

# IIM Raipur students win Corporate Competition



**Raipur, Nov 22:**

Akshay Chaturvedi, Prateek Chordia and Priyanjit Ghosh of IIM Raipur emerged as the Winners of the V-Guard Big Idea Contest among 20 finalist teams who presented to the CEO, COO and other senior level management officers of V-Guard as well as Rajesh Nair, Director of EY LLP. Their presentation was based on the topic "IOT based Kitchen Appliances using Acquisition Strategy". This strategy was not only new and different from the other competitors but also in line with V-Guard's business strat-

egy. V-Guard recently came up with a unique challenge: V-Guard Big Idea Contest. The Contest required the participants to identify a product line category in which V-Guard can invest and enter into the consumer business line.

Said Priyanjit, " With the help and guidance of Senior FPM Scholar Sushil Kumar, we understood the frameworks of an acquisition strategy and this became the key differentiator in our finale presentation. The senior management team applauded our efforts for even attempting to give such a detailed acquisition strategy."