Colgate Palmolive organized the launch of the Colgate Transcend Competition 2016 at JBIMS campus on Friday, 2nd September, 2016. The guest for the session was Mr. Laxman Pai, Brand Manager, Colgate Palmolive and JBIMS alumnus from the Batch of 2012.

While launching the Transcend 2016 Competition, Mr. Pai spoke about how Colgate values compassion and determination in aspiring students. Colgate Palmolive is the major player in the toothpaste market and occupies around 55% of the complete market share. He spoke in depth about the Oral Healthcare Penetration in India, particularly differentiating between urban and rural India. While urban India enjoys advanced living conditions and facilities, rural India still faces a situation where only 60% of the population has access to oral healthcare facilities.

The session was very informative and interactive and saw great participation from the students. Mr. Pai emphasized on the importance of grasping and applying knowledge. He spoke about the marketing hierarchy in the company and explained concepts of Consumer and Customer Marketing. Speaking about Marketing as a specialization, he advised the students to consider it as a career option. While explaining that a Company is based on the values they believe in, he described his exciting experience at Colgate Palmolive.

Mr. Pai then spoke about various Colgate brands and their ambassadors. He spoke about how industry exposure matters for a successful marketing career.

Mr. Pai also encouraged the students to participate in the Colgate Transcend Competition 2016, which is now in its second year. The students were amazed by the competition and were enthused to showcase a strong participation from the institute.

The session was followed by an intense Q&A session by the students. Mr. Pai complimented the students for being an amazing audience and offered to help and guide them whenever needed, thus ending the session on a positive note.