

# FMB News

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## FMB 25 - Round Table

April 1, 2019

Batch 25 of PGP-FMB participated in the first Round Table Conference event held on the SPJIMR campus.

The participants were divided into teams covering 10 industry verticals according to their business. Twelve alumni from the respective verticals were invited to be a part of the event.

Each team then shared their business issues and sought valuable inputs from the respective alumni on how to resolve them.

The participants were thrilled to interact with their seniors and have them shed light on their concerns. A few pictures from during and after the discussions.



## Bidding goodbye to FMB 25

April 3, 2019



Participants of Batch 25 attended their farewell, a culmination of a beautiful journey that was filled with challenges, memories and more. Everyone shared their experience of their time at the institute and thanked the SPJIMR staff and faculty for their support.

## Alumni meet at Chandigarh

April 5, 2019

An alumni meet and greet was organised at Hyatt Regency, where around 25 FMB alumni across batches from Chandigarh, Ambala, Ludhiana and neighboring cities attended the event. There was happy camaraderie, as people met old friends and new, and exchanged notes on life after the institute.



# Interactive session in Chandigarh

April 5, 2019

Chairperson Dr. Tulsi Jayakumar was invited to conduct an interactive session on 'Enhancing Profits through Customer Behavioral Change' at Ph.D Chambers of Commerce and Industry, Chandigarh. Around 50 business owners, including members of Ph.D House, attended the session, which was appreciated for being informative and interactive.



As a happy bonus, the talk also received media coverage in Chandigarh, in their English, Hindi and Punjabi dailies.



## DIV for Batch 25

April 9, 2019

Students of the Manufacturing elective from Batch 25 visited Tata Autocomp Composite Division, Pune for their Domestic Industrial Visit.

Tata Autocomp Composite Division, promoted by the Tata Group, provides products and services to the Indian and global automotive Original Equipment Manufacturers (OEM) as well as Tier 1 suppliers. The visit helped students to learn about the work environment and culture of the company, as also about the supply chain of a business at that scale.



## Batch 25 – Foreign Industrial Visit

April 8-13, 2019

Participants of the Retail elective of Batch 25 visited various retail companies in Sweden, Germany and France as part of their Foreign Industrial Visit (FIV).

On the first day, they visited H&M, the Swedish multinational clothing-retail company, to understand the importance of experimenting and testing products in retail.

Their second visit was to The Lobby House, a design, production and retail company. The objective of the visit was to comprehend innovation in retail.

Their last visit for the day was to Nordiska Galleriet, a store for exclusive furniture and interior details in Stockholm, where they learnt how a century-old family managed business got a new lease of life.

Day 1

The Lobby



There were two giants of companies planned as part of the second day. The first was to Ikea, a Swedish multinational group that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories. The objective of the visit was to get an idea on how to manage a category specialist global retail firm.

They also visited Oriflamme, a multi-level marketing company which sells personal care and dietary supplements, where participants understood the importance of personalization and diagnosis as a USP to drive sales.



The third day was comparatively relaxed as participants visited only one company, the behemoth Airbus, a European, multinational aerospace corporation. Here they understood the importance of leadership communication in an organization of specialized employees.

On fourth day the students were in Berlin. They visited InFarm, Der Sache Wegen, Paper & Tea Company and the luxury brand, Louis Vitton. During this round of visits, they learnt the importance of a clear differentiation strategy, a supporting store design and display, the emphasis on partnerships, training and performance management, and more.



This FIV was filled with big, illustrious names in the retail sector. On the fifth day, the Amazon Fulfillment Centre and BMW were added to the list. At Amazon, participants got an understanding of the fulfillment system of retailer of that scale. At BMW, they learnt about pre-emptive self-disruption in a competitive automobile market, a strategy that has helped BMW stay in the race.

Day 5

*Amazon**BMW*

Day 6

*Fauchon**Galleries Lafayette*

There was no rest for the participants, who visited four companies on their last day. First up was Kusmi Tea, where they explored how acquisition & growth works with a heritage brand. This was followed by visits to Decathlon, Fauchon and Galleries Lafayette to understand the importance of vision in retail.

## Batch 26 – Domestic Industrial Visit for Minor elective participants

April 20, 2019

### Manufacturing

Students of the Manufacturing (Minor) elective from Batch 26 visited S.D. Industries, Mumbai to get an insight into the internal working environment of the company.



### Real Estate and Infrastructure

Participants visited Vastav Developers, Mumbai for their Real Estate and Infrastructure visit, which helped students match theory with practice and add depth to their learning.

### Retail

Participants of the Retail elective visited the Lifestyle Store - Inorbit Mall Malad, Mumbai to gain insights about the retail fashion brand operating under the Landmark Group.



### Service

Participants of the Service elective visited Fabindia in South Mumbai which helped students learn about the work environment and culture of the company, and also how the 'service' component helps build customer relationships.



# FMB 27 – Orientation Day

April 30, 2019

Life at FMB is a relay, where one batch passes the baton to the next one and the show goes on. The end of April saw participants of Batch 26 welcoming Batch 27 to the SPJIMR campus in the presence of the Dean, faculty and staff members.

Chairperson Dr. Tulsi Jayakumar addressed the new batch and introduced them to the FMB course. Mr. Kanderp Khandwala, Managing Director, Axis Electrical Components India Pvt. Ltd gave the inauguration speech and motivated them for this new beginning.

An ice-breaker session for participants was held in the second half, conducted by Ms. Puja Sarup and Ms. Sheena Khalid (Founders, Patchworks Ensemble). This was followed by a knowledge session for mentors by Dr. Kamal Sharma (Vice Chairman & Advisor, Lupin), and Dr. Tulsi Jayakumar.



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To avoid confusing SPJIMR with any other institution, look for the five strokes logo and the Bharatiya Vidya Bhavan association.