



CORPORATE

Market Kshetra

Market Kshetra is a 6 hours long growth hackathon. And it requires no coding. Participants will be given an existing business model. They have to study marketing strategy deployed by the business. In the six-hour long competition, they have to identify the problems of the existing marketing structure and propose new and innovative marketing strategies that will significantly improve the outreach of their products.

The participants will be judged based on the following:

- % increment in profit after implementation of the solutions suggested by a team
- % increase in tangible mindshare in the industry after the suggested solutions are implemented.

Judging Criterion:

- Identification of a critical problem
- Approach to the problem
- The originality of the solution
- Feasibility of the solution
- Size of impact
- Plan of action
- Timeline
- The practicality of the solution Bonus points for idea validation.

CONTACT

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Alpha Tickers

Alpha males are the leaders of the pack. The ones who take initiatives and inspire everyone in their surrounding with their drive and ethics. And CEO's are the essential cogs in the machine that makes businesses tick. So, this Quark we give you the chance to showcase you have it in you lead the charge of a multinational company- to show that you can be an ALPHA TICKER!

- It's a 2-day event that will be contested in teams of 3. Over the two days, a series of case studies will be given that will be encountered by any CEO- from scaling a startup to revitalizing growth in a saturated market.
- Each team will be given 1 hour to prepare for the case study and then 30 mins to present them. There will be 3-4 case studies spread across 2 days.
- The case studies will be given 10 minutes before the event and use of the internet will be strictly prohibited.
- Each member of the team has to take part in the presentation process.

Judging Criterion:

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Bullion Beatdown

Event Rules:

- In the first stage of the event, there will be 10 rounds, each of 2 minutes.
- 5 teams(or 4, if there are 8 teams in all) will be given +2000 units of gold. The other 5(or 4)teams will be given -2000 units of gold. The base price of each unit is 200.
- The teams are free to trade amongst themselves. Each trade should involve buying/selling in multiples of 100 units. A team can buy or sell any number of units in each round.
- The negotiators are expected to negotiate the selling/buying price and bring it down to their requirements in the 2-minute interval.
- The person at the table will officially "handle" the transactions.
- After the end of all 10 rounds, every team has to bring the number of units they have to zero and maximize their profit.
- A limited number of teams with the maximum amount of profit will proceed to the next stage of the event.
- The organizers will inform the participants about the next stage.

The AD MAD Show

Bring out the creativity inside you and make a fantastic advertisement of your own. Be it hilarious or sensitive, be it just your creativity and ad sense.

- It is a team event. Each team should have 2-5 members only.
- Topics would be provided on the spot.
- 5 minutes of preparation time for each team.
- Time limit for the performing the advertisement is 1-2 minutes.
- Participants shall be judged on the basis of spontaneity, content, adherence to the topic, on-stage presentation, coordination and overall appeal of the advertisement.
- The caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation etc. in Advertisement.
- The decision of the judges will be final and binding

CONTACT