



**B.V. Patel Institute of Management,
Uka Tarsadia University**



Date: 16-03-2022

Report of Expert Session on Innovative marketing strategies adopted by VIVO INDIA LTD

Date	16-03-2022
Topic	Innovative marketing strategies adopted by VIVO INDIA LTD in Gujarat Circle
Time	10:30am to 11:30 pm
Venue:	Room No. 11 (Bhula Bhavan)
No. of Students:	35 students of marketing specialization
Speaker	Shri Raju Rajpurohit – Brand Manager VIVO Gujarat circle
Coordinator:	Mr. Parvez Malek

Objectives of the Expert Session: -

1. To highlight the importance of innovation as a strategy in the growth of VIVO Brand within the Smartphone Industry.
2. A practical sharing of how to design and execute innovative solutions based approach for solving complex problems in business.
3. Practical sharing of how vivo launches new products in the markets of Gujarat.
4. To make students realize the importance of innovative merchandising, visibility and effective promoters training program.
5. To learn the strategies adopted by VIVO which gave a competitive edge over competitors.

About the program: The Resource Person **Shri Raju Rajpurohit – Brand Manager VIVO Gujarat circle** had enlightened students with his vast expertise in the marketing of Smart phones of VIVO brand within Gujarat.

He has shared his practical learnings on how to make new products launches innovatively by creating hype in the market place and an overall integrated approach to execution with an eagle's eye over competitor's.

He also shared the strategies executed in recently launched 5G smart phones of vivo brand in markets of Gujarat.



Role play for students were done on various topics of his expertise on effective sales presentations, prospecting and customer objection handling, sales promoter training program's.

Mr Raju Rajpurohit was welcomed and introduced by our faculty Mr. Parvez Malek. The Speaker then addressed the students about latest trends to manage innovation in smart phone industry and also how successful innovative strategies implemented and executed by vivo in Gujarat market have given them the leadership position in the smart phone industry.

Outcome: The Learning's to the students from the above game changer forum are as under

1. The importance of delivering solutions based approach toward the complex marketing problems.
2. The need to design and implement innovative marketing strategies thereby minimizing resistance to change from all stakeholders of business.
3. The need to solve problems of customers and serve customers innovatively thru effective CRM and track sales promoter's performance measurement trends with tactics



The session was very innovative and students enjoyed the practical tips given by Shri Raju Rajpurohit.

All students had a great learning and cleared all their doubts by asking innovative questions to the keynote speaker.

Memento was awarded by our faculty Mr Parvez Malek followed by the vote of thanks.

We are extremely thankful Dr Vijay Gondaliya Sir- Director B V Patel Institute of Management for approval to conduct this game changer knowledgeable Expert Session for the students of TYBBA Marketing Students