

August 14, 2023

ACTIVITY REPORT 2023-2024
INSTITUTION'S INNOVATION COUNCIL

A Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"
by Mr. Suryakant Walvalkar, CEO of Waliya's GOTI SODA

The Institution's Innovation Council of SRBS (IIC) successfully conducted a session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA" for the MMS 2022-24 students on August 10, 2023 in the Smart Classroom on the 4th Floor of the institute. The event was organized by Prof. Jagruti Gijare under the IIC events program in association with SRBS's IQAC and EDC.

Highlights

- Date - August 10, 2023
- Time - 11.00 am to 12.00 pm
- Number of Students participated - 78 (All MMS students)
- Number of Faculty Members that participated - 3
- Mode of Conduct - Online

External Expert for the Session

Mr. Suryakant Walvalkar, CEO of Waliya's GOTI SODA

Objectives

- To sensitize the students on exploring entrepreneurship as a career option to be a job creator rather than job seeker.
- To guide the students on the effective use at the interpersonal and creative abilities in the entrepreneurial journey.



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About The Session

Mr. Walavalkar started the session by an exciting demo of his vibrant and joyful product “Waliya’s GOTI SODA”, he shared how his work experience in the field of logistics and supply chain both in Indian and International markets helped him when he had this idea of launching a forgotten brand having a 100 year old legacy again in market with an added hygienic value attached to it

Goti soda, a popular soft drink having a 100 year old legacy, is making a comeback in Indian markets. The brand is being launched by a new company, Gotisoda India Pvt. Ltd., with a focus on Indian flavors. The new brand Waliya’s Gotisoda will be available in flavors such as jeera, limbu pani, and masala chai.

The launch of Gotisoda is timely, as there is a growing demand for Indian-flavored soft drinks in the country. In recent years, there has been a surge in the popularity of Indian street food and snacks, and this trend is reflected in the soft drink market. Consumers are looking for soft drinks that offer a taste of India, and Gotisoda is well-positioned to capitalize on this trend.

The new Gotisoda is being made with natural ingredients and is free of artificial flavors and colors. The brand is also targeting a younger audience with its marketing campaigns. Gotisoda is confident that it can strengthen its position as a popular soft drink in India with its new flavors and focus on Indian consumers sentiments.

Outcomes

- Participants understood the perils of the entrepreneur’s journey and methods to evolve from an innovative idea to an establishing brand.
- Participants were made aware of strategies of branding and its importance, understanding Indian market and potential at new business opportunities.
- The speakers experience helped him identify a need gap at providing the consumers the forgotten product of Goti soda in a hygienic and entrepreneurial manner.



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Director

18/11/20



J.S. Gijare

Ms. Jagruti Gijare
Assistant Professor



Dr. Harish Kumar S. Purohit

Dr. Harish Kumar S. Purohit
Director



SRBS

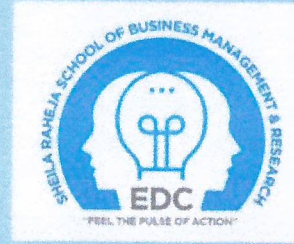
BOMBAY SUBURBAN ART & CRAFT EDUCATION SOCIETY'S
SHEILA RAHEJA SCHOOL OF BUSINESS
MANAGEMENT & RESEARCH

(Approved by AICTE, DTE and Affiliated to the University of Mumbai and NACC Accredited)



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(Ministry of Education Initiative)



SESSION ON:

CREATION OF A BRAND BASED ON 100 YEARS OLD LEGACY OF GOTI SODA.

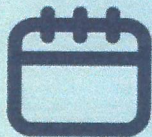


Suryakant Walavalkar

CEO of Waliya's GOTI SODA

KEY SPEAKER

Featured as **10 Best Influential Leaders in Retail Industry-2020** by CEO Insights Magazine.



10th Aug, 2023

11:00 AM – 12:00 PM



Remember
the Date!



4th Floor-Smart Classroom, Raheja Education Complex,
24, Rd Number 2, Kherwadi, Bandra East, Mumbai,

Maharashtra 400051



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SRBS DigiTeam

Speaker Profile

Mr. Suryakant Walavalkar

Founder & CEO at LOTMOR Brands Pvt. Ltd.

A veteran Sales & Marketing Management Professional with over two decades of experience in Business Development, Supply chain & logistics, Client Servicing, Relationship Management, Retail & Modern Trade Industry seeking a leadership role with a world class organization.

Strategic Planning | Team Management | Retail services | Global Relationships | Commercial Operations | Performance Management | Operations Analysis | Liaison & Negotiation | Supply Chain & Logistics | Warehouse & Inventory | Vendor & Material are his core areas.

He is featured as 10 Best influential Leaders in Retail industry-2020.

In 2018 he founded LOTMOR with aim to establish the new age sales channel to deliver quality products to its customers.

Through LOTMOR he launched WALYA'S GOTI SODA, India's 1st company to launch Goti soda plain and flavored in pet bottle with same nostalgia.

He has also successfully launched a brand NATURE DAY – sparkling fruit Drink.

Vita Mix a Nutrient Enhanced Drink and many more....

Source:LinkedIn

https://www.linkedin.com/in/suryakantwalavalkar/?midToken=AQHPWvb9yV4v_Q&midSig=1uEoemKrps6qU1&trk=eml-email_accept_invite_single_01-hero-3-prof%7Ename&trkEmail=eml-email_accept_invite_single_01-hero-3-prof%7Ename-null-i4feng%7Elkxnqi2c%7E47-null-neptune%2Fprofile%7Evanity%2Eview

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