



UNLEASH YOUR INNOVATIVE SPIRIT: PRODUCT LAUNCH COMPETITION

13th June 2025 | 3:00 pm to 5:00 pm

MBA Auditorium, AIT, Acharya Campus



About the Program

"Calling all MBA students! Showcase your entrepreneurial skills and creativity in our Product Launch Competition. Develop, design, and pitch your innovative product ideas to a panel of experts and win exciting prizes."

Objectives of the Program

- To provide MBA students with practical skills and hands-on experience in product development and launch strategies
- To encourage entrepreneurial thinking and innovation among MBA students, inspiring them to develop their own product ideas and solutions
- Encourage participants to think outside the box and develop innovative product ideas that solve real-world problems

Expected Outcomes of the Program

- Participants will acquire practical experience in product launch strategies, marketing, and teamwork, enhancing their employability and entrepreneurial skills.
- Students will gain increased awareness of industry trends and product development processes.
- Students will establish valuable connections with industry professionals, potentially leading to career opportunities.

Target Audience: MBA Students AIT

REGISTER NOW

Committee Members

ADVISORY COMMITTEE

- Dr. C. K. Marigowda, Principal, AIT

CONVENER

- Dr. Abhishek Venkateshwar, HOD – MBA & Director – Global MBA, AIT

COORDINATORS

- Prof. Anju A Nair, Assistant Professor, Department of MBA, AIT



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LOCATE US

Event Coordinator

Prof. Anju A Nair,
Assistant Professor, Department of MBA, AIT

