



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



Date: 19th August 2023

Student participation in “Startup Marketing” conducted by Echai Ventures at Surat

Objectives of Session: To give knowledge on Startup Marketing and some guidance to deal with clients.

Outcomes of Session: We gained knowledge on various methods of Marketing and learned many innovative ways how to innovatively market products/services to customers.

Date:	19 th August 2023
Time:	05:30 PM to 08:00 PM
Venue:	Titanium Business Hub
No. of Attendees:	32 Attendees
Name of speaker:	Mr. Bhautik Sheth (Co-founder of iViPANAN), Mrs. Shruti Sheth (Co-founder of iViPANAN), Mr. Shakir Warsi (Station Head of Big 98.5 FM surat), Mrs. Manasi Shah (Co-founder of The Clueless Company).
Coordinator:	EChai Ventures, iKoVerk
Category:	Startup Marketing

32 Attendees had attended the session on “Startup Marketing” organised by eChai Ventures and iKoVerk at Titanium Business Hub. Mr. Bhautik Sheth explained importance of Marketing for a business, what should be the budget for Marketing and the ways to know our audience. Mr. Shakir Warsi, Mrs. Manasi Shah and Mrs. Shruti Sheth explained various way to deal with people and objections we face in sales, so that we can increase sales in our business. They taught us, how to change a stranger to your new customer and then to permanent customer.

At conclusion, the session was a big inspiration and learning for us that will definitely help in our business or in sales job.

Our Student Ms Soumya Upadhyay of FYBBA (Div - 1)- Enrolment no-202307100410022 had personally attended the above game changer expert session and she has personally interacted with the keynote speakers post session too.

