



Future CEOs take on the P&G CEO Challenge 2017

7th August, 2017: Zeal, enthusiasm and overwhelming participation; these elements were evident at the campus round of P&G CEO Challenge 2017 conducted at Jamnalal Bajaj Institute of Management Studies, Mumbai. Students from M.M.S. - 1 participated proactively and performed their best during the session. The panel consisted of Mr. Ashwin Nambiar (Group Manager, India Sales Finance), Mr. Shrey Sharma (Associate Manager, India Talent Practice) and Mr. Kuntal Chatterjee (Category Finance Manager). The event started with the introduction about the company and the CEO Challenge, its aspects and objectives.



Mr. Ashwin Nambiar addressing the MMS 1 students at J.B.I.M.S.

The session began with Mr. Ashwin Nambiar sharing his experiences at Procter & Gamble Company and the countries he has worked in. The talk progressed into interaction with the students about what exactly is the competition and proceeded with the emphasis on its purpose and significance. He highlighted how the competition has transformed over the years from offline to online mode and how easy it has become to realize true student potential through the simulation.

The CEO challenge gives the students a glimpse into the day to day life at P&G where the different verticals of the company such as sales, marketing, finance, and operations come together to find solutions to problems. In this challenge, the students were required to make decisions considering all these aspects that are required to run a business.



Mr. Shrey Sharma addressing the MMS I students at J.B.I.M.S.

The session continued with Mr. Kuntal Chatterjee sharing his experience at P&G and later Mr. Shrey Sharma gave a demo of the simulation game along with a brief explanation of the history of the competition. The rules were explained and soon the competition began. The unique nature of the competition was applauded by the students who were completely engrossed in the simulation game and thoroughly enjoyed making decisions as a CEO for the company.

The campus round of the competition concluded after some intense discussions and strategies by the participating teams. The CEO Challenge ended on a positive note with loads of learning experiences for every participant and enthusiasm and eagerness for the competition to return next year.