

# GAMEFACE

RUDRA RELOADED



MARCH 2025

# CONTENTS

NOTE FROM THE ASSOCIATE DEAN	3
THE ROAR OF RUDRA	4
SRF'S WOMEN'S DAY	6
BRANDING BEYOND THE BASICS	7
IPL & ADVERTISING	8
AD TALK	10
MICROTRENDS (SENSORY MARKETING)	12
SoBA STARTUPS	14
PLACEMENT CHRONICLES	16
PROFESSOR SPOTLIGHT	18



## NOTE FROM THE ASSOCIATE DEAN

My Dear Students,

We the Sobaites love sports-fests. Rudra hit the perfect note on energy for a creative school like SoBA.

Welcome to that time of the year when your pitch isn't a brand idea – it's the field. Instead of scoring marks, you were scoring runs, races and match points. After all sports and branding are just two sides of the same playbook.

Both need consistent showing up, killer teamwork, charisma and even better comebacks!! After all sports and branding are long-lost twins separated at birth.

The Rudra Organising Team did a fantastic job of building buzz, rallying a crowd and turning sports content into sport-stories!

Enjoy the content!

Sportily yours,

Dr. Kiran Desai  
Associate Dean, SoBA



# THE ROAR OF RUDRA



Rudra, SOBA's one and only intercollege sports extravaganza, not only met but surpassed every expectation, delivering an electrifying experience packed with passion, competition, and camaraderie. Over the course of three action-packed days, the event brought together athletic excellence, strategic brilliance, and unbreakable team spirit.

From the very beginning, the energy was infectious. Day one opened with a dynamic blend of the traditional and the modern—table tennis, carrom, and chess challenged precision and intellect, while e-sports injected a digital thrill into the lineup. The day concluded with nail-biting finals in indoor games and the kickoff of the eagerly awaited cricket tournament.

Day two turned up the heat with high-stakes knockout rounds and the grand finale of the cricket matches. But soon, attention shifted to the crown jewel of Rudra—football. With 24 teams vying for the coveted trophy, the matches were intense and relentless. Adding to the thrill were traditional Indian sports like kabaddi and kho-kho, which brought nostalgic charm and showcased raw athleticism. The grounds buzzed with excitement, echoing with cheers well into the evening.







The final day began with a showcase of speed and strength, featuring 100-meter sprints, relay races, and shot put events. As medals were awarded and athletics wrapped up, the focus returned to the football pitch. After intense shootouts and fierce clashes, the grand finale took center stage, with two top-tier teams giving it their all for ultimate glory.

As the last whistle blew and the final trophies were awarded, Rudra proved itself to be more than just a sports event. It became a festival of unity, a platform for talent, and a forge for unforgettable memories. The stories shared on social media and the cheers that still echo in the minds of participants speak to the lasting legacy of this spectacular event.

Until next year, Rudra lives on—in stories, in spirit, and in every heart it touched.

-Ved Surve FYA





# SRF's Women's Day

## MORE THAN JUST WISHES

Every year, Women's Day comes and goes, and let's be honest, most of the time, it's just WhatsApp forwards and Instagram stories filled with "Happy Women's Day" messages. But this year? SOBA did something way more exciting, thanks to Raahat, our Social Responsibility Forum, which truly made an impact!

They kicked things off with an MMA self-defense workshop, making sure students walked away feeling equipped with essential survival skills and the confidence to handle emergencies.



But what's Women's Day without a little glam? SRF turned up the fun with a Bollywood-themed event, Dhakad, where students dressed as their favorite female Bollywood icons. With music, games, and much more, it was a perfect mix of celebration and womanhood.

To wrap things up on a meaningful note, SRF partnered with an NGO for a pad donation drive and a menstrual hygiene awareness session. SOBA students shared some inspiring words, and reusable pads were distributed to every woman present, making the event not just celebratory but also impactful.

This Women's Day, SRF reminded us that true celebration isn't just about words, but rather it's about lifting each other up and making a real impact. And honestly? We can't wait to see what they do next!



- Kashvi Mahajan FYB

# Branding Beyond the Basics

## *Crafting a Business Identity That Resonates*

***Think about it: Would you go on a date with someone who was a complete stranger, with no personality, no style, and no real identity? Probably not. The same principle applies to businesses.***

Whether you're running a clothing brand or a pipe manufacturing company, branding is the key to making a lasting impression and building relationships. Branding isn't just about flashy logos or catchy slogans. It's about giving your business a personality, something customers (or other businesses in the case of B2B) can connect with and trust.



This might sound superficial at first, but your business needs a strong identity, just like a person needs to much more than just their name when showing up to a date. Nobody's going to say yes to a date with an anonymous, faceless individual. You need something memorable to say yes to.

***If Marketing is asking someone out on a date, then branding is the reason why they will definitely say yes!***

When you think of your business, personify it. Does it have a logo that feels like a confident, welcoming person? Are your brand colors speaking to your audience as loudly as your personality would on a first date? Does your brand have elements—like jingles, taglines, or mascots— that bring it to life with human characteristics?

These are the pieces that make up your brand's story and help you win the "date" with your customer, whether they're an individual consumer or another business. At the end of the day, branding isn't just a trend or a luxury, it is a necessity.

# BOWLED OVER BY BRANDING:

## THE IPL EFFECT

The Indian Premier League (IPL) isn't just a cricket tournament; it's a massive marketing festival that captures the attention of millions. As the biggest T20 league, IPL offers unparalleled opportunities for brands to connect with a diverse and engaged audience. With record-breaking viewership in 2024, IPL 2025 looks even more promising. This makes IPL advertising a powerful medium for brands to reach their target audience even more effectively.







Prominent brands from sectors like consumer goods, telecom, and beverages consistently compete for visibility during the league. Tata has been a title sponsor, while companies like Dream11, Swiggy, and Cred have strategically placed their logos on the jerseys and stadium billboards.

Teams like Mumbai Indians and Royal Challengers Bangalore have large fan bases making their sponsorships especially valuable. Additionally, partnerships with digital platforms like JioHotstar provide brands with personalised advertising opportunities, further boosting consumer engagement.

The emotional bond fans share with their teams translates into strong brand loyalty for advertisers. Brands also leverage several viral moments, influencer campaigns, and social media trends to sustain visibility. To sum up, the IPL provides a powerful stage for brands to connect with a massive audience and boost their visibility.

All in all, the IPL continues to be an ideal choice for businesses aiming to strengthen their market presence, increase sales, and build long-term brand loyalty.

-Hridant Ashar FYD



## AD TALK

# Splash of Creativity

## BRANDS THAT MADE AN IMPACT

**Holi**, the festival of colors, presents a golden opportunity for brands to craft vibrant, emotionally resonant campaigns. From heartfelt storytelling to quirky product integrations, brands leave no stone unturned to capture the festive spirit.

In 2025, brands embraced Holi's vibrant spirit with innovative campaigns that blended tradition with modern creativity. Jeep stood out by using three SUVs to craft a unique Holi picture, embodying their adventurous ethos and seamlessly integrating the festival's essence.



REEL SHARED ON 13 MARCH  
BY JEEPININDIA



Watch  
it  
here!





Similarly, while Boat's campaign featured the charismatic Veer Pahariya at a Holi party, it highlighted its waterproof speakers, which kept the music alive despite playful mishaps, reinforcing the brand's youthful and resilient image. Another such initiative was when Coca-Cola introduced an interactive element with AR filters, allowing users to play Holi, merging digital engagement with festive traditions virtually.

These campaigns exemplify how brands can authentically connect with audiences during cultural celebrations, but looking ahead, brands can elevate Holi campaigns by embracing sustainability, promoting eco-friendly celebrations, and integrating AI, VR, and experiential marketing to make the festival more engaging. The future of Holi ads lies not just in bright colors but in deeper connections, bringing people together through creativity, culture, and purpose.

-Medhavi FYD

*Microtrends in Sensory Marketing*

# *Food as the secret ingredient*

**Sensory Marketing** using food has grown in popularity recently, with brands leveraging taste, smell, and nostalgia to create deeper emotional connections with consumers. This approach is especially effective in online shopping, where customers can't physically experience the product. By incorporating familiar and comforting food associations, brands evoke positive emotions that encourage immediate purchase decisions.

For instance, Rhode named its products after indulgent treats like "Vanilla Cake," while Laneige introduced a limited-edition lip mask inspired by sweet gummy bears. Similarly, Dior used honey-infused imagery to highlight nourishment and luxury in its skincare campaigns. Cross-industry collaborations have also become popular—Rhode collaborated with Krispy Kreme to create a peptide treatment inspired by the brand's famous strawberry-glazed donut.





Jacquemus, known for its playful marketing, transformed bread and butter into fashion show invitations, turning everyday items into luxury fashion elements. The whimsical invitations, designed to resemble slices of bread with a spread of butter, generated buzz and showcased the brand's innovative approach.



Visual storytelling through food imagery allows brands to craft multisensory experiences that drive consumer engagement and brand recall. As food-based sensory continues to evolve, brands that integrate authentic and culturally relevant food elements will foster stronger emotional connections with their audiences, standing out in an increasingly competitive marketplace.

-Naisha FYC





# SOBA *startups*

**Krish Fernandez**, a third-year student at Soba, set to graduate in May 2025, shares how his entrepreneurial journey began. In 2021, he built a business that connected international clients with cost-effective outsourced services, helping companies save money without compromising quality. By 2024, he sold the company, gaining the freedom to explore new opportunities. For Krish, it wasn't just about business—it was about proving he could succeed on his own terms.

**What motivated you to start your business and what was the vision behind it?**

I had something to prove. Failing 12th grade was rough—not just for me, but for my parents and everyone who believed in me. People assumed I'd take over my dad's business, and I didn't like those backhanded compliments. So, I built something of my own.

**What was the most challenging part of running your startup?**

Starting. Showing up every day, even when nothing was working. I made no money for the first four months but focused on networking and learning. Scaling was tough, too; keeping quality high while managing multiple providers wasn't easy.

**What opportunities did selling your business open up for you, and how has it influenced your career path?**

Selling didn't unlock opportunities, but it gave me freedom. I don't have to stress about money for the next 6-7 years. I can explore, invest, & enjoy what I do without worrying about survival.

**Are you currently working on another business?**

I'm working on something in software but am still figuring it out. Time will tell how it unfolds.

**What are the biggest lessons you learned?**

Luck matters more than people admit. Hard work helps, but I've seen people work 10 times harder than me and still fail. I've been lucky, but I also showed up every day and put myself in the right place at the right time.

**What advice would you give to students starting a business?**

There are two pieces of advice-  
First, just start. Overthinking will hold you back. Jump in & figure things out.  
Second, learn to sell & negotiate. Confident & clear communication will take you further than any degree.

-Kashvi Mahajan FYB



**OVERTHINKING WILL  
HOLD YOU BACK.  
JUMP IN & FIGURE  
THINGS OUT.**

# PLACEMENT CHRONICLES

## WHAT YOU SHOULD KNOW BEFORE YOU START YOUR JOURNEY AT SOBA

As the year comes to an end, we had the opportunity to speak with Adweeshar, a graduating student, to gain valuable insights into how his experiences with professional networking and internships have shaped his journey so far.

You're in your third year and have had many experiences both inside and outside of college in professional networking spaces. Could you share some of your experiences in these spaces?

Nearing graduation, I've learned that effective networking is about genuine connection and openness. My experiences at Ogilvy, with its creative collaboration, and L&T Realty, where I saw branding's real-world impact and the value of all insights, showed me that networking is built on curiosity, listening, and valuing people over resumes.

In your opinion, what are the most important skills one should develop before entering the workforce? And how has your internship experience shaped your career goals?

I've learned to prioritize—focusing on what adds value instead of saying yes to everything. My internships at Ogilvy and L&T Realty showed me the power of creativity, teamwork, and branding's real-world impact. These experiences have shaped my goal of pursuing a career that bridges creative ideas with tangible results.







**What were the biggest challenges you faced during your internships, particularly in balancing college and work? And what advice would you give to students struggling to find that balance?**

Balancing college, work, and personal life was tough, but fitness provided grounding and discipline. Leading SRF's LivFit reinforced that discipline is consistency, like internships, requiring persistence. Finding a workable routine, prioritizing fitness for focus and energy, and not fearing asking for help are key to navigating these challenges. Staying consistent, even without all the answers, ultimately leads you to your path.

**If a first-year student asked for your advice on how to make the most out of their time at an internship, what would you tell them?**

Prioritize building tangible skills and seeking meaningful contributions over perfecting your resume. Networking is about genuine curiosity and building connections, not just distributing resumes. Ask questions, show interest, and focus on learning. That's what will make you truly memorable and valuable.

-Yashna Ghai FYC

# ***Professor Spotlight***

Professor Sangieta Pande is more than an educator; she's an entrepreneur and mentor with over 20 years of experience in business, education, and counselling.

As the Director of INSD Luxe Mumbai and an entrepreneur at Podar Prep, she is dedicated to shaping students' futures.

She also serves as a visiting faculty at NMIMS and Russell Square International College (UOL), Mumbai.

Passionate about education and personal growth, she blends business acumen, communication, and counselling skills to create impactful learning experiences.

**What inspired you to become a teacher, and what keeps you motivated?**

My desire to impact students' lives by fostering critical thinking, confidence, and passion for learning is what inspired me. Witnessing my students' growth, whether it's a breakthrough moment in class or seeing them apply their skills in real life, keeps me motivated every day.

**What is your teaching philosophy, and how do you implement it?**

I focus on a collaborative, student-driven approach, using experiential learning like projects, case studies, and discussions. My main emphasis is always on communication, problem-solving, and adaptability, encouraging students to take ownership of their learning.



**What is important to you, and how do you make time for it?**

Continuous learning is essential, and I stay updated through reading, workshops, and peer discussions while balancing personal time with family, travel, and exercise to stay motivated.

**Is there a moment where you felt proud of a student's growth?**

A hesitant student gained confidence through encouragement and collaboration, eventually leading projects and even filing for a patent. This reinforced my belief in fostering a supportive environment where students feel empowered to take risks.



***“Reflecting on the day's challenges and achievements never fails to keep me balanced and motivated.”***

**What, according to you, is the biggest challenge in teaching, and how do you overcome it?**

It would be to accommodate diverse learning styles. To tackle this, I use a mix of various teaching strategies, such as visual aids, hands-on activities, and real-world applications. Creating a supportive environment also ensures that every student has a chance to succeed, regardless of their starting point.

**How do you unwind from a long day?**

I relax by reading, exercising, and spending time with loved ones. Listening to music, watching movies, or taking a walk helps me recharge. Reflecting on the day's challenges and achievements never fails to keep me balanced and motivated.

-Tanisha Chadha FYC

# NEWSLETTER TEAM

## EDITORS & CO-HEADS

Akriti Shrivastava, Batch 26'

Shreya Sharma, Batch 26'

## HEAD OF DEPARTMENTS

Kopal Jain, Batch 26'

Khushi Parekh, Batch 26'

Hrishita Kapadia, Batch 26'

Viraj Suchde, Batch 26'

Designing

Reporting

Social Media

Photography & Tech





# NEWSLETTER TEAM

## SPECIAL MENTION

Naisha Desai, Batch 27'  
Urvi Mittal, Batch 27'  
Siya Mantri, Batch 27'  
Kashvi Mahajan, Batch 27'  
Nidhi Sanghvi, Batch 27'  
Dhruvi Bhabhera, Batch 27'

Edition Curator  
Edition Curator  
Design Curator  
Article Curator  
Photography Coordinator  
Social Media Manager

## REPORTERS

Neeshiva Gandhi - Batch 27'  
Yashna Ghai - Batch 27'  
Riya Somani - Batch 27'  
Kashvi Mahajan - Batch 27'  
Naisha Desai - Batch 27'  
Medhavi - Batch 27'  
Navya - Batch 27'

## DESIGNERS

Aanvi Mohanty - Batch 27'  
Dhruvi Bhabhera - Batch 27'  
Dakshyani Agarwal - Batch 27'  
Inayat Nandwani - Batch 27'  
Riya Somani - Batch 27'  
Disha Gupta - Batch 27'  
Netal Somani - Batch 27'

## SOCIAL MEDIA

Dhruvi Bhabhera - Batch 27'  
Yashna Ghai - Batch 27'  
Naisha Desai - Batch 27'  
Disha Gupta - Batch 27'

Images Sourced By:

