

Great Lakes wins HUL's 'Big Brand Theory' Grand Finale

Chennai, October 23, 2018

We are proud to share that Great Lakes, Chennai has emerged as the national level Grand Finale winner of **Hindustan Unilever's (HUL) Big Brand Theory competition, 2018**. Team 'Blue Chip', comprising of **Karthik Teja, Aditya Bal** and **Deepak Narang** from **PGPM Class of 2019** were awarded with a certificate, trophy and a cash prize of INR 1,00,000.

Big Brand Theory by HUL is an inter B-School marketing case study competition for students interested in marketing. The contestants get to work on real time challenge faced by the company and analyse a case study based on the branding of HUL's products. The contest span across 3 weeks consisting of an elimination and a final round. A total of 2636 teams registered for the event from different parts of the country, out of which the top 15 teams competed in the Grand Finale. The finalists were from B-schools such as SJ Mehta (IIT Bombay), IMI Delhi, IIM Shillong, BIM Trichy, Delhi School of Economics, TAPMI etc. The event was held in HUL's headquarters in Mumbai and was judged by senior managers from the company.

Here's what the team had to say about their journey to finals:



"After hours and hours of research, ideation, brainstorming and debating, we finally managed to succinctly put down our solution in an 8-slide PPT. The team maximized our learnings from all the 4 academic terms and effectively applied the concepts to the case particularly in the areas of marketing. The jury was impressed with our recommendations and explicitly announced that the team from Great Lakes stood out from the others. Dr. D Sriram and Dr. Rajeshwari K mentored and guided us throughout the competition and their valuable insights were highly beneficial. We extend our deep gratitude for their help. Truly, the FMCG behemoth is every marketer's dream company. We hope this feat acts as a stepping stone in establishing a long-term relationship between Great Lakes and Hindustan Unilever Limited."