



PRINCIPAL K. M. KUNDNANI COLLEGE OF PHARMACY

(GOVT. AIDED, PCI APPROVED, ACCREDITED BY NBA & AFFILIATED TO UNIVERSITY OF MUMBAI)
Plot No. 23, Jote Joy Building, Rambhau Salgaonkar Road, Cuffe Parade, Mumbai-400005.



Guest Lecture title: Look beyond the glamor of Sales and Marketing

Day and Date: Saturday; 03/08/2024

Time: 3.00-4.30 pm

Name of the speaker: Mr. Deep Ajwani

Affiliation: Director, Zomos Consultants and Independent Consultant

No of attendees: 29 students and 7 faculty

Content: Mr. Deep Ajwani, the speaker has over 23 years of experience in Retail, Marketing, E-commerce, Digital Transformation, CRM, and Business Intelligence. He is an alumnus of KMKCP and holds an MMS in Marketing from the University of Mumbai. His career highlights include serving as Chief Marketing Officer at Udchalo, leading market research at Nielsen and Sandoz, and driving revenue at Jet Airways, Big Bazaar, and Capillary Technologies. Deep is also an active coach, mentor, and speaker. Passionate about movies and music, he produced the acclaimed short film 'Chumbak' which was nominated at Cannes and won Filmfare awards.

The informative talk was a lively interaction between the students and the speaker where the speaker brought out the importance of sales and marketing, the difference between sales and marketing, and the pros and cons in being in Sales and Marketing. In his talk, Mr. Ajwani brought about some less visible but key areas which play a major role in sales and marketing such as market research, customer analytics, strategy development, product management, feedback loop, sales operations, customer relationship management, skill development, team dynamics and the most important factor being logistics support. He lucidly explained that by focusing on these less glamorous but crucial elements, sales and marketing professionals can build a solid foundation for sustainable success. Mr. Ajwani articulately defined Logistics to play a crucial role in the effectiveness and efficiency of sales and marketing efforts where it intersects with Inventory Management, Distribution Channels, Supply chain coordination and transport, Order fulfilment, Performance metrics, Customer experience, Risk management and Coordination with marketing. The students were clearly given the message that to understand the Sales and Marketing function it is essential to start at the grassroots such as a sales representative and then work up the ropes to hold higher positions. The lecture scheduled for 1.5 hours went up to more than 2 hours with a lot of questions from the students. Mr. Ajwani deftly answered all student queries.

Dr. Vandana Panda

Coordinator-Guest Lectures



HSNC
INSTITUTION'S INNOVATION COUNCIL
(University of Mumbai)

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Under the Aegis of IQAC
Institution Innovation Council (IIC), Entrepreneurship Development Cell and Training & Placement cell
invites you to a Guest Lecture Series-4

Look Beyond the Glamor of Sales and Marketing

Date: 03rd August, 2024 ; Time: 3:00 to 4:00 pm

SPEAKER:

 **Mr. Deep Ajwani**
Director at Zomos and Independent Consultant

Convener: Dr. Rajani B. Athawale, I/c Principal, KMCCP
Co-ordinators: Dr. Vandana Panda, Associate Professor
Mr. Vinayak Gaikwad, Assistant Professor

Training & Placement Team:
Dr. Archana Gurjar, Vice Principal
Dr. Mandar Mulik, Assistant Professor





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