



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

भारतीय प्रबंध संस्थान तिरुचिरापल्ली

Tiruchirappalli – 620 015, Tamilnadu, India

तिरुचिरापल्ली – 620 015, तमिलनाडु, भारत

---

4 January 2015

## **Press Release**

### **Indian Institute of Management Tiruchirappalli celebrates its Fourth Foundation Day**

IIM Tiruchirappalli (IIMT) celebrated its *4<sup>th</sup> Foundation Day on the 4<sup>th</sup> of January, 2015* with a grand function graced by noted dignitaries from varied fields. The dignitaries included **Mr. Y.V. Kumar** (Chief of Marketing, Rane Valve Engines Ltd.), **Mr. Indranil Chakravarty** (Commercial Director, Bausch & Lomb) and **Dr. Nalin Singhal** (CMD, Central Electronics Ltd.). The event was inaugurated with the lighting of the lamp by the guests and **Dr. Prafulla Agnihotri**, Director – IIMT and Prof V. Gopal Dean-Academics. It was followed by a welcome address by Dr Agnihotri. In his speech Dr. Agnihotri touched upon progress made by IIM Tiruchirappalli during past four years and the achievements of its students. A new IIM with maximum number of permanent faculty and it was *ranked among the top 20 B-schools in India*.

The audience was then treated to an engaging discussion on the theme “Emerging Paradigms in Marketing”. Mr. Indranil Chakravarty, gave a brief overview of social media and its importance in business. He also went on to elaborate on the changing consumer buying pattern. He concluded with a real life case study as to how social media has eased up the process of transition for people from spectacles to contact lenses.

Mr. Y.V. Kumar - Gave a comprehensive overview of the auto components sector. He touched upon the importance of relationship & transactional marketing in doing business. He also gave a brief overview of the challenges faced by the auto components sector in India

Dr. Nalin Singhal, went on to describe the stages of evolution of IRCTC and its foray into tourism into tourism and e-commerce.

The discussion ended with a very lively and engaging Q&A session.

The vote of thanks was proposed by Prof. G. Sethu, Dean of Accounts and Administration at IIM Tiruchirappalli.