

**Keshav Memorial Institute of Management**

**Narayanaguda.**

**A report on Ad Mad Show**

An “Ad Mad Show” competition was conducted to MBA 2nd Year students on Dt.23-11-2024 by the department of Business Management under “Institution’s Innoation Council” initiative. The idea behind the competition was to bring out the hidden talent of the students in idea generation, identifying the target audiances, creating advertising with all required marketing strategies in establishing a Startup. Around 7 teams participated by taking innovative products and presented ideas by enacting and presenting the themes. Winners and runners were announced based on predefined parameters. The details of the event are given below.













 

 

