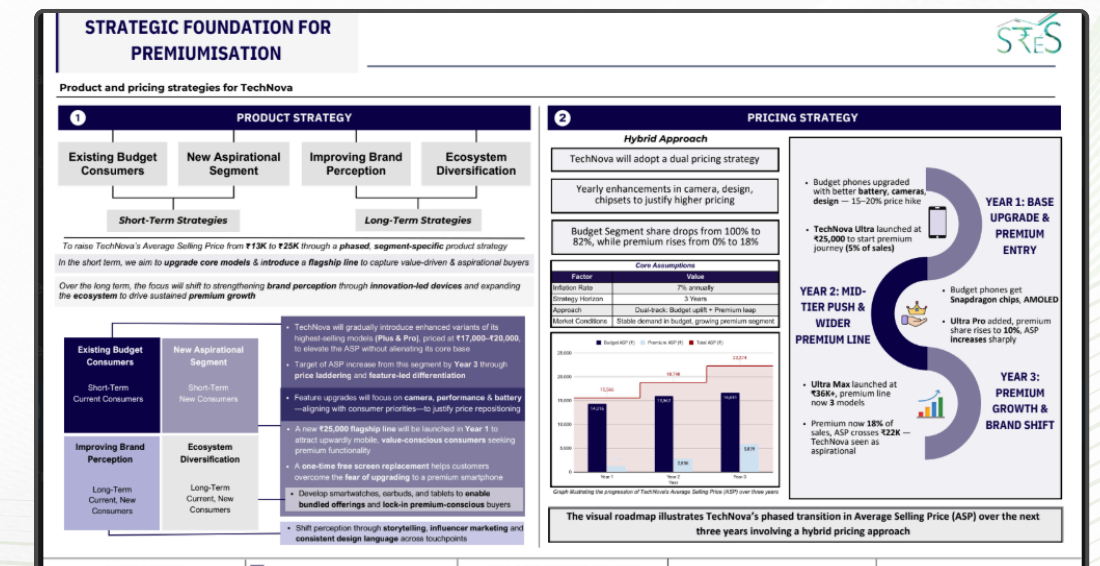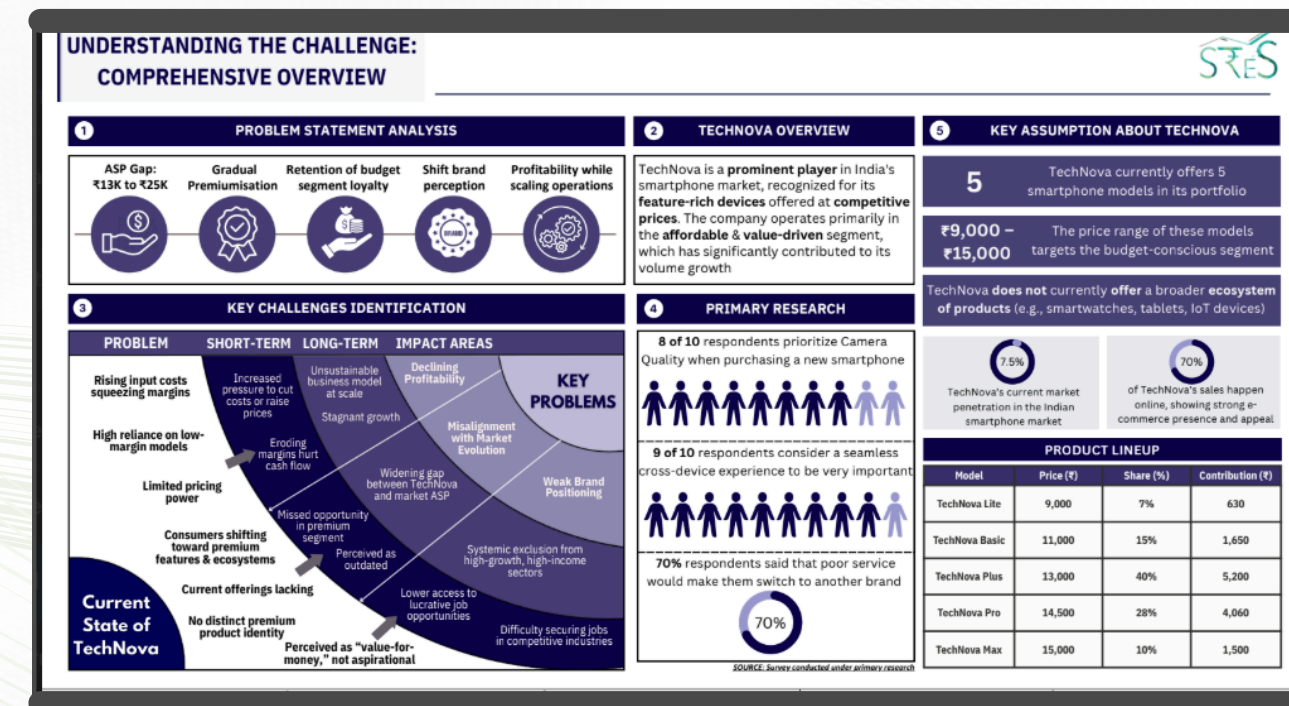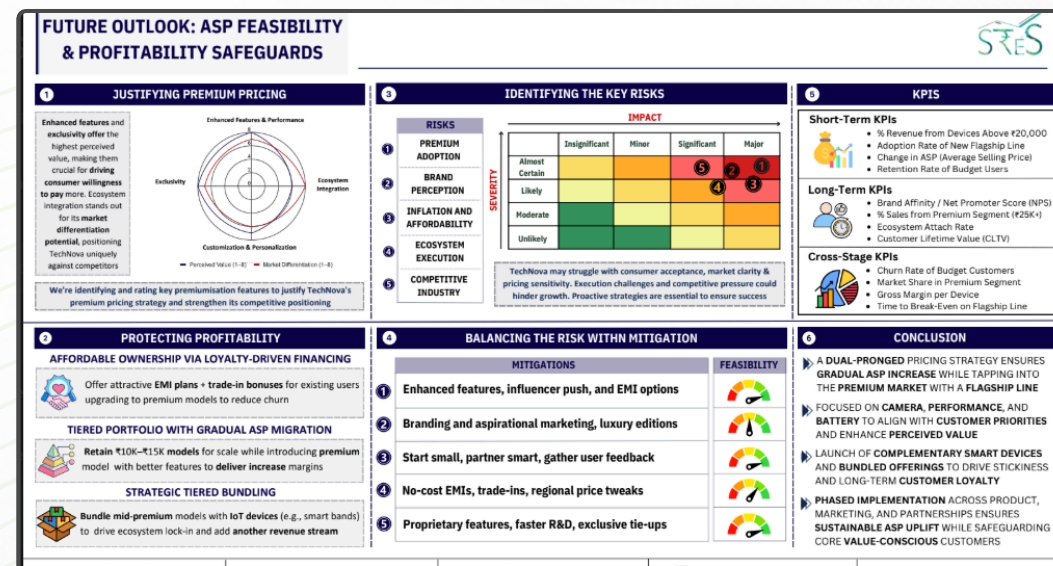| Rank	Sector
Winner	**Electronics**

DELIVERABLES SUMMARY

- Market assessment, feasibility
- Product and pricing strategy
- Customer retention, migration
- 3-year strategic roadmap
- Risks, mitigation, metrics

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

TechNova, a leader in value-for-money smartphones (ASP of ₹13,000), must premiumise as the market average selling price (ASP) rises to ₹25,000. Major issues faced include **pressure on budget segment margins** from rising input costs, a **non-aspirational brand perception**, and the critical task of moving to higher ASP categories over three years **without alienating loyal, budget-conscious consumers.**

SOLUTION OVERVIEW

The solution proposes a three-year strategic roadmap for TechNova to achieve premiumization through a **dual-track approach**. It recommends a gradual upgrade of budget models and the simultaneous launch of a new flagship line (starting at ₹25,000) to **increase the average selling price**. The plan addresses customer migration fears with trade-in offers and flexible financing, and it aims to build an ecosystem of complementary devices to **drive long-term loyalty.**

ECONOMIE DE LA VILLE

Case Type
Human Resources Strategy

Organizing Body
SRCC

No. of Slides
3

Rank
Winner

Sector
Microfinance
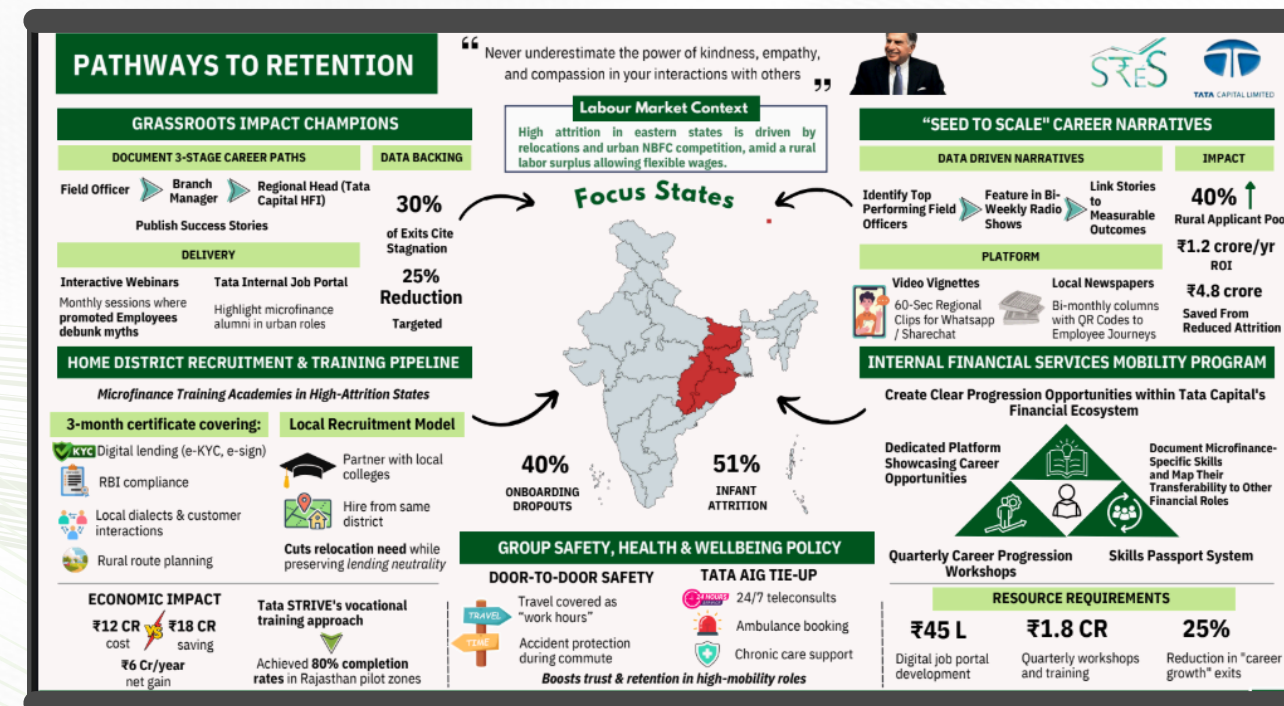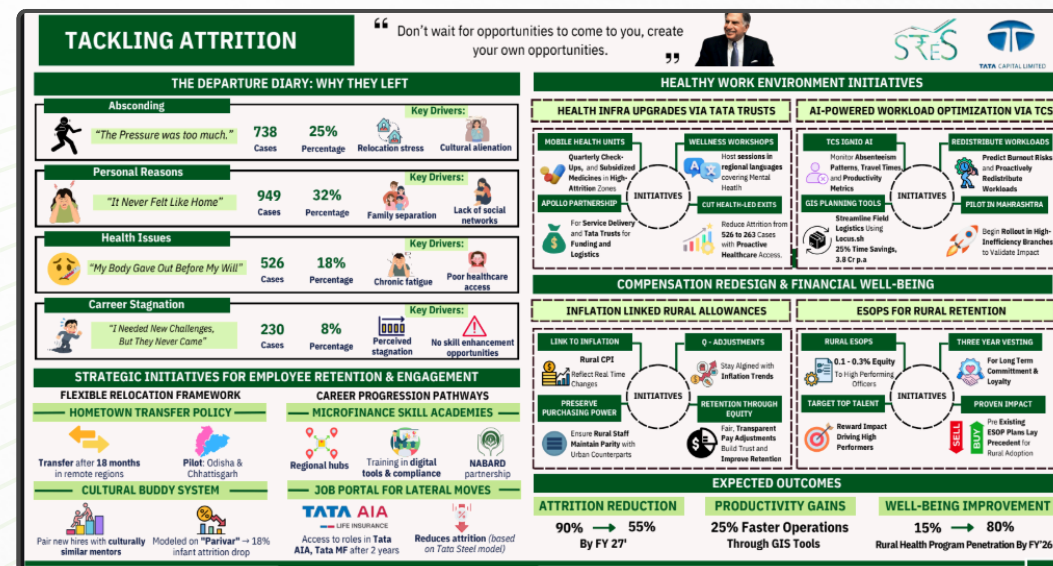
DELIVERABLES SUMMARY
- Employee retention, engagement
- Workplace productivity optimization
- Healthy work environment
- Talent attraction, growth
- Implementation roadmap

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

Tata Capital's microfinance unit is facing a **high annualized attrition rate** of 90%, causing significant operational and financial issues. Key drivers of this attrition include mandatory postings in remote locations, demanding work hours, challenging working conditions, **limited career progression**, and uncompetitive compensation. The company needs to find innovative ways to **increase employee satisfaction** and retain its workforce to sustain operational efficiency.

SOLUTION OVERVIEW

The solution outlines a comprehensive **3-year strategy** to reduce attrition from 90% to 55% by FY27. It recommends compensating employees with **inflation-linked rural allowances** and **ESOPs**, and offering flexible relocation with a hometown transfer policy. The plan also focuses on improving productivity and well-being through **AI-powered workload optimization**, Mobile Health Units, and career progression pathways with a **hyper-local recruitment model.**

CASE CADE

Case Type	Organizing Body	No. of Slides
Finance	**SRCC**	**7**

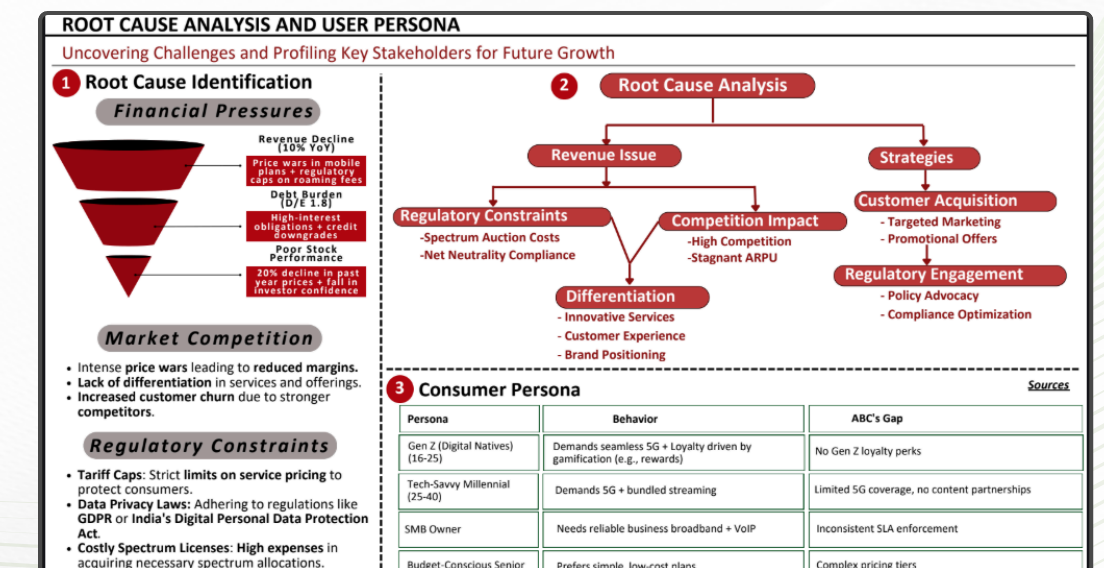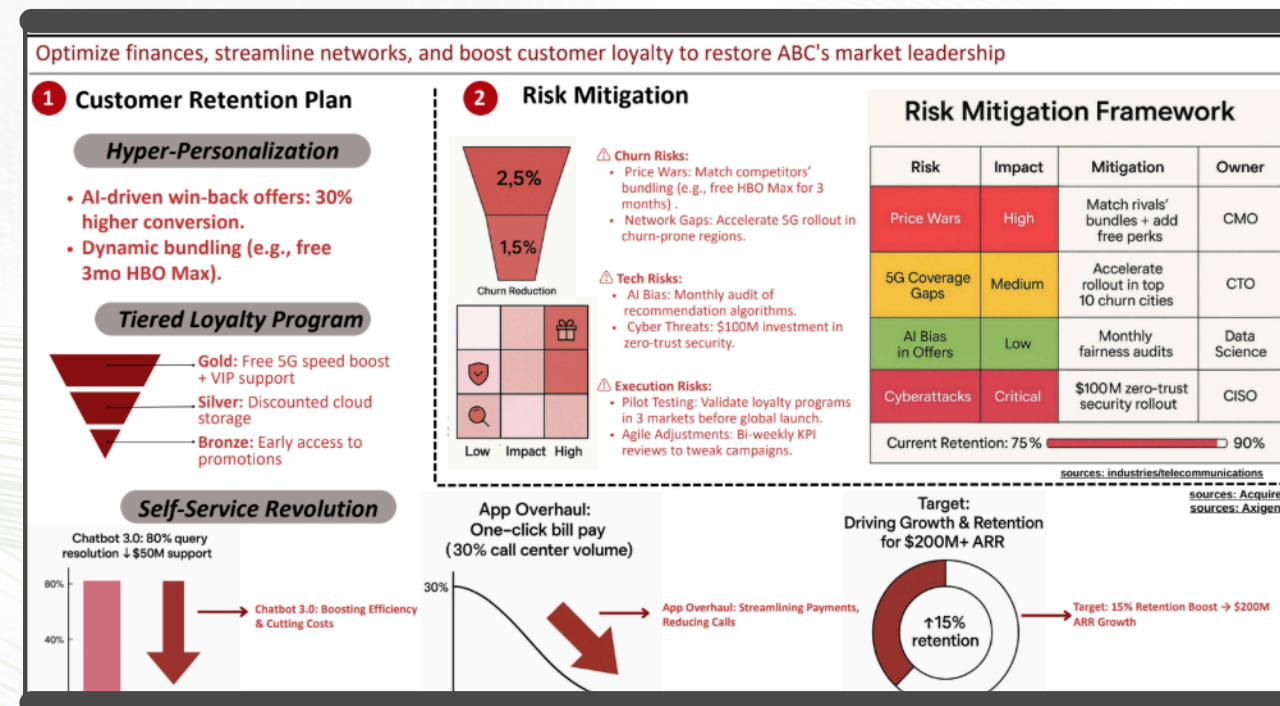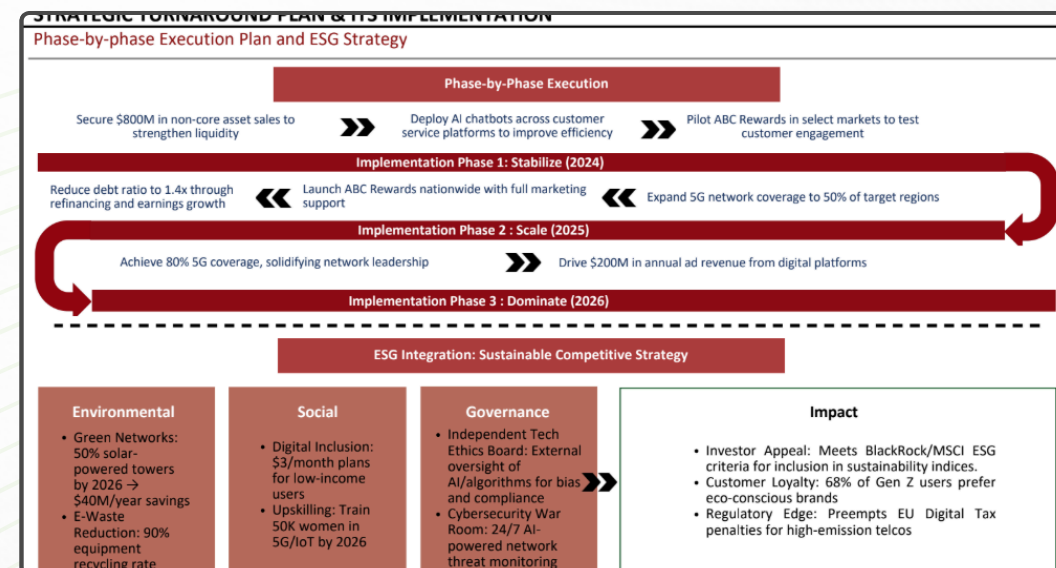| Rank	Sector
Winner	**Telecommunications**

DELIVERABLES SUMMARY
- Financial analysis
- Market, competitor analysis
- Strategic development
- Implementation planning
- Key factors integration

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

ABC Communications, a top-five global telecom provider, faces significant financial distress due to **declining revenue** (10% YoY drop), **high debt** (1.8 D/E ratio) exacerbated by **credit downgrades**, and **poor stock performance** (20% decline). Increased competition, price wars, and regulatory challenges are squeezing profit margins, **threatening its global market position** and demanding an urgent, comprehensive turnaround strategy.

SOLUTION OVERVIEW

The solution focuses on financial restructuring to reduce debt and **optimize costs**, alongside **operational optimization** to enhance network efficiency and supply chain resilience. Key strategies include a 5G rollout, **AI-powered predictive maintenance**, a gamified customer rewards program, and robust ESG integration. The plan details a three-phase implementation (Stabilize, Scale, Dominate) with clear KPIs, timelines, and risk mitigation.

INNO-VENTURE

CLR Case Library and Resources

Case Type	Organizing Body	No. of Slides
Social Impact	**St. Stephen's College**	**6**

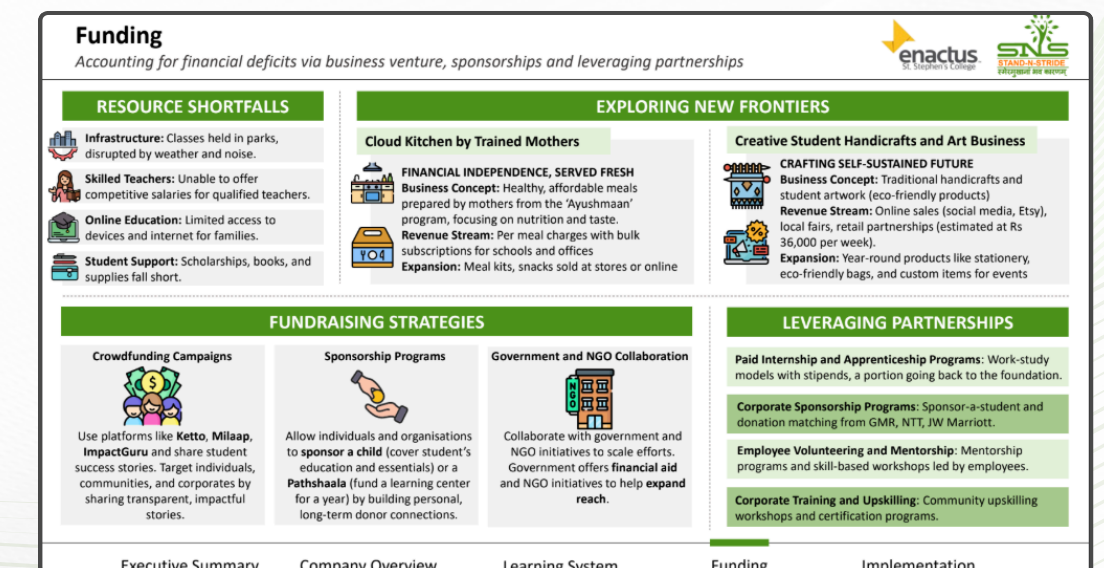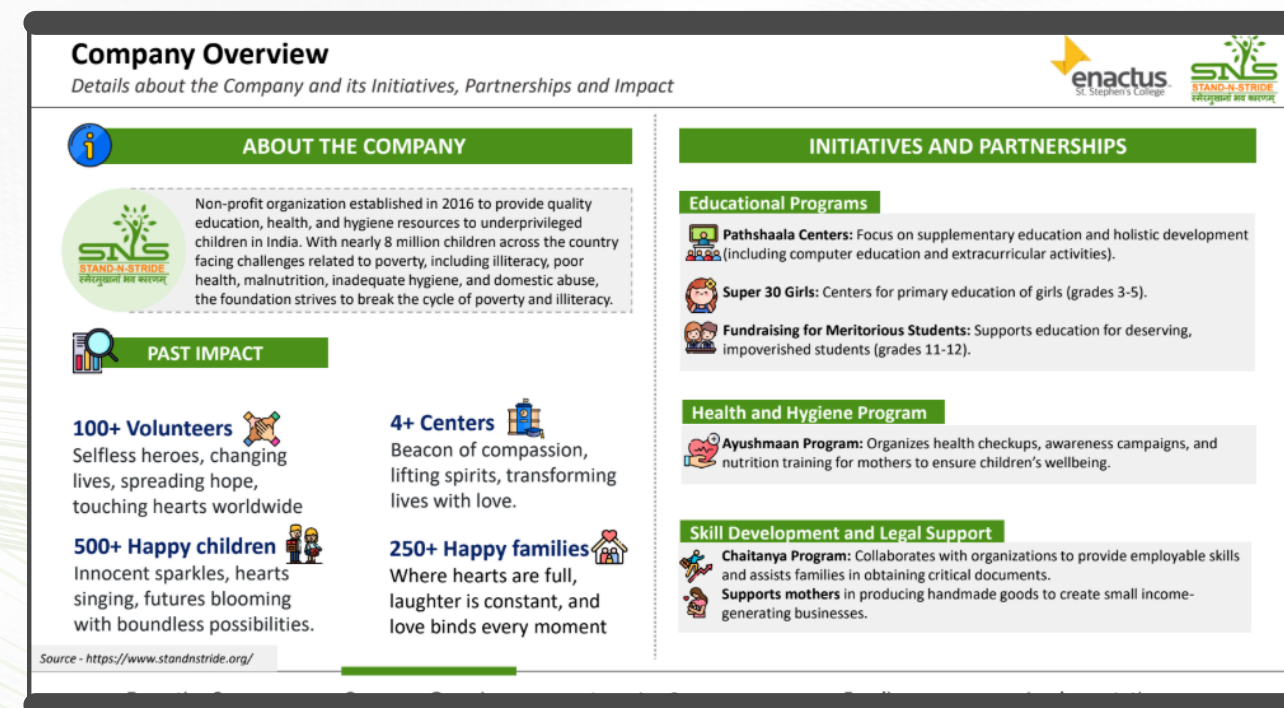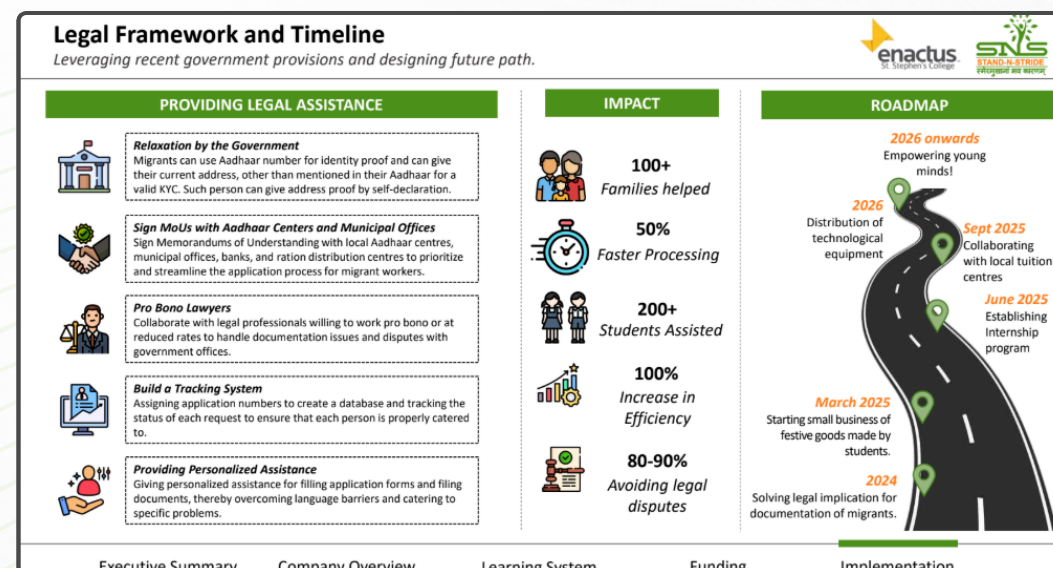| Rank	Sector
Runner Up	**Social Impact**

DELIVERABLES SUMMARY

- Learning system improvement plan
- Self-sustainability funding strategy
- Legal assistance for households
- Leveraging partnerships and CSR
- Fund utilization for long-term benefit

PROBLEM STATEMENT

SOLUTION DECK

Legal Framework and Timeline
Leveraging recent government provisions and designing future path.

Company Overview
Details about the Company and its Initiatives, Partnerships and Impact

Funding
Accounting for financial deficits via business venture, sponsorships and leveraging partnerships

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PROBLEM OVERVIEW

Stand & Stride Foundation, a non-profit organization, faces significant operational challenges including an **ineffective learning system** and a high student relocation rate. The organization also has **limited funding**, which hinders its self-sustainability and ability to assist unregistered households with **legal documentation.**

SOLUTION OVERVIEW

The solution proposes a **multi-pronged strategy** to address challenges. It recommends **optimizing the learning system** with intern teachers and tuition center partnerships for infrastructure. To achieve self-sustainability, the plan suggests **launching small businesses and fundraising initiatives.** Legal hurdles are addressed by collaborating with pro bono lawyers and **signing MoUs** with government offices.

CASE 180 – CRISIS CONSULTING

180Degrees CONSULTING SRCC

CLR Case Library and Resources

Case Type Strategy & Operations	**Organizing Body** SRCC	**No. of Slides** 7

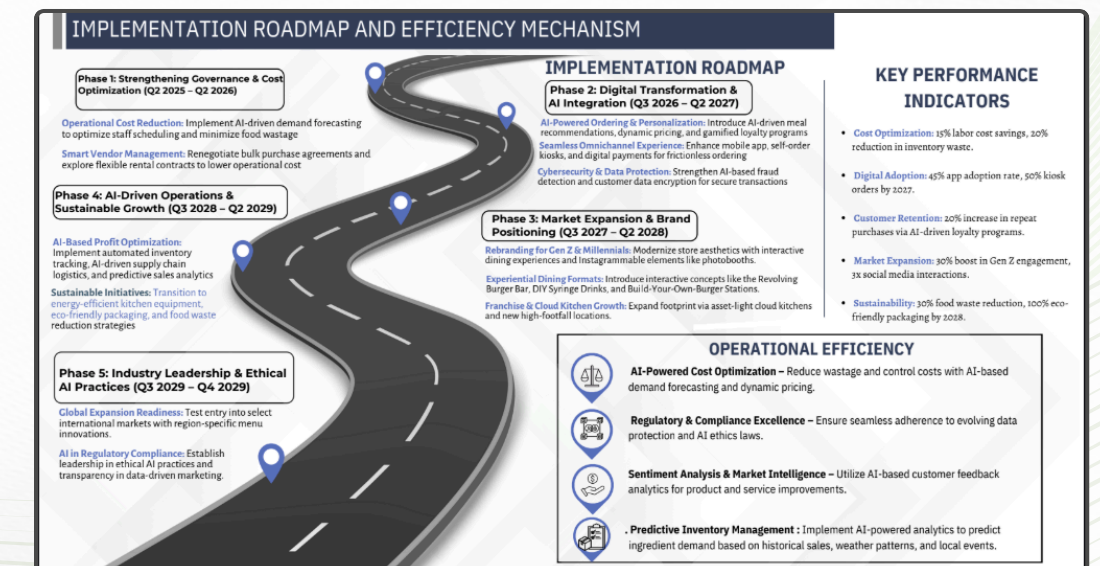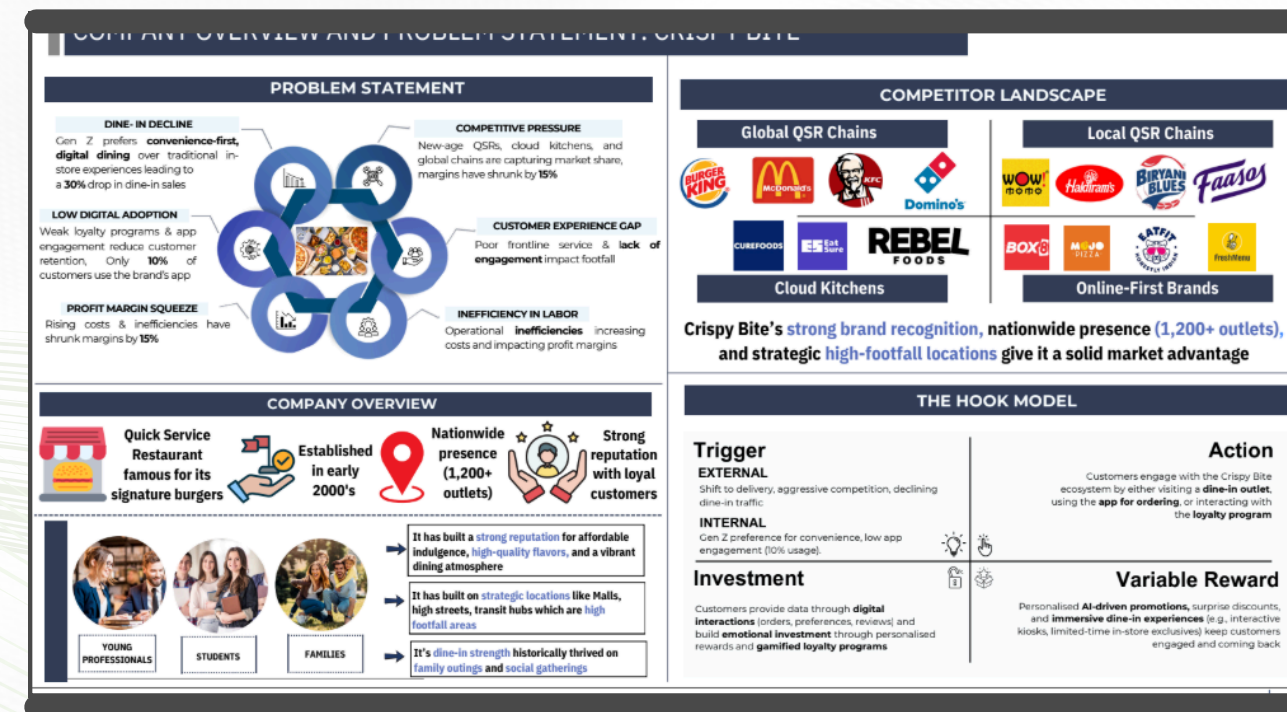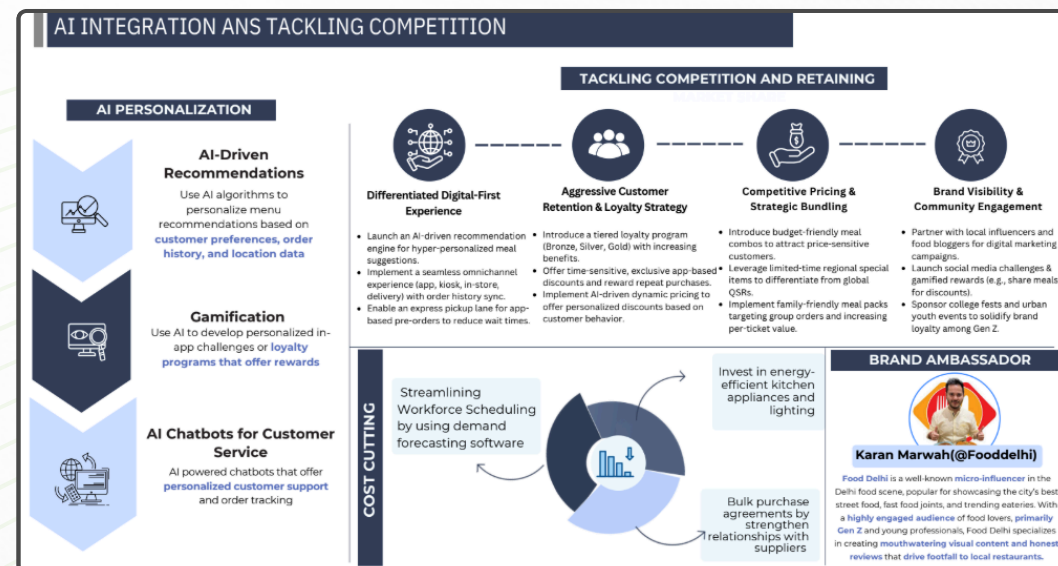|	
Rank Winner	**Sector** Food & Beverages

DELIVERABLES SUMMARY
- Dine-in experience revitalization
- Digital adoption, loyalty strategies
- Competitive differentiation plan
- Implement operational efficiencies
- Technology, AI leverage plan

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

Crispy Bite, a leading **QSR brand**, faces a critical juncture with a 30% **drop in dine-in sales** and an 8% **market share decline**, jeopardizing its profitability. This is driven by shifts toward digital-first dining, **low app adoption** (10%), and intense competition. The brand needs a strategy to **revitalize its in-store experience**, drive digital adoption, and enhance operational efficiencies.

SOLUTION OVERVIEW

The solution outlines a five-phase strategic roadmap to revitalize Crispy Bite and restore profitability. It enhances the dine-in experience with **interactive concepts** and **modern ambience**, while driving digital adoption through **AI personalization and gamification.** The plan improves operational efficiency with **AI-based forecasting** and includes rebranding and cloud kitchen expansion for sustainable growth.

B-SCHOOL
CASE COMPETITIONS

IIMERSION

Case Type	Organizing Body	No of Slides
Go-to-Market strategy	IIM Lucknow	14

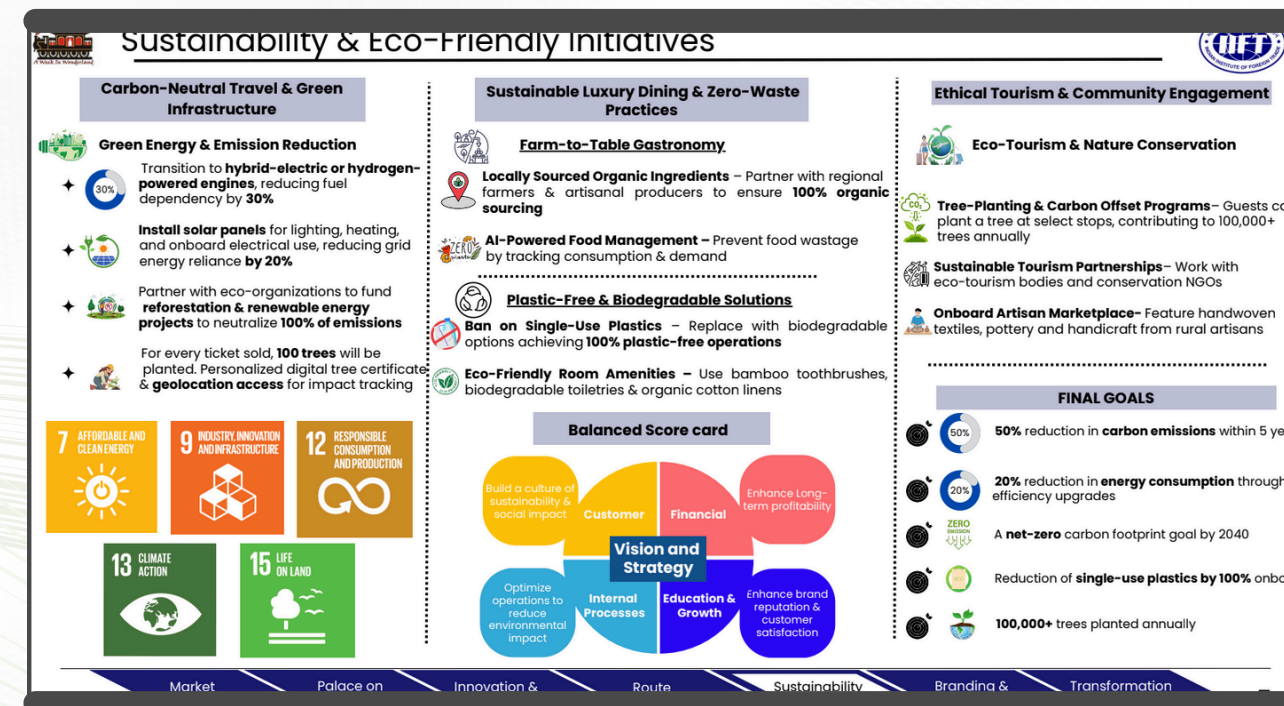| Rank	Sector
Winner	Tourism

DELIVERABLES SUMMARY

- Innovative Experience Blueprint
- Sustainability Plan
- Marketing and Branding Strategy
- Transformation Roadmap

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

The Palace on Wheels, India's iconic luxury train, known for its royal charm and heritage experience, is facing a **decline in appeal** amid evolving traveler expectations and **rising competition**. There's an urgent need to modernise and rebrand it to resonate with new-age, experience-seeking, and eco-conscious tourists, especially younger demographics.

SOLUTION OVERVIEW

The team proposes a **multi-pronged strategy** combining digital outreach, grassroots engagement, and financial innovation to maximize adoption. Key elements include **leveraging technology** platforms for awareness, creating community driven models for trust and scale, and embedding incentive mechanisms to ensure **long-term sustainability**. This approach balances accessibility with impact, positioning the solution as both scalable and inclusive.

IB TAKEOVER CASE

Case Type	Organizing Body	No of Slides
Finance	**IIM Shillong**	**7**

Rank	Sector
First Runner Up	**Investment Banking**

DELIVERABLES SUMMARY

- Comprehensive M&A Analysis Presentation
- Valuation Model

PROBLEM STATEMENT

SOLUTION DECK

Industry & Market Analysis

Business & Transaction Overview

Risk Assessment & Mitigation Framework
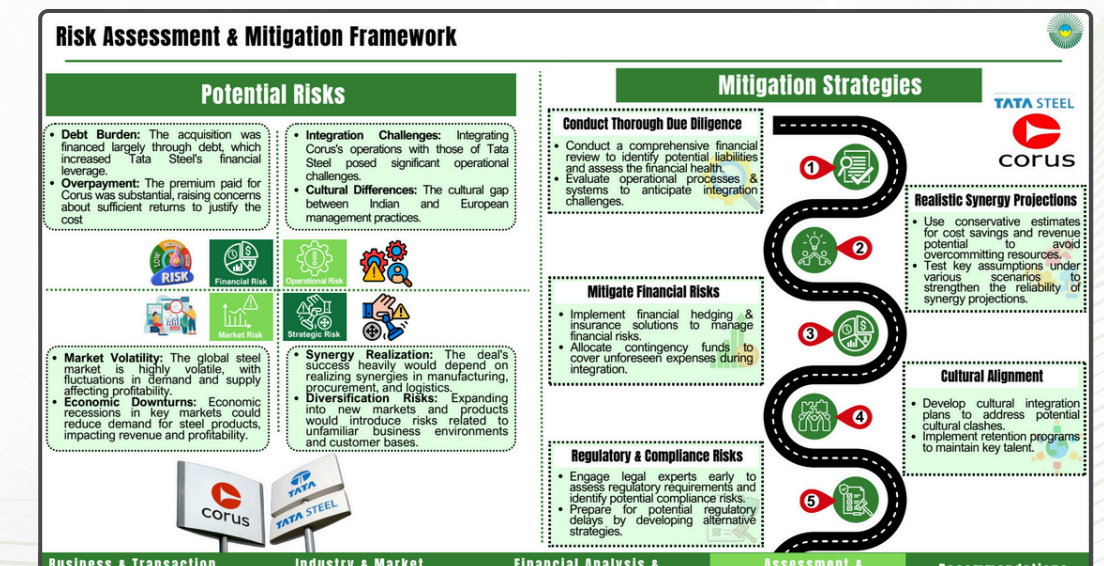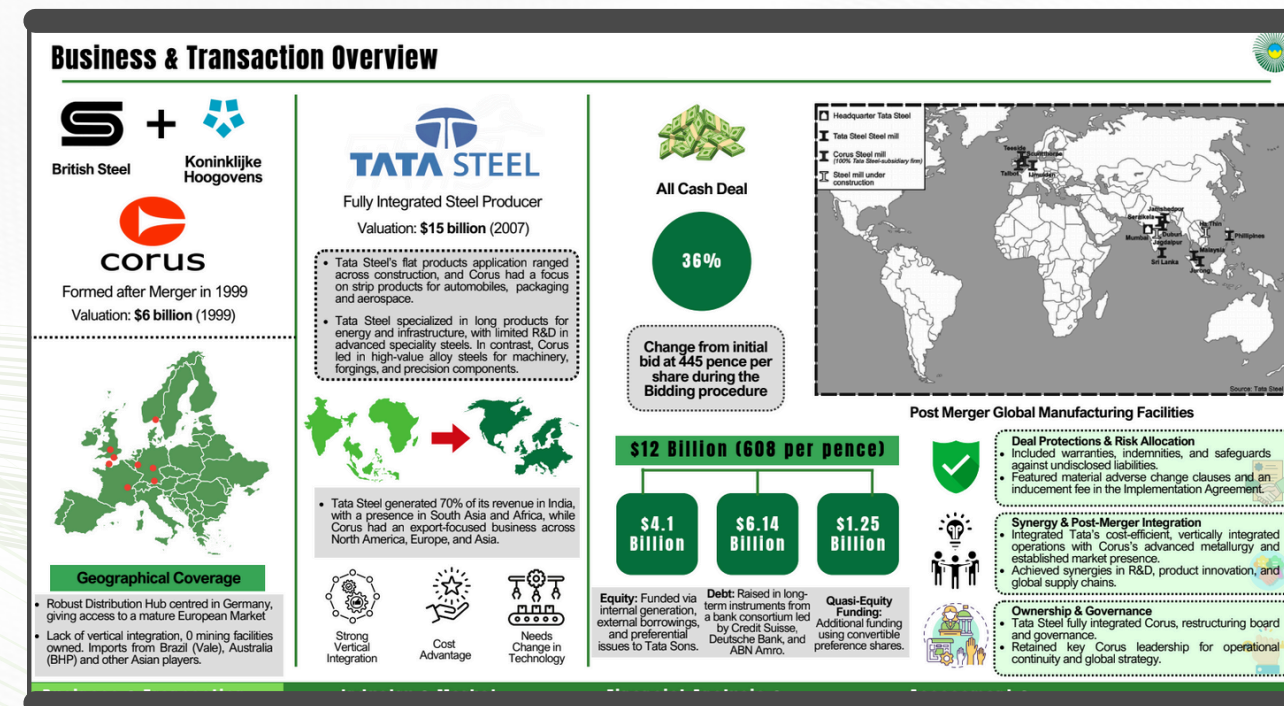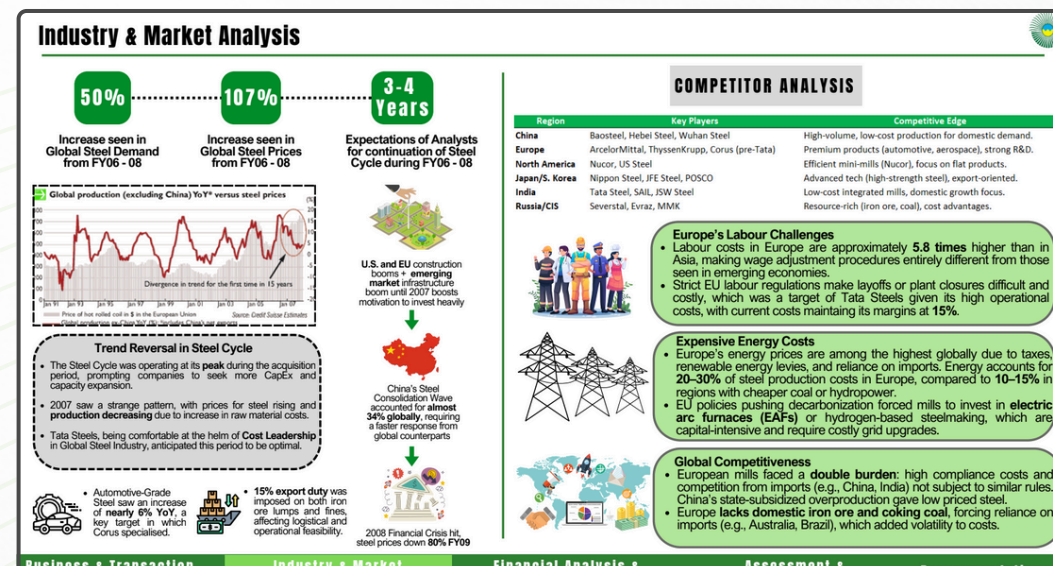
PROBLEM OVERVIEW

Participants are required to conduct a comprehensive analysis of a real-world **Mergers & Acquisitions** (M&A) deal, assessing its strategic rationale, financial outcomes, and execution framework. The goal is to determine whether the deal was successful, using **data-driven insights**, and to provide recommendations for future M&A strategies.

SOLUTION OVERVIEW

The team analyzes **Tata Steel's Corus acquisition** & highlights the risks of overpayment, heavy debt financing, & poor integration amid a volatile steel cycle. Their solution framework emphasizes **conservative synergy projections**, stronger due diligence, **hedging against forex risks**, and structured cultural integration. By aligning governance, managing debt prudently, and targeting cost efficient assets, they propose a **more sustainable M&A playbook** for global expansion.

STRATEGIX

Case Type
Go-to-Market strategy

Organizing Body
XLRI

No of Slides
18

DELIVERABLES SUMMARY
- Problem Diagnosis
- Data-driven Strategy

PROBLEM STATEMENT

SOLUTION DECK

Rank
First Runner Up

Sector
Banking

Strategy

Steps	Action Plan	Steps	Action Plan
Step 1: Enhancing Digital Experience (UI/UX Improvements) • Majority of users don't log in daily, indicating low daily engagement. • Smartphones dominate, suggesting a mobile-first strategy.	1. Simplify mobile UI/UX for ease of usage. 2. Guided onboarding for first-time users. 3. Optimize app performance on smartphones.	**Step 4: Boosting Login Frequency & Engagement** • Many users log in monthly, weekly and even rarely (three fourth). • 8.3K low-risk, but 200 customers are at medium risk.	1. Offer gamified rewards (cashbacks, loyalty points) on logins. 2. Implement push notifications & reminders.
Step 2: Building Trust & Security Awareness • Security Concern: 80.38% customers have security concerns. • 40.56% have not enabled Multi-Factor Authentication.	1. Strengthen MFA adoption. 2. Real-Time Fraud Alerts & security education. 3. AI-driven security monitoring.	**Step 5: Proactive Churn Management** • Churn Probability is Consistent across customer segments, but medium-risk users (200 customers) need targeted interventions. • Overall - Low Churn Probability.	1. Exclusive benefits (zero transaction fees etc.) to retain users. 2. Identify low-engagement customers for early intervention.
Step 3: Personalized Digital Engagement Strategy • Hybrid & Early Adopters show higher interaction, while Traditional lag. • Engagement in Investment & Credit Management is lower.	1. Clusters created by k-means can be used to target similar customers. 2. AI-driven personalisation & recommender can be used based on past data.	**Step 6: Drive Financial Inclusion & Education** • 49.59% are in the Medium category, with low-income users needing more support. • 2.1K have low bank balances.	1. Offer low-cost financial products for low-income consumers. 2. AI-driven financial management tools. 3. Financial literacy programs.
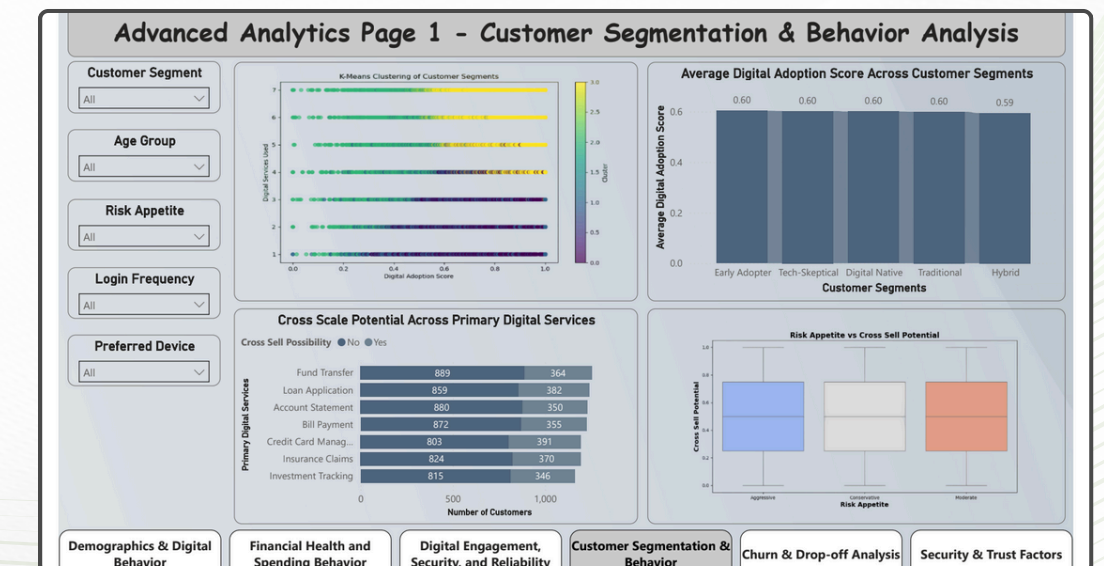
PROBLEM OVERVIEW

BankSecure, a legacy bank with 2,000+ branches and 15 million customers, is undergoing a **digital transformation** via its "Digital First 2025" initiative. Despite infrastructure upgrades and online service rollouts, digital adoption remains significantly low with only 28% of customers using the mobile app and 35% of total transactions being digital. **High app abandonment, low engagement,** and **fragmented digital experiences** signal deeper structural challenges.

SOLUTION OVERVIEW

The team designed a **data-driven roadmap** to boost BankSecure's digital adoption through segmentation, churn prediction, and anomaly detection. Their solution focuses on **simplifying mobile UI/UX**, building trust via stronger security and MFA awareness, and delivering AI powered personalization for different customer clusters.

ADVECTIUS

Case Type
Public Policy

Organizing Body
MDI

No. of Slides
5

Rank
First Runner Up

Sector
Government and Policy

DELIVERABLES SUMMARY
- SWOT Analysis
- Recommendations
- Implementation Model

PROBLEM STATEMENT

SOLUTION DECK
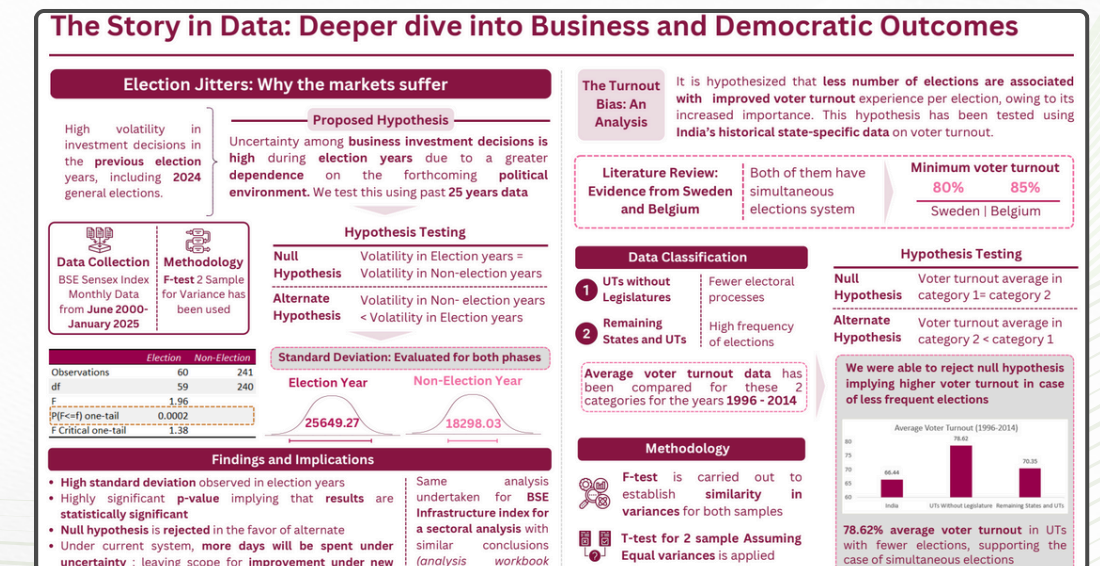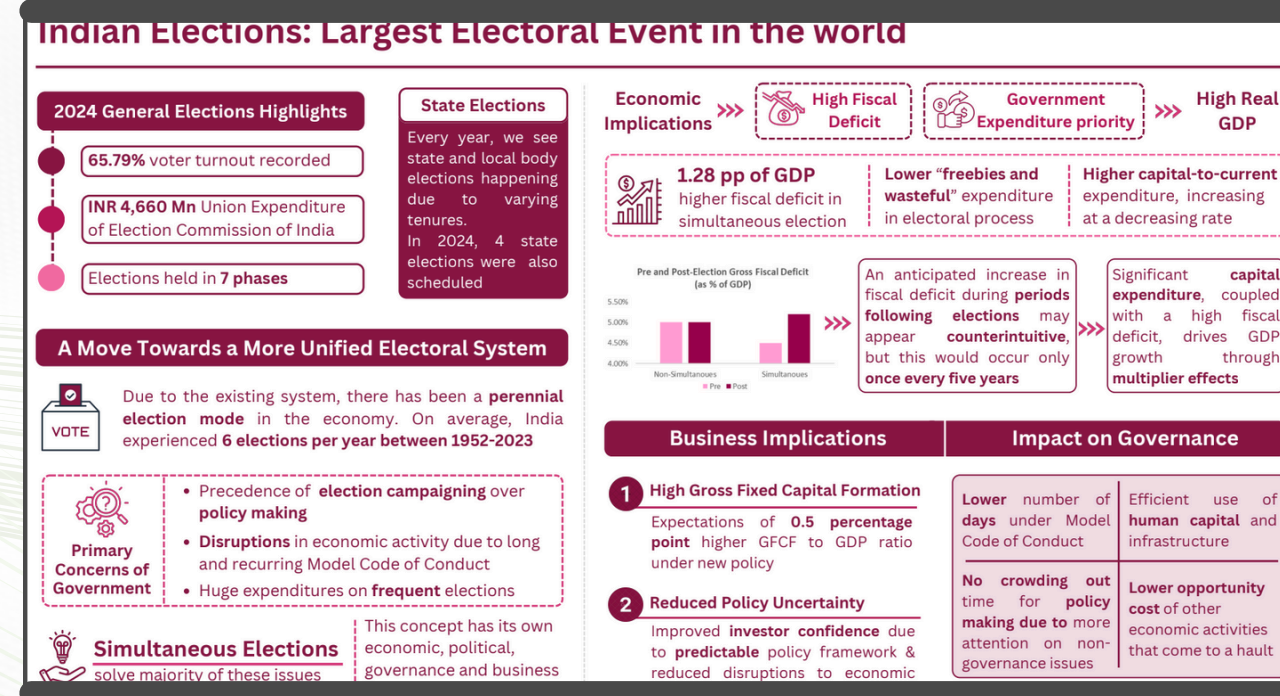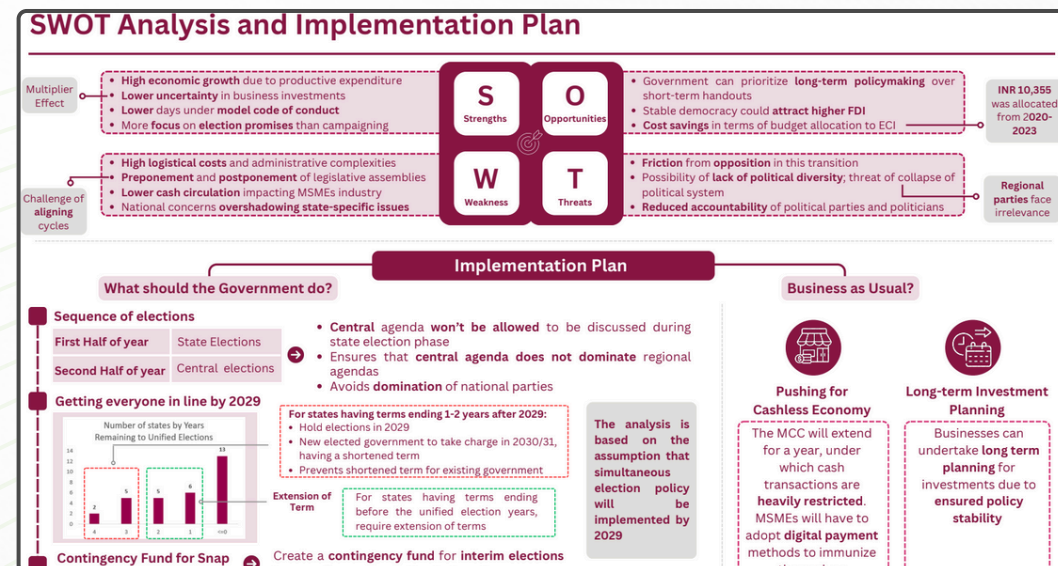
PROBLEM OVERVIEW

The Indian government is exploring the implementation of "One Nation, One Election", a policy aiming to synchronise Lok Sabha and State Assembly elections across the country. The objective is to improve governance efficiency, **reduce electoral costs**, and **minimise policy** and **administrative disruptions** caused by the frequent election cycle

SOLUTION OVERVIEW

The team proposes simultaneous elections to **cut fiscal costs, reduce policy uncertainty**, and improve voter turnout. By aligning cycles by 2029, setting contingency funds, & boosting digital adoption, they highlight gains in stability and **capital investment** while **balancing risks of political friction**. The framework balances cost savings, democratic stability, & long term economic planning, while acknowledging risks of political friction and reduced diversity.

B2C : MARKETING CASE COMPETITION

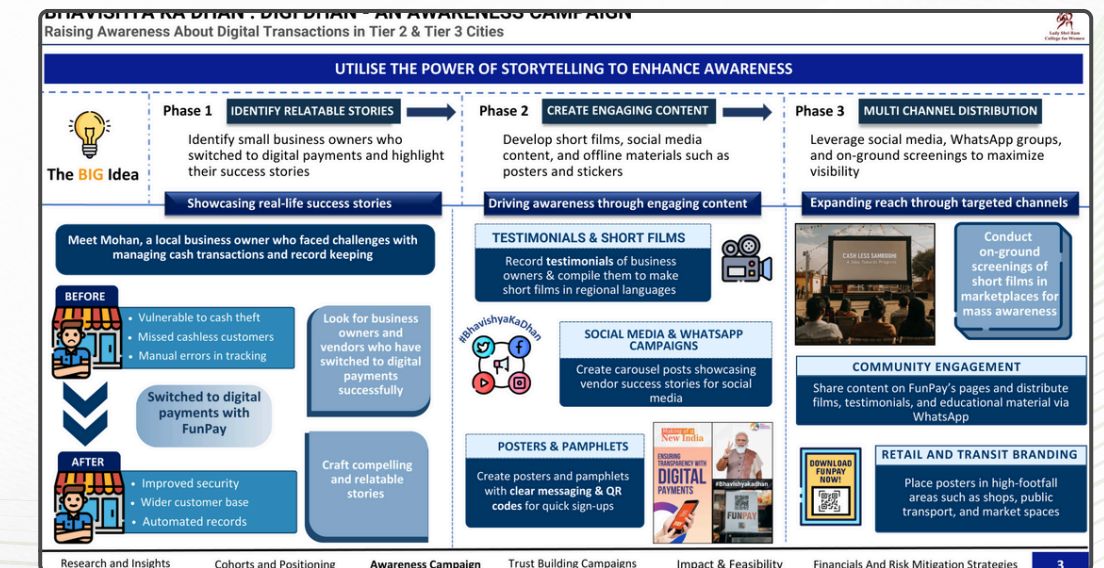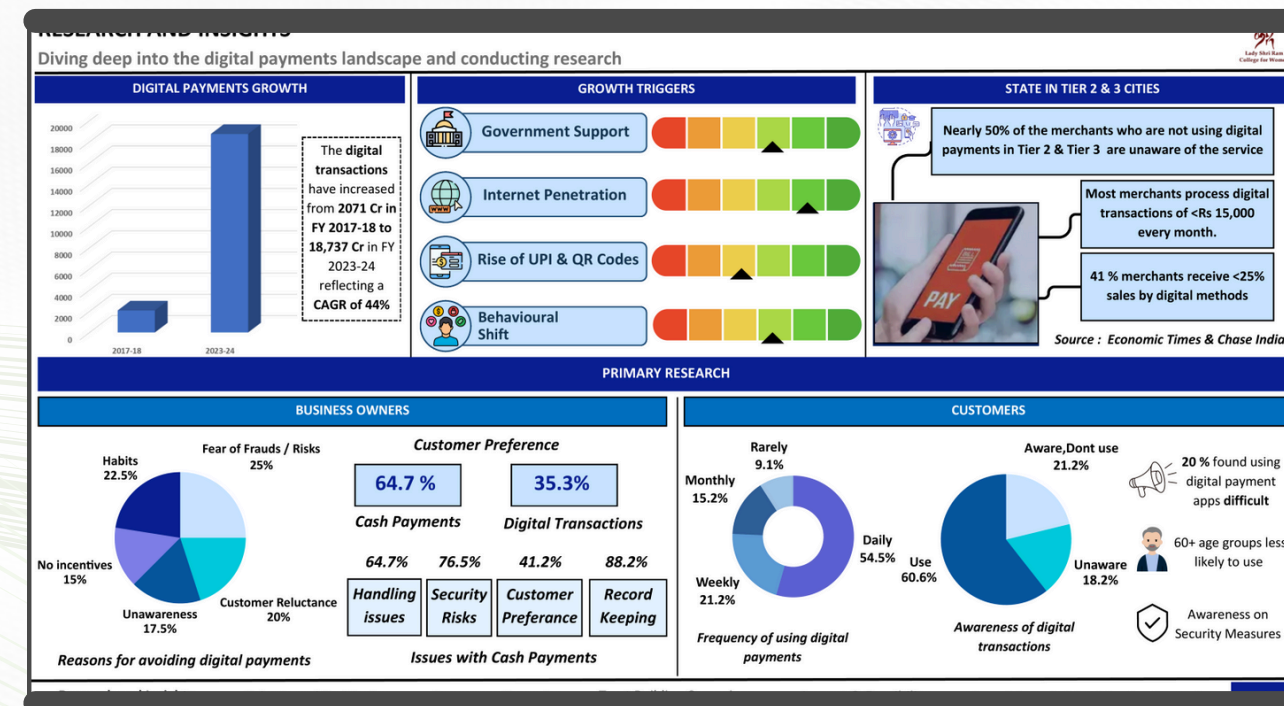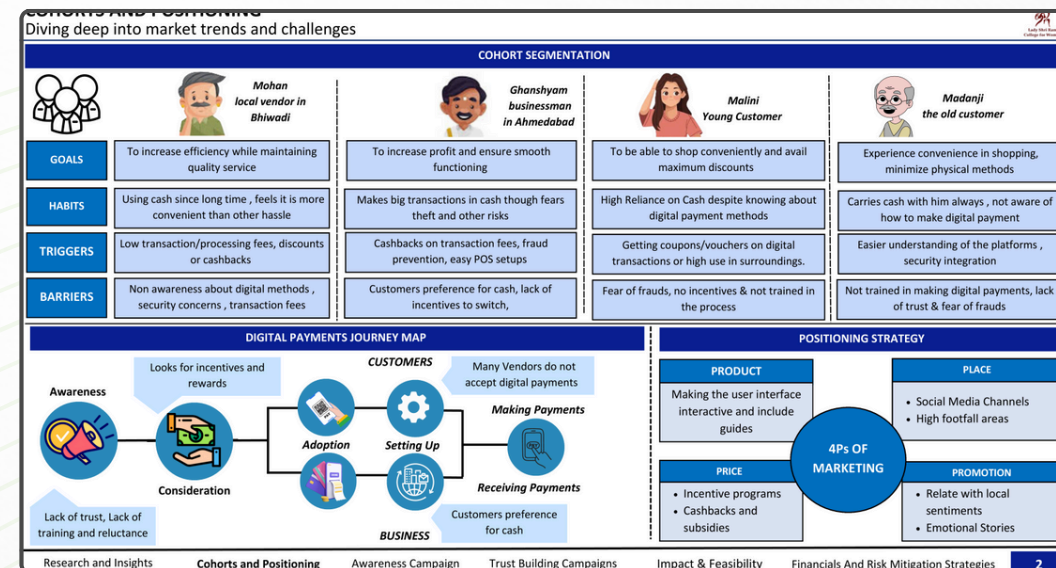| Case Type	Organizing Body	No. of Slides
Go-to-Market strategy	IIM Indore	19

Rank	Sector
Winner	FinTech

DELIVERABLES SUMMARY
- Market Research
- Feasibility Check

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

FunPay, a leading digital payments platform, is capitalizing on India's rapidly growing digital payment landscape (CAGR of 44% from FY 2017–18 to FY 2023–24). The platform now aims to **digitally onboard local businesses** in Tier 2 and Tier 3 cities, where cash remains dominant. The challenge is to **design a service-led marketing campaign** that builds trust, enhances customer experience, and provides real value to both merchants and their end-users.

SOLUTION OVERVIEW

The team crafted a **digital-first B2C marketing plan** built on influencer collaborations, targeted social media campaigns, and gamified engagement. By leveraging **micro-influencers, regional storytelling,** and **loyalty rewards**, they aim to drive stronger brand recall and conversion. The strategy emphasizes affordability, localized reach, and measurable ROI, positioning the brand for rapid adoption among young urban consumers.

POLICY PRISM

Case Type
Public Policy

Organizing Body
IIT Kharagpur

No. of Slides
11

Rank
Winner

Sector
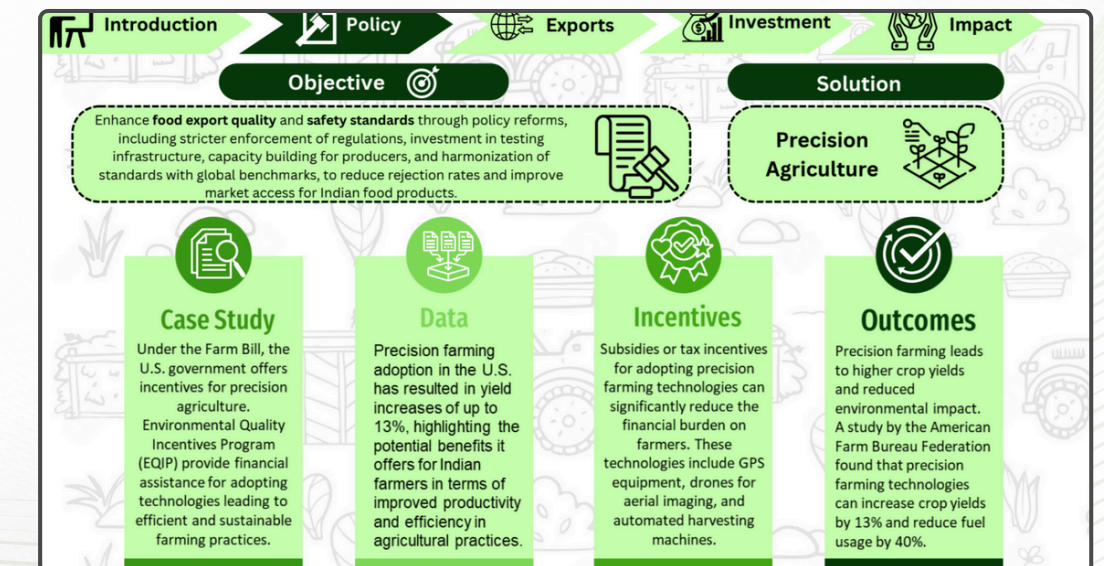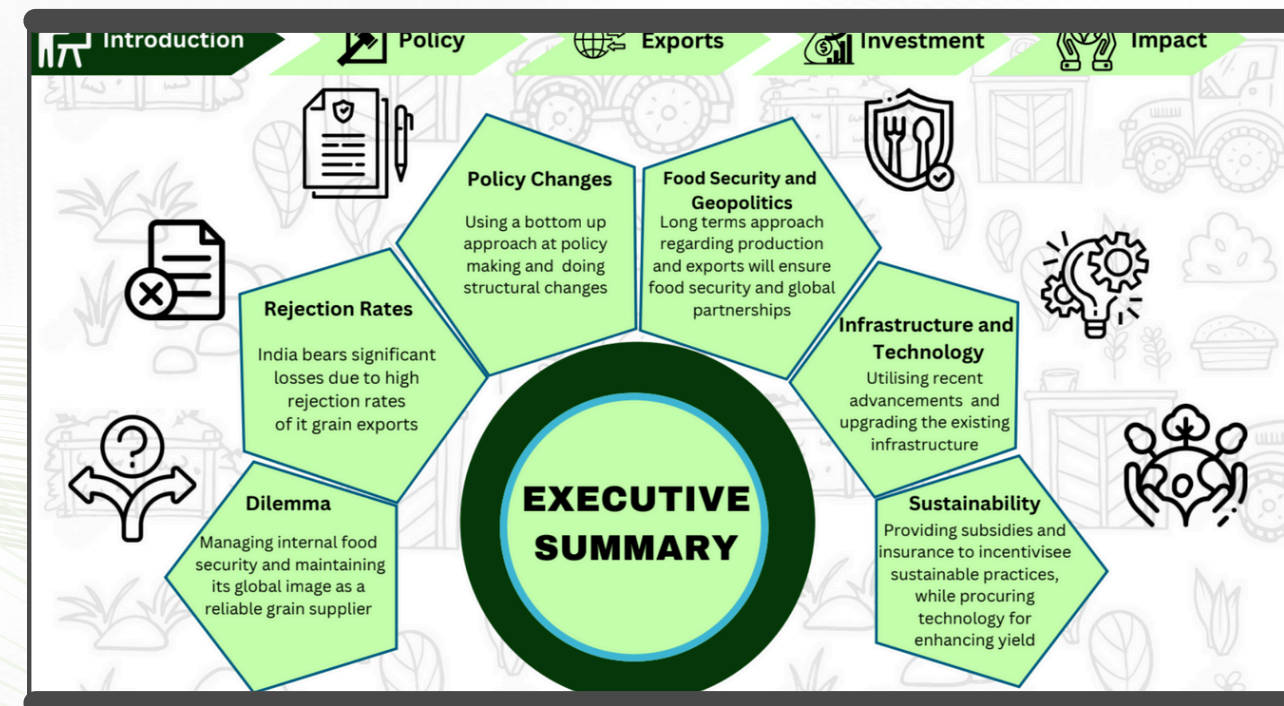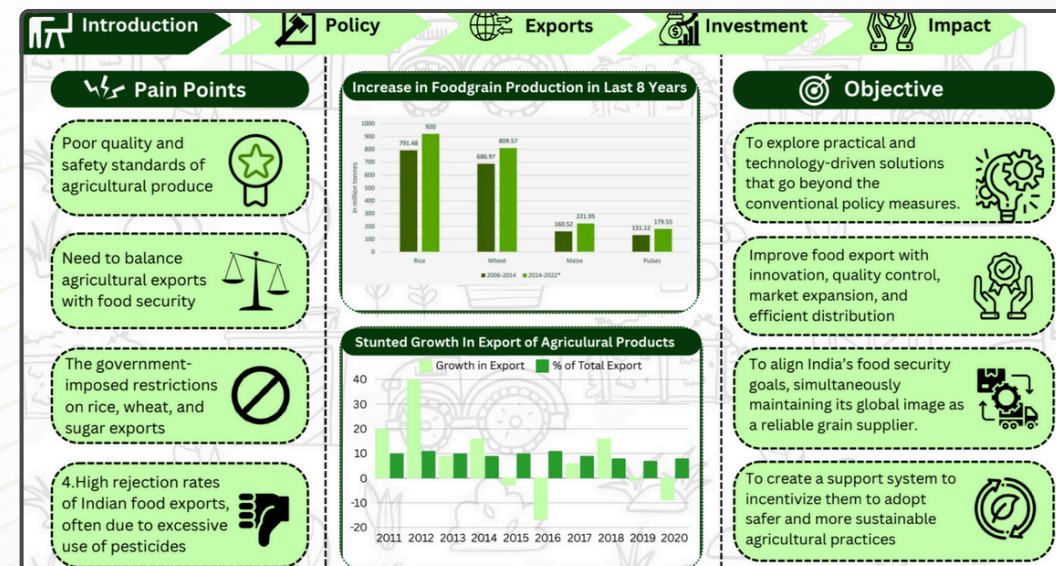Food Safety

DELIVERABLES SUMMARY
- Policy reforms
- Compliance gap analysis
- Farmer incentive & support framework
- Food security & growth strategy

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

India, a global agricultural leader, is facing serious challenges in food export quality and trade reliability. While being the largest rice exporter and a key supplier of wheat and sugar, recent export restrictions and a 0.15% food export rejection rate are **undermining India's credibility** in international markets. Rejections are largely due to excessive use of pesticides, poor quality control, and **non-compliance with importing nations'** food safety norms.

SOLUTION OVERVIEW

The team proposes a multi-layered **policy and technology framework** to boost India's agricultural exports while ensuring food security. Their solution combines **stricter quality standards, HACCP certification, & blockchain-based traceability** with smart irrigation, controlled atmosphere storage, & logistics upgrades to cut post-harvest losses. Farmers are incentivized through **subsidies, insurance, & digital extension services**, & trade agreements & resilient crops expand access.

XCELERATE

Case Type	Organizing Body	No. of Slides
Strategy & Operations	**IIM Ahemdabad**	**8**

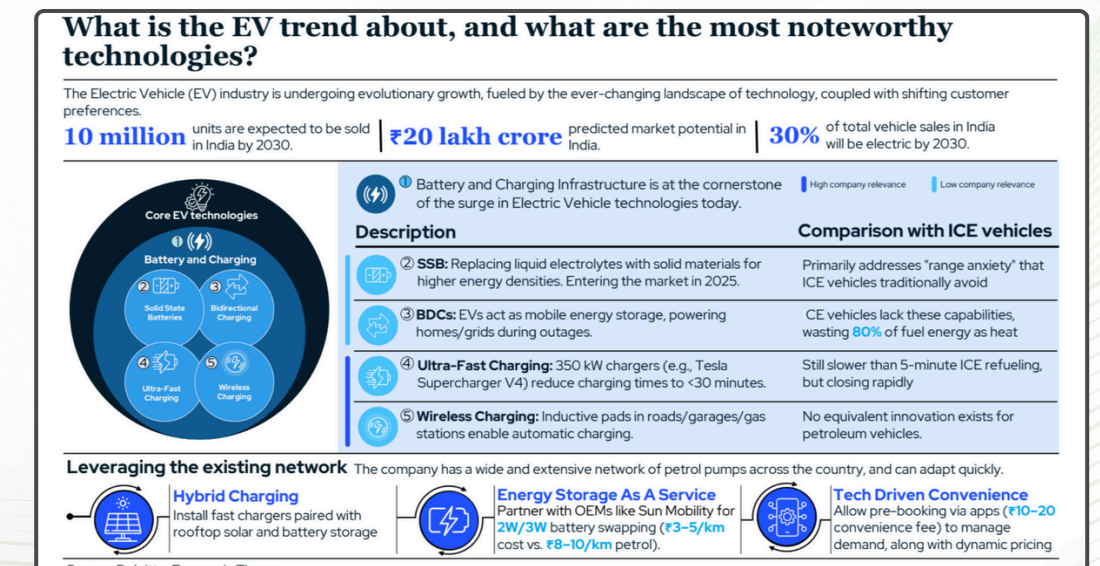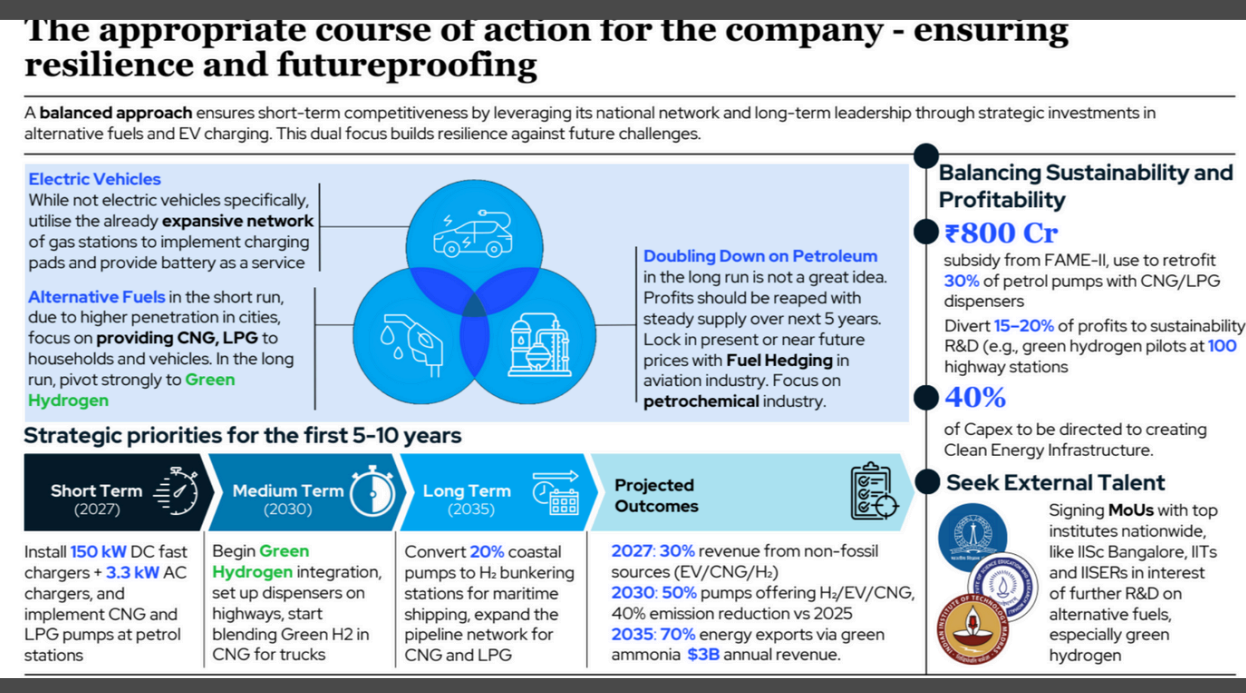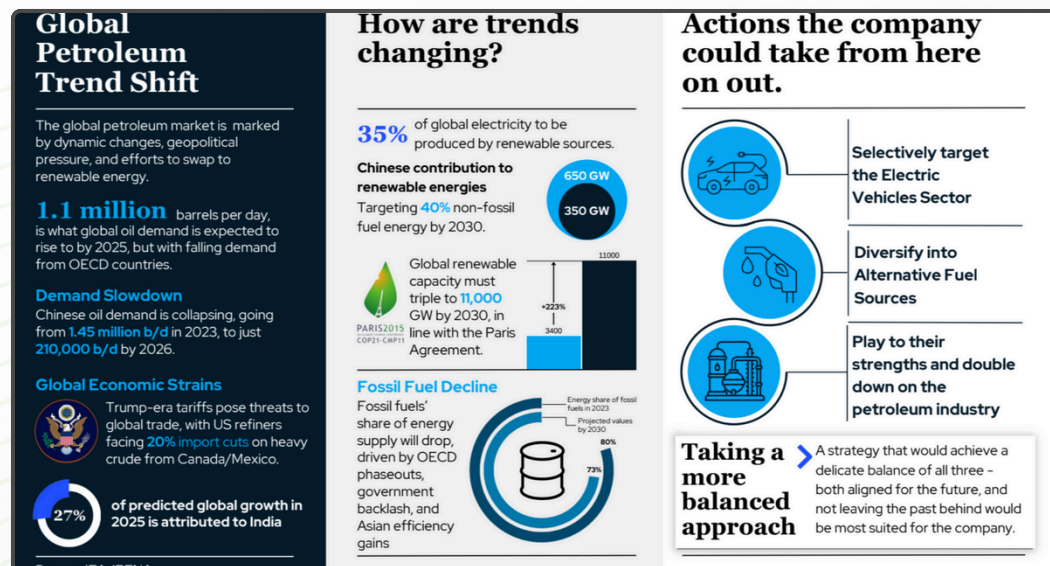| Rank	Sector
Winner	**Renewable Energy**

DELIVERABLES SUMMARY

- Strategic Priorities Roadmap
- Network Optimization Strategy
- Impact & Challenge Assessment
- Investment Risk Analysis

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

A leading energy company with a strong petroleum value chain and nationwide fuel retail network is facing **disruption due to the global rise of electric vehicles** (EVs), green hydrogen, and tightening climate policies. While currently profitable, the company must decide on a **long term strategy** to stay competitive and sustainable, in light of its net-zero commitment and shifting energy demand patterns.

SOLUTION OVERVIEW

The team recommends a balanced multi-energy playbook where the petroleum giant leverages its petrol pump network for **EV charging and battery swapping**, expands CNG and LPG distribution in the short term, and pivots strongly to **green hydrogen** over the long run. By combining **fuel hedging, infrastructure upgrades, and R&D partnerships**, the strategy ensures short-term profitability while futureproofing the business against disruption.

PRODYLITICS

Case Type	Organizing Body	No. of Slides
Strategy & Operations	**IIM Indore**	**11**

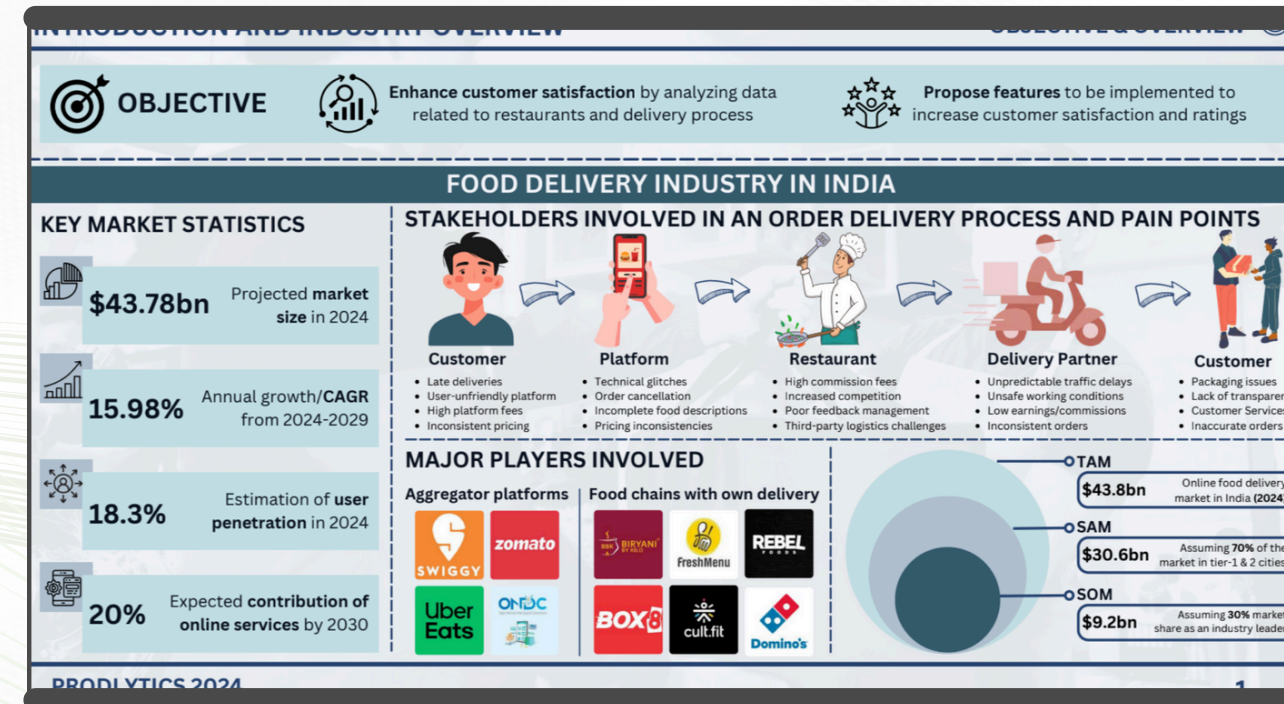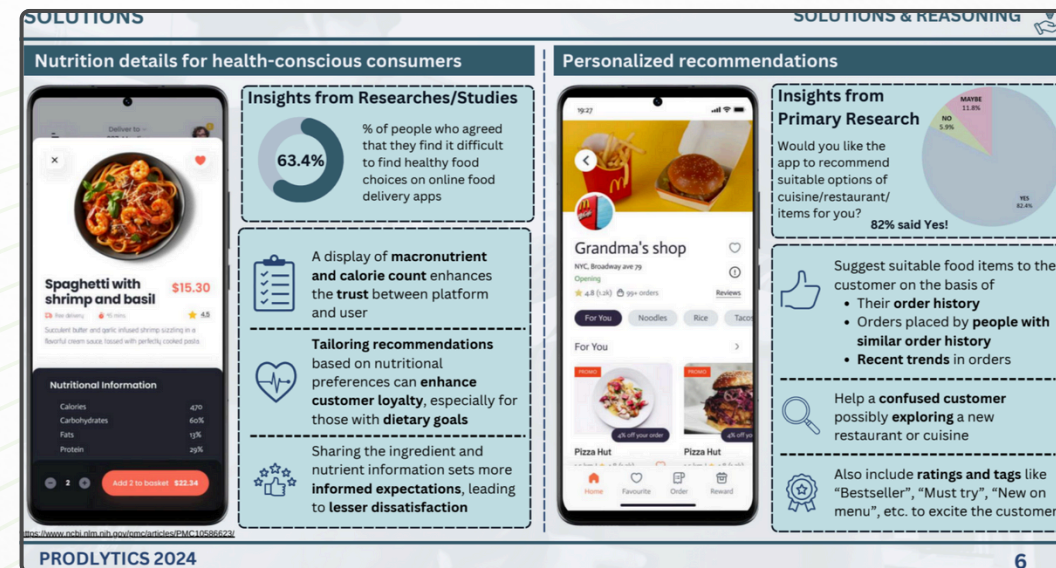| Rank	Sector
Winner	**Food Delivery**

DELIVERABLES SUMMARY

- Data analysis
- Customer segmentation
- New product features

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

The case focuses on enhancing **customer satisfaction** for a food delivery platform by improving the overall delivery experience. As a Product Analyst, the objective is to **analyze key operational factors** order cost, food preparation time, delivery time, and the day of the week that influence customer ratings and propose data-backed product features to optimize these factors.

SOLUTION OVERVIEW

The team developed an **AI-driven enhancement plan** for food delivery platforms to boost customer satisfaction. Their solution uses ML models for accurate **delivery-time prediction**, alternative recommendations during peak traffic, & **personalized suggestions** based on order history and health preferences. Features like nutrition insights, reordering, order scheduling, & transparent restaurant content aim to build trust, improve convenience, & drive loyalty.

OPTIMA STRATEGY SUTRAM

Case Type	Organizing Body	No. of Slides
Go-to-Market strategy	IIM Ranchi	18

Rank	Sector
Winner	E-Commerce

DELIVERABLES SUMMARY
- Problem Diagnosis
- Market Analysis
- Product Innovation
- GTM Strategy
- Operational & Financial Model

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

This business case focuses on reinventing **online fashion commerce** for Gen Z consumers in India. While traditional marketplaces like Myntra and Ajio operate as static digital catalogs, they **lack personalized styling**, immersive discovery, and sustainable business models. A new marketplace aims to solve this by building a highly curated, AI-powered, and community led platform that aligns with Gen Z preferences and ensures **long term financial sustainability.**

SOLUTION OVERVIEW

The team outlines a strategy combining digital innovation, operational efficiency, and customer-centric design to strengthen competitiveness. Their approach leverages **data analytics for sharper decision making**, streamlines processes to cut inefficiencies, and introduces targeted engagement levers to boost adoption. By aligning technology, execution, and user experience, the solution aims to deliver **sustainable growth** and long term resilience.

ECO MOVE

Case Type	Organizing Body	No. of Slides
Business & Growth	**IIM Trichy**	**7**

Rank	Sector
Winner	**Electric Vehicles**

DELIVERABLES SUMMARY
- Market Analysis
- Issue Tree & Hypothesis
- Operational Plan
- Partnership Strategy
- Financial Roadmap

PROBLEM STATEMENT

SOLUTION DECK
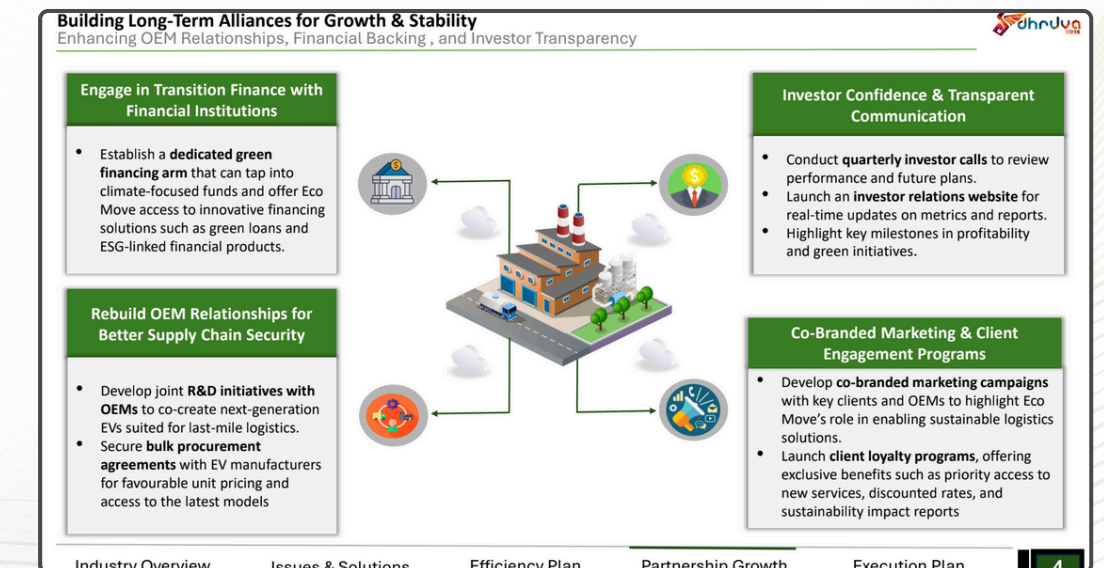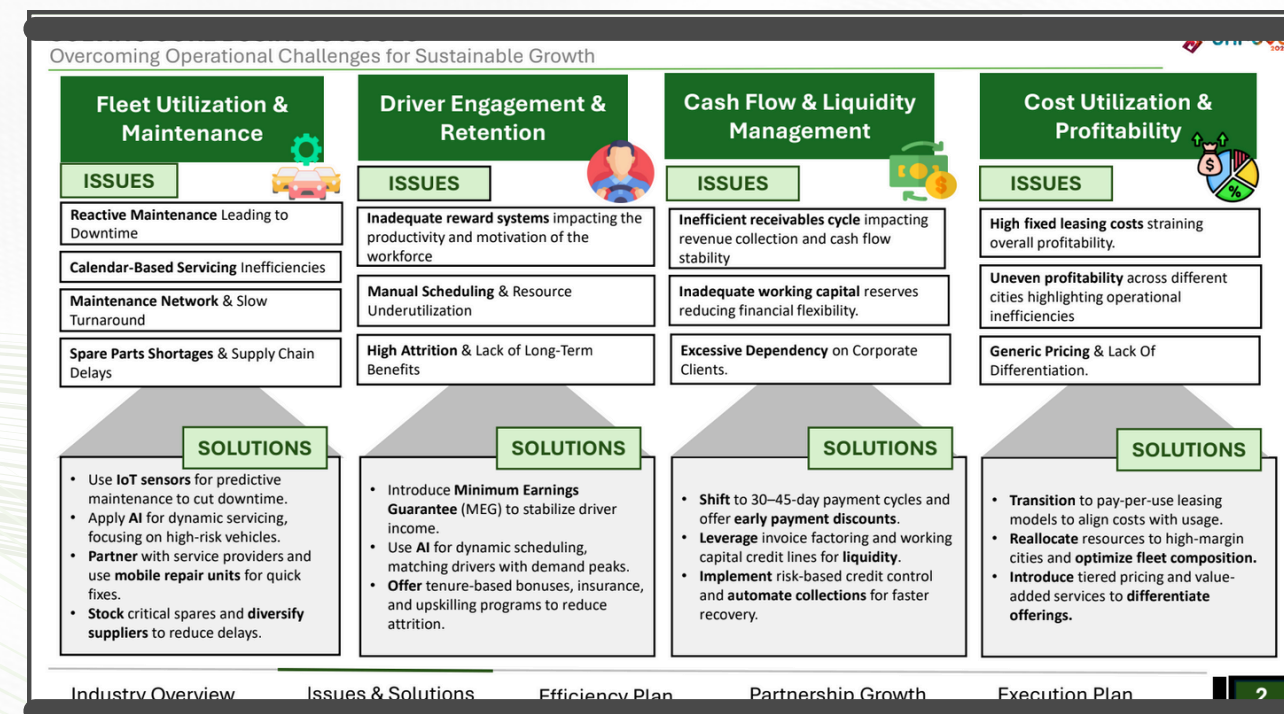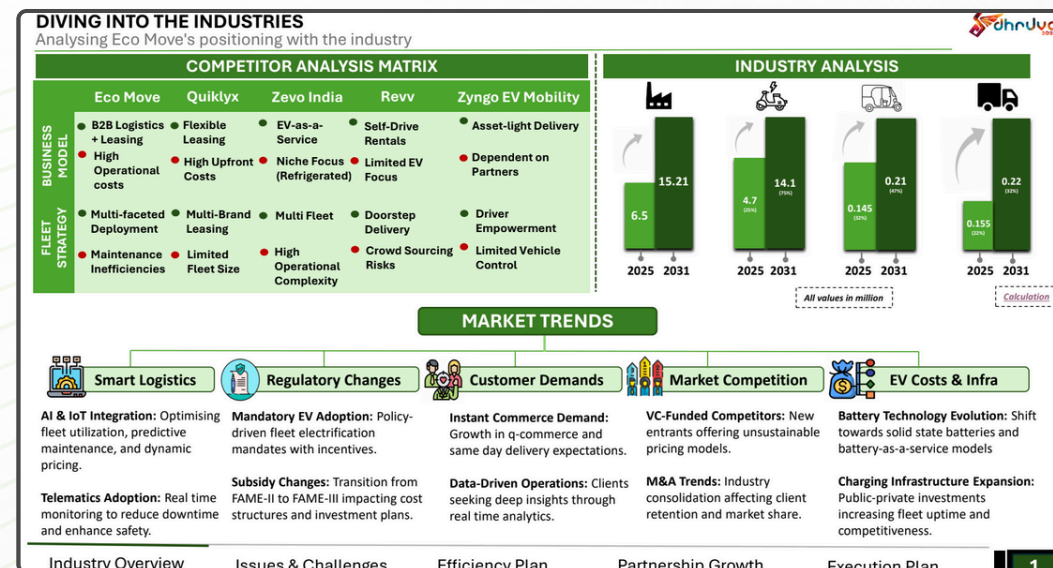
PROBLEM OVERVIEW

Eco Move, founded in 2021, is a rapidly growing EV-based last-mile logistics company operating across 25+ Indian cities. With a fleet of 2,500 electric vehicles and a network of charging hubs, it serves large B2B clients including e-commerce and FMCG giants. It earns revenue from **logistics operations** and **infrastructure leasing.**

SOLUTION OVERVIEW

The team designed a **24-month turnaround plan** for Eco Move to improve profitability, fleet utilization, and financial stability. Their solution integrates IoT-based predictive maintenance, **AI-driven route and driver optimization**, and pay-per-use leasing models to **reduce costs**. Strategic partnerships with OEMs, co-branded client programs, and **green financing** ensure scale, while workforce incentives and receivable management strengthen retention and liquidity.

CONSULTING CONSORTIUM

Case Type
Public Policy

Organizing Body
IIM Bangalore

No. of Slides
6

Rank
First Runner Up

Sector
Digital Governance

DELIVERABLES SUMMARY
- Family ID analytics pipeline redesign
- Beneficiary generation framework
- Pilot design and district rollout plan
- KPI framework
- Cost-benefit & risk mitigation analysis

PROBLEM STATEMENT

SOLUTION DECK
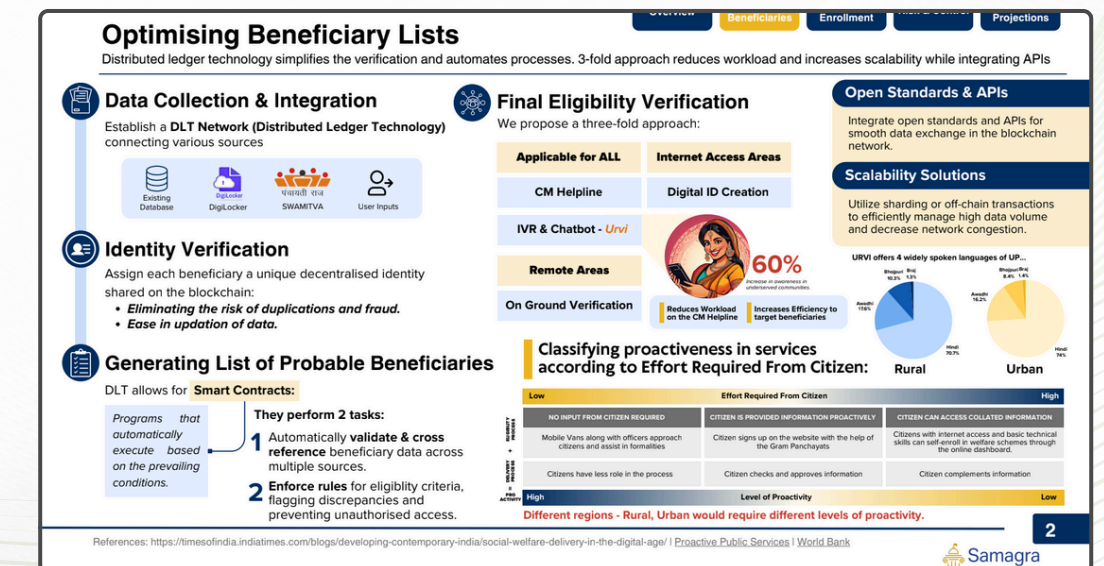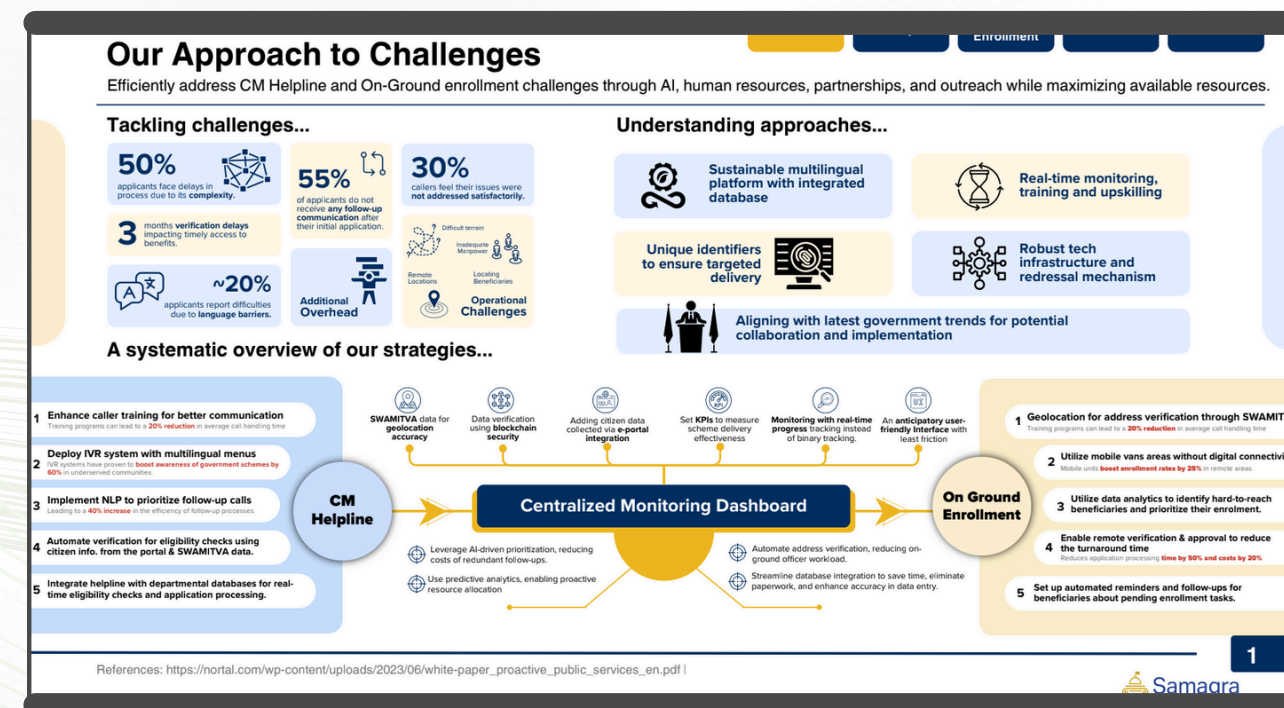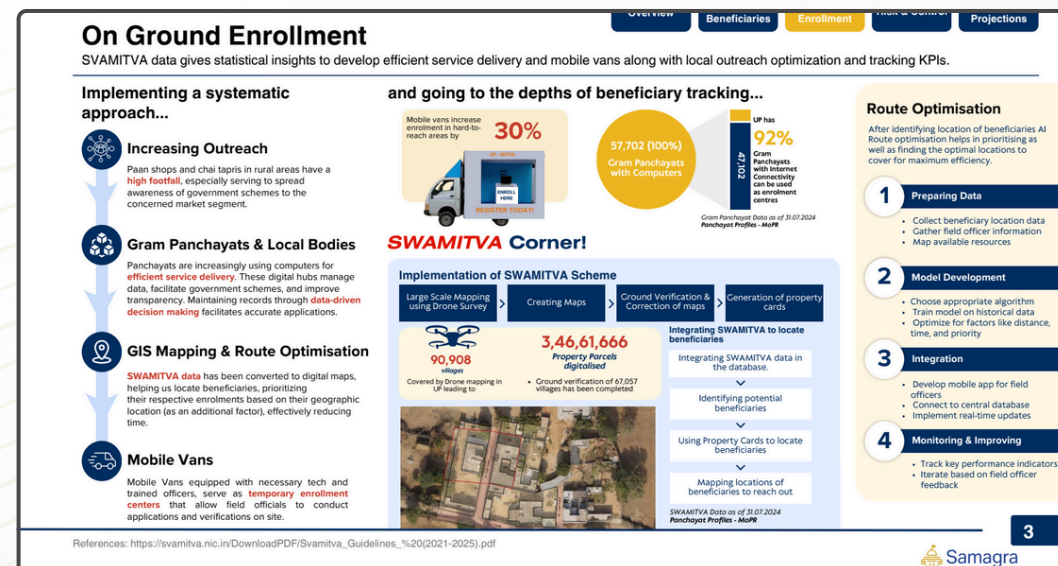
PROBLEM OVERVIEW

Uttar Pradesh runs many welfare schemes, but delivery is reactive and leaves several eligible families out. The Family ID program helps target beneficiaries, yet **enrolment drops sharply** due to **weak verification, data gaps,** and **field-level challenges**. The state needs better strategies to improve beneficiary lists and boost enrolment.

SOLUTION OVERVIEW

The team proposes a **unified digital identity** with AI, GIS, and blockchain for verification, supported by Gram Panchayats, mobile vans, and the "Urvi" chatbot for outreach. A **centralized dashboard** with predictive analytics and automated follow-ups streamlines enrolment, reduces drop-offs, and ensures transparent welfare delivery.

ARTHAT 4.0

Case Type
Sustainability Strategy

Organizing Body
IIM Kashipur

No. of Slides
7

Rank
First Runner Up

Sector
Energy

DELIVERABLES SUMMARY

- Carbon tax rate & structure proposal
- Revenue allocation strategy design
- Low-income household protection measures
- Impact assessment on emissions

PROBLEM STATEMENT

SOLUTION DECK
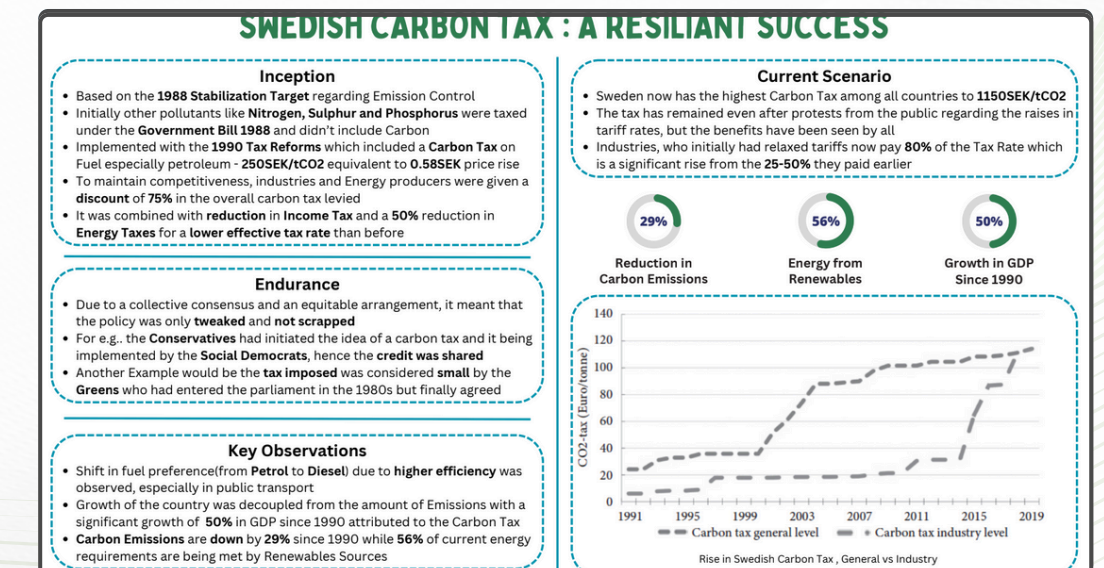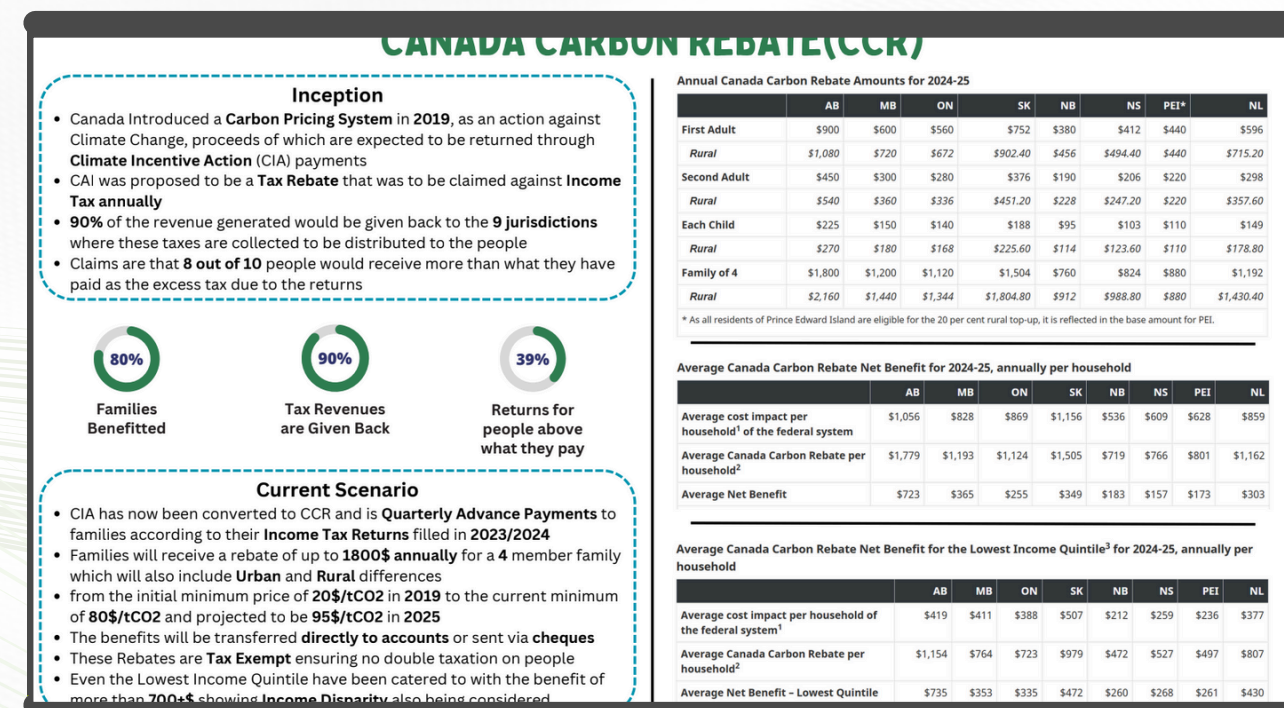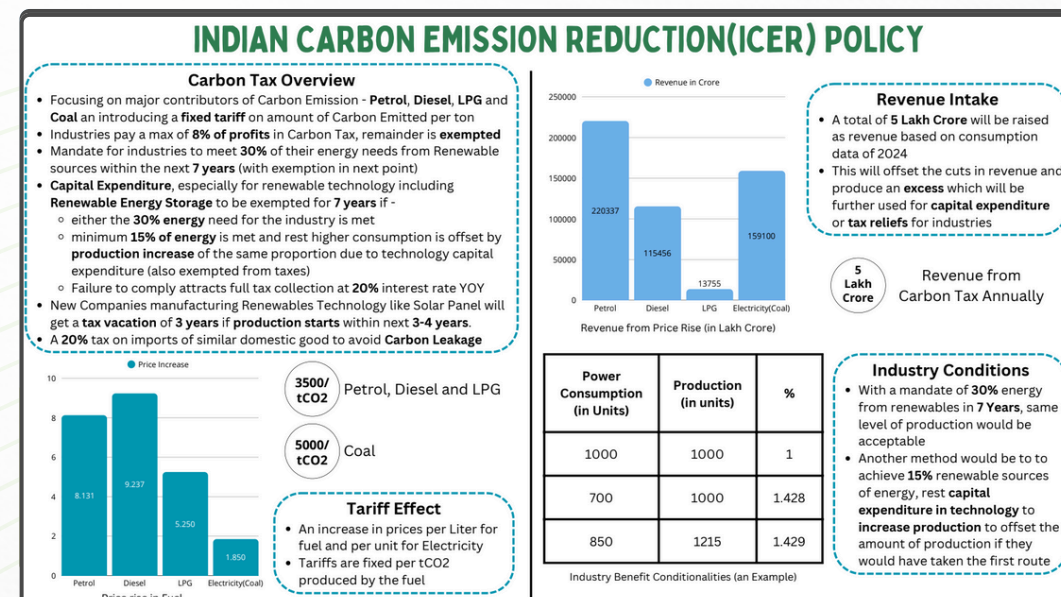
PROBLEM OVERVIEW

Governments aim to reduce carbon emissions using **carbon taxation** but face the challenge of balancing environmental goals with economic competitiveness and social equity. Poorly designed policies **risk burdening low-income** households, **raising production costs**, and reducing industrial competitiveness while failing to deliver meaningful climate outcomes.

SOLUTION OVERVIEW

The team proposes the Indian Carbon Emission Reduction (ICER) policy with fixed carbon tariffs on major fuels, **conditional tax exemptions** for industries meeting renewable energy targets, and incentives for domestic renewable manufacturing. Revenues exceeding ₹5 lakh crore annually are partly redistributed through **income tax rebates and targeted subsidies**, while surplus funds support rural electrification, upskilling, and new industries.

ISB CASE COMPETITION

Case Type	Organizing Body	No. of Slides
Go-to-Market strategy	ISB	11

Rank	Sector
Winner	FMCG

DELIVERABLES SUMMARY
- Market potential & consumer analysis
- Competitive landscape mapping
- Go-to-market & distribution roadmap
- Brand positioning and pricing strategy

PROBLEM STATEMENT

SOLUTION DECK
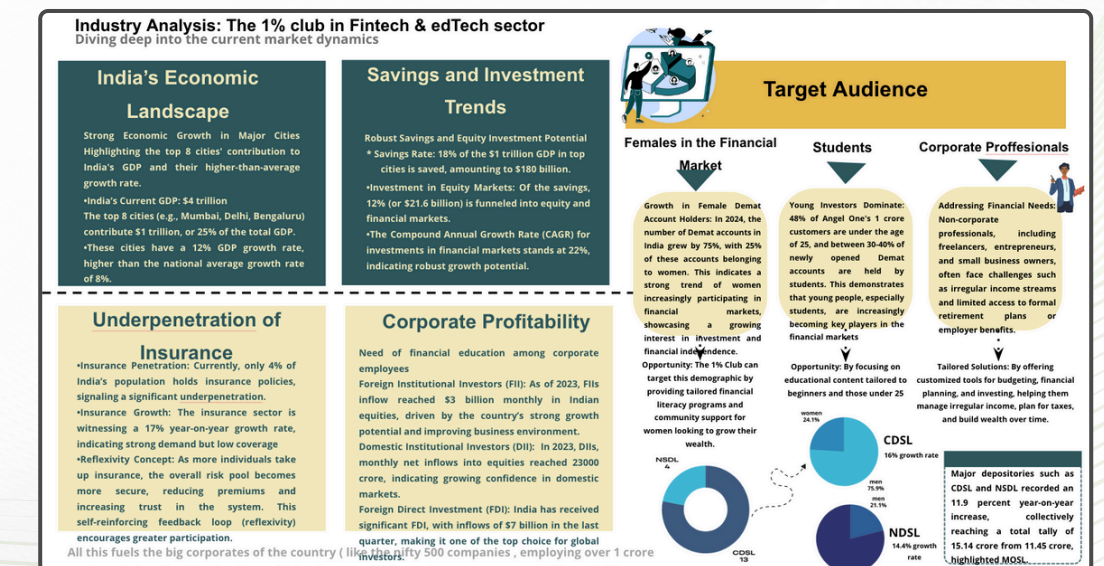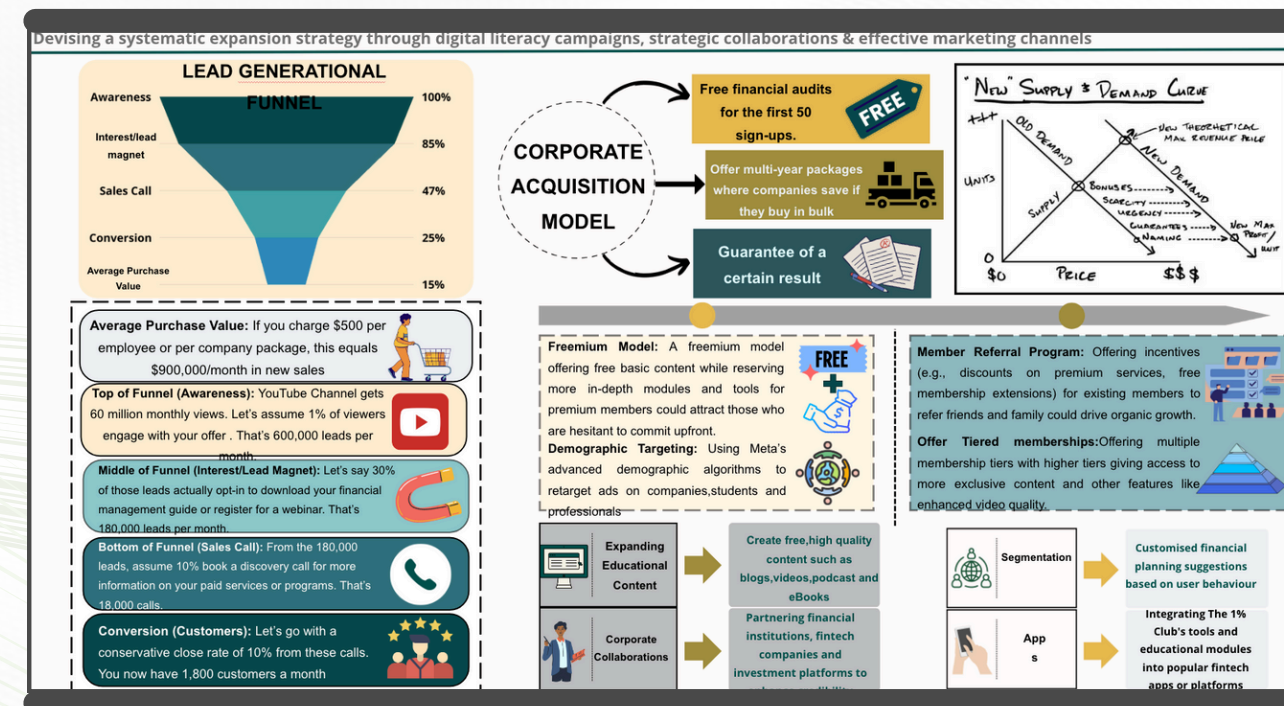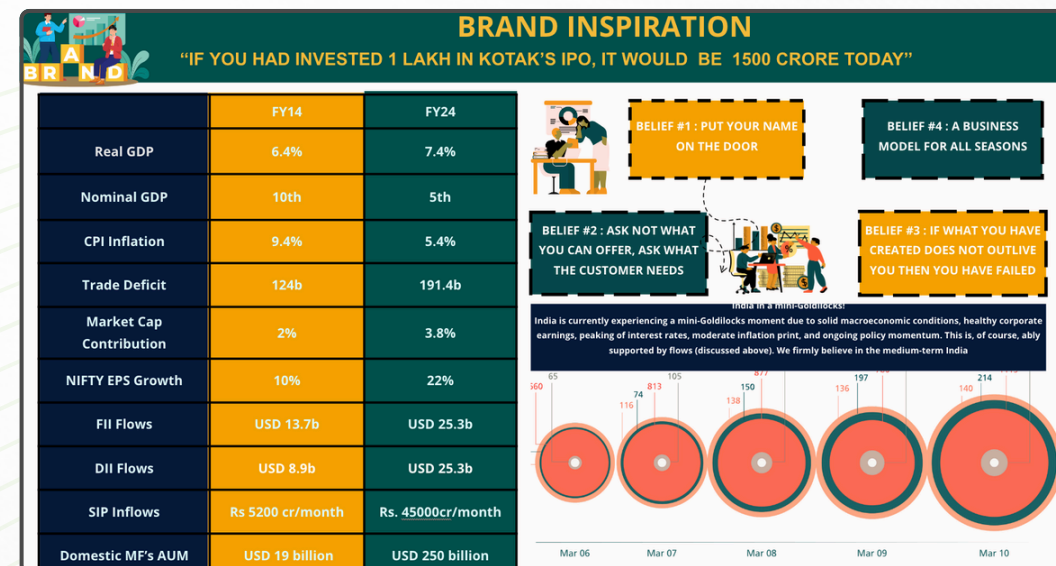
PROBLEM OVERVIEW

The company aims to capture significant market share in India's competitive retail sector, focusing on **scaling its footprint** while **balancing pricing**, product differentiation, and consumer engagement. The challenge lies in designing a strategy that **drives profitable growth** in a fragmented and price-sensitive environment.

SOLUTION OVERVIEW

The team positions the 1% Club as a financial literacy and **wealth-building platform** targeting **corporates, women, students, and freelancers**. The strategy combines a freemium subscription model, corporate partnerships with NIFTY500 firms, and collaborations with fintech platforms for distribution. Growth is driven through **digital campaigns, webinars, referral programs**, and a structured lead generation funnel, ensuring scale, credibility, and sustainable revenue.

FIN-O-CRISIS

Case Type	Organizing Body	No. of Slides
Public Policy	**FMS**	**13**

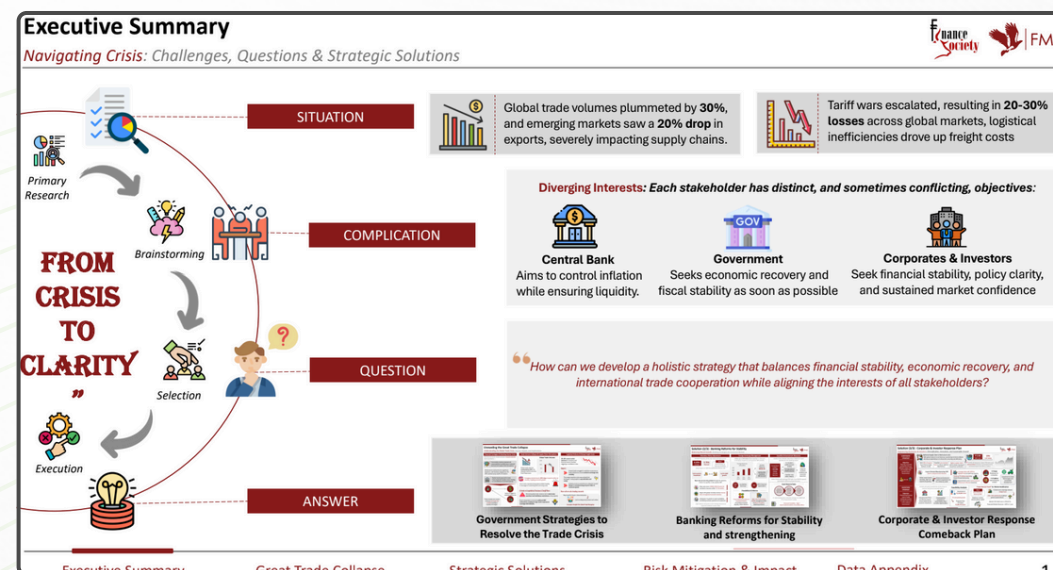| Rank	Sector
First Runner Up	**Finance**

DELIVERABLES SUMMARY
- Crisis diagnosis and scenario analysis
- Macroeconomic stabilisation roadmap
- Trade & financial system response plan
- Risk assessment & mitigation strategy
- Policy recommendations

PROBLEM STATEMENT

SOLUTION DECK
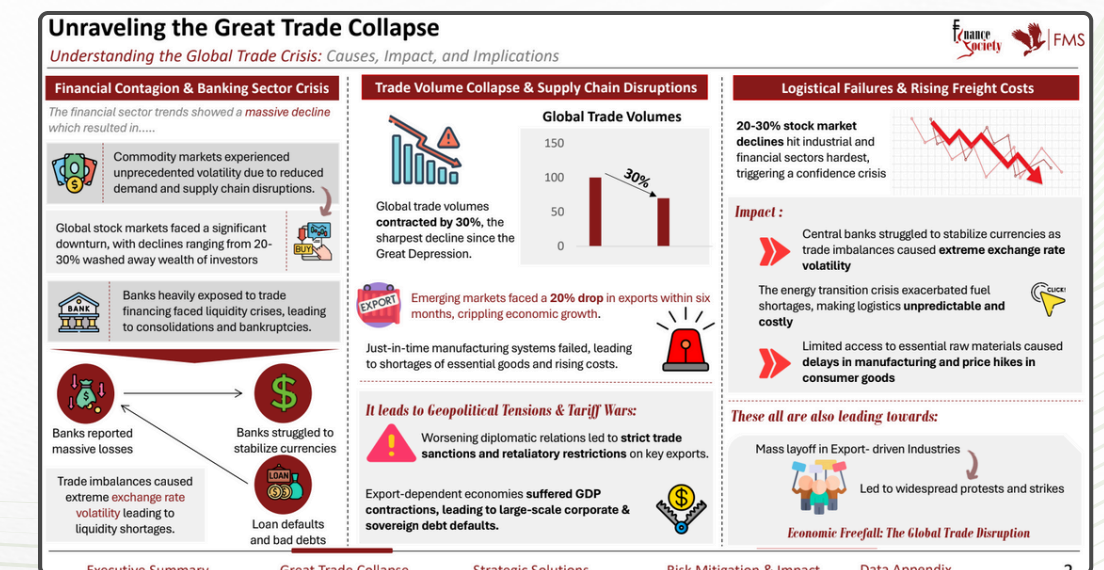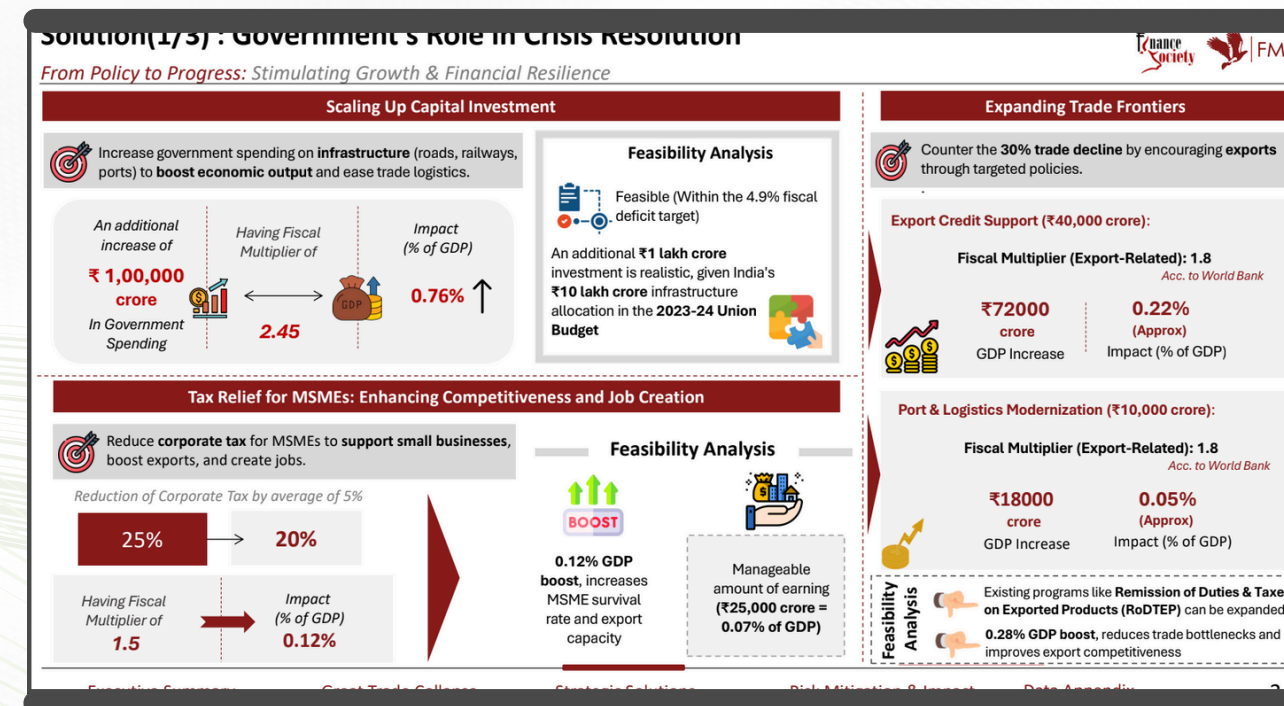
PROBLEM OVERVIEW

A sudden global trade collapse in 2025 triggers a **severe financial crisis**, disrupting supply chains, currency stability, and economic growth worldwide. Governments, corporations, and financial institutions must quickly adapt to **minimize systemic risks** and **stabilize economies**.

SOLUTION OVERVIEW

The team proposes a **three-pronged recovery** plan: **fiscal stimulus** through infrastructure spending, MSME tax relief, and export credit support; **banking reforms** including gradual repo cuts, forex interventions, and liquidity injections; and **corporate strategies** like near-shoring supply chains, scaling semiconductors and EV exports, and establishing a sovereign-backed Trade Revival Fund.

GREENGRAM: GREEN QUEST

Case Type	Organizing Body	No. of Slides
Go-to-Market strategy	IIM Calcutta	8

Rank	Sector
Winner	GreenTech

DELIVERABLES SUMMARY
- Problem analysis and user pain points
- Monetization strategy
- Revenue model
- Partnership framework

PROBLEM STATEMENT
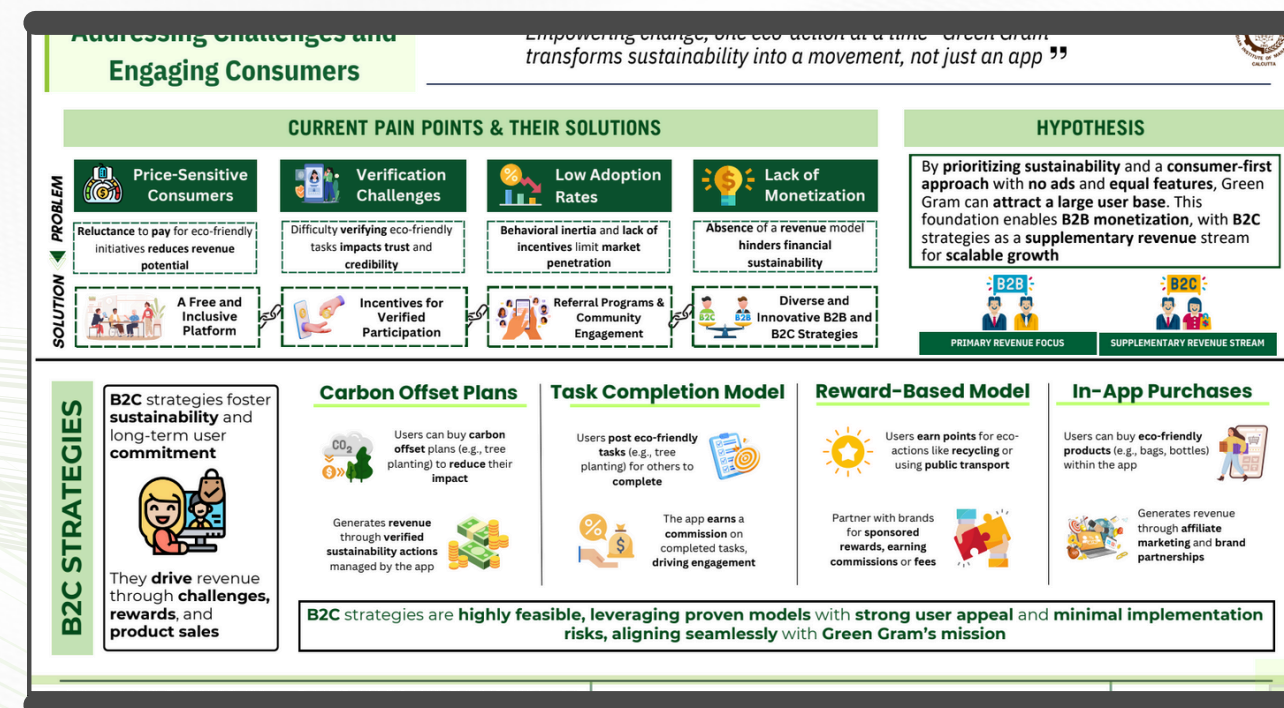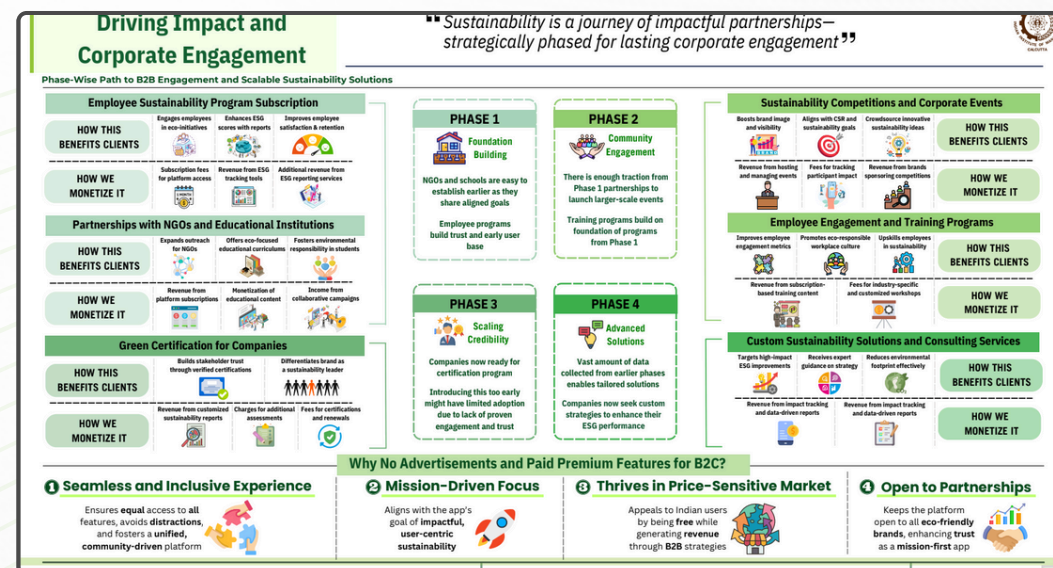
SOLUTION DECK

PROBLEM OVERVIEW

Green Gram, a gamified sustainability app, seeks to drive eco-friendly practices among individuals and organisations in India. While the app has strong potential, it faces **challenges in scaling**, particularly in onboarding corporate partners and **creating sustainable monetisation models** that resonate in India's price-sensitive market.

SOLUTION OVERVIEW

The team proposes a phased monetization strategy combining **B2C models carbon offset plans, eco-task rewards**, in-app purchases with B2B revenue streams such as NGO partnerships, employee sustainability programs, corporate events, certifications, & consulting. The approach avoids ads to build trust, scales from community engagement to **advanced ESG solutions**, and ensures financial sustainability while keeping the platform free and inclusive.

MANTRAVAT

180Degrees CONSULTING SRCC

CLR | Case Library and Resources

Case Type	Organizing Body	No. of Slides
Go-to-Market strategy	**IIM Udaipur**	**10**

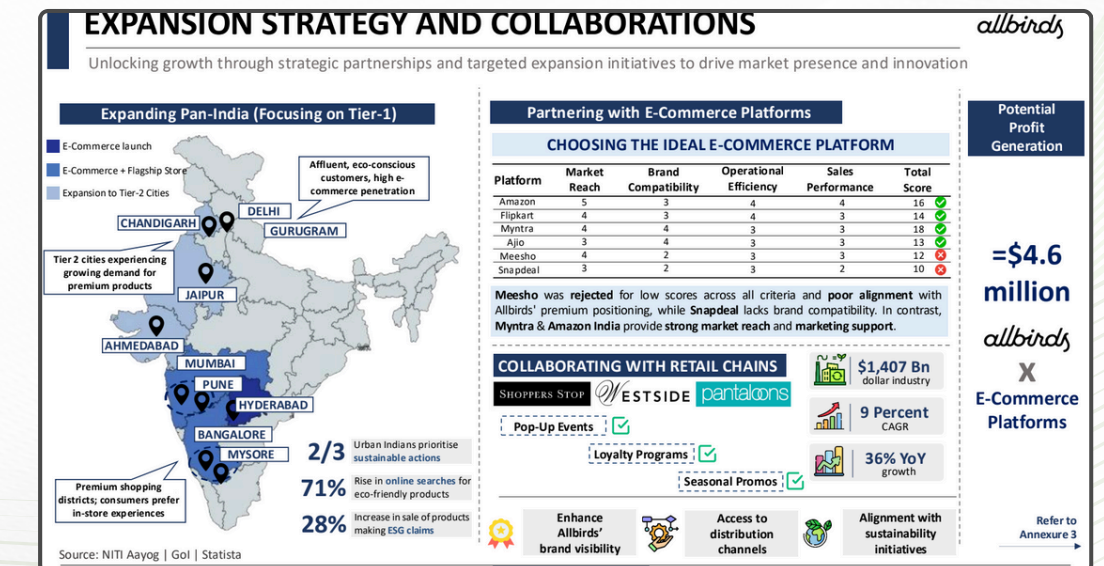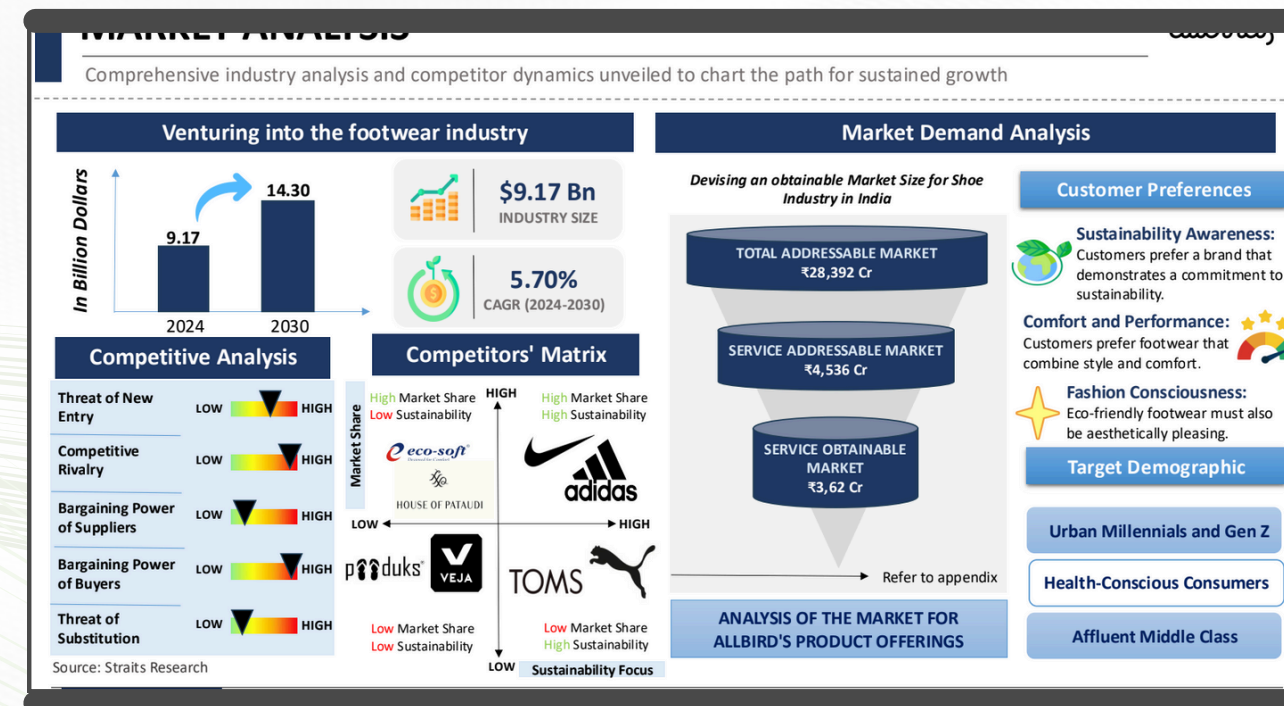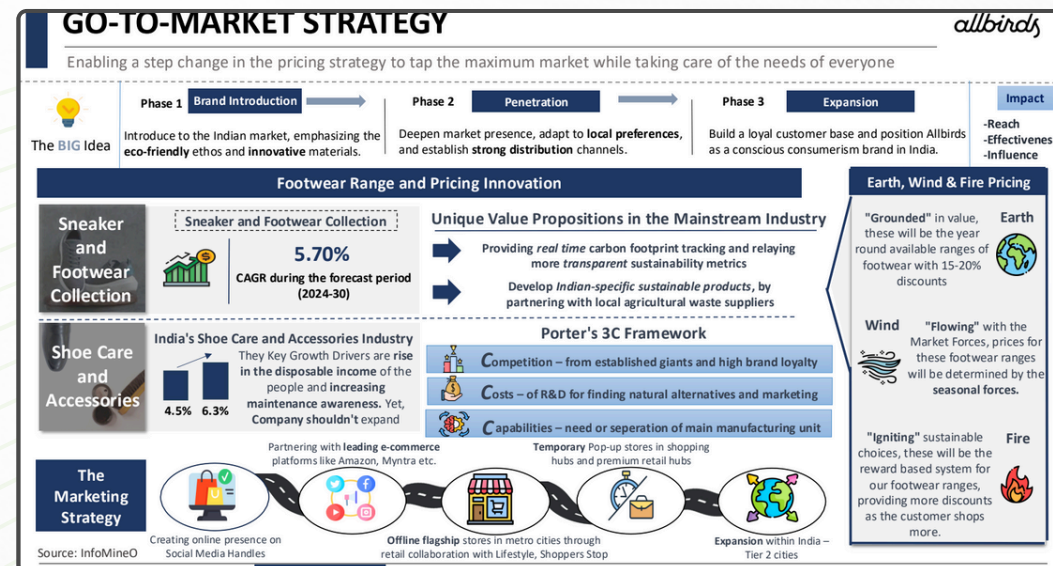| Rank	Sector
Winner	**Sustainable Fashion**

DELIVERABLES SUMMARY
- Market demand and consumer insights analysis
- Target customer & city segmentation
- Pricing and positioning framework
- Go-to-Market strategy and roadmap

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

Allbirds, a global eco-friendly footwear brand, sees India's rising middle class and growing environmental consciousness as a major opportunity. However, India's **price-sensitive market** and competitive footwear landscape pose challenges for a premium brand. To succeed, Allbirds must **assess demand, identify target markets**, and craft a tailored entry strategy that balances affordability with sustainability positioning.

SOLUTION OVERVIEW

The team proposes a phased India entry for Allbirds, starting with **e-commerce** launches on Myntra and Amazon, followed by **flagship metro stores** and expansion into Tier-2 cities. A differentiated **"Earth, Wind & Fire" pricing** model balances premium positioning with affordability, while local sourcing, cultural adaptations, and **omnichannel campaigns** build resonance.

DECODE TO CONQUER 5.0

Case Type	Organizing Body	No. of Slides
Sustainability Strategy	**IIM Calcutta**	**9**

Rank	Sector
Winner	**E-Commerce**

DELIVERABLES SUMMARY
- Problem and persona mapping
- User and market research insights
- Digital platform concept & roadmap
- Quality control & authentication design

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

India's fast fashion industry drives heavy waste and environmental harm, yet sustainable alternatives remain underdeveloped. Although younger consumers are conscious of their footprint, they **lack affordable** and **trusted platforms** for resale, rental, and recycling. **Weak infrastructure** for quality verification and logistics limits the adoption of circular fashion at scale.

SOLUTION OVERVIEW

The team proposes a **tech driven circular fashion platform** with loyalty rewards, clothing exchange programs, & community trust features. **AI based quality checks**, verified seller badges, & **eco-friendly logistics** ensure authenticity & convenience, while rental, resale, & **buy-back options** drive adoption. A phased roadmap with gamification, sustainable incentives, & partnerships scales the platform, targeting rapid user growth, **reduced fashion waste**, and long term revenue.

CORPORATE
CASE COMPETITIONS

ACCENTURE STRATEGY CONNECT S3

Case Type
Business & Growth

Organizing Body
Accenture
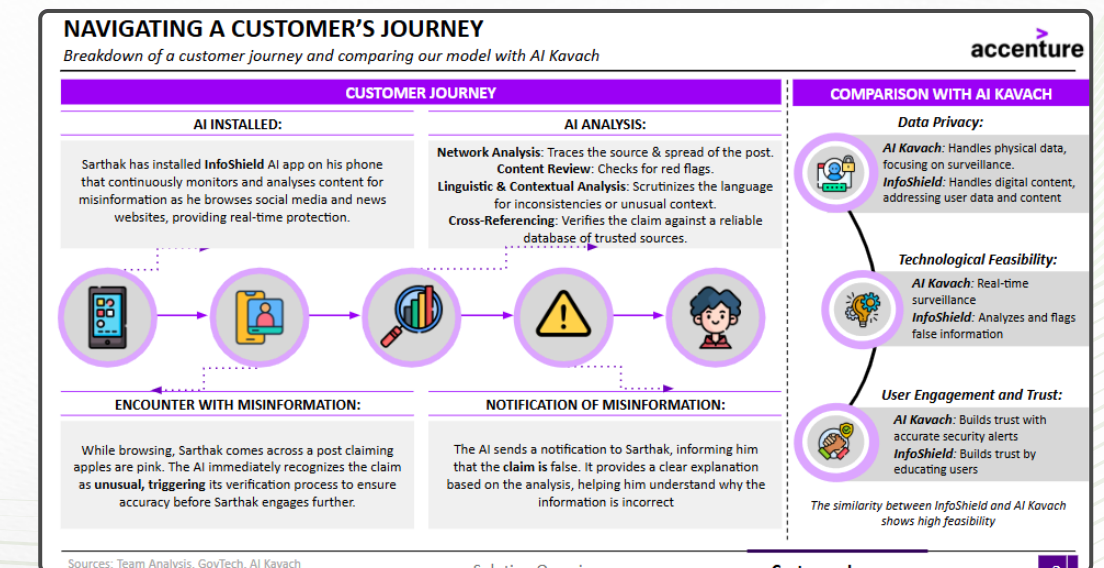
No. of Slides
3

Rank
National Winner

Sector
Software & Platform

DELIVERABLES SUMMARY
- Ecosystem benchmarking study
- Stakeholder need analysis
- Business model ideation
- Phased implementation roadmap

PROBLEM STATEMENT

SOLUTION DECK

ACCENTURE STRATEGY CONNECT SEASON 3

Team Mosby Boys

Anika Meharia
Dikshit Arora
Meet Mandhan
Pranshi Garg
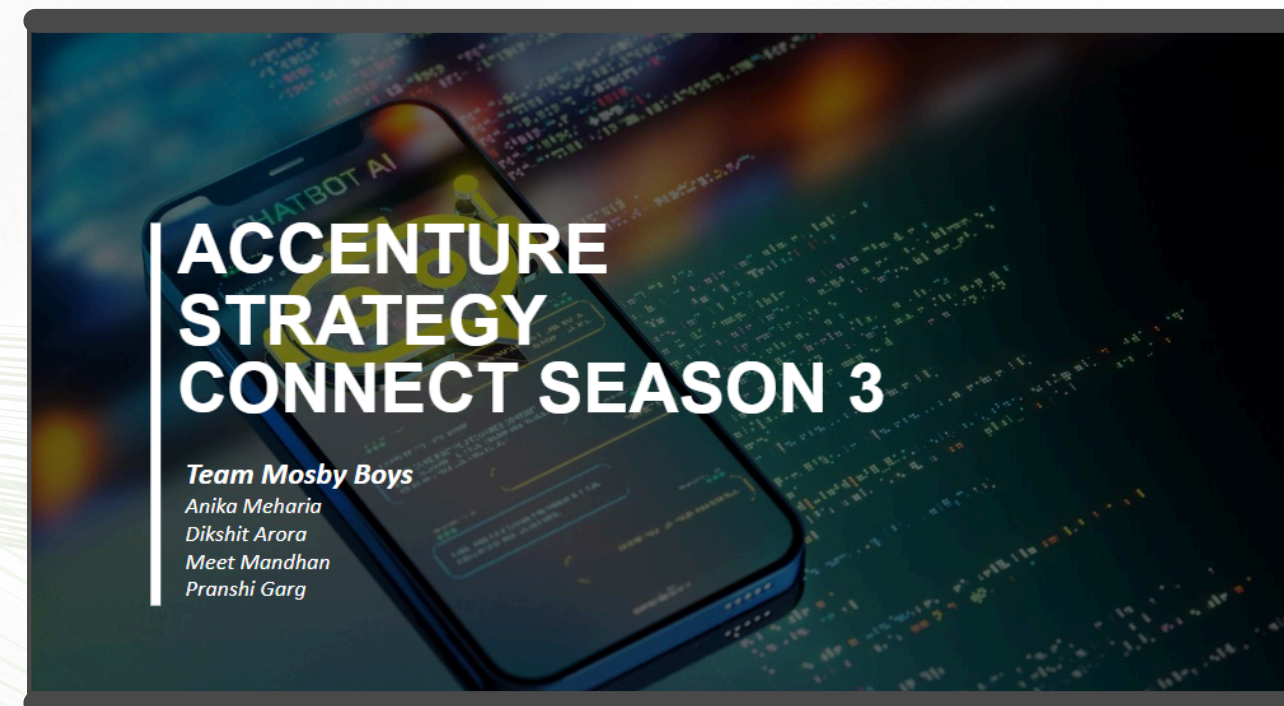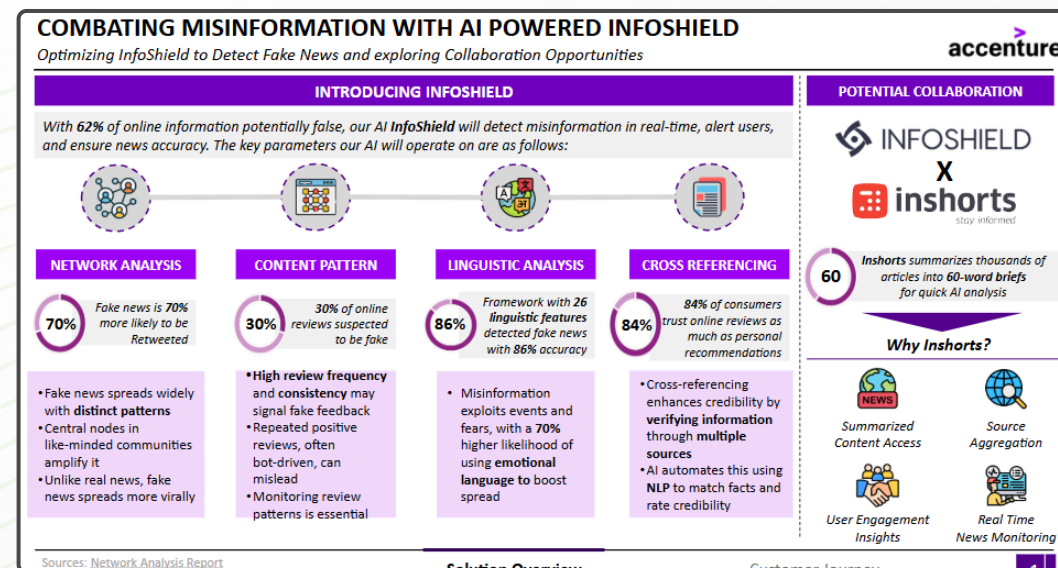
PROBLEM OVERVIEW

A leading Indian software and platform company is looking to transform into a **value-creating ecosystem** player by 2030. While it has a strong digital core and enterprise client base, it now seeks to build a **scalable ecosystem** with **diversified revenue streams**, improved platform engagement, and long-term **customer retention.**

SOLUTION OVERVIEW

The team proposes a phased transformation roadmap focusing on customer stickiness, diversified monetization, and a modular digital infrastructure. By building **co-innovation hubs**, expanding **B2B and B2C verticals**, and **leveraging data partnerships**, the company can position itself as an ecosystem orchestrator with global relevance.

BRAINWARS 2024

Case Type	Organizing Body	No. of Slides
Strategy & Operations	**Bain & Co.**	**12**

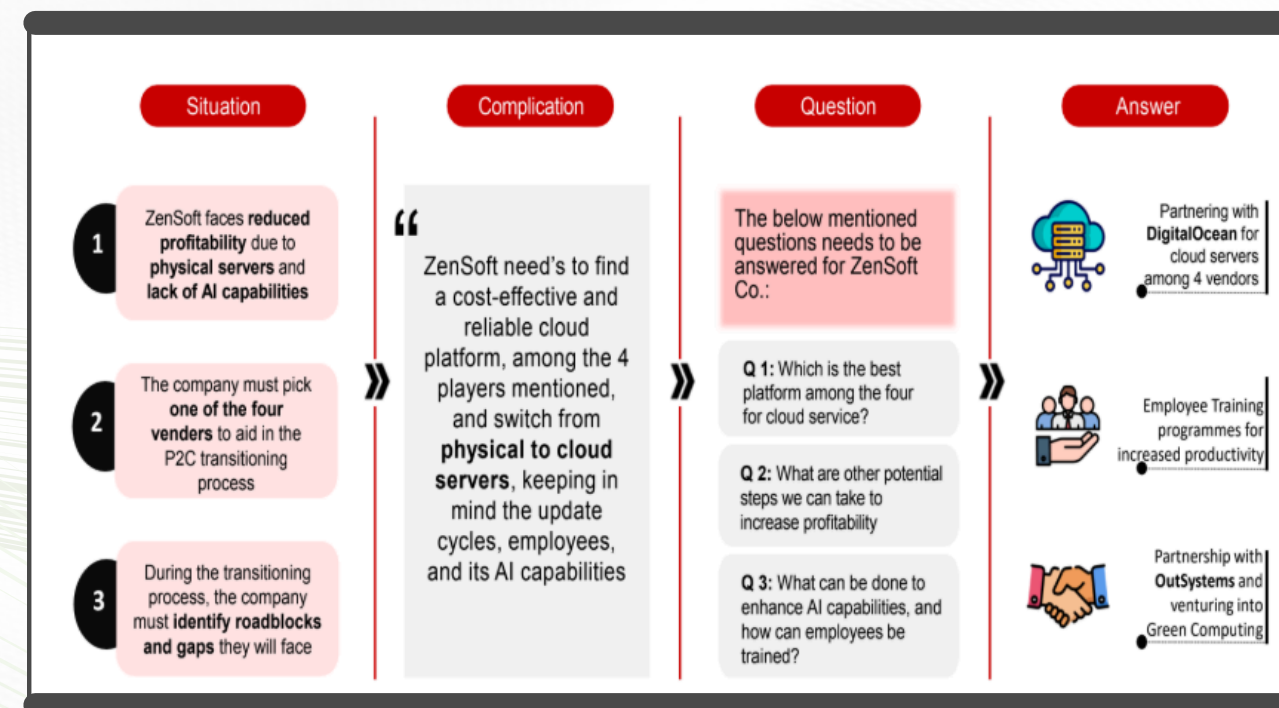| Rank	Sector
National Winner	**Software & Cloud**

DELIVERABLES SUMMARY

- Vendor benchmarking matrix
- Cost-benefit analysis across offerings
- Transition roadmap & timeline
- Risk mitigation framework

PROBLEM STATEMENT

SOLUTION DECK

PROBLEM OVERVIEW

ZenSoft seeks to address **performance gaps** that have caused missed contract opportunities, including limited server storage, slow software upgrades, and lack of AI capabilities. As it plans to **shift from physical to cloud servers**, ZenSoft must select the optimal vendor while balancing cost, scalability, workforce training, and data security.

SOLUTION OVERVIEW

The team recommends **DigitalOcean** for its strong balance of cost, performance, and support. A phased migration plan ensures smooth onboarding, minimal disruption, and workforce upskilling. The plan includes **dedicated training modules**, parallel **testing environments**, and clearly defined transition milestones. Security and scalability are addressed through proactive monitoring, SOPs, and targeted vendor collaboration.

EY CAFTA 2025

Case Type
Finance

Organizing Body
Ernst & Young

No. of Slides
17

Rank
National Winner

Sector
Treasury Management

DELIVERABLES SUMMARY

- SWOT analysis of blockchain in trade
- Cost-benefit comparison
- 1–3 year ROI modeling
- Technology platform selection
- Regulatory barrier mitigation plan

PROBLEM STATEMENT

SOLUTION DECK
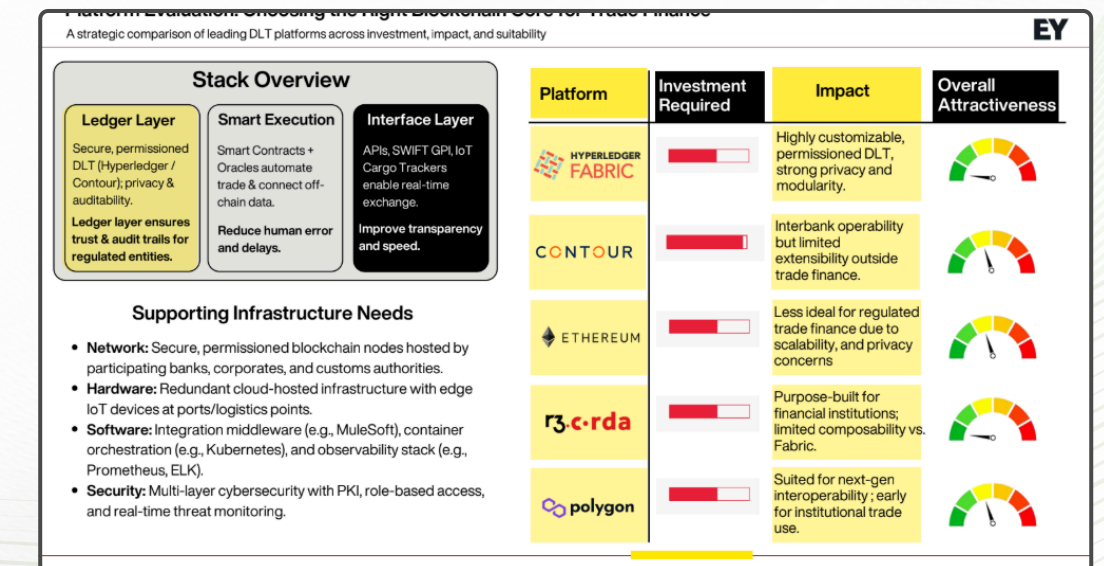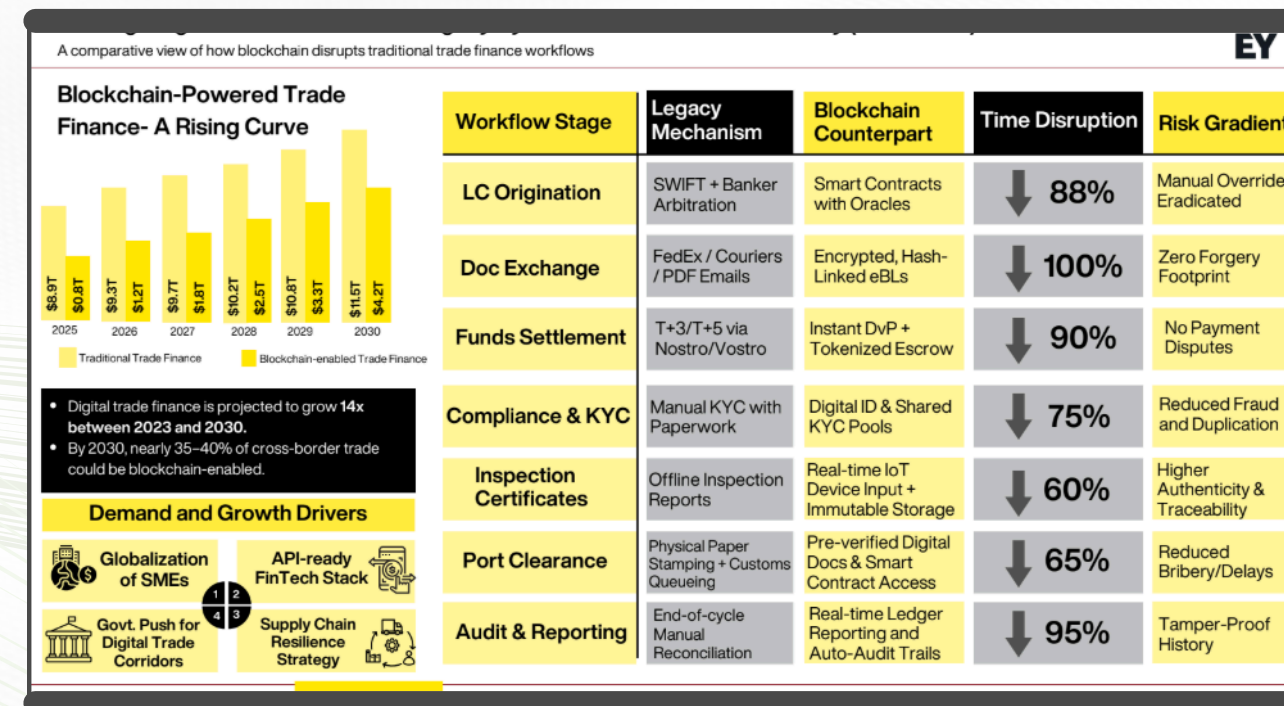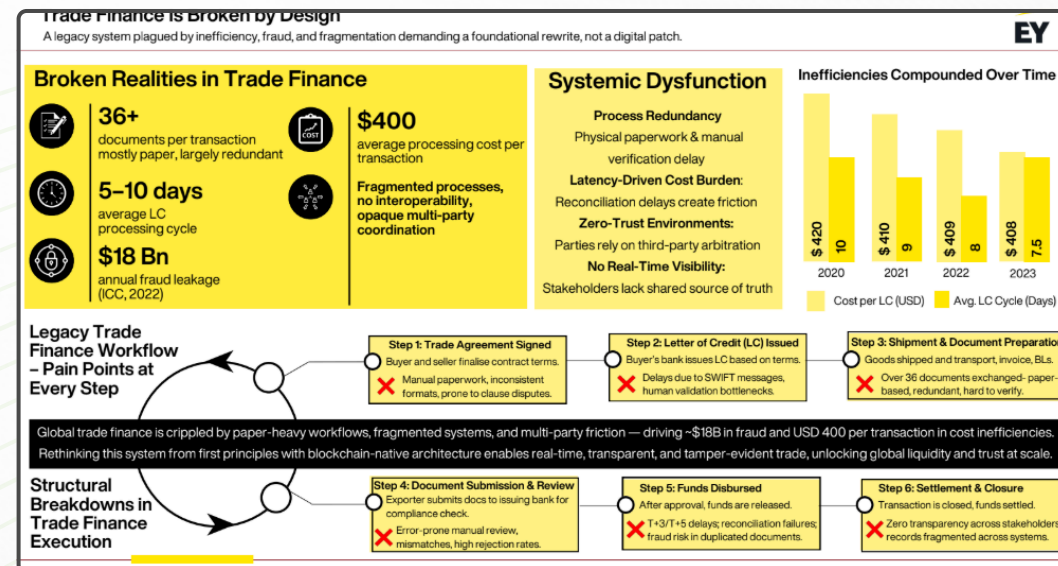
PROBLEM OVERVIEW

Traditional trade finance systems are **slow**, **paper–intensive**, and fraud–prone, often needing 5–10 days to process Letters of Credit. HSBC, Tata Steel, and Universal Tube piloted a **blockchain transaction using Contour** to address these inefficiencies. As blockchain adoption expands, institutions must assess stakeholder alignment, infrastructure readiness, legal recognition, and ROI before scaling.

SOLUTION OVERVIEW

The team proposes a **phased adoption** roadmap focused on feasibility, legal compliance, stakeholder buy-in, and platform scalability. Using platforms like Contour and tools such as essDOCS, institutions can **cut transaction time**, boost transparency, and reduce risk. ROI is driven by o**perational savings,** fewer errors, and faster turnaround.

PwC CAMPUS CONTENDER 2024

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Case Type	Organizing Body	No. of Slides
Business & Growth	PwC	6

Rank	Sector
National Winner	Healthcare & Nutrition

DELIVERABLES SUMMARY

- Consumer & Market Landscape Report
- Entry Mode & Brand Positioning Strategy
- 3-Channel GTM Blueprint
- Supply Chain & Ops Operating Model

PROBLEM STATEMENT

SOLUTION DECK
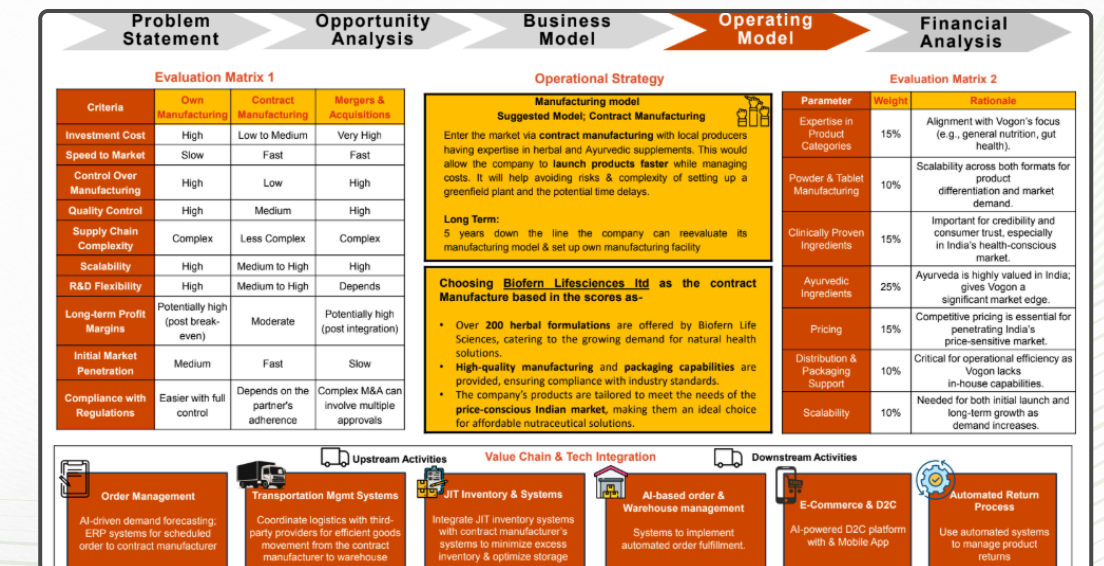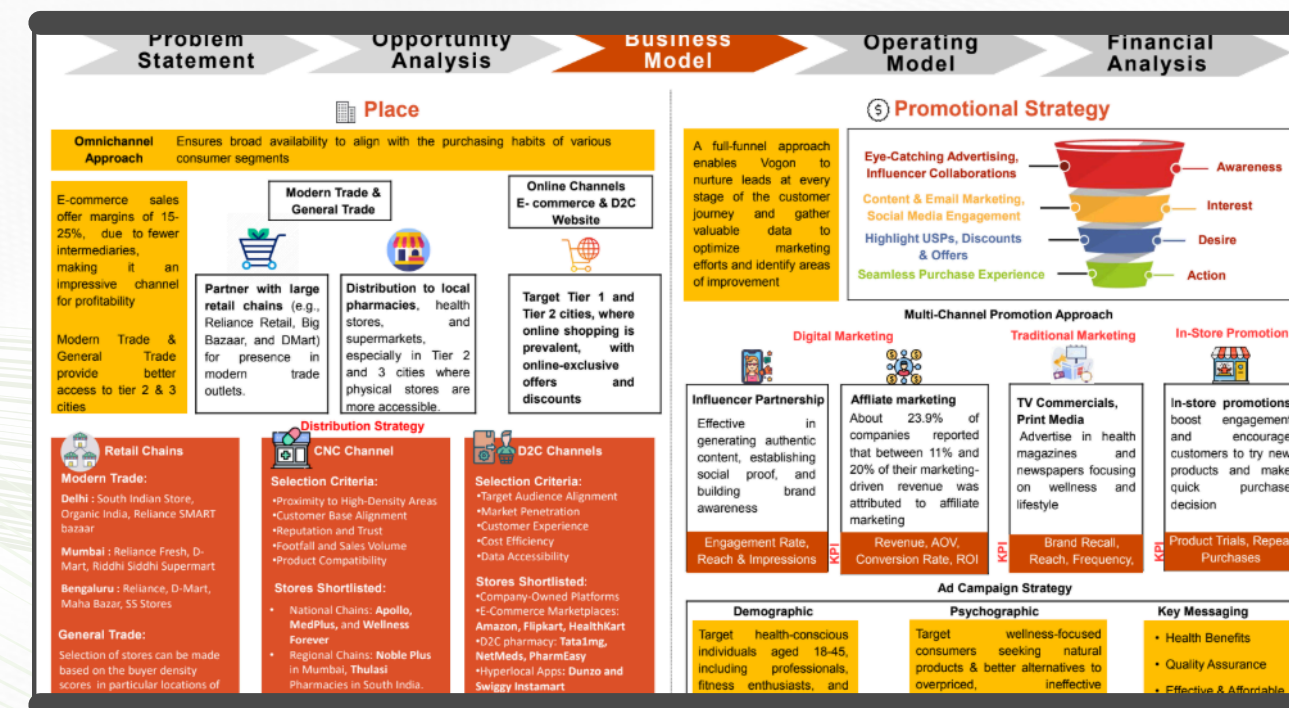
PROBLEM OVERVIEW

Vogon Corp, a $4bn global nutrition company, is facing **stagnant growth** in developed markets and is eyeing India's fast-growing $4.7bn dietary supplements sector. With a diverse product range and a clinical R&D backbone, it **sees opportunity in India**'s price-sensitive, herbal-focused consumer base. However, concerns around **pricing**, **distribution**, local product relevance, operations, and **scale** remain.

SOLUTION OVERVIEW

Designed an India-specific entry roadmap across business, operating, and financial dimensions. Focused on **tapping into the herbal segment** and **D2C** channels in urban markets, while **using alliances for scale** in general trade and pharma. Built phased operations strategy with tech-enabled supply chain. Modeled a robust 5–10-year P&L with realistic returns.

DELOITTE GSM S8

Case Type Social Impact	**Organizing Body** Deloitte	**No. of Slides** 10

Rank Second Runners Up	**Sector** Financial Inclusion

DELIVERABLES SUMMARY

- Barriers and Gap Landscape
- Inclusion Roadmap with Stakeholder Roles
- Tech Levers (Blockchain, Digital ID, AI)
- Data Privacy & Governance Guideline

PROBLEM STATEMENT

SOLUTION DECK
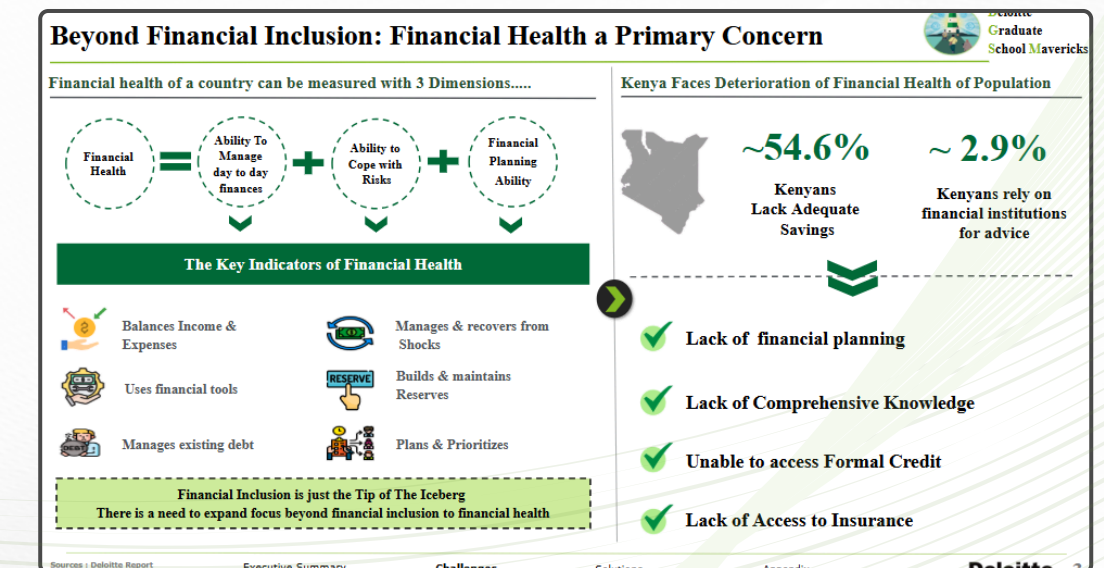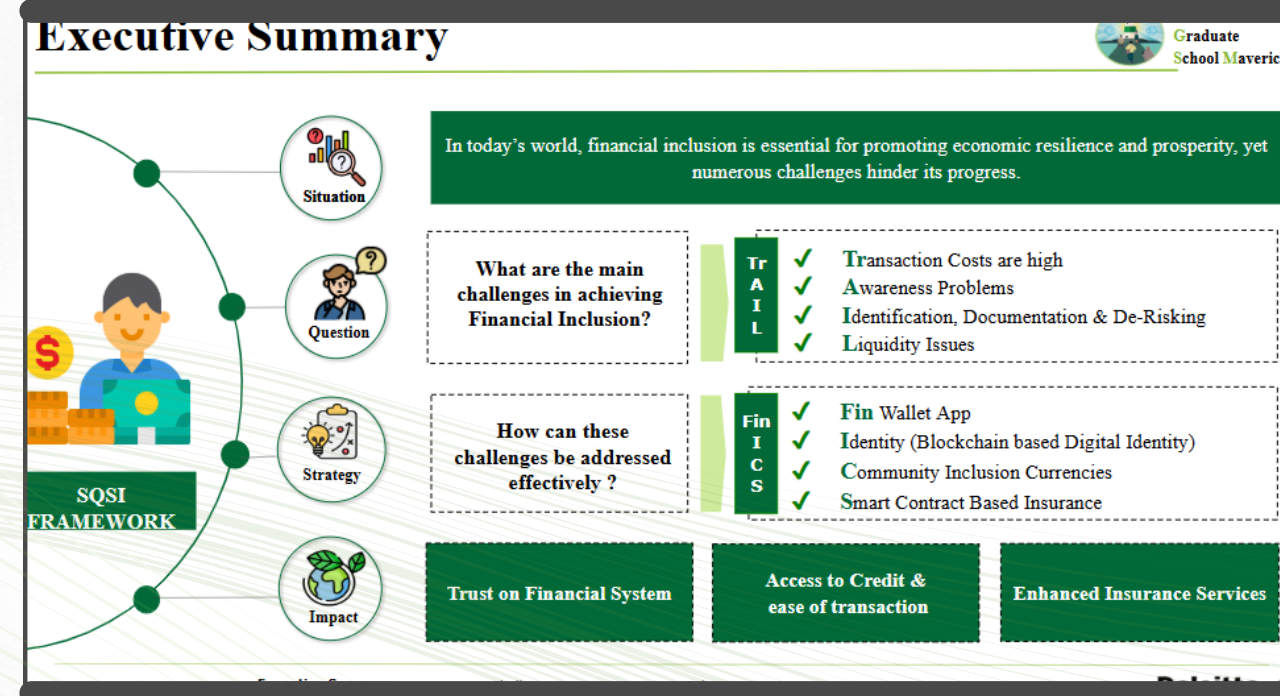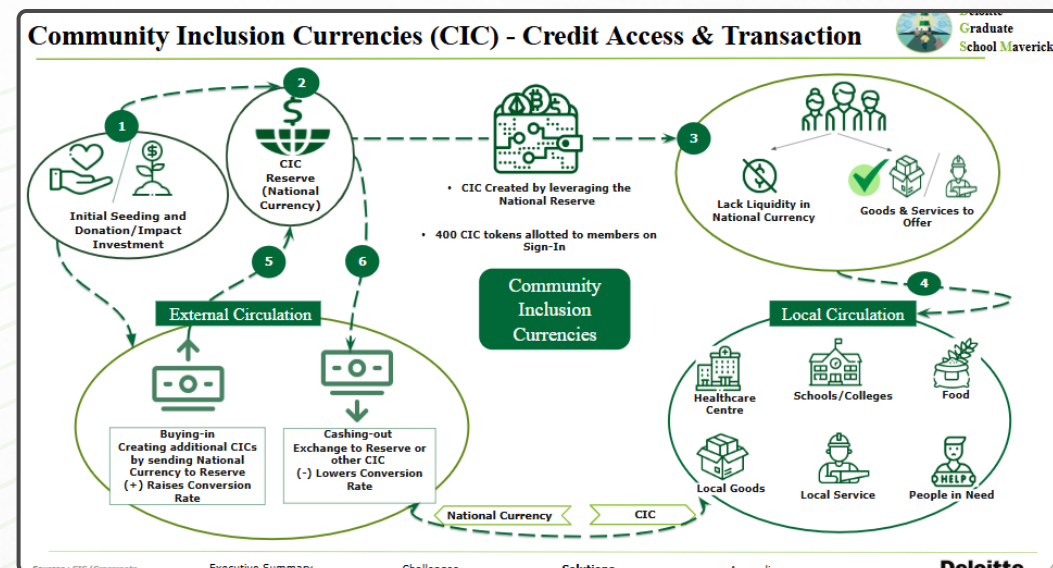
PROBLEM OVERVIEW

Despite digital innovation, **financial inclusion** remains **limited** across underserved communities due to infrastructural, awareness, and trust-related barriers. Auditors must ensure transparency and compliance in inclusion programs while **safeguarding data fairness**, **privacy**, and bias mitigation amid rising use of tech like digital identity and blockchain.

SOLUTION OVERVIEW

Formulated a holistic strategy leveraging mobile banking, fintech, and grassroots education to enhance outreach and usability. Emphasized auditors' evolving role in monitoring **algorithmic fairness**, **securing digital infrastructure**, and embedding trust via robust controls, enabling scalable and ethical financial inclusion.

NATION BUILDING CASE COMPETITION

180Degrees CONSULTING SRCC

CLR Case Library and Resources

Case Type	Organizing Body	No. of Slides
Public Policy	Nation with NaMo	10

Rank	Sector
National Winner	Sports

DELIVERABLES SUMMARY

- Social Enablers: Developing an ecosystem
- Infrastructure: Training facilities
- Institutions: State Federations & Academies

PROBLEM STATEMENT

SOLUTION DECK
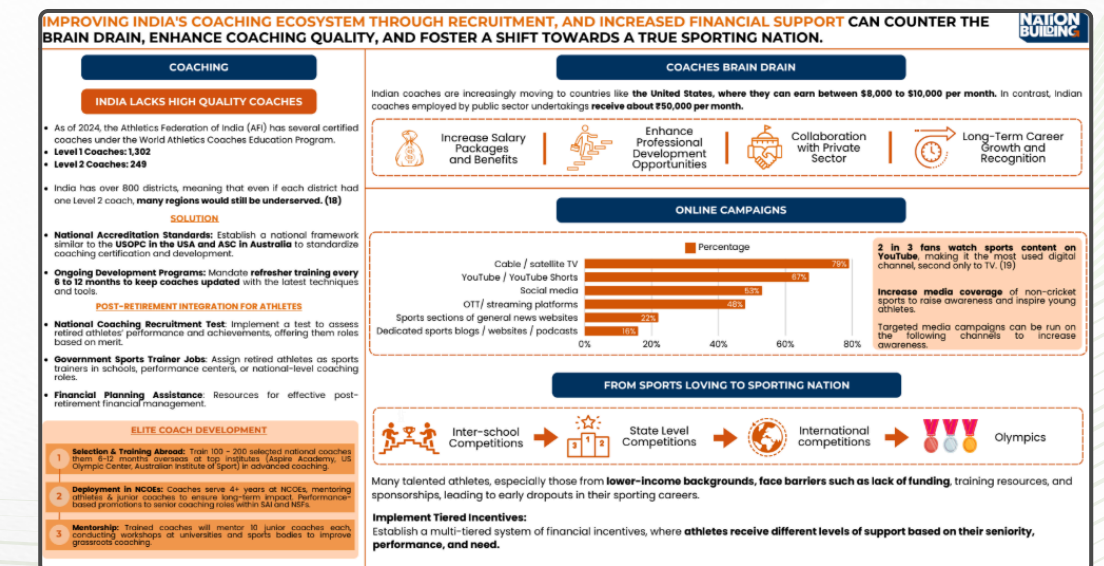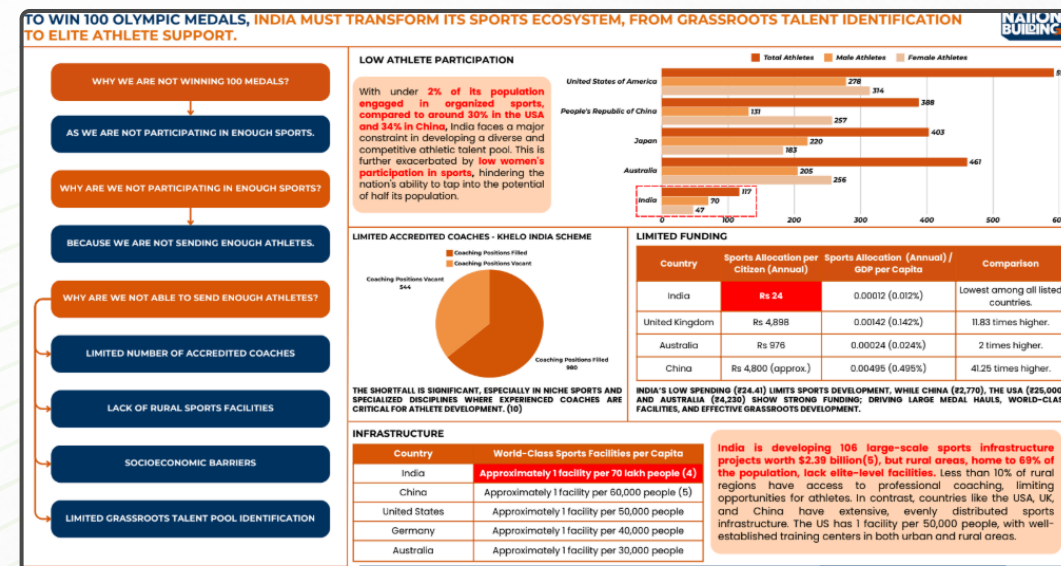
PROBLEM OVERVIEW

The year 2036 marks a critical milestone on this path. It offers an opportunity to propel India's standing on the world stage by achieving excellence in the Olympic Games, which would, in turn, support the broader goals of national development. The teams are supposed to prepare a **roadmap** for India **to win 100 medals,** including 35 gold medals, at the 2036 Olympics, proposing transformational solutions.

SOLUTION OVERVIEW

The team addresses the execution of solutions, provide evidence and prepare contingency plans for economic or policy setbacks, aligning with the Olympic success in 2036. The proposed solutions cover key levers from the **Transformation Model**- areas of impact, principles of impact and channels of impact - including **athlete development**, **sports infrastructure**, **governance models** and policies.

CASEQUEST 2025

Case Type	Organizing Body	No. of Slides
Social Impact	**Grant Thornton**	**8**

Rank	Sector
National Winner	**Professional Services**

DELIVERABLES SUMMARY

- Leadership funnel diagnostics
- Barrier and attrition analysis
- Phased action-impact roadmap
- Mentorship and policy redesign

PROBLEM STATEMENT

SOLUTION DECK
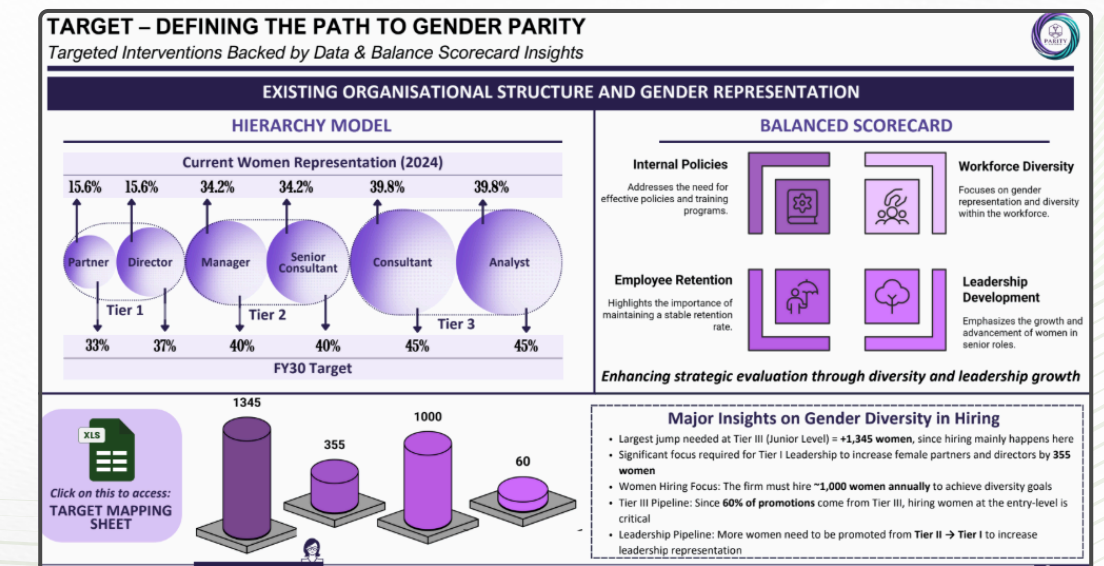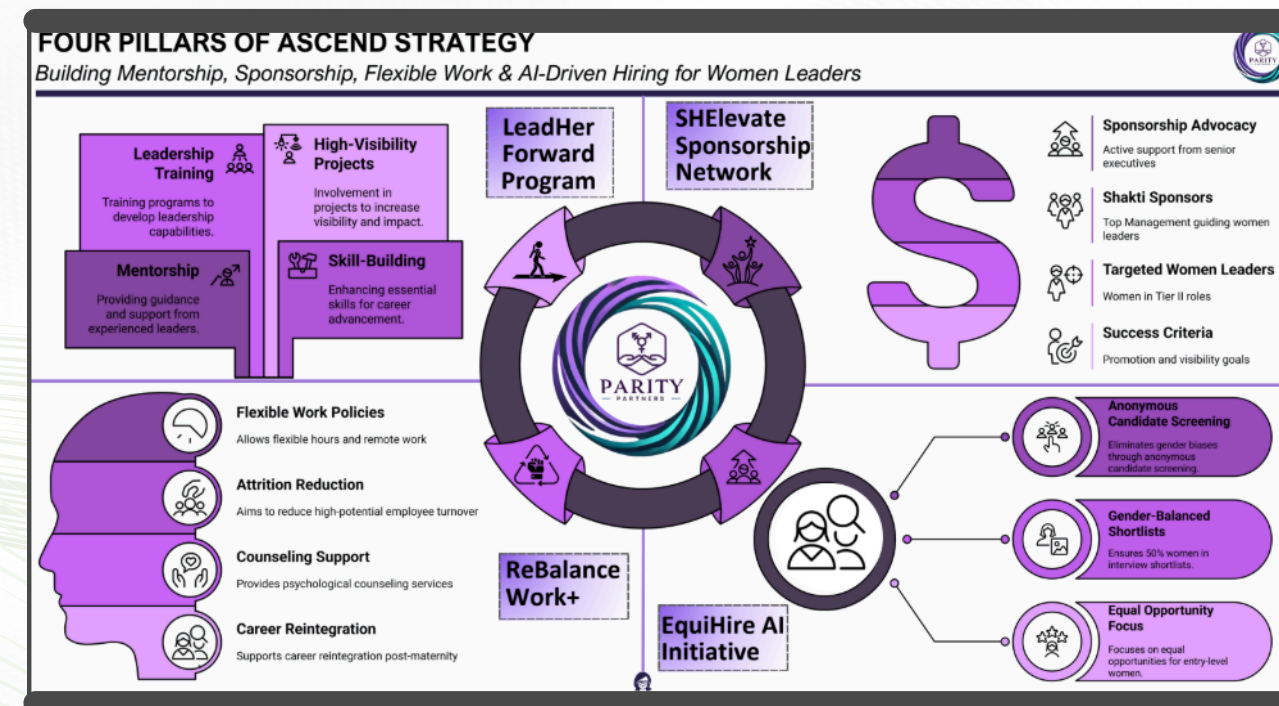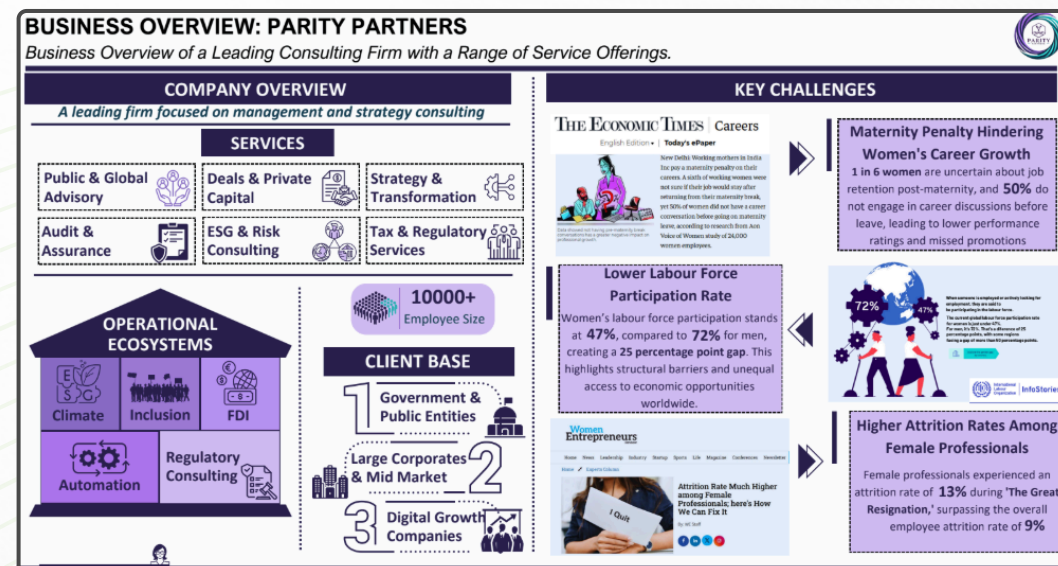
PROBLEM OVERVIEW

A large consulting firm is facing a critical **imbalance** in **female representation** across leadership levels—despite 39.8% women in entry roles, only 15.6% make it to Tier I. With FY30 gender diversity goals set at 37% for senior roles, the firm must address barriers such as **attrition**, **promotion bias**, and **lack of support systems** to build a sustainable leadership pipeline for women.

SOLUTION OVERVIEW

The team proposes a phased "**Target → Action → Impact**" strategy combining mentorship programs, bias audits, returnship policies, and data-backed promotions. Early actions focus on **talent mapping**, **inclusive evaluation**, and role-model visibility, while later years drive cultural reset and policy institutionalization. This compound effect aims to ensure **equitable progression.**

CampACE CASEino

Case Type	Organizing Body	No. of Slides
Social Impact	**Grant Thornton**	**9**

Rank	Sector
National Winner	**Professional Services**

DELIVERABLES SUMMARY

- Venture selection framework
- Value & profitability roadmap
- Asset-light scaling model
- Risk & talent governance

PROBLEM STATEMENT

SOLUTION DECK
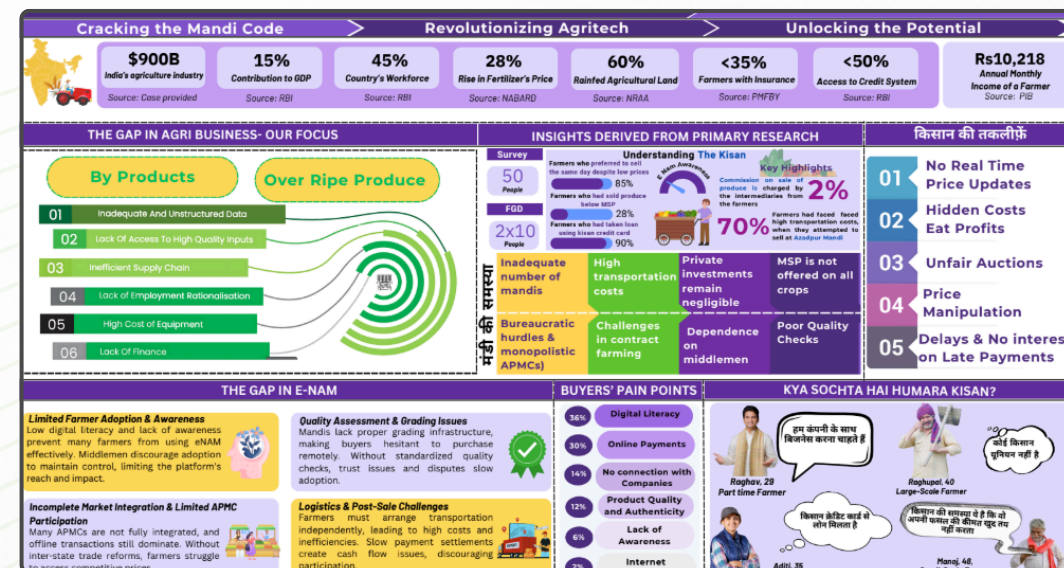
PROBLEM OVERVIEW

ABC is India's largest B2B e-commerce firm by transaction value, historically profitable but conservative. To move past incremental growth, it launched "Project Leap" targeting a **$1B valuation by 2028**. The major challenges are a risk of fragmented focus, **limited brand recognition** beyond auctions, and **competition for top software talent** from B2C firms. ABC is evaluating three high-value business ideas, including an international e-marketplace for SMEs.
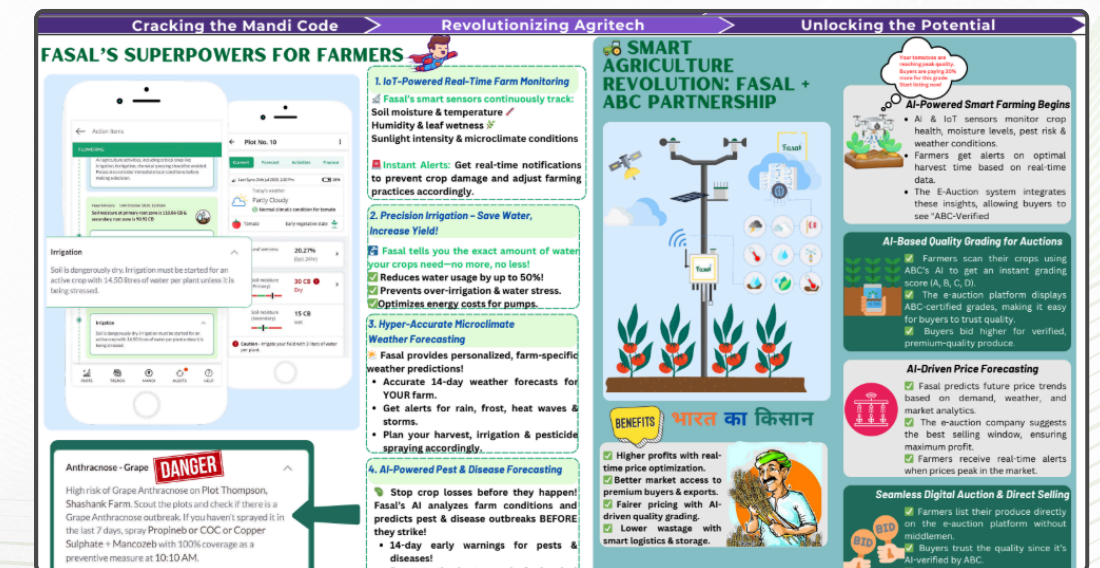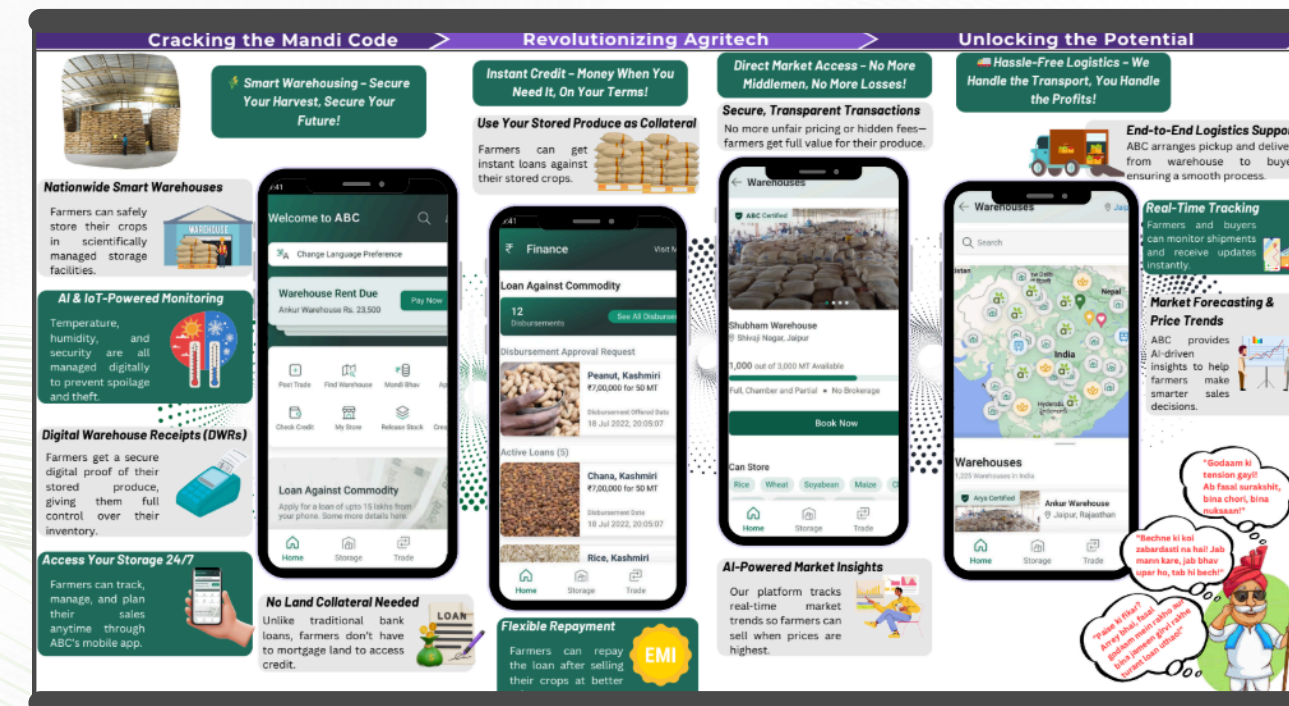
SOLUTION OVERVIEW

The solution is **ABC's E-Marketplace**, addressing core issues like inefficient supply chains, poor price transparency, high post-harvest losses, and lack of credit. It uses **e-auctioning**, **AI-driven quality grading** (Fasal/GRAMS), nationwide smart warehouses, and a micro-loan system against stored produce. This **end-to-end ecosystem** aims to empower farmers and eliminate middlemen's control.

L'ORÉAL SUSTAINABILITY CHALLENGE

Case Type
Sustainability Marketing

Organizing Body
L'Oréal

No. of Slides
9

Rank
National Winner

Sector
Beauty & Personal Care

DELIVERABLES SUMMARY
- Campus-focused activation plan
- Digital and creator outreach strategy
- On-ground engagement with PFC
- Youth-led content and impact tracking

PROBLEM STATEMENT

SOLUTION DECK

Insights from Our Research: Understanding Student Perspectives on Sustainability

Garnier's Sustainability Roadmap: Building a Green Future Across Universities
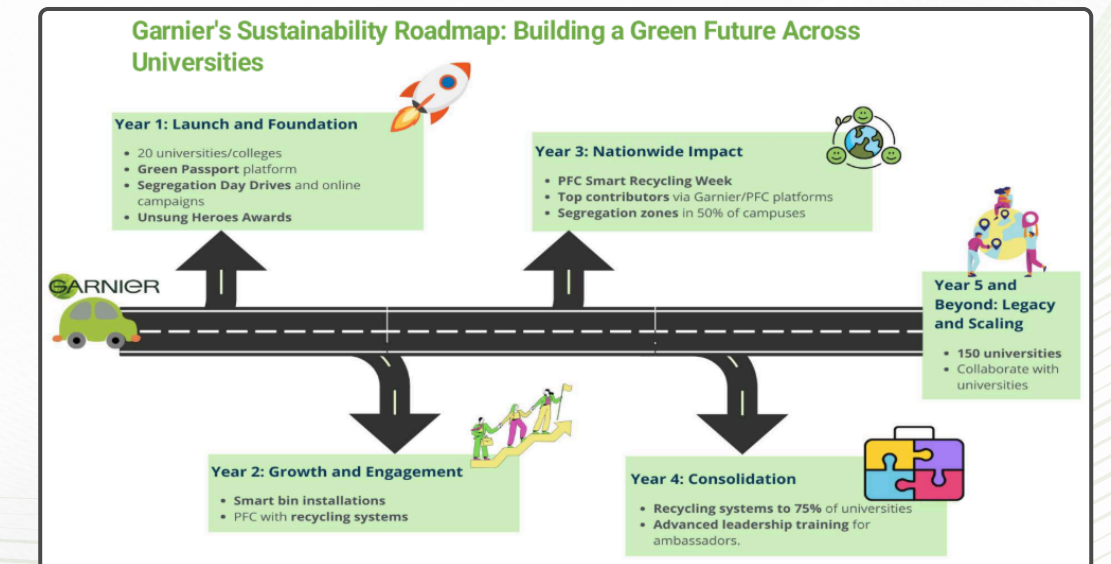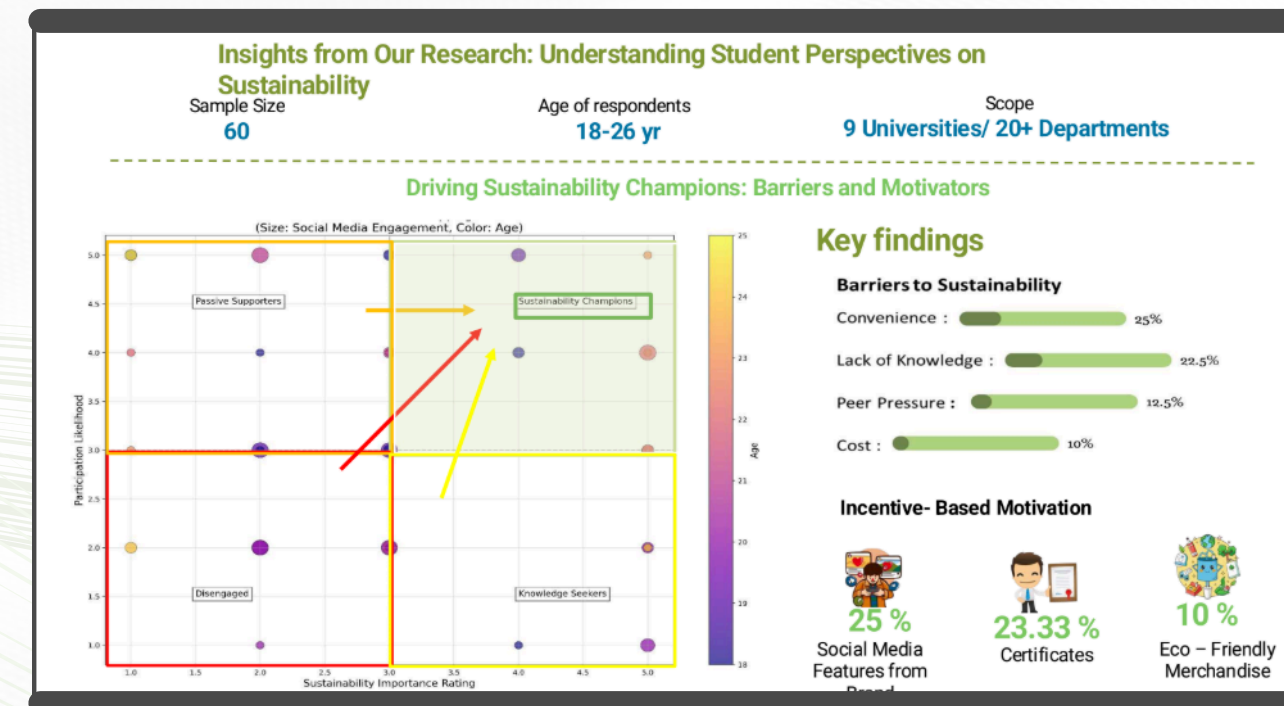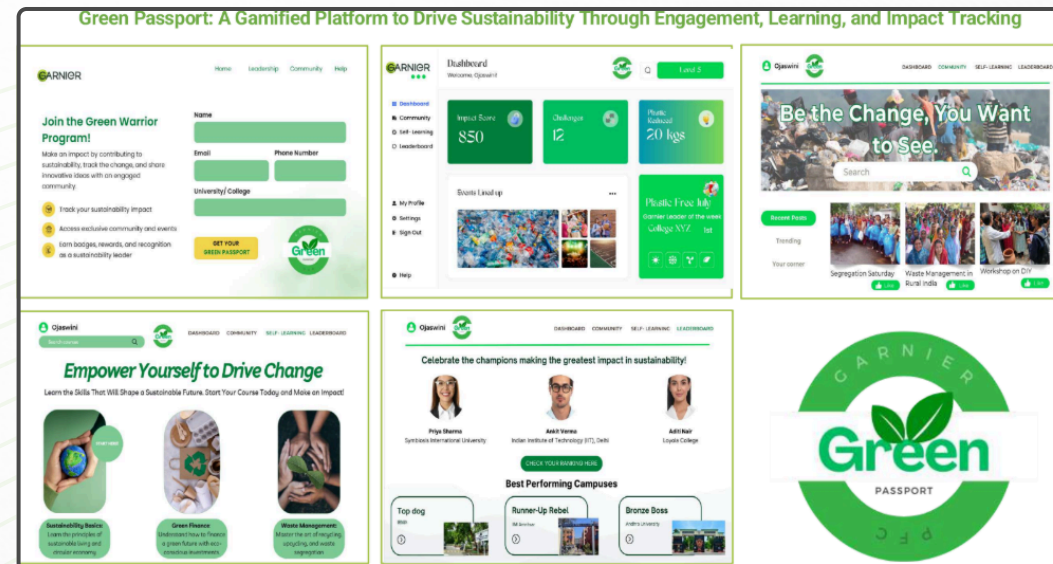
PROBLEM OVERVIEW

Plastic waste is a growing concern, with India contributing nearly 20% to global plastic pollution. Despite high awareness, most young Indians **struggle to adopt** sustainable habits due to **cost and convenience barriers**. Garnier's Green Beauty initiative, in partnership with Plastics For Change, has made meaningful progress—but now seeks to **scale its efforts** by enabling Gen Z to take action.

SOLUTION OVERVIEW

The team proposes a **youth-led initiative** combining digital content, creator advocacy, gamified engagement, and campus activations. Garnier can build a movement through recycling competitions, student ambassador programs, and a **"Green Campus League".** A 5-year plan expands this across campuses, supported by impact dashboards and long-term student engagement tools.

IL IGNITING MINDS

Case Type
Business & Growth

Organizing Body
ICICI Lombard

No. of Slides
10

Rank
National Winner

Sector
Insurance Property

DELIVERABLES SUMMARY
- P&C market benchmark scan
- Segment gap and behavior insights
- Product bundling concept
- Digital and field outreach plan

PROBLEM STATEMENT

SOLUTION DECK
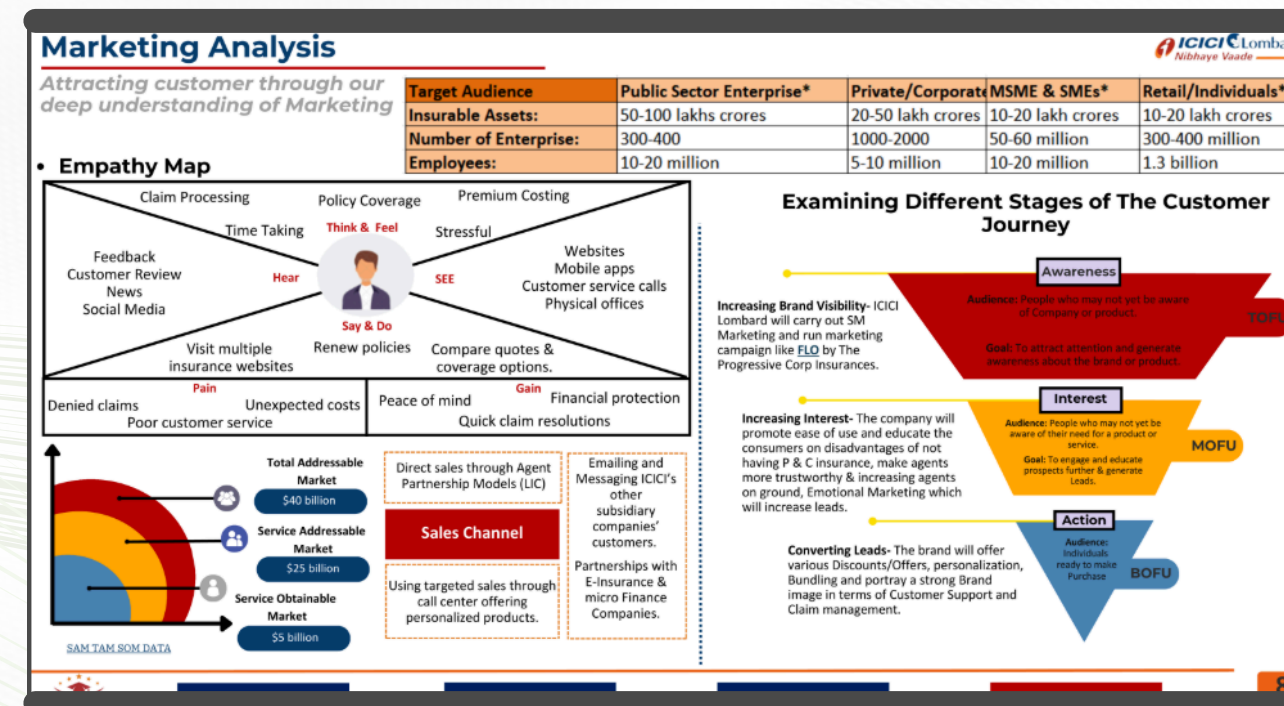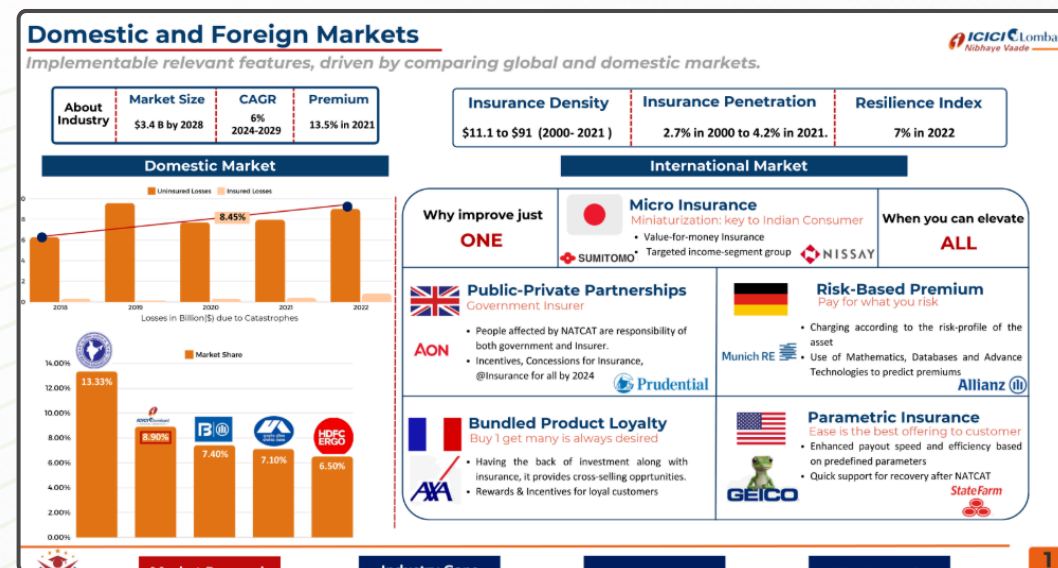
PROBLEM OVERVIEW

Only 7% of natural catastrophe risks in India are insured despite growing exposure from urbanization and asset buildup. Public sector units, corporates, MSMEs, and individuals remain undercovered due to **low awareness**, **perception gaps,** and **product complexity**. With the "Insurance for All by 2047" push, insurers must close this protection gap through inclusive, scalable solutions.

SOLUTION OVERVIEW

The team recommends a dual-track approach: **market-tested features** from mature economies and **India-first innovations** like mobile-based micro-covers. **Segment-focused awareness**, simplified policy structures, and embedded tech for claims can drive adoption. Public-private alignment and localized engagement are key to long-term penetration.

INTERNATIONAL
CASE COMPETITIONS

GCCH 2024

Case Type	Organizing Body	No of Slides
Business & Growth	**Harvard Business School**	**75**

Rank	Sector
Winner	**Technology**

DELIVERABLES SUMMARY

- Financial due diligence report
- Strategic fit analysis
- Industry overview
- Deal structure and financing model

PROBLEM STATEMENT

SOLUTION DECK
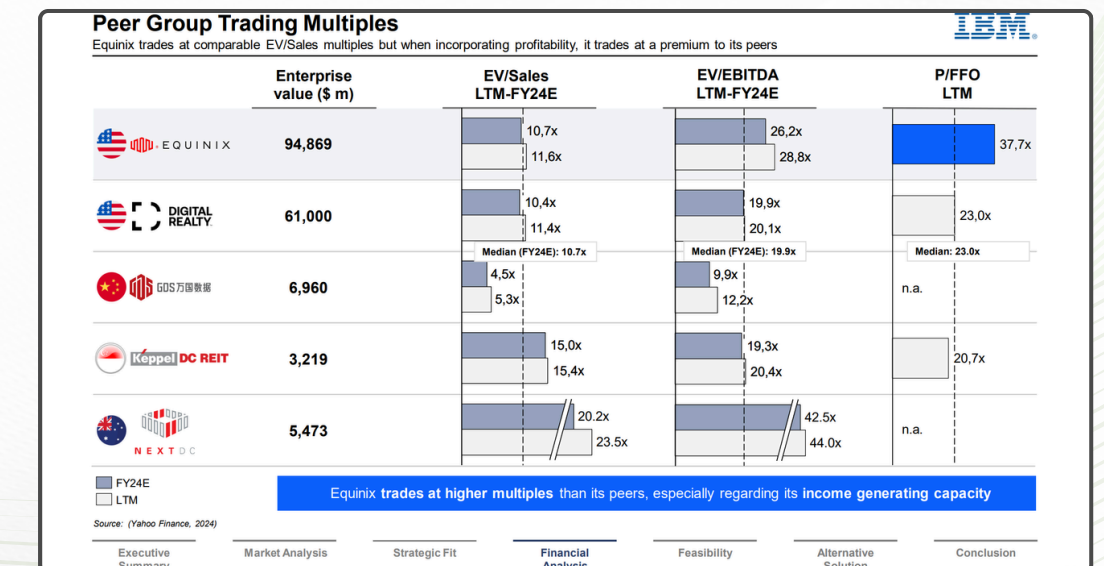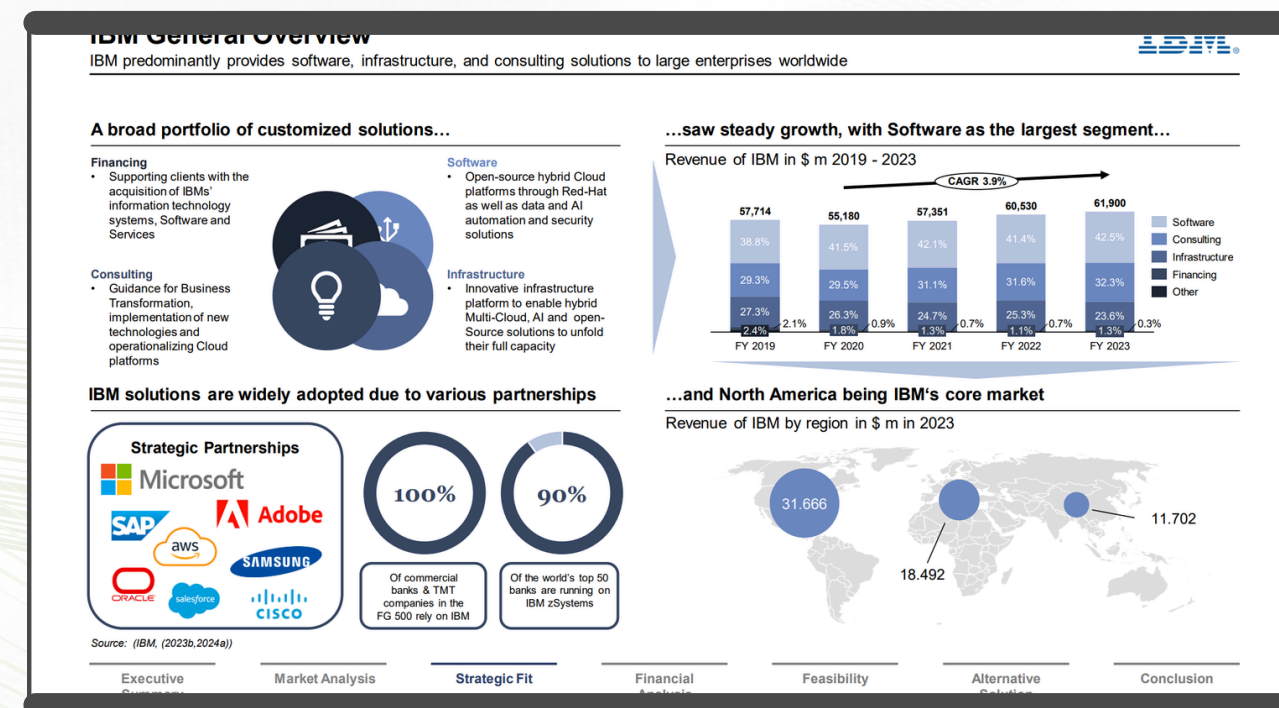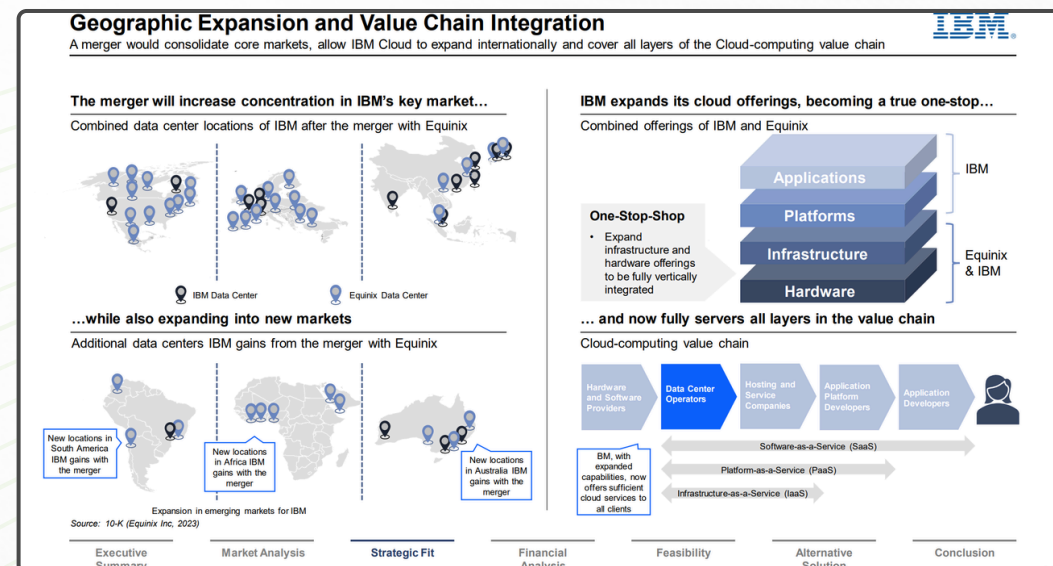
PROBLEM OVERVIEW

IBM seeks to **strengthen its position** in the digital infrastructure and cloud services space by exploring the acquisition of Equinix, a global leader in data centers and interconnection platforms. IBM wants to assess whether this acquisition would provide a **strategic advantage**, enhance its hybrid cloud capabilities, and offer long-term financial returns.

SOLUTION OVERVIEW

The team recommends IBM **acquire Equinix** to boost its hybrid cloud leadership. Equinix's interconnection infrastructure enhances IBM's multi-cloud capabilities and enterprise reach. The deal is backed by **DCF and comparables-based valuation**, with strategic synergies and risk mitigation measures supporting execution.

CBS INVITATIONAL 2025

Case Type
Business & Growth

Organizing Body
CBS

No of Slides
62

Rank
Winner

Sector
Financial Services

DELIVERABLES SUMMARY
- Succession blueprint Design
- Persona-led journey Mapping
- Revenue forecast Modeling
- Risk and mitigation Grid
- Generational platform Prototyped

PROBLEM STATEMENT

SOLUTION DECK
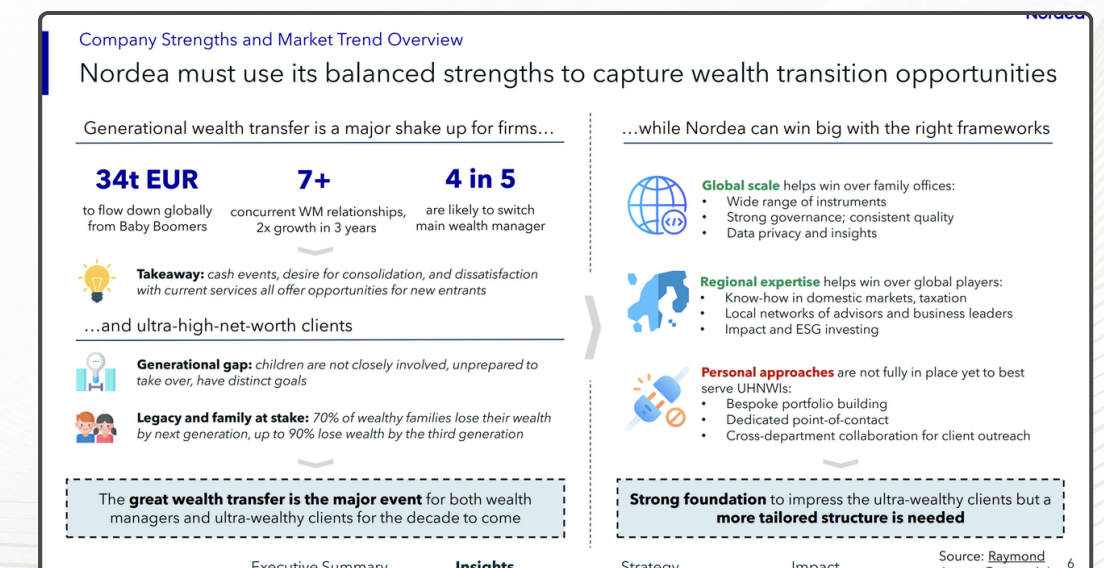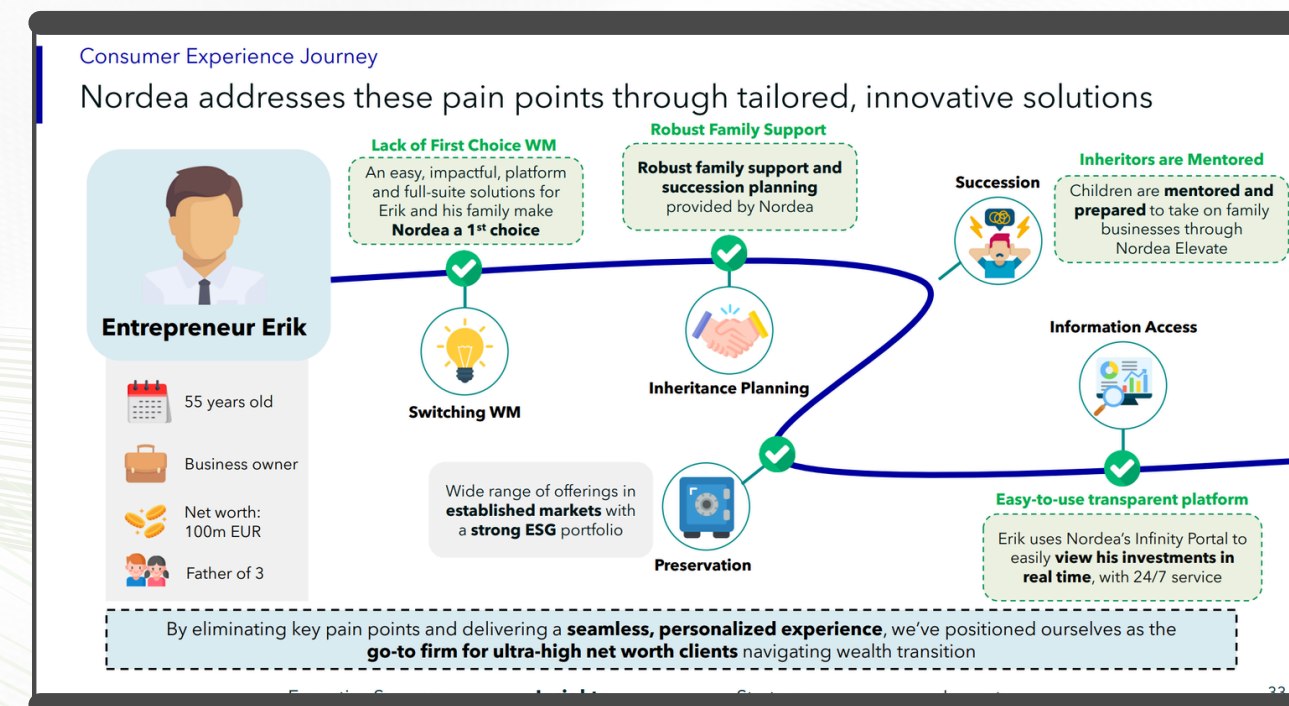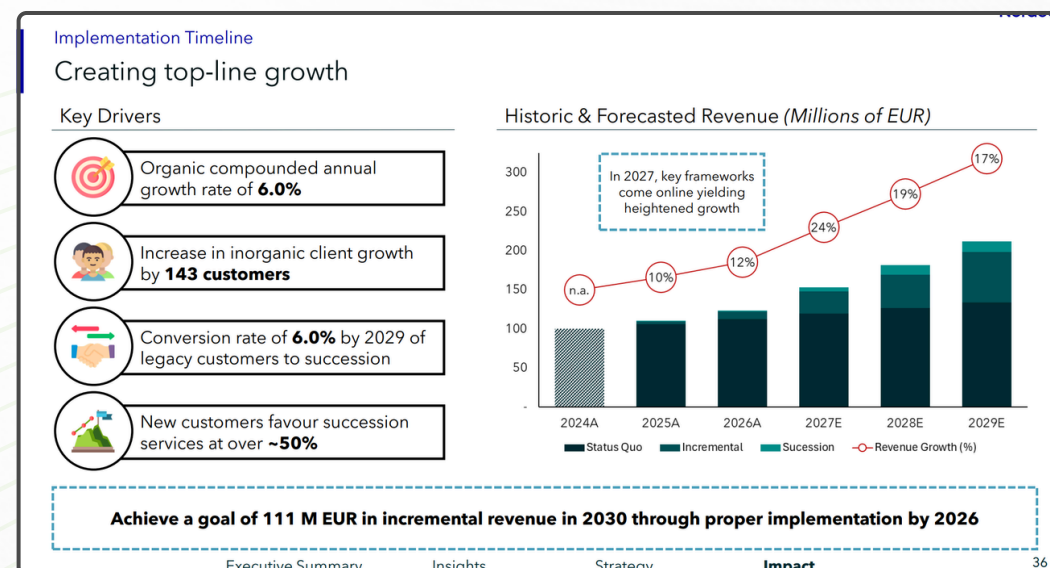
PROBLEM OVERVIEW

Nordea faces intensifying competition in the Nordic UHNW wealth management market, with **global players** entering the scene. To **retain and attract Ultra-High-Net-Worth clients**, Nordea must evolve **beyond traditional offerings** and address rising concerns around succession, intergenerational transparency, and personalized client service.

SOLUTION OVERVIEW

The team introduces the **PET strategy**, lan, Elevate, Transform focusing on full-service succession planning, heir leadership development, and a digital family wealth platform. This solution ensures **continuity across generations, strengthens** Nordea's client relationships, and positions it as the leading UHNW partner in the Nordics

CBS GLOBAL 2024

Case Type	Organizing Body	No of Slides
Business & Growth	**CBS**	**20**

Rank	Sector
Winner	**Media & Publishing**

DELIVERABLES SUMMARY
- Audience Insight Mapping
- Personal Journalist Feature Design
- Revenue Forecasting to 2027
- Implementation Timeline & Risk Mitigation

PROBLEM STATEMENT

SOLUTION DECK

Risk Analysis
Several risks arise with the implementation of Berlingske PULSE however can be effectively mitigated

Berlingske

Risk	Mitigants
Engagement risk — AI personalisation may not have relatability	Invest hyper-realistic and tried-and-true tools
Monetisation risk — Limited willingness to pay and refusal of partnerships	Leverage and add premium to existing enterprise contracts
Data & privacy risk — Some customers may dislike or distrust algorithms	Opt-in, opt-out functionality
Technical Risk — Inaccurate production of AI-Generated information causing mistrust	Utilisation of Retrieval Augmented Generation coded with limits

Solution
Pulse beyond will effectively attract and retain U30 subscribers

Berlingske

Tactic 1: Increase awareness of Pulse using Weekly Wraps

WATCH | READ | SHARE

Share and compare on social media who has read the most news

You Read... 74 Articles In October

| Outcome: | Sharable news feed summary, to build engagement and grow user base by affiliation |

Tactic 2: Streamline new subscribers via partnerships

1 — VB GYM — **Combine with subscription-based gym franchises**

High conviction partner: Vesterbronx Gym

- 73% of Young Danes are physically active - new avenue to gain traction
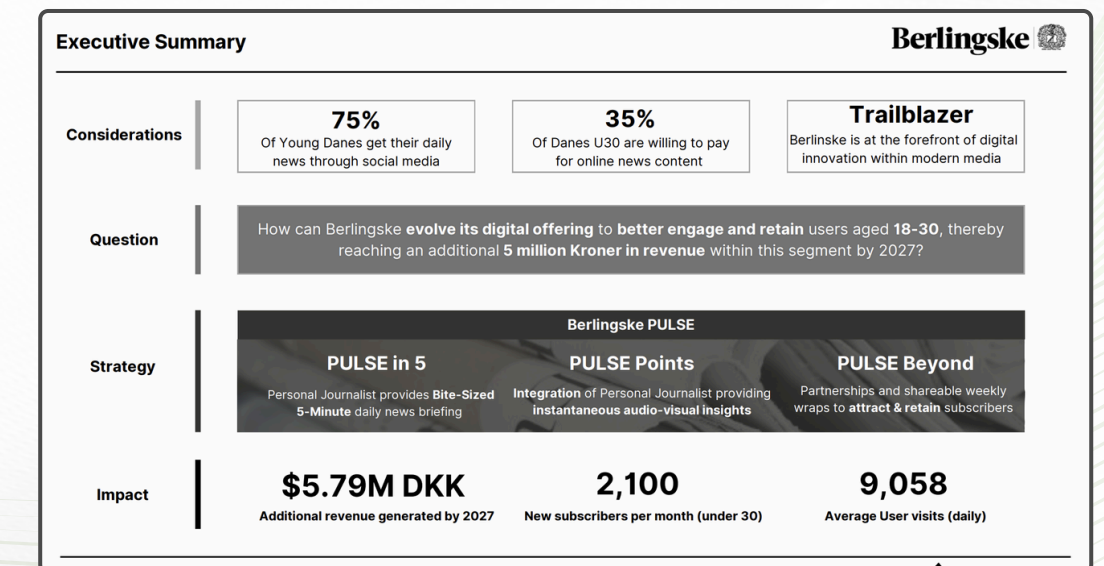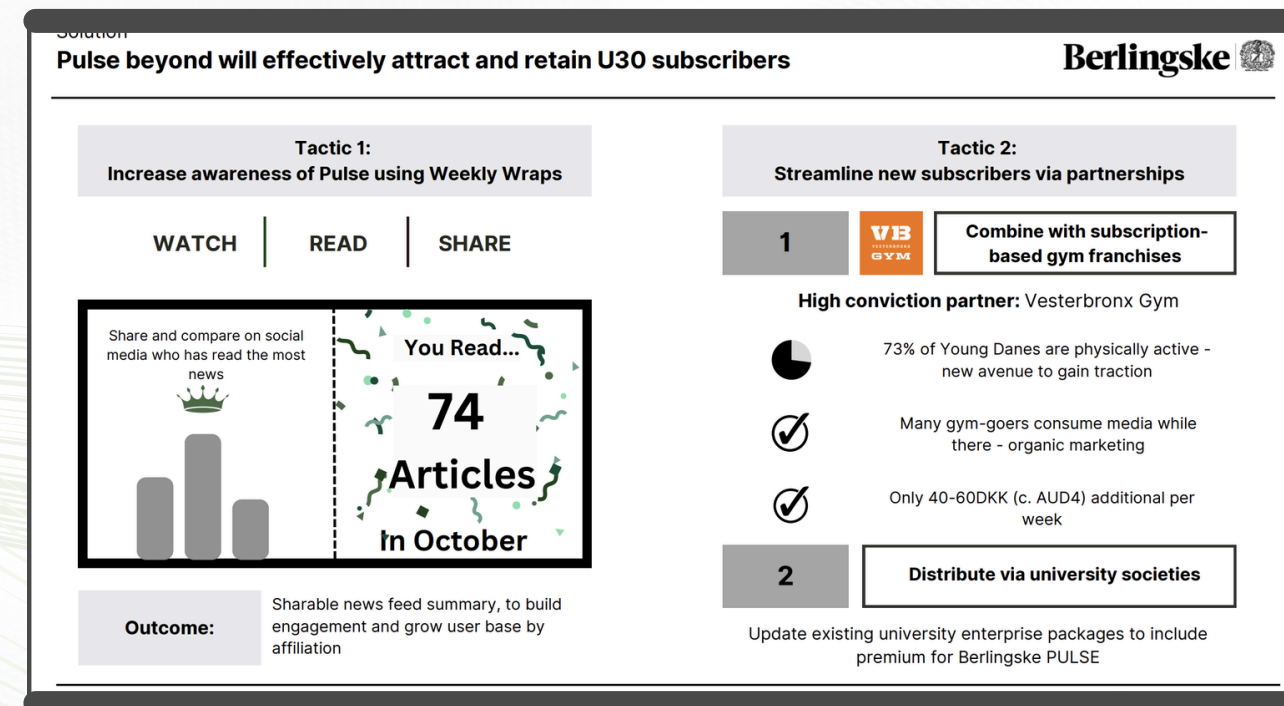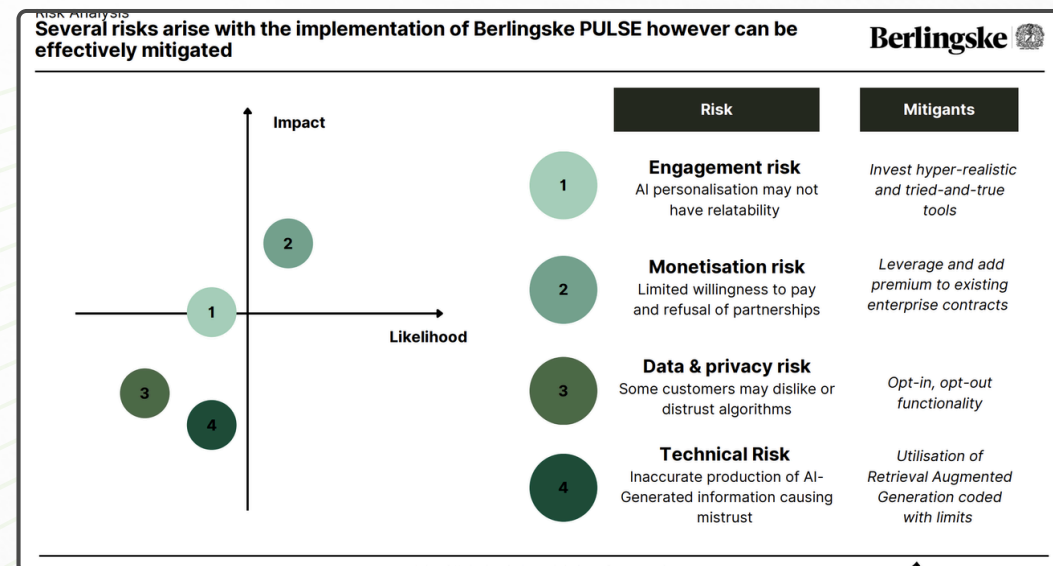- Many gym-goers consume media while there - organic marketing
- Only 40-60DKK (c. AUD4) additional per week

2 — **Distribute via university societies**

Update existing university enterprise packages to include premium for Berlingske PULSE

Executive Summary

Berlingske

Considerations	**75%** Of Young Danes get their daily news through social media	**35%** Of Danes U30 are willing to pay for online news content	**Trailblazer** Berlinske is at the forefront of digital innovation within modern media
Question	How can Berlingske **evolve its digital offering** to better engage and retain users aged **18-30**, thereby reaching an additional **5 million Kroner in revenue** within this segment by 2027?		
Strategy	**PULSE in 5** Personal Journalist provides **Bite-Sized 5-Minute** daily news briefing	**PULSE Points** Integration of Personal Journalist providing **instantaneous audio-visual insights**	**PULSE Beyond** Partnerships and shareable weekly wraps to **attract & retain** subscribers
Impact	**$5.79M DKK** Additional revenue generated by 2027	**2,100** New subscribers per month (under 30)	**9,058** Average User visits (daily)

PROBLEM OVERVIEW

Berlingske aims to **grow revenue** by 5 million DKK by 2027 by improving digital engagement and retention of the 18 to 30 age group. This segment primarily consumes news through social media and prefers content that is personalized, quick to consume, and visually engaging. Berlingske must **evolve its digital offering** to stay relevant and competitive in a rapidly changing media landscape.

SOLUTION OVERVIEW

The team proposes Berlingske PULSE, a hyper-personalized in-app feature built around a "**Personal Journalist**". It delivers bite-sized daily news briefings and interactive article summaries, powered by AI, to match the pace and preferences of young users. Complemented by **strategic partnerships** and social sharing features, it drives digital subscriptions and deepens engagement.

TUBC 2024

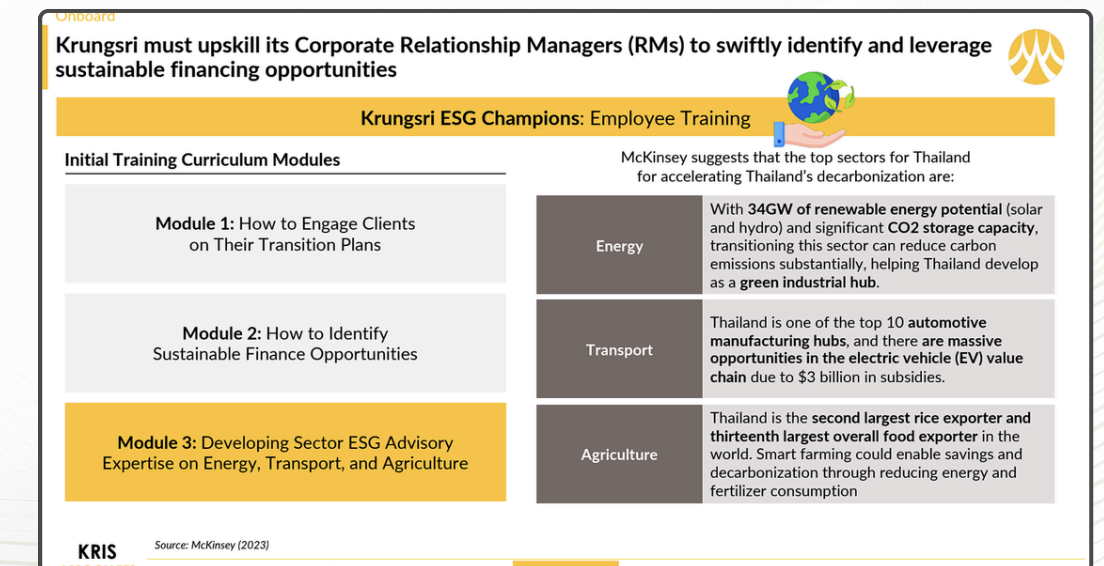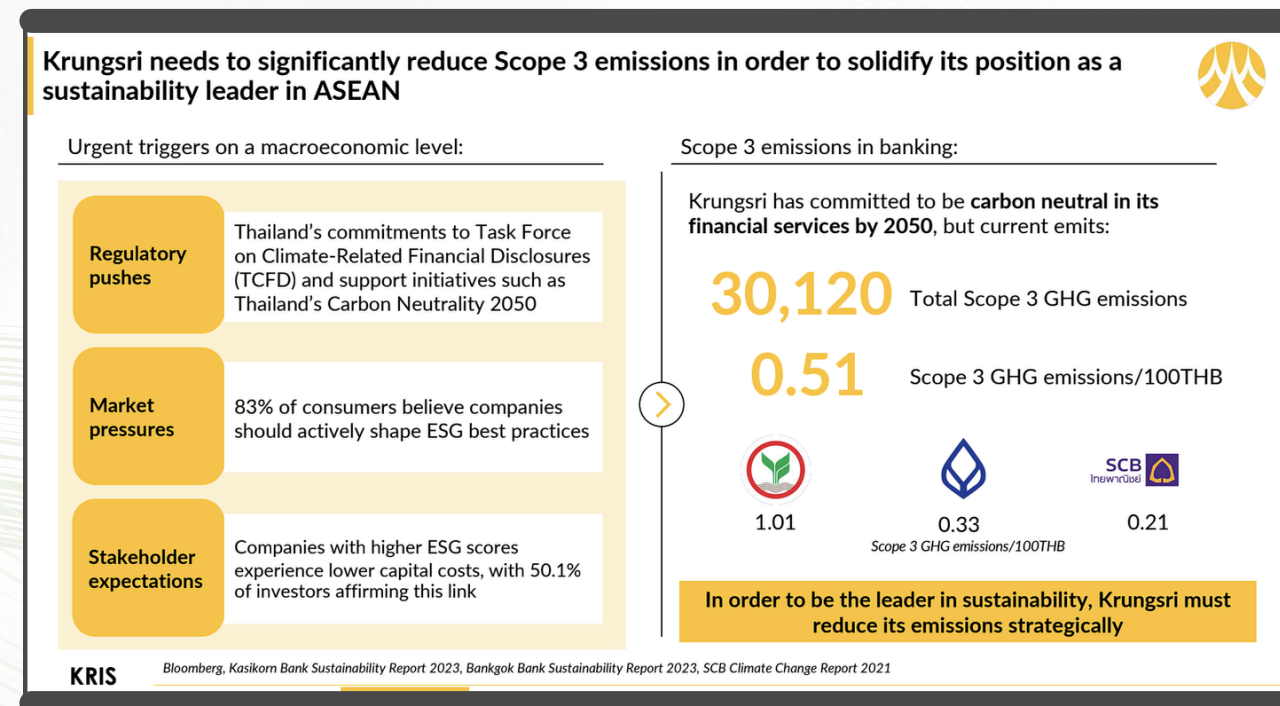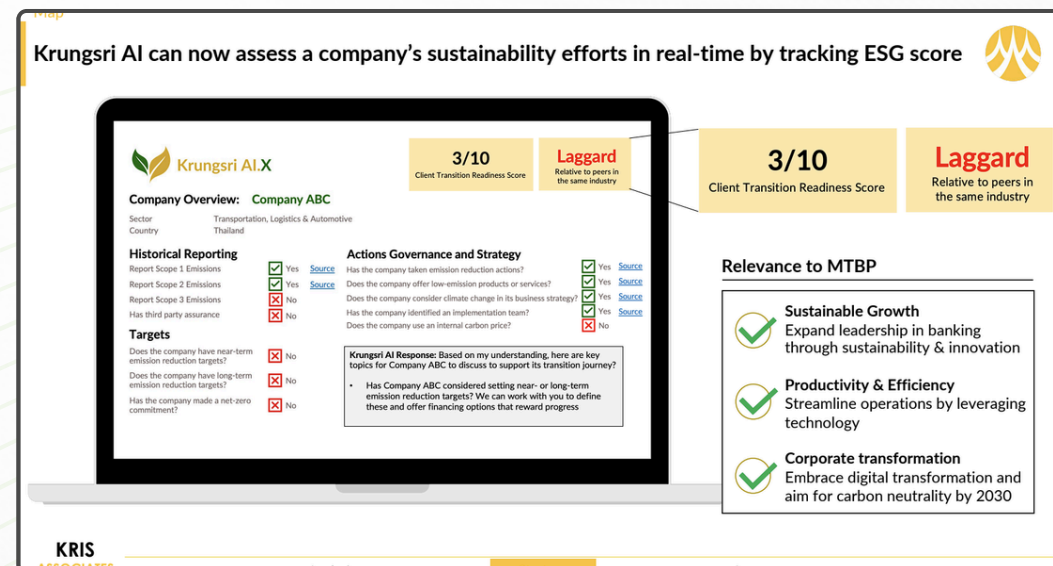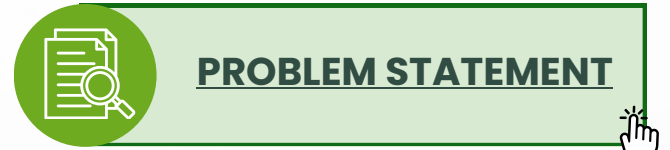| Case Type	Organizing Body	No of Slides
Sustainability Strategy	**TBS**	**72**

Rank	Sector
Winner	**Financial Services**

DELIVERABLES SUMMARY

- Client segmentation with AI
- ESG capability-based loan design
- Employee training for ESG client engagement
- Scope 3 emission roadmap

PROBLEM STATEMENT

SOLUTION DECK

Krungsri AI can now assess a company's sustainability efforts in real-time by tracking ESG score

Krungsri needs to significantly reduce Scope 3 emissions in order to solidify its position as a sustainability leader in ASEAN

Krungsri must upskill its Corporate Relationship Managers (RMs) to swiftly identify and leverage sustainable financing opportunities

PROBLEM OVERVIEW

Krungsri aims to position itself as a **sustainability leader** in ASEAN by significantly reducing its Scope 3 emissions, driven by regulatory pressure, investor expectations, and its commitment to **carbon neutrality** in financial services by 2050. The bank must now translate its ambition into a scalable, **actionable roadmap** that balances commercial growth with environmental responsibility.

SOLUTION OVERVIEW

The team proposes a **holistic strategy** including AI-powered ESG scoring, corporate client segmentation, **tailored green finance products**, and employee upskilling. These solutions aim to accelerate decarbonization across sectors like transport, energy, and agriculture, **supporting Krungsri's leadership** in sustainable finance.

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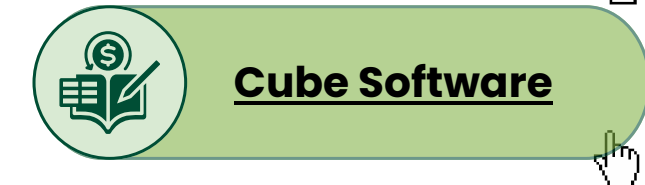
MISCELLANEOUS

Product Decks

Product Folks

Presentation Frameworks

Benjamin Ball Presentation

ACKNOWLEDGEMENT

We would like to express our sincere gratitude to the following individuals who contributed their time, expertise, and winning case competition submissions to make this guide possible:

UNDERGRADUATE COMPETITIONS

Competition Name	Team Members			
MCE - Case 180	Kunal Aggarwal	Moksh Kapoor	Rahul Bhavnani	Ritika Tyagi
Case Crack	Kunal Aggarwal	Rahul Bhavnani	Ritika Tyagi	
Eunoia	Arshpreet Kaur	Rachita Joshi	Sonal Kedia	
Aarohan	Aadit Verma	Divyam Aggarwal	Mili Aggarwal	Shourya Gulati
Case Heist	Ashutosh Singh	Harshita Bajaj	Ihinaa Hans	Tanav Gupta

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Competition Name	Team Members			
Case-ette	Aditya Bagla	Raj Agarwal	Vanya Aggarwal	
PCE - Case 180	Damak Saxena	Kartikay Mendiratta	Samyak Hilsayan	
Strategem	Dhruv Nad	Parv Goyal		
Smart Tank	Dhwanika Aggarwal	Divyam Aggarwal	Vidhika Rishi	
Economie De La Ville	Aditi Uttam	Bhargab Deka	Rachit Sardana	Saksham Goel

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Competition Name	Team Members			
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FinEdge	Dhruv Nad	Krishika Arora	Suhana Siwach	Vansh Bothra
Markovista	Kanupriya Toshniwal	Mahi Gupta	Mansi Sharma	
Case Closed	Aaditya Goyal	Ajay Sharma		
Case Cade	Anushka Sharma	Nancy Bhandari		

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UNDERGRADUATE COMPETITIONS

Competition Name	Team Members			
Inno-Venture	Irveen Sabharwal	Komal Somani	Raj Agarwal	Vanya Aggarwal
CCE - Case 180	Akshat Tickoo	Kaveri Nehra	Mitali Sharma	Nancy Gupta

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B-SCHOOL COMPETITIONS

Competition Name	Team Members		
IIMersion	Palash Lulla	Prateek Shrivastava	Sharvesh Baskaran
IB Takeover Case	Ainesh Gupta	Medansh Thusoo	Varnit Pandey
StrategiX	Ayush Gupta	Harsh Bajpai	Panwi Kumar
Advectius	Ishaan Kesarwani	Nehmat Preet Kaur	
B2C Marketing Case Competition	Aditi Mahajan	Arushi Goel	Mahi Gupta

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B-SCHOOL COMPETITIONS

Competition Name	Team Members			
Mantravat	Aman Sanju	Ananya Sharma	Harish Kumar	Punya Kapur
Xcelerate	Kshitij Nagtode	Saikrish Shrivastava	Varshitha Matta	
Prodylitics	Akshat Mittal	Moulik Mishra		
Optima Strategy Sutram	Geetika Issrani	Harsh Sonawane	Surkhab Bindra	
Ecomove	Arvind Maurya	Garv Nagpal	Siddharth Sachdeva	

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B-SCHOOL COMPETITIONS

Competition Name	Team Members		
Consulting Consortium	Dishita Saraogi	Heli Acharya	Mayur Sonawane
Arthat 4.0	Cherian Mathew	Shreyashi Shome	
ISB Case Competition	Riddhi Chhabra	Samrath Beri	Siddhi Chhabra
Fin-O-Crisis	Krish Gupta	Vidit Garg	
Greengram: Green Quest	Kunal Aggarwal		

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We would like to express our sincere gratitude to the following individuals who contributed their time, expertise, and winning case competition submissions to make this guide possible:

B-SCHOOL COMPETITIONS

Competition Name	Team Members		
Through the Policy Prism	Harshit Singh	Jayveersinh Dodiya	Moulik Mishra
Decode to Conquer 5.0	Aryan Gupta	Tamanna Gupta	Vidhi Aggarwal

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CORPORATE COMPETITIONS

Competition Name	Team Members			
BrAINWARS 2024	Bharat Kukreja	Jatin Singh	Kanishk Chhatwal	Pratiksha Satapathy
EY CAFTA 2025	Moksh Gauri			
PWC Campus Contender '24	Hemant Fuleriya	Samarth Lakra	Srishti Yadav	Sujal Kumar
Deloitte GSM S8	Dedipya Mukherjee	Raghav Singhal	Shray Gupta	Tanmay Sood
CaseQuest 2025	Parth Gupta	Saransh Singh	Umesh Manchandani	

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CORPORATE COMPETITIONS

Competition Name	Team Members			
Accenture Strategy Connect S3	Anika Meharia	Dikshit Arora	Meet Mandhan	Pranshi Garg
NwN NationBuilding Case	Aishwary Kumar	Prateek Singh		
L'Oréal Sustainability Challenge	Asish Ansuman	Bonthu Ojaswini	Kavya Reddy	
CampACE CASEino	Ayush Singh	Kashish Bhatia	Nupur Jain	Pranjal Chauhan
IL Igniting Minds	Alok Kumar	Harsh Sonawane	Pranav Yadav	

*Click on the names of these winners to check out their LinkedIn

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INTERNATIONAL COMPETITIONS

Competition name	Website
Thammasat Undergraduate Business Challenge 2024	http://marshallinternationalcasecomp.com/past-competitions
Global Case Competition at Harvard 2024	https://www.thecasecompetition.org/past-editions
Copenhagen Business School Invitational 2025	https://www.casecompetition.com/library/
Copenhagen Business School Global 2025	https://www.casecompetition.com/library/

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NOTE OF THANKS

To all the ambitious learners who made it through our Case Competition Guide - Congratulations!

We want to extend our sincere gratitude for dedicating your valuable time to this comprehensive resource. Your commitment is truly commendable, and we are confident that the skills and insights you've gained will serve you well in case competitions and your professional career. This is just the beginning of your journey, and we are excited to see all that you will achieve.

To help us continuously refine and enhance the quality of our content, we would be incredibly grateful if you could take a few moments to fill out a brief feedback form.

Please click here to access the feedback form.

Your honest opinions and suggestions are invaluable to us. We are committed to providing the best possible learning experience for aspiring learners like you.

Thank you once again for your engagement and support. We wish you every success in your consulting journey!

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