

## **Reliance makes ‘The Ultimate Pitch 2.0’ a hit at JBIMS**

30<sup>th</sup> November 2016: The Wednesday afternoon at JBIMS was marked by excitement with the arrival of Reliance Group on campus. The reason for the zeal was the introduction of the 2<sup>nd</sup> season of ‘The Ultimate Pitch’. The competition was launched by Mr. Darshan Doshi (Head-Programs - GenNext Hub) and Mr. Santosh Vellanki (Senior Manager - Talent Acquisition Team, Strategic Hiring & New Projects, Group HR, RIL).

The competition will be held in 16 premiere B-Schools across India. The format of the competition includes uploading a 3 minute video about the Big Business Idea, based upon which further shortlisting of the candidates will be done for the zonal rounds. There will be 5 zonal rounds in the process wherein 1 candidate will emerge as the ultimate winner of ‘The Ultimate Pitch 2.0’. The competition will encompass an interesting element of ‘Fair Codes’ which includes practicality, novelty, scalability and challenging conventional wisdom. The usage of these elements would ensure competitive thinking process for the participating teams.



**Mr. Darshan Doshi addressing the students**

The session commenced with an overview of the Reliance group. The story of the metamorphosis of a small unit established in 1958 to a global giant in 2016 proved to be motivational to the students of JBIMS. During this session, some trivia questions were asked and goodies were given to the students who answered the questions right. The session highlighted the aspect of ‘Entrepreneurship’ and stressed on the importance of thinking big and transforming the idea into a viable business model.

Some great and disruptive ideas germinated during the session and instilled in the contestants an integral learning “A journey of 1000 miles begins with a single step”. The competition also includes a unique reward galore with offerings such as Mentorship

programme, a chance to meet the chairman of RIL, Mr. Mukesh Ambani, trip to world's largest oil refinery and prize money amounting to Rs. 3 Lakhs for the winner.

The competition has already sparked interest among the students who are looking forward to making it big at 'The Ultimate Pitch 2.0'. The takeaway from the session was - "An entrepreneur is someone who jumps off a cliff and builds a plane on the way down".