

Mahindra War Room: Season 9 - Campus Launch Embracing the paradoxes!

On behalf of the conglomerate, the Mahindra Group, Mr. Kavinder Singh (MD & CEO of Mahindra Holidays) inaugurated Season 9 of the most awaited Platinum Standard B-school Competition, Mahindra War Room, at Jamnalal Bajaj Institute of Management Studies. With 15 live business challenges, this competition will provide an excellent learning platform to students from 25 top-notch B-schools across India, China, Singapore, South Korea and the Philippines.

Founded in 1945 by Mr. Jagdish Chandra Mahindra, Mr. Kailash Chandra Mahindra and Mr. Malik Ghulam Muhammad, the Mahindra Group has always operated on the manifesto of refusing to accept limitations, promoting alternative thinking and driving the change we want to see in the world. It was these principles that served as motivators for launching an annual competition of this stature. The enterprising solutions designed by different teams every year have had real life impacts on the organization. The competition's history has witnessed teams which have persuaded the organization to diversify into sectors like dairy and aircrafts - industries which were once beyond the organization's core competencies.



Students' interaction with Mr. Singh



Mr. Kavinder Singh addressing the students

The event began with Mr. Kavinder Singh providing a brief idea about the organization and the competition - about how welcoming new opportunities and developing a problem-solving attitude contributes to building the leaders of tomorrow. The session continued with Ms. Neha Kharde, Head HR - Corporate Centre at Mahindra & Mahindra Limited, demonstrating how a business environment is full of paradoxes. She elaborated on how in such scenarios, we are left with no choice but to embrace challenges and turn them into opportunities.

This year's new format of Mahindra War Room "Embraces Paradoxes". The competition has been divided into four tiers: Blue, Silver, Gold and Platinum. These categories will act as filters to the competition, with as many as the top 63 teams entering the Silver Tier and as few as the top 11 teams surviving to compete in the Platinum Tier. The four-member team will be required to analyse the cases based on sectors such as Agribusiness, Information Technology, Urban lifestyle and Automobiles.

The geographical diversity of teams participating in the competition is bound to provide opportunities for cross-cultural networking. Lucrative monetary rewards and a shot at the Pre Placement Interview is bound to encourage maximum participation. But, that is not all. The winners of Mahindra War Room will also be present at the Formula E pit-stop International race!

In the words of Mr. Anand Mahindra, it can be truly said that- "This is one event I will not miss for anything in the world."