

'SELL-WELL EVENT 2025' AT BIMTECH

The student-led Club Retailia at the Birla Institute of Management Technology (BIMTECH) effectively organized "SELL-WELL 2025" on October 13, an intensive 5-hour start-up challenge that functioned as an engaging platform for real-world skill enhancement. The main goal of the event was to make six student teams swiftly shift from idea generation to sales, mastering the complete business lifecycle in a demanding single evening on Monday.

Groups employed creative terminology to create their company names like BAKE-Even-Point, Flavour Matrix, and Khakra Junction. This activity in rapid retail implementation enabled students to acquire essential practical skills in important fields such as product innovation, pricing strategy, stock control, and direct consumer interaction, successfully merging theoretical knowledge with actual experience.

The competition was judged by Mr Gulshan Pahuja, Sr General Manager of Havells India Ltd. and Mr Deepak Kunal, who evaluated teams based on their preliminary Business Proposal and ultimate financial results. Importantly, teams were assessed based on

top-line revenue, Net Profit %, and Return on Investment, emphasizing the importance of profitable and sustainable retail practices. Director Prof Dr Prabina Rajib and Dy Director Prof Dr Pankaj Priya commended the initiative, which strengthened Club Retailia's dedication to fostering collaboration, creativity, and sharp business insight among students, equipping them for the challenges of the real world businesses.

