



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

(Approved by AICTE and Affiliated to Osmania University)

A Unit of Keshav Memorial Educational Society

3-5-1026, Narayanaguda, Hyderabad - 500029 Cell : 8331029974

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Session Details

Title of the session: Effective Sales and Marketing strategies for entrepreneurs/start-ups.

Date: 25Th February 2025

Duration: 11.00am to 1.00 pm

Activity Category: IIC Calendar activity

Theme: Entrepreneurship

Expert/Speaker Details:

Name: Mr Alwala Devender Reddy

Designation: Chief Executive Officer (CEO)

Organization: Eride, E-mobility company

Brief about Expert/Speaker:

Mr. Alwala Devender Reddy sir has done his PG diploma in Marketing from Bharathi Vidyabhavan and is the founder and CEO of E-RIDE, an electric mobility company. E- Ride focusses on providing customer-centric and customized electric vehicle solutions, with a strong emphasis on innovation and Research and development. He is an astute sales professional with over two decades experience with enterprises such as Xerox, Metro cash and carry, Godrej and Lexmark. He began his career with Modi Xerox limited as a market research executive in 1997 and spent over a decade scaling the ranks with multiple roles related to channel sales, business development, product sales and key account management.

Additionally, he is a mentor at Symbiosis Institute of Business Management (SIMB) and T-hub. He is also a speaker at national web portals like Indian technology week. He also acts as an advisor as well as a secretary for Hyderabad Management Association.

Outcome of the activity:

The session was enlightening, and students enjoyed the speaker's useful advice and real-world examples. The event successfully provided valuable knowledge and strategies for students looking to enhance their sales and marketing efforts. The speaker also focussed on critical aspects such as market analysis, branding, digital marketing and customer relationship management.

Participant details:

Total no. of Student participation: 48

Total no. of Staff (Teaching/Non-teaching) participation: 9

Glimpses of the event

Keshav Memorial Institute of Management
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Narayanguda, Hyderabad - 500029

Effective Sales and Marketing Strategies for Entrepreneurs/Start-ups

on
25th February, 2025

STUDENT COORDINATOR'S
B. Manjunath
G. Sindhu Bhavani
B. Sravanthi
R. Saikrishna
D. Lokesh
R. Sahithi

Mr. Ahwala Devender Reddy
CEO - Eride E-mobility company

Seminar hall
11:00 A.M. onwards

Dr. Sai Poorna
Convenor, IIC

Dr. B. Anjan Kumar
Head of the Department

Mrs. V. Santhi
Principal





Attendance details

Date : 25/02/25		Topic : - Effective Sales & marketing strategies for entrepreneurs & startups	
Name	Roll No	Signature	
1) V. Nikitha	1520-23-672-040	Nikitha.V	
2) G. Sindhu Bhavani	015	Sindhu	
3) B. Sravanthi	021	Sravanthi	
4) B. Marjunath	092	Marjunath	
5) Chandan	014	Chakul	
6) R. Sai Krishna	072	Sai Kai	
7) Vivek Kumar	029	Vivek	
8) Karan	055	Karan	
9) Manavankat	031	Manavankat	
10) K.V. Gautham	036	K.V. Gautham	
11) K. Nitin	067	K. Nitin	
12) M. Jaya prakash Naidu	097	M. Jaya prakash	
13) Mani Sai	093	Mani Sai	
14) L. Vinibhaw	109	L. Vinibhaw	
15) K. Ajay Kumar	100	K. Ajay Kumar	
16) Vinesh	110	Vinesh	
17) K. Sai Ghansath	125	Sai	
18) A. Rupak Reddy	098	Rupak	
19) M. Anish	115	Anish	
20) P. Sai Kiran	78	Sai Kiran	
21) B. Smit	123	Smit	
22) Mani Sai	93	Mani Sai	

<u>Name</u>	<u>Roll No</u>	<u>Signature</u>
23) C. Shrisisha	64	C. Shrisisha
24) Arpita	09	Arpita
25) Akshwarya	05	Akshwarya
26) B. Poojitha	01	Poojitha
27) V. Sai Sathvika	44	V. Sathvika
28) B. Lavanya	96	B. Lavanya
29) G. Akanksha	26	G. Akanksha
30) J. Harshitha	54	J. Harshitha
31) M. Vyshnavi	16	M. Vyshnavi
32) CH. Swathi	061	CH. Swathi
33) Ishika Thakur	114	Ishika
34) Sreeya	085	Sreeya
35) Tirushravya	112	Tirushravya
36) KLL Priya	74	KLL Priya
37) A. Vasanthi	083	A. Vasanthi
38) A. Supraja	122	A. Supraja
39) CH. Anusha	105	CH. Anusha
40) S. Deepika	082	S. Deepika
41) K. Shainika	070	K. Shainika
42) S. Ashwini	102	S. Ashwini
43) Pranitha P	008	Pranitha P
44) K. Akanksha	084	K. Akanksha
45) Amrutha Kalyani	048	Amrutha

Name	Roll. No	Signature
6) G. Reshika	91	G. Reshika
7) C. Sindhu	108	C. Sindhu
8) V. Arun	71	Arun