



2019-2020

Name of the Department/Society: **The Commerce Society**

Name of the Event 4: Seminar on the topic "Brand Building in 2020"

Date of the Event: 3rd February 2020

The Department of Commerce organised an insightful seminar on "Brand building in 2020" by Mr. Devan Bhalla, senior brand manager of Indiamart to discuss about the importance of acquiring customers, motivating employees and building credibility. Attendees found the session really interesting and intriguing and were thankful for getting a chance to meet a senior professional from the field of marketing.

