HUL L.I.M.E. - Season 8 Campus Launch

It’s back again!

On 12th August, Jamnalal Bajaj Institute of Management Studies welcomed Season 8 of L.I.M.E., one of the biggest national B-school competitions. Organized by Hindustan Unilever Limited, the competition invites participation from top 12 B-schools in the country.

The competition was launched by Mr. Naveen Gupta (Regional Brand Manager for Knorr, HUL), Mr. Ankit Ratra (Senior Manager at Indigo) and Mr. Sahil Tupkari (Management Trainee at HUL, JBIMS alumnus from the 2016 Batch and campus winner of L.I.M.E. season 7). Mr. Gupta introduced the competition by showing a video which highlighted the theme of season 8, “Purpose-driven Brands”. He emphasized on brand building as the basis of the competition, and how the competition can be utilized as a platform for a real-life marketing experience.

Mr. Tupkari took over to engage the students in a small quiz which ended with distribution of exciting prizes to the winners.

Mr. Gupta then introduced Mr. Ratra to the students who started with an informative video about Indigo’s progress right from 2006 till 2016. Mr. Ratra stressed on the emergence of digitization in India and its capability to ‘make everything convenient’.

He also talked about the importance of identifying influential touch points, like word-of-mouth, which affect decisions of the masses. He gradually moved the discussion to the case, in which the students are expected to propose marketing measures to lure leisure travelers towards the company. The company, Mr. Ratra mentioned, has identified customer-centric digital strategy as the marketing technique to target customers at the inaugural stage of their journey.
Mr. Gupta then took the stage to explain the structure of the competition. Based on the two primary factors of “laying the foundation” and “creating a marketing plan”, the competition will focus on defining the concerned marketing task in simple consumer terms. The competition will expect participants to provide consumer insights into the problem at hand, and to devise a complete marketing mix plan.

Mr. Gupta also focused on the need for a good problem statement. He explained the differences between surface-level issues and root issues and gave the students a sneak peek into the steps to identify the root of the problem.

The successful launch of this “Idea on a Page” competition kindled the interest of students and will ensure large participation like the previous seasons.