



हंसराज कॉलेज
— दिल्ली विश्वविद्यालय —

HANSRAJ COLLEGE
University Of Delhi
NAAC Grade A+ with CGPA 3.62

2018-2019

Name of the Department/Society: **MarkUs – The Marketing Society**

Name of the Event 2: Decoding Profits

Date of the Event: 3rd - 6th Oct 2018

MarkUs organized a team event named decoding profits, Which required the wits of both Sherlock Holmes and Ratan Tata to be put to use. The participants were required to take out a budget and then utilize the allotted budget for streaming a product creation strategy. The strategy should be such that maximizes profit. The event was a great mixture of decoding, planning and creativity.