

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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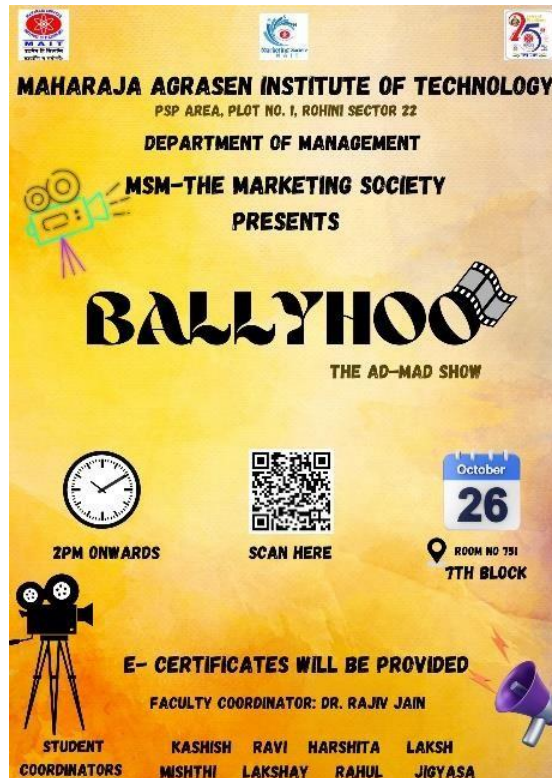
Ministry of HRD, Govt. of India

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management, MBA

Report on

“Ballyhoo-The Ad-Mad Show”



Organizer: Department of Management, Maharaja Agrasen Institute of Technology

Date: Oct, 23 &26, 2023

Timings: 2:00 PM

Venue: Online Mode, Room No. 712

Organized by: Department of Management, MBA, MAIT

Faculty Coordinators: Dr. Rajiv Jain

Students Coordinators: Harshita Beri, Kashish Sharma ,Laksh Kaushik, Mishthi Chauhan ,Jigyasa ,Ravi, RahulSaini,Lakshay

The much-anticipated Ballyhoo event, comprising two engaging stages, brought together a fusion of creativity, enthusiasm, and competitive spirit. The event was hosted both virtually and in physical mode, with the first stage conducted on the 23rd October in the form of an online quiz, followed by the exhilarating final round of ad enactment held on the 26th October in room no. 712.

The event witnessed remarkable participation, with a total of 10 teams engaging in the initial online quiz. From these, 7 teams emerged victorious to battle it out in the finals, where seven teams displayed their prowess in the art of ad enactment. Dr. Amit Gupta graced the final round as the esteemed chief guest, adding significance and prestige to the event. He was warmly presented with a sapling as a token of appreciation for his presence



The event's success was further augmented by the expertise of the judging panel, consisting of Dr. Ritu Gupta, Dr. Anju Bharati, and our faculty coordinator, Dr. Rajiv Jain. Their astute evaluation and feedback added value to the competition.

In the final round, each team exhibited exceptional creativity, presenting their ads with finesse, captivating the audience and judges alike. The first prize was clinched by 'Boring Pals' comprising Krish Bansal, Aarushi, Sambhav, Piyush, Krish Bhatia, Jahanvi, and Riya, who showcased a remarkable performance. The second position was secured by 'Marketing Maestros' represented by Bhavna, Saransh, and Vaibhav, while 'The Quadruplets'—Vishal, Ankita, and Harsh—impressively secured the third spot with their inventive ad enactment.



The entire event was a testimony to the incredible talent and creativity present among the participants, leaving an indelible mark in the memories of all involved.

The success of Ballyhoo - The AdMad Show can be attributed to the enthusiastic participation of the teams, the support of the audience, the guidance of our judges, and the dedication of the organizing team.