

# IIM - B's EPGP students bag global marketing competition at Madrid

Bangalore, November 19 A three- member team of Indian Institute of Management Bangalore's (IIM - B) EPGP students has won the 19th edition of the Global Marketing Competition, held by the ESIC Business and Marketing School at Madrid.

The winning team comprised of Kaustubh Sathe, Praveen Mokkalapati and Ravi Kiran Cheni, students of the one- year full- time residential Executive Post Graduate Programme ( EPGP). The students have won themselves a Specialised Master from ESIC and prize money of € 6,000. "It was a tough com-

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petition that tested our skills in a professional environment," said Sathe.

More than 4,600 students, representing 800 universities from 80 countries, participated in the competition that tested participants on their knowledge and skills in a simulated environment over a 3- month period. Out of the 1,500 teams that initially participated, 36 teams qualified for the semi- finals out of which 6 teams made the finals. The finals were held in Madrid on November 18 and the finalists had to defend their business plans in front of a jury comprising professionals.

The team from IIM - B overcame teams from Novosibirsk State Technical University ( Russia), Universidad Rey Juan Carlos ( Spain), Peruvian University of Applied Sciences ( Peru), Major National University of San Marcos ( Peru), Catholic University of Guayaquil ( Ecuador) and Goa Institute of Management ( India).

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