

HUL rings the curtain up for L.I.M.E. Season 9 at JBIMS

19th July 2017: An enthralling wave disseminated over JBIMS on 19th July for the grand launch of “HUL - L.I.M.E. Season 9”. The event saw the presence of Mr. Aditya Kasyap, Senior Brand Manager, HUL and Mr. Sahil Tupkari, Management Trainee (Sales & Marketing), a 2016 alumnus of JBIMS.

The event commenced with Mr. Sahil discussing about MarQ, an online quiz which was earlier conducted by HUL. The campus winners of the quiz were awarded a hamper full of goodies. Mr. Aditya then explained the structure of LIME Season 9.



Mr. Aditya Kasyap addressing second year MMS students at JBIMS

LIME is set to capture 18 campuses with zonal participation scheme garnished with interesting cases and the number of finalists to be 4, up from 2 last year.

This year HUL plans to highlight “New Marketing Modules” and make the participant’s grey cells thump over some interesting case studies across the campuses.

“RIN” Case Study was rolled out at JBIMS. The case plans to bring out a renaissance in the laundry services vertical through the competition. Mr Aditya then vitalized the discussion by underlining the expectations of HUL from the participants from ‘Laying the foundation of the case’ to ‘Integrating the Solution’ as a whole.



Mr. Sahil Tupkari at his
alma mater

On a concluding lap, the event created an aspirational vibe when the “What’s for the Winners” was announced which was a spellbound moment for every participant.

- a) Campus Winners: Direct PI call for UFLP as well as prize money of Rs. 1 lakh
- b) Season Winners: PPI for UFLP as well as prize money of Rs. 10 lakh

It surely seems that LIME Season 9 is all set to channelize the kaleidoscopic ideas of the aspirants into brilliant business radiance.