



# MarkAcademy

## LEP 2025

**Exclusive Leadership Experience cum  
Certification Programs for the students of MBA**

- 1 Month Live Corporate Project
- Industry Certification
- Corporate Mentorship
- Summer Internship Prep
- Corporate Competition Guidance

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## Who We Are?

MarkAcademy is India's First Live Marketing and Sales Experiential Leadership, Training and Mentorship Platform, initiated by Phoenix Global Group for preparing the students of top B-Schools for their corporate stints during Summer Internships/early years of corporate journey and corporate professionals for enriching managerial career in Marketing and Sales domains..

### Students Reached

**5,00,000+**

### Live Training Hours

**6,25,000+**

### Careers Impacted

**75,000+**

### Successful Programs

**1350+**



FEATURED ON  
**Forbes**



उद्योग संवर्धन और आंतरिक व्यापार विभाग  
DEPARTMENT FOR  
PROMOTION OF INDUSTRY AND  
INTERNAL TRADE

We are part of  
**#startupindia**

# Our Clientele and Knowledge Partners

Our Clients, Students,  
Associations, and  
Knowledge Partners and Partner  
Clubs are from  
India's Top B-Schools



# LEP 2025

MarkAcademy Leadership Experience Program (LEP 2025) is India's First Live MBA Leadership Program that focuses on Training and Mentoring 1st and 2nd Year MBA students to perform exceptionally during their summer internships, final placements and early corporate career. It is a well curated 1 Month Program that provides a comprehensive experiential learning to the student through live training \sessions, applied corporate projects and industry immersion in the domain of Brand Management, Product Management and Business Analytics

## Programs Available

**Certified Product Manager (CPM)**

**Certified Brand Manager (CBM)**

**Certified Business Analyst (CBA)**



# Be ahead of curve!

## Work on Mock SIP Projects from top MNCs

amazon

3M

ADITYA BIRLA GROUP

accenture

airtel

wipro

TATA STEEL

asianpaints

Bharat  
Petroleum

Capgemini

Coca-Cola

Dabur

Nestlé

Deloitte.

Flipkart

Godrej

G

L'ORÉAL

HSBC

i

ITC  
ITC Limited

marico

HCL

OYO

Whirlpool  
CORPORATION

Pidilite

Reliance  
Industries Limited

Raymond

RPG

UltraTech  
CEMENT



# Program Takeaways

to  
all

## Assured Industry Certificate

MarkAcademy 2025 Corporate Certification formally recognizes expertise in the respective program, specific role and skill, enhancing credibility, career prospects, and professional growth by validating specialized knowledge and competencies.

to  
all

## Assured 1 Month Live Project

All the participating students will get a 1 month live corporate project to work on mock Summer Internship Projects from top MNCs such as Amazon, Google, Godrej, Asian Paints, etc to gain hands-on experience

to top  
20%

## Winter Internship Opportunity

Winter Internship Opportunity with Phoenix Global offers selected interns a hands-on experience, giving them an opportunity to experience actual summer internship months before the start of SIP.

to top  
50%

## Letter of Recommendation

Letter of Recommendation gives endorsement of your skills, dedication during the live project, and quality of deliverables, to support applications for jobs, internships, or academic programs.

to  
all

## Guidance on Case Competitions

Expert guidance sessions by corporate mentors to develop strategic thinking, problem-solving skills, and presentation techniques, ensuring thorough preparation, to excel in corporate competitions.

to  
all

## 4 CV Points

1. Corporate Program Certificate
2. Live Project Certificate
3. Letter of Recommendation (Top 50% performers)
4. Winter Internship (Top 20% performers)

# Program Timelines – Schedule of Sessions

| Timelines | SAT                                           | SUN                        | MON                     | TUE                     | WED                     | THU                     | FRI                     |
|-----------|-----------------------------------------------|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Day 1–7   | Live Training<br>(3 Hours)                    | Live Training<br>(3 Hours) | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project |
| Day 8–14  | Winning Case Comps<br>(1 Hour Session)        | Self Paced Live Project    | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project |
| Day 15–21 | Preparing Effective CV<br>(1 Hour Session)    | Self Paced Live Project    | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project |
| Day 22–28 | SIP Interview Preperation<br>(1 Hour Session) | Self Paced Live Project    | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project | Self Paced Live Project |
| Day 29–30 | Project Submission Deadline                   | Feedback by Corp Panel     |                         |                         |                         |                         |                         |

# Certified Product Manager (CPM)

## Course Contents

- Introduction to Product Management
- Conducting market Research
- Competitor Analysis
- Performing a feature audit
- New feature ideation techniques
- Prioritization of product features
- Design for product managers
- Getting your product features used
- Performing product analytics
- GTM Strategy
- Building a go-to market strategy
- Product Strategy – Introduction
- Creating a great product strategy
- Technology for product managers
- Placements Orientation and Job Roles



## Certified Product Manager (CPM)

### Live Projects

#### **Market Analysis and Product Strategy for a New FMCG Product:**

Conduct comprehensive market research and develop a detailed product strategy, including TG identification, features, pricing strategy, and GTM plan.

#### **Innovative Product Development for the Health and Wellness Sector:**

Develop an innovative product that addresses these needs, including product design, development roadmap, and marketing strategy.

#### **Product Lifecycle Management for a Tech Startup:**

Develop and implement strategies for each stage of the lifecycle, including market research, product development, testing, and post-launch analysis.

#### **Strategic Roadmap for Launching a Fintech Product in Emerging Markets:**

Roadmap for launching a fintech product in emerging markets includes market analysis, compliance, product development, and GTM strategy.

#### **Product Growth Strategy for a Subscription-Based E-learning Platform:**

Develop customer acquisition tactics, retention strategies, pricing models, and new feature development to enhance the user experience.

**Titles of  
Prospective Live  
Projects the  
students would  
work on**

## Certified Brand Manager (CBM)

### Course Contents

- Brand Management Process and Strategy
- Brand Architecture, Brand Positioning
- Brand Identity Personality
- Consumer Behavior and Neuro-Marketing
- CBBE(Customer Based Brand Equity)Model
- Developing Marketing Campaigns
- Brand and Pricing power
- Situations and Branding efforts.
- Launching a New Product
- Defending Against Competition
- Competing against Private Label
- Critiquing a Marketing Effort & Advertising
- Getting Analytical : Estimation and Rol
- Employer Branding
- Social Branding



## Certified Brand Manager (CBM)

### Live Projects

#### **Rebranding Initiative for a Traditional Retail Chain:**

Analyzing current brand perceptions, developing a new brand identity, designing marketing materials, and planning a rebranding campaign.

#### **Digital Brand Building for an Emerging Fashion Brand:**

Create and implement a digital brand building strategy for an emerging fashion brand. Increase brand awareness and engagement among TG.

#### **Brand Equity Enhancement for a Luxury Automobile Brand:**

Assessing current brand equity, areas for improvement, initiatives to strengthen brand associations, perceived quality, and customer loyalty.

#### **Integrated Marketing Communications Plan for a Tech Start-Up:**

Develop a cohesive brand message, select appropriate communication channels, design campaigns that align with the brand's goals and TG.

#### **Brand Revival Strategy for a Declining FMCG Brand:**

Analyze the reasons for the brand's decline, conduct competitor analysis, and develop a multi-channel marketing plan to rejuvenate the brand.

**Titles of  
Prospective Live  
Projects the  
students would  
work on**

# Certified Business Analyst (CBA)

## Course Contents

- Intro to Analytics
- Key concepts of BI
- Data Analysis, Data Visualization
- ETL
- Tableau and Power BI
- Data Pane
- Analytics Sheet
- Shelves
- Cards and Layouts
- Visual Objects
- Calculations
- Filtering
- Designing Dashboard using both Tableau
- Hands-on Tableau and Power BI
- Live Analytics Dashboard Project on given dataset



## Certified Business Analyst (CBA)

### Live Projects

#### **Sales Performance Dashboard for a Retail Chain:**

Develop an interactive sales performance dashboard using Tableau/Power BI for a retail chain.

#### **Customer Segmentation Analysis for an E-Commerce Platform:**

Create a customer segmentation analysis dashboard using Tableau/Power BI for an e-commerce platform.

#### **Financial Reporting Dashboard for a Financial Services Firm:**

Design a financial reporting dashboard using Tableau/Power BI for a financial services firm.

#### **Healthcare Data Visualization for Patient Care Insights:**

Build a healthcare data visualization dashboard using Tableau/Power BI for a hospital or clinic.

#### **Marketing Campaign Performance Dashboard for a FMCG Company:**

Create a marketing campaign performance dashboard using Tableau/Power BI for an FMCG company.

**Titles of  
Prospective Live  
Projects the  
students would  
work on**

**OUR STUDENTS ARE** **OUR ASSETS**  
**OUR RESPONSIBILITY**  
**OUR SUCCESS PARTNERS**



## Top Feedback

An impressive 3 out of every 4 students rated our program as excellent, reflecting our commitment to delivering exceptional programs and ensuring student satisfaction and success.



## 4.6/5 Rating

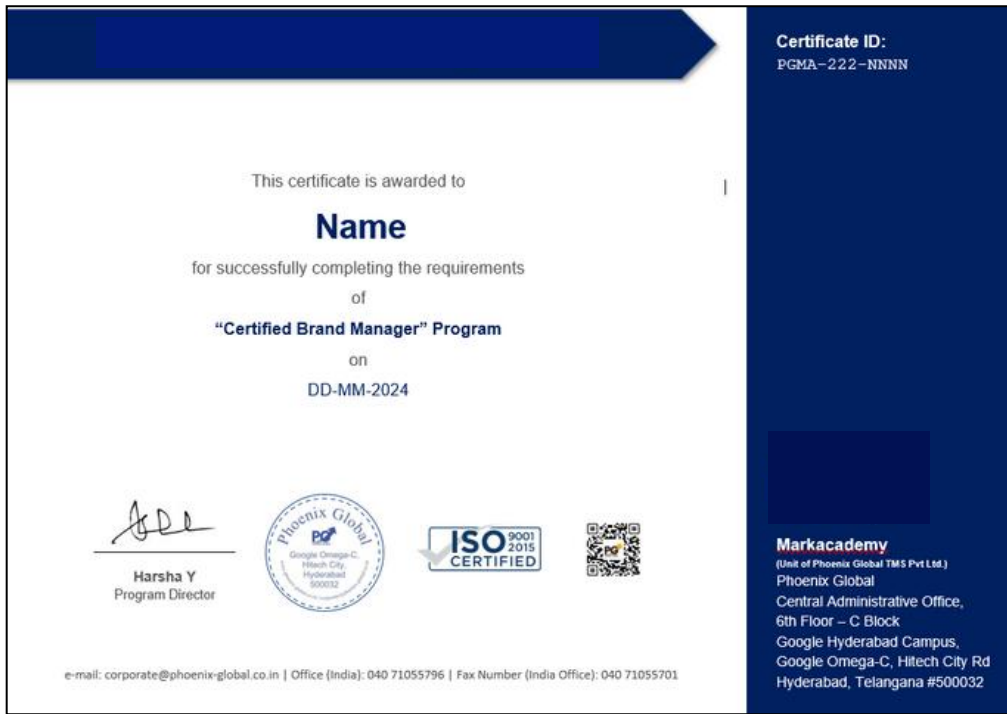
Discover our top-rated programs with a stellar 4.6/5 rating based on the last 5000 samples. Join thousands of satisfied customers who have experienced excellence and reliability in every aspect of LEP Editions in the past.



## IIM-LSE-Ivy

Phoenix MarkAcademy has highly stringent training quality policy, which allows only the corporate professionals with educations background from IIMs, LSE, Ivy league and equivalent to become mentors

# Sample Takeaways



Sample Program  
Certificate



Letter of  
Recommendation



Live Project  
Certificate

# Live Certification Training Slot Availability – 2025 Season

| Slot          | Slot 1               | Slot 2               | Slot 3               | Slot 4               | Slot 5               | Slot 6               |
|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Date and Time | 12-13 JUL<br>6PM-9PM | 19-20 JUL<br>6PM-9PM | 26-27 JUL<br>6PM-9PM | 02-03 AUG<br>6PM-9PM | 09-10 AUG<br>6PM-9PM | 16-17 AUG<br>6PM-9PM |
| CPM           | NA                   | AVAILABLE            | NA                   | AVAILABLE            | NA                   | AVAILABLE            |
| CBM           | AVAILABLE            | NA                   | AVAILABLE            | NA                   | AVAILABLE            | NA                   |
| CBA           | AVAILABLE            | AVAILABLE            | NA                   | AVAILABLE            | AVAILABLE            | NA                   |

Session Recordings will be provided for students who cannot attend the program due to any unavoidable reasons

# Why Choose Us?

| Particulars      | MarkAcademy | Others    | MOOCs         |
|------------------|-------------|-----------|---------------|
| Live Sessions    | Yes         | Yes       | No            |
| Industry Mentors | Yes         | No        | No            |
| Internship Focus | Yes         | No        | No            |
| Live Projects    | Yes         | No        | No            |
| CV Points        | 4+          | 1         | 1             |
| Program Fee      | < INR 5k    | > INR 20k | INR 1–3 Lakhs |

# Registration

|                                         |                                      |
|-----------------------------------------|--------------------------------------|
| Program Fee (Inclusive of all Taxes)    | <del>INR 14870</del>                 |
| Discounted Fee (Inclusive of all Taxes) | <del>INR 4870</del> <b>INR 3870</b>  |
| Any 2 Programs                          | <del>INR 9740</del> <b>INR 6870</b>  |
| All 3 Programs                          | <del>INR 14610</del> <b>INR 8670</b> |
| Program Start Date                      | <b>As per your Slot Preference</b>   |

# FAQs

## What would the students get at the end of the program?

- Professional Certificate (All)
- Live Project (All)
- 100+ Reports and Models (All)
- LOR (Top 50% Students only)
- Internship (Top 20% only)

## Details about Live Project and Submission of it?

Post Live Training Sessions, a live project with set of tasks and practical work will be given to the students which they need to submit online for assessment of their performance within 30 days from the start date of the Live Training.

The Results of the same will be declared on specified date for all the students at once, across domains and special perks will be provided for top 20%/50% students as mentioned previously.

## How will Phoenix determine top 20% and top 50%?

Performance in the Online Assessments, any other tasks and Project Submissions will be considered to determine top 20% & 50% and the same will be announced post program completion.

## When will we get the certificate and other deliverables?

- Professional Certificate: End of Day 2 (After the completion of Training)
- Live Project Certificate: End of Day 30 (After Live Project Deliverables Submission)
- All other deliverables (LOR, Winter Internship Offers, Awards if any) : will be given after all slots are completed, date will be communicated later.

## Certificate Validity?

All the certificates issued by us hold life time validity and are accepted by recruiters across the country. Phoenix Global, the group parent organisation is an ISO 9001:2015 certified organization whose operations are registered under the Ministry of Corporate Affairs, Government of India.

## Details about Internship Opportunity and LOR?

Top 20% of candidates from the Live Project assessment will be considered for an Internship opportunity with Phoenix Global. This would be an additional Internship and not Summer Internship. Top 50% of candidates from the assessment will be given an LOR on the Official Company Letterhead with Seal and Signature of Program Director.

# Testimonials



I participated in CERA program, the content taught was extremely useful and practical.

**Kushagri Mangal**  
IIM Sirmaur 2021-23



I'm so happy that I enrolled in this extraordinary program. I actually tried a lot of YouTube/books to understand these complex topics but CFMA program gave me complete clear picture about these topics in five hours. Trainers were gems!

**Dheeraj Valiveti**  
IIM Vizag 2021-23



The program was really very informative, it went from basics to advanced level seamlessly.

**Sanjana Kumari**  
FOSTIIMA Business School 2020-22



Really wonderful. Looking forward to applying the concepts I learned here.

**Yadubansh Mani**  
IIFT Delhi 2020-22



I participated in CBA program, the content taught was extremely useful the course was good.

**Amogh Surshe**  
IIM Amritsar 2021-23



I participated in CBA Program and it is a very good course for understanding of PowerBI and Tableau

**Soumyadip Das**  
IIM Bangalore 2020-22



Faculty has great knowledge, very open and happy to connect. Faculty is ready to clear all the queries.

**Kishan C**  
IIM Jammu 2021-23



I participated in CBA program, the content taught was extremely useful. It was a very insightful course.

**Mohanish Mangalam**  
IIM Jammu 2021-23



I participated in CBA program, the content taught was extremely useful and relevant.

**Shubojeeet Dutta**  
IIM Jammu 2021-23



The program was really helpful and I also got hands-on experience.

**Maitreya Chatterjee**  
IIM Jammu 2021-23



Very nice course. I would like to participate in the advanced level courses, which is required.

**Bakul Parmar**  
IIM Jammu 2021-23



I participated in Sales program, It's a great learning experience for B2B sales.

**Mohammad Nadeem**  
IIM Jammu 2021-23



Phoenix Global program was very fruitful and got to learn a lot from it.

**Falguni Babhare**  
IIM Jammu 2021-23



It was an uncharted territory for me. But now I can say I have learnt the basics of product management.

**Debabrat Lahon**  
IIM Jammu 2021-23



Really a great learning that surely would help me to incorporate in my future professional career

**Sourabh Nimesh**  
IIM Jammu 2021-23



Thanks for giving us this opportunity. It was really useful.

**Pranjal Parnerkar**  
IIM Kashipur 2021-23



The best aspect of the program was its practical approach. Really enjoyed the sessions. Thank You.

**Chetan Singh Maurya**  
IIM Kashipur 2021-23



As a beginner the course was helpful for me, and I learnt a lot of new concepts practically.

**Venkata Jaswanth Peyyala**  
IIM Nagpur 2021-23



It was an amazing session, the instructors are calm and kind, addressed all the queries with excellence.

**Ajinkya Prashant**  
IIM Nagpur 2021-23



It was a great experience and got to learn depths of product management in the real world scenario.

**Shubham Mathur**  
IIM Nagpur 2021-23

# Testimonials



I participated in CHR program, I had various New Insights from this program.

**Himanshu Jain**  
XLRI Jamshedpur 2020-21



I participated in Phoenix CHR Program, and learnt the Basics of Analytics and it's role in organisations.

**Shrey Anil Chhabra**  
XLRI Jamshedpur 2020-22



I participated in CFMA program as part of FinSchool NFO and it was a great learning experience

**Rajiv Ranjan**  
DFE, DU 2021-23



I participated in CERA program as part of FinSchool NFO and the program was good overall

**Shubham Badhe**  
IIFT 2021-23



CERA program was a great experience! I would love to participate such programs offline as well!

**Rajat Pai R**  
IIM Amritsar 2021-23



I participated in CERA program as part of FinSchool NFO and the course was very good

**Karthikeyan Shridhar**  
IIM Indore 2020-22



Can't get better!  
I participated in CERA program and really loved it!

**Shubham Yadav**  
IIM Jammu 2021-23



I participated in CERA program as part of FinSchool NFO. It was an enriching session.

**Shiv Kumar Sahu**  
IIM Jammu 2021-23



I participated in CFMA program. It was very insightful and knowledgeable fast paced program

**Keshav grover**  
IIM Jammu 2021-23



I had little knowledge about finance, but taking this course helped me to learn new concepts as well as to apply it in real world.

**Yash Shandilya**  
IIM Jammu 2021-23



I participated in CERA program as part of FinSchool NFO. It has helped in increasing my knowledge

**Anushka Jaiswal**  
IIM Kashipur 2021-23



I participated in CFMA program as part of FinSchool NFO and it was a great hands-on workshop

**Prasann Dubey**  
IIM Nagpur 2021-23



Very insightful session. Looking forward to do other courses with the organization.

**Dipti Gavkare**  
IIM Nagpur 2021-23



It was a great learning and I got to learn many new concepts related to equity research

**Rishab Goyal**  
IIM Rohtak 2021-23



I participated in CFMA program as part of FinSchool NFO and it was a great learning experience

**Rahul Rajan**  
IIM Sirmaur 2021-23



Course had a lot of important practical applications. It exceeded my expectation. The instructors were very knowledgeable, interactive & very patient!

**Sathya Narayanan**  
IIM Sirmaur 2021-23



I am fully satisfied with the entire course. The content taught was extremely useful and practical.

**Sudipan Mallick**  
XIME Kochi 2021-23



The program was really nice, properly tailored & the content was really helpful for practical application.

**Sakshi Dhotre**  
XIME 2021-23



I participated in CBA program, the content taught was extremely useful and comprehensive

**Philo Maria Firoz**  
XIME 2021-23



Phoenix program helped in up-skilling my practical knowledge in data analytics.

**VISHNU GOPAL A**  
XIME 2021-23

# Testimonials



I participated in CBA program, the content taught was extremely useful, Got familiar with role of a BA.

**Suraj Ashok Satao**  
IIM Raipur 2020-22



I participated in CDM program, good content! Great course for deep-dive into digital marketing!

**Raja Guttula**  
IIM Ranchi 2021-23



I participated in the CIBA program, it was a highly interactive and informative one.

**Arpan Goswami**  
IIM Rohtak 2021-23



Brand new content for me so there was a lot to learn!

**Shreem Kohli**  
IIM Sambalpur 2020-22



With no prior knowledge of product management, I felt that this course was well paced and informative.

**Thota Sri Ranga Vineel**  
IIM Shillong 2021-23



The class was very interactive and lively. All the doubts were cleared instantly.

**Athira M Nair**  
IIM Ranchi 2021-23



Got insights on how to proceed with the career as PM and how to switch into PM from other domain.

**Ankit Raj**  
IIM Ranchi 2021-23



The program was highly Interactive and it was very knowledgeable.

**Ruchi garg**  
IIM Rohtak 2021-23



Very informative and helpful for my future growth and profile building.

**Sparsh Nalin**  
IIM Sambalpur 2021-23



Very knowledgeable session for someone like me who wants to learn.

**Devvrat Singh**  
IIM Sirmaur 2021-23



The program was very good and gave a good insight into the working of Data Analytics tools.

**Suryansh Choudhary**  
IIM Ranchi 2021-23



The sessions were a perfect balance between the beginner and intermediate level knowledge of PM.

**Aakaash Vasu**  
IIM Ranchi 2021-23



I participated in CBA program, the program was amazing and informative.

**Vishal Verma**  
IIM Sambalpur 2021-23



I had a very enriching experience with Phoenix Global. I gained hands-on experience of HR analytics

**Sebantee Nandi**  
IIM Sambalpur 2020-22



Even a newbie like me could easily understand, that too in depth! that was the level of clarity of training!

**Harsh Vardhan Singh Chauhan**  
IIM Sirmaur 2021-23



The best part of the program was the teaching style, and innovative concepts!

**Aarsha karjee**  
IIM Ranchi 2021-23



It was a very enthralling and informative session, designed well suiting the current market needs.

**Aakaash Vasu**  
IIM Ranchi 2020-22



This program was very efficient. Learnt a lot of new things.

**Navratan Rathi**  
IIM Sambalpur 2021-23



The course was very insightful. The Instructor's vast experience really elevated the level of learnings.

**Kundan Pathak**  
IIM Sambalpur 2021-23



I participated in CSS program, overall it was a great experience!

**Abhishek Sharma**  
IIM Sirmaur 2021-23

# Testimonials



Overall program was very good. Content taught was extremely useful and practical.

**Mudit Garg**  
IIM Udaipur 2020-22



The training program was comprehensive. It gave me clarity for future decisions.

**Siddhant Sehgal**  
IIM Udaipur 2020-22



The program was overall good. It had theoretical, technical concepts, and practical examples.

**Anupriya K**  
IIM Vizag 2020-22



I participated in CDM program, the content taught was extremely useful. Great learning experience!

**Utkarsh Shambharkar**  
IIM Vizag 2021-23



Course was neatly structured. Trainer was very good and kept the session engaging and informative.

**Sonal Pawar**  
IIM Vizag 2021-23



It's a nice exposure for a fresher to gain knowledge about the course and related industry!

**Aryasomayajula Marali**  
IIM Vizag 2021-23



Very well structured program. I participated in CPM program, the content taught was extremely useful.

**Prapti Alok**  
IIM Vizag 2021-23



I participated in CBA program, Great experience and full of knowledge!

**Shiv Garg**  
IMI New Delhi 2021-23



I participated in CBA program, the content taught was extremely useful and practical.

**Gurbaksh Kaur Sethi**  
IMI New Delhi 2021-23



Good Workshop! I participated in CDM program, and really liked the program!

**Sanskriti Aryaa Arora**  
IMI New Delhi 2021-23



It was a nice session and looking for more learning opportunities!

**Kuldeep Singh**  
IMI New Delhi 2021-23



Very good overall, learnt a new approach to solving problems!

**Saumya Bhardwaj**  
IMI New Delhi 2021-23



The trainer was very clear and explained again and again if needed!

**Sathvika Selvandurai**  
IMT Hyderabad 2020-22



I participated in CBA program, it was a good session, I liked the content taught!

**Srividya Racharla**  
IMT Hyderabad 2021-23



Good learnings and practicality! I really liked Phoenix Global program!

**Rushi Panchal**  
IMT Hyderabad 2021-23



I participated in Sales Program by Phoenix, and it was a really good experience!

**Tej Barve**  
IMT Hyderabad 2020-22



Got a lot of new learnings which can be applied in the future!

**Abhishek Kundu**  
IMT Hyderabad 2021-23



The course structure was well designed to provide right amount of knowledge to generate interest!

**Shabyashachi**  
IMT Hyderabad 2021-23



Good program! learnt Business application in data analysis and How to formulate the problem.

**Soumya Bhatnagar**  
NMIMS Mumbai 2021-23



I learnt how to approach a use-case or a problem and apply the solution.

**Akshat Srivastava**  
NMIMS Mumbai 2021-23

# Success Stories



**Sanjana Gupta** • 2nd  
IIM Sirmour'22 | Member, Strategy Club | D2C Igniter  
5d • Edited •

Enriched learning experience!

I would like to take a moment to share that recently I've completed the Business Analyst Program by **PHOENIX GLOBAL**. The program provided with the practical understanding of Data Analysis and Business Intelligence in dynamic business scenarios. Moreover, it helped me get hands on experience with the significant data visualization tools such as **#Tableau** and **#PowerBI**.



**Sakshi Verma** • 2nd  
IIMJ'22 | Certified Financial Analyst | Entrepreneurship Development Cell | Alum...  
3w •

We have been reading it since school that performance appraisal motivates the employees. But I was taken aback when my efforts were appreciated despite the wanted result.

I applied for this marketing live project and was assigned the sales job but it excited me. I really wanted to explore my potential.

Not one sale got converted. It was disheartening and I thought I cannot do this. But I guess my mentors saw something in me which I couldn't.

If I'm given a chance to do it all over again, without changing the result, I still would! All those times when I felt nervous before making the call, when it felt impossible to be polite, the sheer impatience and naivety, the experience was truly enriching.

Thank you **PHOENIX GLOBAL** and team for the learning opportunity!



**Karan Sehgal** • 1st  
IIM Rohtak | Finance Head - S.T.O.R.E | Marketing Intern(ATL&BTL)- Dezin...  
1mo • Edited •

As 2 months of my Live project with **PHOENIX GLOBAL** comes to an end, I would like to thank Subhash K sir for the guidance and support throughout the project.

Thank you **Bishnu kumar**, **Saurabh Upadhyay** and **Sweta** for being such a great team. A special thanks to you **Manikanta Toram** for the support and help throughout the journey.

It was great working on the project. Got good exposure to the Ed-Tech industry and learnt a lot of new things.

In the end, thanks, **PHOENIX GLOBAL** for recognizing and awarding me with the 'Shining Star Award'.



**AJAY JAIN** • 1st  
IIM Visakhapatnam || PGP || Class of 2022 || Engineer || Ex- Aspiring Minds || Ex-...  
1mo • Edited •

It was great working with **PHOENIX GLOBAL** Team. We were given enough autonomy and flexibility while working.

Under the guidance of Subhash K, we learned many things.

Altogether my team **#SalesNorth** (**Kanika Goraya**, **Umang Gupta**, **Mansi Pathak**) delivered good work and a special thanks to **Manikanta Toram** for support throughout the journey.

Thanks, **PHOENIX GLOBAL** for awarding me as a Sales Champion.

In all, it was a wonderful experience working with **PHOENIX GLOBAL** as a 'Sales and Marketing Analyst'.

**#team #sales #leadership #internship #saleschampion #mba #iimvisakhapatnam #marketing**



**Ishan Chapadgaonkar** • 2nd  
Marketing and Analytics Enthusiast| MBA at IIM Sirmour(2020-22)| Content Wri...  
1w • Edited •

Dear Connections,

I am elated to share that recently I have completed the Business Analyst Certification by **PHOENIX GLOBAL**. The program dealt with the basics of analytics from a business perspective, as well as we also got to learn about leading Data Visualization tools like **#tableau** and **#powerbi**.

I want to extend my gratitude towards the Phoenix Global team, its instructors and organisers for making the sessions interactive & making sure every student understood the tools. Further, I also thank the **Industrial Relation and Sponsorship Committee** for bringing such amazing opportunities.

**#businessanalytics #analysts #datavisualization #datascience #analytics #iimsirmaur #thehimalayaniim**



**SARBJEET SINGH** • 2nd  
Student at Indian Institute of Management Jammu  
1mo •

I would like to thank **PHOENIX GLOBAL** for providing me this opportunity. Your **#financialanalyst** programme helped me in up-scaling my skills. Aspects covered in the course ranged from **#financialmodelling** to **#enterprise #evaluation** which surely broadened my knowledge base for the domain.

I am also thankful to my classmates **Sonali** . and **Parag Nawathale** for their support all along the course which made the learning much more fruitful.

**#financialanalytics #letterofrecommendation #certificationcourse #learning**



**Bharrat Chandraa J U** • 2nd  
PPO Holder - ICICI Bank | IIM Kashipur  
1mo • Edited •

'Every experience makes us grow stronger'

I would like to thank **PHOENIX GLOBAL** for providing me an amazing opportunity and experience to dwell deep into learning aspect as a Sales and Marketing Analyst.

Special thanks to Subhash K and **Manikanta Toram** for helping me get acquainted and making the process much smoother.

Having successfully completed my tenure of 3 months as a live project, I take back lots of learning aspect and practical exposure.

I am also grateful for recognizing my work and rewarding me with the 'Shinning Star' award.

**#liveproject**



**Himanshu Jain** • 2nd  
PGDM (General Management) at XLRI Jamshedpur | Tata Steel | BITS Pilani, Pila...  
1mo •

I was exploring the relative new domains which can help me in developing my overall usefulness as an Executive once I join Corporate after the MBA.

**#hranalytics** is one such area. I was amazed by the tremendous work being done in analytics for the primary purpose of aligning HR objectives with Business strategy.

This training gave a detailed understanding of such tools and frameworks which can give HR a much-needed facelift in any organisation.

**PHOENIX GLOBAL**

**#xlri #analytics #skillsdevelopment #hrconsultants #humanresourcemanagement**



**Rishabh Yadav** • 2nd  
Chartering Member at Querencia The Toastmasters Club | Core Member, Sports...  
6d •

Dear Connections,

I am happy to share that I have recently completed my professional Business Analytics certification by **PHOENIX GLOBAL**. I learnt the basics of analytics as well as about the popular Analytics tools like **#Tableau** and **#PowerBI**.

**#businessanalytics #dataanalytics #iimsirmaur #thehimalayaniim**

# Success Stories



**Nehal Tainguriya** • 3rd+  
Marketing Intern at Next Skills 360  
1mo •

It's all about how much you learn from all of your previous experiences and how to improve yourself for the future.

Thank you such **PHOENIX GLOBAL** for giving me the opportunity to explore!



**Riya Ahuja** • 2nd  
Co-Founder at FinanceOak || FY Economics Student, St. Stephen's College || He...  
1mo • Edited •

I'm glad to inform you all my result in a case study competition organised by **NIFTEM** in which my team and I successfully secured the second position out of 750 participating teams. The competition, **Casecade** was based on **PHOENIX GLOBAL**. Overall, it was a great learning experience.

The certificate is awarded by the Ministry of Food Processing Industries.

**#learning #teamwork #competitions #casestudycompetition**



**Kanchan Choudhury** • 2nd  
MBA Summer Intern at Google | National Winner CaseQuest'21 & Melange'21 I...  
16h • Edited •

It gives me immense pleasure to announce that our **#team** is the first runner up in Cas-é-nova, presented by **MaSq The Marketing Club of IIM Bodh Gaya** in association with **Phoenix Global**.



**Kumar Rahul Singh** • 2nd  
Project Lead & HR Intern at FOLKDevelopers  
9mo • Edited •

Participated in IIM Rohtak Organon-Phoenix Global National Case Study Competition alongside **Aasim Ahsan** and **Sanskar Chhatrasal**. Learning analytics through a case study was a happening experience, thanks to Organon(Aalytics Club of IIM Rohtak) and Phoenix Global for this opportunity.  
**#Case\_study #Analytics #IIM\_Rohtak #Organon #Phoenix\_Global #Dare2complete**



**Nitish Anand M.** • 2nd  
Assistant Vice President Marketing at Marcella  
9mo •

Participated in IIM Rohtak Organon - Phoenix Global National Case Study Competition organised by Indian Institute of Management (IIM), Rohtak. Had a great experience with team members **Gaurav Virmani** and **Kuldeep Sharma**.



**Chirag Singla** • 2nd  
Finance intern at Ozone Overseas Pvt. Ltd.  
9mo • Edited •

Here comes another one in my basket.

Participated in **PHOENIX GLOBAL** National Case Study Competition organized by Organon-**Analytics Club, IIM Rohtak**.



**Vedang Makwe** • 2nd  
Research Wing Head at Forum of Operation Research and Supply chain Enthusi...  
9mo •

Recently, myself, **Anshul Kanodia** and **Supratim Endow** participated in a corporate case study competition organised by **PHOENIX GLOBAL** in association with **Analytics Club, IIM Rohtak**.

The process instigated a lot of brainstorming with my colleagues. We had to analyze the given data and find strategy and execution plan for a B-school to improve their Placements



**Mainali Gautam** • 2nd  
Marketing and Brand Management Intern | Edgistify |Souflower | ImpactGuru | ...  
9mo • Edited •

Thanks **PHOENIX GLOBAL**, **IIM Rohtak** for giving us this opportunity. Looking forward for the finals !!!  
Team Droid   
**#bschool #competitions #sibmb**



**SONALI GOEL** • 2nd  
M.B.A aspirant | Finance Aspirant | Social work @Parwaaz NGO  
9mo • Edited •

Case studies are basically the examples of real life problems that the corporates faces. Case studies helps us to examine the given situation in hand from different prospective before proposing the solutions to the given situation in hand.

I, with my team **Nikita Singh ANIL PARICHHA**, participated in the case study competition organised by **PHOENIX GLOBAL** with IIM, Rohtak.



**LAVANYA VAISH** • 2nd  
Pursuing PGDM in Marketing from IMT Hyderabad.(2020-22)  
1mo •

In the age of growing importance of Data Analytics to handle the Big Data, I would like to thank **PHOENIX GLOBAL** for providing the opportunity to learn some interesting concepts of Data Analytics and and the techniques to apply them in the real world.



**Tushar Sinha** • 2nd  
Summer Intern at Future Generali | IMT-G | National Finalist Phoenix Global Cas...  
8mo • Edited •

I feel delighted to share that Team Mitaan (**Manan Tilak**, **Adarsh Ahuja** and I) emerged as one of the National Finalists in the Case Study Competition organised by **PHOENIX GLOBAL** and **Analytics Club, IIM Rohtak**. The competition had 1081 teams from all the top B-Schools in the country.



**Sarvesh Dhumal** • 2nd  
Upcoming MERN/MEAN developer  
9mo •

I participated in a case study IIM Rohtak Organon - Phoenix Global National Case Study Competition organised by Organon - the Analytics Club of IIM Rohtak in association with Phoenix global with two of my colleagues. We had been provided with live business data sets and given an opportunity to derive business inferences out of it. It was a great learning experience.



**Shikha Sevlani** • 2nd  
Student Alumni Relations Cell (SARC), GIM'21 | Summers- RBS & Square Panda ...  
3mo •

**#NationalWinner**  
Another one with **Anshika Chauhan**.

I would like to thank **Digitalytics, Analytics Club of IIM Ranchi, KPMG** and **PHOENIX GLOBAL** for the opportunity. It was a pleasure interacting with **Vivek V S, Jithesh Nambiar J, Mohanish Golatkar** and getting those valuable inputs.



**Yash Kanodia** • 2nd  
National Winner- MARKOS 2020. MICA 22'  
3mo • Edited •

When your team is as fun as the name suggests, Looney Tunes, you've gotta win it all!!!

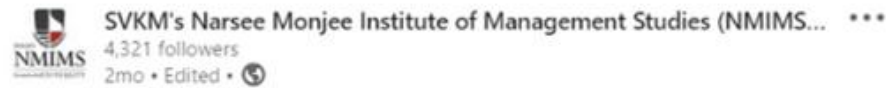
The competition was lovely, where creativity was appreciated in terms of approach and presentation. Thank you so much **PHOENIX GLOBAL** and **Marque- The Marketing Club of IIM Rohtak** for this opportunity.



**Raman Singh** • 2nd  
Interned at HDFC Bank |Founder rsprods |Computer Science Student  
9mo • Edited •

It was a great learning experience for me and **Preeti Jain** participating in the National Case Study Competition organized by **PHOENIX GLOBAL** and **IIM Rohtak**.

# Top B-Schools Mentioning us



The Marketing Club of NMIMS Bangalore, MarGene, successfully concluded the last event of the academic year!

MARKOPOLIS saw immense participation with motivated teams who put forward great insightful solutions!

Early Harvest Indoor Farms , PHOENIX GLOBAL, YourStory Media



Digitalytics, IIM Ranchi is proud to announce its successful completion of the 1st edition of Scytale, the National Level Case Study Competition, and Insightalyze, the National Level Data Visualization.

We are thankful to our judges [Jithesh Nambiar J](#), [Mohanish Golatkar](#), [Prasenjit Thakur](#), [SUBHADIP SHAW](#) and [Vivek V S](#) and our partners KPMG and PHOENIX GLOBAL for their enthusiasm and support.



Congratulations from Aspire Club on your well-deserved success! 🎉

Phoenix Global National Case Study Competition was organized by Organon - the Analytics Club of IIM Rohtak in association with Phoenix Global. This competition aimed at bringing out the best of the analytical expertise of the students, by exposing them to live business data sets and providing an opportunity to derive business inferences out of it. 📊



Indian Institute of Management, Raipur is proud of its PGP students [Robin Singh](#), [Yogesh Chowdhary](#) and [Sai Akhil](#) of Team Saatwik who have reached the National Finals of Phoenix Global National Case Study Competition 2020. We wish them success for the finale!

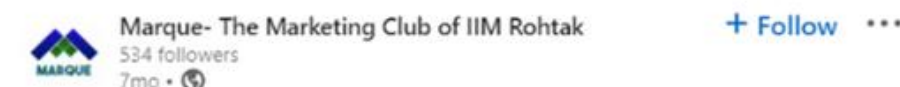


SPJIMR - PGPM participants, [Anamitro Pathak](#) and [Nishant Bangera](#) have made it to the national finals of a national level analytics case study competition organized by PHOENIX GLOBAL in association with Organon, the analytics club of IIM Rohtak. The team qualified to be among the top 24 of the competition in which more than 1000 teams contested from 388 colleges. The qualification was based on the analysis and suggestions provided with respect to the case study.



IIT Kharagpur - Vinod Gupta School of Management congratulates [Gaganpreet S.](#) and [Rajat Gupta](#) of the MBA batch of 2019-21, on emerging as National Finalists in the Phoenix Global National Case Study Competition conducted by PHOENIX GLOBAL in association with the [Analytics Club, IIM Rohtak](#). The team demonstrated impeccable skills in providing strategic solutions using data analytics tools and insights, and we wish them the very best for all their future endeavors.

#PhoenixGlobal #CaseStudy #Achievement #HomeVGSoM #IITKharagpur #VGSoM #MBA

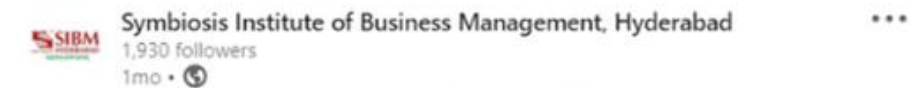


It's always hard to imagine what corporate life would be like! [Marque- The Marketing Club of IIM Rohtak](#) in association with PHOENIX GLOBAL is privileged to present to you an interactive session with Mr [Arun Raja](#), to give you a glimpse of what a life of a "sales manager" looks like.



"Perseverance is not a long race; it is many short races one after the other"  
- Walter Elliot

We are honoured to host a session by Mr. [Sashil Dath](#) in association with PHOENIX GLOBAL on "Life as a Supply Chain Manager".



SIBM Hyderabad is proud to announce PHOENIX GLOBAL as its Knowledge Partner for Firanje 5.0.



We thank our Knowledge partner PHOENIX GLOBAL for extending the partnership with [#iiftkolkata](#) and [SCOPE-The Supply Chain, Operations and Energy Club, IIFT Kolkata](#).

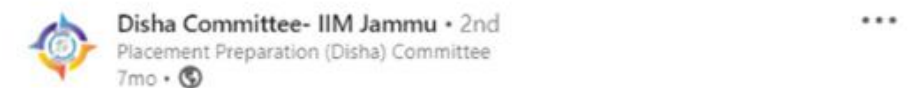


We take pride in announcing the winners and runners of Touchstone, a case study competition under Khlurthma, the Annual Management Fest of IIM Shillong.

This year we witnessed massive participation from students across B-Schools. The participants proved their mettle with various innovative and creative solution for the real-world case problem of Phoenix Global.



Most sincere thanks to all the Markapalooza participants, participating from different parts of the country, our dear alumni Mr. [Jitender Narwal](#) for his contribution to the event, and especially to all the esteemed event partners, [Union Bank of India](#), [Turnip Innovations](#), [PHOENIX GLOBAL](#), and [Humara Himachal](#) who graced the occasion.



We are pleased to announce a special workshop session for Summer Placements Preparation hosted by PHOENIX GLOBAL with [Manish Punjabi](#) being a keynote speaker. The session is dedicated to crack the Group Discussion and the Interview Process for Placements.



**Phoenix MarkAcademy**  
**(A Unit of Phoenix Global TMS Pvt. Ltd.)**

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