

**Bombay Suburban Art and Craft Education Society's
SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH
ACTIVITY REPORT 2022-2023**

Part A) Information about Organizing Team

NAME OF THE ACTIVITY: A Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"			
ACTIVITY DATE	DEPARTMENT	COMMITTEE	COORDINATOR NAME
10 th August 2023	MMS	IIC	Ms. Jagruti Gijare
DURATION	VENUE	PARTICIPANTS (Nos)	NATURE: Outdoor/Indoor
1 hr	Smart Classroom	78	Indoor
FACULTY SUPPORT:	1. Prof. Stanley Santmayor	2. Prof. Nitin Sawant	
	3.	4.	
	5.	6.	
STUDENT SUPPORT:	A. Tananya Naik	B. Varsha Shinde	
	C. Gaurav Shukla	D. Suyash Raut	
	E. Shreyas Kadam	F. Joel Dsouza	

Part B) Brief Information about the Activity

TOPIC OF THE ACTIVITY	A Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"
OBJECTIVES	<ul style="list-style-type: none"> 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.
METHODOLOGY	Lecture session followed by Q&A
OUTCOMES	<ul style="list-style-type: none"> 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.

Part C) Proofs & Documents Attached (Tick mark the proofs attached):

1. Directions by Authority	<input checked="" type="checkbox"/> 6. Activity Report	11. Account Settlement
2. Proposal Note	<input checked="" type="checkbox"/> 7. Brief Profile Guest	12. News Material
<input checked="" type="checkbox"/> 3. Approval Letter	<input checked="" type="checkbox"/> 8. Attendance Gender/Sem/Course	<input checked="" type="checkbox"/> 13. Feed Back Report
<input checked="" type="checkbox"/> 4. Notice & Schedule	9. Certificate	14. Any Other
5. Organising Committee	<input checked="" type="checkbox"/> 10. Photographs	

J.S. Gijare



[Signature]



**Bombay Suburban Art and Craft Education Society's
SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH**

Part D) Social Media:

Web Site Signature & Date		Twitter Signature & Date		Instagram Signature & Date		Facebook Signature & Date	
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP
7 th Aug '23	7 th Aug '23	—	—	10 th Aug '23	11 th Aug '23	—	—

Part E) IQAC Cell:

NAME & SIGNATURE OF COORDINATOR	NAME & SIGNATURE OF DIRECTOR	IQAC Documentation	IQAC COORDINATOR (SEAL & SIGNATURE)
Ms. Jagruti Gijare <i>J.S. Gijare</i>	Dr. Harish Kumar S. Purohit <i>[Signature]</i>	Total No of Pages 21 <i>J.S. Gijare</i>	<i>R.B. Sangham</i> 28/8/2023



August 5, 2023

To : The Director, Sheila Raheja School of Business Management and Research

From : Ms. Jagruti Gijare, Assistant Professor

Subject: Request for conducting a **Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"** under the Institution's Innovation Council ("IIC")

As per the directives of the Ministry of Education's Innovation Cell ("MIC") in collaboration with the AICTE, all Higher Education Institutions have to systematically encourage and support the start-up ecosystem and inculcate the culture of innovation among students and the faculty.

In line with this our IIC will be organizing a **Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"**, details as below:

Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"	
Date & Time	August 10, 2023 11.00 AM to 12.00 PM
Mode of Conduct	Online
Venue	Smart Class Room, 4 th Floor
Resource Person(s)	Mr. Suryakant Walwalkar, CEO of Waliya's GOTI SODA
Participants	Faculty & Students
The session will focus on:	<ul style="list-style-type: none">- Critical & creative thinking skills- How to convert your innovative ideas into start-ups

Your approval is hereby requested to organize the event.



Ms. Jagruti Gijare
Assistant Professor



Dr. Harish Kumar S. Purohit
Director

Enclosed: Profile of the Resource Person(s)

Semester 2

Thrust area: Validation and Start-up Development

Quarter 4

Theme	Start-up
Activity Name	Session on Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs
Mode of Conduct	Online / Physical
Time	One day
Participants	<ul style="list-style-type: none"> Students: Minimum 40 students from the organising Institute. Faculty: Maximum possible participation
Online Resource*	https://youtu.be/EnsG9urYVEQ https://www.youtube.com/watch?v=UVV5_nHfIMg
Description	<ul style="list-style-type: none"> Organise one day/half day session on Session on Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Student & Faculty Entrepreneurs in the campus. <p>The session should mainly focus on:</p> <ul style="list-style-type: none"> Giving broad idea about how to get support for converting Innovative idea into a Start-up from any Incubation Centre/Accelerators. Giving idea about process/useful steps for getting incubated with useful links or information Use IIC Logo on Communication materials like Poster/Banner. Institute should upload the complete training/activity on YouTube as an activity proof and provide the same link during report submission in the portal. Kindly submit PDF in Overall report of the activity option. Overall activity report should have IIC and Institution's Logo, Title of the event, objective of the event, Speakers Details, Participants details, max 5 photographs (for offline meeting) or screenshot (for online meeting) of the session, and key outcome of the activity. You may include Media Coverage, feedback received from the guest/participants. For dissemination & outreach of the session, share brief summary/report on social media platforms and tag MOE's Innovation Cell.

*Online resources are given for reference purpose. Institutes can either use this resource link to share with the participants in advance or they can design their own training/workshop module based on the activity description.

JSR



**For Sheila Raheja School of Business
Management & Research**

[Signature]
Director

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 of their interpersonal and creative abilities in the entrepreneurial journey.



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Director

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.

SG



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Management & Research


Director



J.S. Gijare

Ms. Jagruti Gijare
Assistant Professor



Dr. Harish Kumar S. Purohit

Dr. Harish Kumar S. Purohit
Director



SRBS

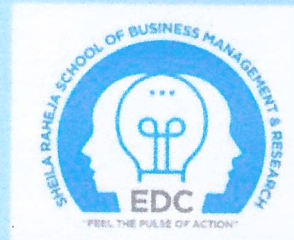
BOMBAY SUBURBAN ART & CRAFT EDUCATION SOCIETY'S
SHEILA RAHEJA SCHOOL OF BUSINESS
MANAGEMENT & RESEARCH

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



INSTITUTION'S
INNOVATION
COUNCIL

(Ministry of Education Initiative)



SESSION ON:

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



KEY SPEAKER

Suryakant Walavalkar

CEO of Waliya's GOTI SODA

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

For Sheila Raheja
Management & Research



SRBS

Director

SRBS DigTeam



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%7Elkxni2c%7E47-null-neptune%2Fprofile%7Evantity%2Eview

Accessed on 5th August 5, 2023



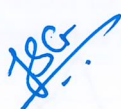
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Date: 10/08/2023

Session on "Creation of a Brand Based on 100 Years Old Legacy of GOTI SODA"


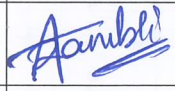

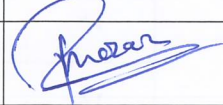
Sr.	Roll No.	Name	Students Signature
1	101	Agarwal Ritu Jagdish Gayatri	
2	102	Ahirrao Sagarika Chandrakant Pushpanjali	— AB —
3	103	Ambalia Aastha Vipul Daksha	
4	104	Anchole Dattrao Digambarrao Kevalbai	— AB —
5	105	Ashar Priti Nitin Poonam	— AB —
6	106	Baisane Rohit Yuvraj Karuna	
7	107	Bawdekar Aishwarya Rajendra Smita	
8	108	Bhawar Akshay Suresh Sunanda	— AB —
9	109	Chauhan Sonu Sochan Savita	— AB —
10	110	Chennoji Sagar Rajesham Laxmi	
11	111	Chormale Vaibhav Dnyaneshwar Lata	— AB —
12	112	Chouthaiwale Atharva Prabhakar Nirmala	
13	113	Daware Abhishek Sanjay Rajani	
14	114	Dhole Mohammed Taqi Naziya	— AB —
15	115	Dhoot Muskan Rajkumar Santosh	— AB —
16	116	Dicholkar Simran Deepak Deepashree	
17	117	Dsouza Joel Finian Ana Clara	




For Sheila Raheja School of Business Management & Research

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Director

18	118	Gangan Asawari Ajay Megha	
19	119	Gawai Sonali Dilip Sunita	- AB -
20	120	Ghadi Rushikesh Sudarshan Darshana	
21	121	Gopal Mayuri Kisan Jyotsna	
22	122	Gupta Shweta Omprakash Kiran	
23	123	Jadhav Swarasha Rajendra Ruchira	- AB -
24	124	Jain Khushi Sunil Mangala	
25	125	Joshi Sakshi Kailas Suchita	- AB -
26	126	Kambli Aaboli Anant Asawari	
27	127	Katke Shubham Ashok Sunita	- AB -
28	128	Kesare Sakshi Shankar Usha	- AB -
29	129	Kharbe Mohammed Danish Rafana	- AB -
30	130	Korgaonkar Ameya Chintamani Madhura	
31	131	Kuwari Isa Ahmed Abdul Wahid Amina	- AB -
32	132	Maheshwari Jayshree Shyam Neha	- AB -
33	133	Malkhede Dnyaneshwar Babanrao Chandrakala	- AB -
34	134	Manjrekar Tushar Bhupendra Bhagyashree	
35	135	Mate Kunal Vijay Vidya	
36	136	Mishra Aditya Premkant Nandini	- AB -
37	137	Mozar Priyanka Sandeep Pratima	
38	138	Naik Tanaya Anant Anuja	





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Management & Research


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39	139	Naik Yogita Vijay Vaishali	<i>Yogita</i>
40	140	Nakadi Yukta Rajendra Radhika	— AB —
41	141	Nemade Anuja Milind Vaishali	<i>Nemade</i>
43	142	Nikam Aniket Bhagwan Shaila	— AB —
44	143	Pandey Neha Gyanendra Sarita	— AB —
45	144	Parab Riya Rajendra Rashmi	<i>TPS.</i>
46	145	Patel Nidhi Rajendra Bharati	— AB —
47	146	Patil Saurabh Purushottam Shobha	<i>Patil</i>
48	147	Patil Suryadeosingh Hukumsingh Sonal	— AB —
49	148	Patole Amit Vijay Shweta	<i>A. Patole</i>
50	149	Rajeshirke Tejaswini Jagdish Padma	— AB —
51	150	Rane Rutika Vijay Vishakha	<i>Rutika</i>
52	151	Raut Suyash Shailendra Yogita	<i>Raut</i>
53	152	Saiyed Shehzin Anwarali Farzana	<i>Shehzin</i>
54	153	Sangle Chirag Sudarshan Varsha	<i>Sangle</i>
55	154	Sarangkar Shraddha Keshav Jyostna	<i>Sarangkar</i>
56	155	Sawant Sagar Sunil Shubhangi	<i>Sagar</i>
57	156	Shetty Hrithik Shekhar Shashikala	<i>H. Shetty</i>
58	157	Shirke Aakanksha Laxman Rekha	<i>Shirke</i>
59	158	Shukla Gaurav Sanjay Vandana	<i>Shukla</i>
60	159	Siddique Mohammad Altamash Mohammad Arif Ishrat Banu	— AB —



61	160	Singh Kuldip Rajesh Shobha	<u>Kuldip</u>
62	161	Sontakke Shreya Rajendra Jyoti	- AB -
63	162	Suryavanshi Shyamal Subhash Varsha	- AB -
64	163	Thakker Ruchika Ranjit Bhavika	- AB -
65	164	Tibrewal Rashi Vijay Kavita	<u>Rashi</u>
66	165	Umak Dhananjay Vasantao Vaishali	<u>Umak</u>
67	166	Wagh Anasha Amrut Jayshree	<u>Anusha</u>
68	201	Ahire Shubham Revchand Smita	- AB -
69	202	Ansari Aman Mehbub Parveen	- AB -
70	203	Bhandari Gaurav Nandkumar Jaywanti	<u>Gaurav</u>
71	204	Biswas Ronojoy Anjan Jaita	<u>R. Biswas</u>
72	205	Chauhan Yash Deepak Ranjana	<u>Yash</u>
73	206	Chheda Vinay Jitendra Ramila	<u>Vinay</u>
74	207	Choudhury Dev Jitendra Neelam Choudhury	<u>Dev</u>
75	208	Dalvi Sayali Ramdatta Reshavali	- AB -
76	209	Deshmukh Shreerang Satishrao Kiran	<u>Shreerang</u>
77	210	Dogra Abheet Sudhir Suman	- AB -
78	211	Dusseja Piyush Kailash Manisha	<u>Piyush</u>
79	212	Dwivedi Sakshi Brijesh Pooja	<u>Sakshi</u>
80	213	Galande Suraj Bhausaheb Ranjana	- AB -
81	214	Ghuge Snehal Sharad Tara	- AB -



Director

SG

82	215	Gunjal Anushka Chandrakant Vaishali	<i>Gunjal</i>
83	216	Ingle Atharva Prashant Sonali	<i>Ingle</i>
84	217	Jadhav Vaibhav Ashok Jijabai	<i>Jadhav</i>
85	218	Jain Rishabh Kailash Chanchal Jain	- AB -
86	219	Jain Yash Narendra Seema	<i>Yash Jain</i>
87	220	Jangam Yash Vilas Vijaya	- AB -
88	221	Kadam Shreyas Mahendra Sangeeta	<i>Kadam</i>
89	222	Kankol Tushar Shankar Savitri	- AB -
90	223	Kawade Yash Kailas Asawari	<i>Kawade</i>
91	224	Khaire Priya Rajendra Rashmi	<i>Khaire</i>
92	225	Kolge Gayatri Vivek Vidya	<i>Kolge</i>
93	226	Kothawade Atharva Anil Chhaya	<i>Kothawade</i>
94	227	Lotankar Karishma Sandeep Snehal	<i>Lotankar</i>
95	228	Malik Avi Sandeep Shalini	<i>Malik</i>
96	229	Mandale Shreyas Shriram Aparna	<i>Mandale</i>
97	230	Marathe Isha Sunil Akanksha	<i>Marathe</i>
98	231	Meher Pranali Suryakant Sangeeta	- AB -
99	232	Mohite Anish Vilas Smita	<i>Mohite</i>
100	233	Naik Mayuri Mahadeo Meghna	<i>Naik</i>
111	234	Pandey Gautam Arvind Sarita	<i>Pandey</i>
112	235	Parab Aniket Atmaram Kadambari	<i>Parab</i>



ABG

113	236	Patel Mohd Saif Kasim Shehnaz	
114	237	Patil Sahil Paresh Swati	<u>Sahil</u>
115	238	Patil Sejal Ganesh Sayali	<u>Sejal</u>
116	239	Patil Yash Prasanna Trupti	<u>- AB -</u>
117	240	Rajadhyaksha Abhishek Durgesh Richa	<u>Abhishek</u>
118	241	Rane Om Ashok Ankita	<u>- AB -</u>
119	242	Rathod Siddhi Vinayak Beena	<u>Siddhi</u>
120	243	Sagwekar Shraddha Sanjay Smita	<u>Sagwekar</u>
121	244	Sartandel Kedar Nitin Manisha	<u>Sartandel</u>
122	245	Sawant Sakshi Sagar Meghana	<u>Sakshi</u>
123	246	Sayed Jasim Javed Samreen	<u>- AB -</u>
124	247	Shaikh Munazza Shujaiddin Tabassum	<u>Munazza</u>
125	248	Sharma Rishabh Laxmikant Alka	<u>- AB -</u>
126	249	Shetty Ashish Prakash Sujata	<u>A. Ashish</u>
127	250	Shinde Varsha Babu Kalpana	<u>Varsha</u>
128	251	Shirke Omkar Sunil Minaxi	<u>- AB -</u>
129	252	Shukla Shreyas Deviprasad Saroj	<u>- AB -</u>
130	253	Singh Ashish Vedprakash Asha	<u>Ashish</u>
131	254	Solanki Amaan Ishaq Bilkis	<u>- AB -</u>
132	255	Suradkar Raman Subhash Sandhya	<u>Ram</u>
133	256	Syed Musharraf Asif Naseem	<u>- AB -</u>



134	257	Thakur Dhaval Suresh Lata	<u>Dhaval</u>
135	258	Tripathi Kriti Dinesh Kanti	- AB -
136	259	Varma Harsh Umesh Savitri	<u>Harsh</u>
137	260	Verma Aklesh Kumar Ramdhani Meena	- AB -
138	261	Wade Dhiren Rajesh Shalini	<u>Wade</u>
139	262	Waghmare Abhijeet Anand Kaminee	- AB -
140	263	Zore Maruti Laxman Laxmi	- AB -

J.S. Gijare
10/8/23

Ms. Jagruti Gijare
(Assistant Professor)



For Sheila Raheja School of
Management & Research

Director
Director

Date: 11th August 2023

Feedback of A Session on "Creation of a Brand on 100 Years Old Legacy of Goti Soda"

(1) In what ways did the speaker's journey inspired you?

- (1) Good
- (2) The way he described he experience.
- (3) Everyway
- (4) The way in which he represented was exceptional.
- (5) Innovation
- (6) Quite impressive
- (7) Work experience
- (8) His overall journey of coming up with this innovative idea
- (9) Being working in corporates his dedication towards his idea.
- (10) Yes
- (11) His knowledge is very inspiring.
- (12) Their struggle
- (13) To be a leader
- (14) Everything
- (15) There's no age limit to start your own business of you have a good and innovative idea
- (16) Motivation
- (17) Never giving up attitude
- (18) He was highly motivated
- (19) It was interesting to know about his work experience and the idea of introducing a product with different packaging.
- (20) He redesigned the old product into new with a reinvention touch of his own
- (21) Age is not important to start entrepreneurial journey.
- (22) Innovation
- (23) Inspire with broadcasting the future benefits
- (24) Idea of gotti soda
- (25) .
- (26) .
- (27) Always try something that's new, innovative & unique from the things already existing in the market.
- (28) Yes
- (29) Thoughtful
- (30) Whole journey
- (31) Entrepreneur
- (32) Innovating
- (33) He inspired me to try ideas which come in our mind and also give wide range of varieties in flavor
- (34) That idea of business can be inspired from anywhere

- (35) Importance of having a differential idea
- (36) Innovative
- (37) It's very informative and the journey of creation brand is very inspired
- (38) His way of inspiring
- (39) In many ways
- (40) Motivated
- (41) How can you identify opportunities.
- (42) .
- (43) For innovation
- (44) Looking forward to start a startup
- (45) Creative Ideas
- (46) Influence
- (47) Motivated
- (48) Good
- (49) Karan shrivastav
- (50) .
- (51) .
- (52) The journey of the speaker is very inspiring, he was an excellent employee who helped his previous employers in various ways and after acquiring proper knowledge and experience of the market he switched the sides and now on the path of entrepreneurship which tell us how ambitious he is, which inspired me a lot.
- (53) To try out unique concepts
- (54) The way he find out the gap in market and his R&D.
- (55) His innovative way of thinking.
- (56) To learn and motivate others
- (57) ..
- (58) Motivated me in positive manner for the future
- (59) It was quite good and motivating
- (60) Everything
- (61) The way he worked in different countries and overall India is really inspiring
- (62) Very strongly inspiring
- (63) Try to create something unique
- (64) Speaker inspired me to try ideas
- (65) That we should think out of the box
- (66) -
- (67)
- (68) On how to never give up
- (69) Speaker Never Gave Up

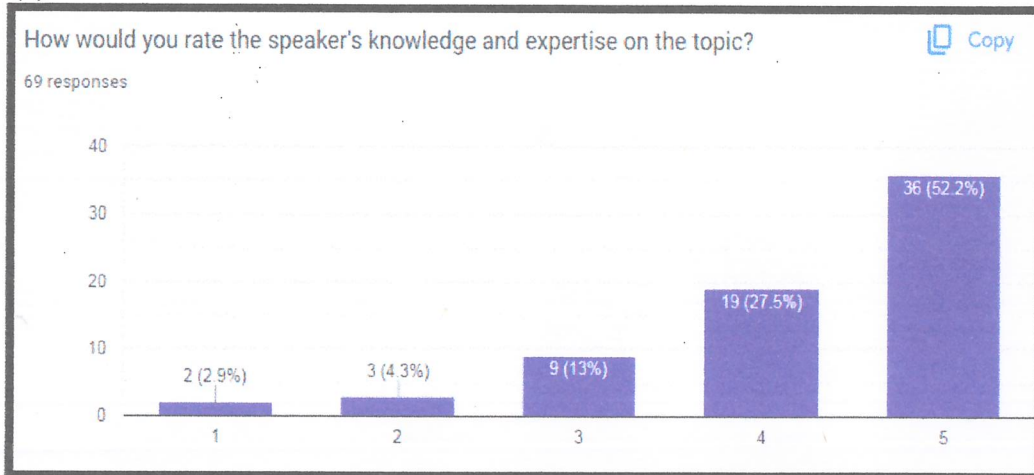
For Sheila Raheja School of Business
Management & Research


Director





(2)



(3) How do you think that the speaker recognized the market gap ?

- (1) Good
- (2) .
- (3) By googling
- (4) I would rate it 9/10
- (5) By going old school
- (6) Technically
- (7) Yes
- (8) Introducing hygienic goti sodas in tier cities
- (9) Very well
- (10) It was good
- (11) Through research and understanding audience mind.
- (12) Best
- (13) Very nice
- (14) Perfectly
- (15) By research
- (16) Identify market trends
- (17) New way to consume the product
- (18) Market Research
- (19) He worked in various industries so he was able to identify the gap easily.
- (20) Hygiene factor in the specific product
- (21) He recognised the hygiene factor in that market
- (22) At right time
- (23) Data
- (24) Yes
- (25) .
- (26) He explained nicely
- (27) He understood that there already soft drink available that have similarities. And creating in something new would have a greater scope

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- (28) Look for a problem to solve. Not a product to sell.
- (29) .
- (30) Great
- (31) Yes definitely
- (32) By understanding a need for the brand for the product
- (33) By studying opportunity n competition of the soda
- (34) The speaker recognized that soda bottle can be of different types and one of them is marble sounding
- (35) By organizing the old product into a modernized product
- (36) Visualizing the needs and demands by customers point of view
- (37) To identify market gaps from a competitive analysis, you need to look for signs of unmet or underserved customer needs or demands, emerging or untapped customer segments or niches, overlooked or underutilized features or benefits, and excessive or unnecessary features or costs.
- (38) Expertly recognized the gap and worked accordingly
- (39) Very effectively
- (40) No
- (41) By identifying road side soda carts, and the Indian touch was missing in cold drinks so he added it.
- (42) .
- (43) He have used the tap of the bottle as a gap in the market. He have used a sound producing thing in the bottle of the tap.
- (44) Very well
- (45) Through market research
- (46) Yes
- (47) Good
- (48) Good
- (49) No
- (50) .
- (51) .
- (52) The speaker recognized the hygiene factor in Goti Soda industry and shortage of flavors in the Goti soda market.
- (53) By finding something new
- (54) By doing Research in the market and checking the availability
- (55) There was no such product in the market before
- (56) -
- (57) .
- (58) Very well
- (59) Very well as they made us understand in detail
- (60) Perfectly
- (61) NA
- (62) Yes

(63) All the soda's available in the market are almost similar to each other so he created that was something innovative.

(64) By doing market research

(65) By research

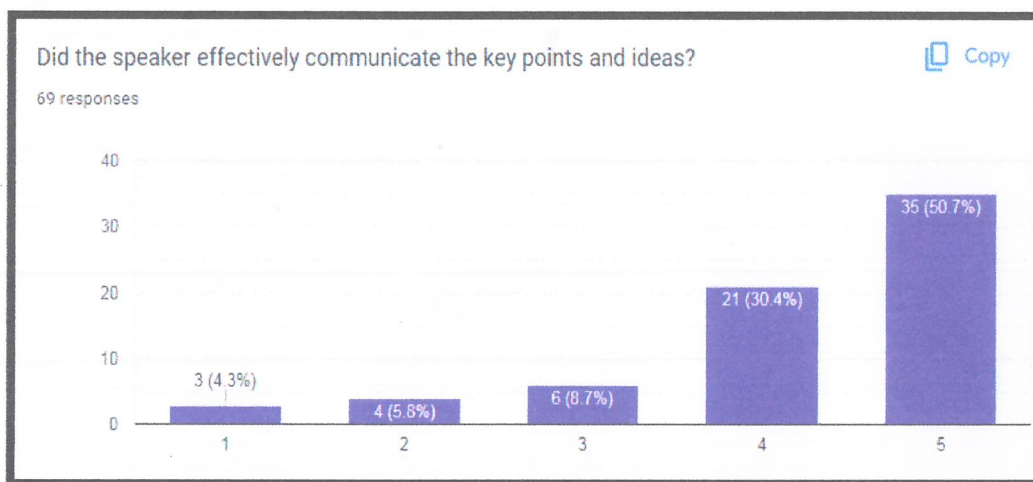
(66) Yes

(67) By making it more creative and commercial

(68) Speaker did a lot of research and after thorough research identified the market gap.

(69) -

(4)



(5) Do you have any additional comments, suggestions, or feedback?

(1) Good

(2) No.

(3) No

(4) No comments

(5) NA

(6) No

(7) Nothing to say

(8) It was an insightful session

(9) No

(10) It was a very beneficial session

(11) No

(12) NA

(13) Yes very nice

(14) No

(15) .

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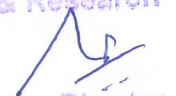




- (16) No
- (17) None
- (18) Amazing
- (19) -
- (20) No
- (21) No
- (22) No
- (23) Thank you
- (24) No
- (25) .
- (26) .
- (27) No
- (28) No
- (29) None
- (30) It was a great session
- (31) Very good session, we want this type of session in the upcoming days.
- (32) -
- (33) Session was very helpful
- (34) The speaker should have also explain the situation from the finance perspective
- (35) NA
- (36) NA
- (37) No
- (38) No suggestions
- (39) Nothing as such
- (40) No
- (41) Session was good.
- (42) No
- (43) No
- (44) Very effective
- (45) NA
- (46) Good
- (47) Adorable speech
- (48) No
- (49) No
- (50) .
- (51) No
- (52) The session was very good respected Mr.Suryakant Walawalkar explained each and everything very well his answers to our questions helped us to clear our doubts over all the session was very helpful.
- (53) NA
- (54) Great
- (55) Na
- (56) -
- (57) .
- (58) No

- (59) No
- (60) No
- (61) NA
- (62) NA
- (63) NA
- (64) -
- (65) .
- (66) No
- (67) NA
- (68) None
- (69) No

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