

“The first step to receive an answer is being brave enough to ask a question”

Welcome by Aishwarya:-

Good morning everyone, I am Aishwarya Nandikeshwar, I Mahima Basutkar welcome you all for 21st mastermind series.

Insight by Mahima:-It is an inclusive opportunity to present before you all the inside of today's programme.

Mastermind is a flagship programme of Global Business School, Hubli. It connects between the institute and industry. Mastermind is a platform where it introduce the students to corporate work they can match the skills to present scenario of corporate.

Overall purpose of Mastermind is to reproduce future manager with all small discussion group of mastermind.

The objectives of mastermind are:-

- To provide factual information and conceptual knowledge
- To give awareness of theories and practicals.
- To provide the full understanding of significant topics.

History of mastermind by Aishwarya:-

Here I like to submit the glimpse of mastermind's series history:-

- Financial challenge conducted on 7th April 2018 we met the personalities of Axis bank HDFC bank and Dena Bank.

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- On 24th February 2018 challenges of supply chains management with respect to an automobile industry we had Ashok Leyland eicher and Tata motors.
- On 21st September 2019, challenges in telecom industries we met Mr. Sridhar Ambli, Ms. Afsana and Mr. Ranjita with respect to Vodafone and airtel.
- On 23rd December 2019, challenges and innovation in sales there we met Vishwanath Bhandari, Avinash Tegginmani, Vijay Jituri and Pallavi Waddin with respect to Vihand events in bev JK Tyer and Coca Cola.
- On 22nd February 2020, innovation and challenges in banking industry as we met Mr. monoj Inamdar, the area training manager in Canara HSBC and Mr. Malikarjun, the area screening manager in HDFC bank ltd.

Now it's time to introduce today's personality I request Anusha to begin.

Introduction of guest:-

Mr. Prashant Malagi by Anusha

Mr. Prashant Malagi completed his BBA at Kle College of Business Administration, MBA at Global Business School batch 2012-2014.

He has one year of experience in Carrernet solutions as a consultant in Bangalore. Presently he works as an operational manager in Decathlon Hubli.

He represented the divisional level in cricket and he plays multisport. To say about his achievements of a Prasanth sir he participated and won many awards in National and International fests and conference

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like IIM Ahmedabad, Saint Aloysius Christ etc. extracurricular activities that he loves is to judging fests and events, orientation of students and guest senior on various topics at college of Hubli Belgaum.

With this I present Mr. Prashanth Malagi who is operational manager in Decathlon.

I request Dr. M. N. Manik to honour the personality with momento.

Thank you Manik sir, Thank you Prashant sir.

Mr. Samarth Nadiger by Aishwarya

It's my immense pleasure to introduce Mr.Samarth Nadiger

Mr. Samarth Nadiger born in ranebennur alumina of Kle Business Administration Hubli after completion MBA from Kirloskar institution Advanced Management Studies, he worked in organization Times of India payors money in the area of e-commerce marketing and realestate. Later began with Lintel building solution along with his school time friend Sumanth Hegde in Sirsi, aiming to be alternative to traditional building materials. Business being influenced by family business sometime on own he started his organization lintel building solution manufactures of UP PC Windows and doors covering enter north and costal Karnataka operating from Sirsi as production unit and Hubli as major marketing office with branches and dealers display unit in Bagalkot, Kumta, Haveri, Yellapur and Ranebennur. Samarth Nadiger is a proud member of BNI Hallmark chapter and the ambassador for the Hubli-Dharwad region. I visited your website Sir, it was so amazing we are looking forward.

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Now I request Dr M.N.Manik to honour Mr. Samarth Nadiger with momento.

Thank you Manik sir, Thank you Samarth sir.

Mr. Saif Patil by Anusha:-

GBS wants to know our today's 3rd personality i.e. Mr. Saif Patil.

Mr. Saif Patil who is born and brought up in Bijapur. He is the alumina of our college, as soon as completion of MBA he was placed at Berger Paints and worked there as a sales officer trainee as a senior sales officer for two and half years and now currently working for PPG Asian paints since three and half years as a senior territory sales and service executive at Bangalore. The various responsibilities of Mr. Saif Patil in PPG Asian Paint are:-

- Dealer management
- Body shop management
- Payment collections
- New dealers appointment

Secondary activities

With this I present Mr. Saif Patil who is a senior territory sale and service executive in PPG Asian Paints.

I request Dr M.N.Manik to appreciate Mr.Saif Patil.

Thank you Manik sir, thank you Saif sir.

Now it's a time where GBS wants to know the objectives of today's mastermind that is marketing mix, segmentation, targeting, and

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Positioning and marketing challenges faced at paint industry, sports industry, and entrepreneurs.

I and my friends are eagerly waiting to ask the questions, without wasting much time I hand over the mick to Dr. Bhargav sir.

Samarth Nadiger:-Good noon everybody. Always a very good feeling to come back to the college either my college the college where the things which I have learnt is being taught. It's a very good feeling for me thanks a lot Nikhil and Bhargav sir for inviting me.

I am from Ranebennur I completed my schooling later I shifted to Hubli for my PU than KLE CBA was the college where I studied my BBA. So, post BBA I had couple of questions where how should my career start that was the biggest question. It is important for us to kw how do we start so, I taught of having a job soon after my BBA but eventually I landed up in a MBA from Kirloskar institute of advance management studies. Make sure that the standard and the discipline what the MBA teaches I don't think so any other degree teaches you for your employment as well as the business. That's how I ended up with my own business. During the internship we realized that I think we can households of Hubli-Dharwar and northern costal Karnataka so I began "Lintel Building Solutions". My unit is in Sirsi so we are into window manufacturing we have office in Hubli, Bagalkot, Yallapur, Ranebennur and Haveri. So that's how the journey began. I am into marketing and manufacturing of windows. I am open for any question related to employment and entrepreneurship.

Thank you.

Bhargav sir: - One key learning immediately I took it “Internship is important”. Internship made him employee internship made him from employee to entrepreneur. That’s what I can take it from Samarth.

You can see a colorful personality beside me is Saif Patil. And he is going to give his insights.

Speech by Mr. Saif Patil:-Good afternoon everyone. I wanted to join the paint industry since from the beginning itself. So when Asian paints has come to the campus, I got rejected in quantitative aptitude I remember that moment when I came back to the canteen I was standing with Bhargav sir, I said why this people keep QT in this sales industry? We are into sales I can sell anything. So, Bhargav sir said me one thing if you want to enter into the Asian paints, if one door is closed you have to find out that another door and enter into it. So than I got placed in Berger paints they seeing my work from there Asian paints saw that is every Asian paint customer is getting converted to Berger paints. So than I shifted to PPG Asian paints. So we are into automotive industry.

Thank you so much.

Bhargav sir:-Look at the how many hurdles are there, many questions are there towards you Saif.

Coming to Prashanth, Prashanth is a sportsman he was a best manager also when he was student over here. We say like “Aham Brahmasmi” we create our world and the best example is Prashanth in front of us. So, with this I think Prashanth if you can tell your journey.

Speech by Mr. Prashanth:-

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Good afternoon everyone. Years back I was sitting there in the corner and I was like same situation was to happen I was to say like what's happening? Who is coming? I used to ask only one question to whoever comes, what you did in GBS?. Like, how it helped you? It's very important to know because MBA is just 10% of your knowledge, 40% is your skills and 50% is your experience you explore yourself. Go explore yourself is what GBS teaches you, that's what I learnt in GBS. Seriously one should do this because when you go and approach there is embarrassment like who are you? And how can someone share their business and ideas to you? But yes, to be successful in market "We should be Shameless" because you have to talk to customers and you have to be out spoken and this is what I learnt from GBS. And 5 years back I joined Decathlon, as my passion was sales and marketing. Here I take care of sales I take care of human and entire promotion and very happy to say 4 years was non profitable in Karnataka, we made it profitable last year. So that's a reason I am moving to bang lore. Where I am going is an India's biggest store it's a flagship project it is completely digital. When you go there first time you have to register yourself like who are you and all it automatically suggest you what you want to explore if running it will show you all your running appeals and you can see yourself with all t-shirt and appeals if you like you just click do the payment, till the time you take over the round of a store your product will be ready to check out. So this is the next level thing what decathlon is going and I will be the part of that project. That's it guys but always have a two things one is passion and plan yourself that's it.

Thank you.

Bhargav sir:-

Few more learning's already. Prashanth very well said.

Look at Nikhil he is eager to say when my turn will come. Nikhil is one who created a value to his product; he is an entrepreneur with us here. Everyday every moment the value is created, so let's see how value creation will be done. Entrepreneurship marketing is another scope. We are looking forward from you Nikhil.

Speech by Mr. Nikhil:-

Good afternoon everyone. Bhargav sir thank you for inviting me here today it is a wonderful opportunity given to me. Well, how to start? This was my first question when I graduated from my BBA as well as from MBA. Where to start? How to start? This was the only question, before starting my entrepreneurship. I was having my own industry with my family thing it is almost 25 years when I completed my MBA that was smoothly running there was no any deficiency in that everything was fine. But what would be my part in that everything is set up nothing to do there. When mahima introduced me today there was a gap of 3 years. So what I did for three years? I was just handling my current business. Apart from this I wanted to handle like I should handle my own thing I should not be recognized by my family. Wherein I should have my own product and the product should be developed in such a way that it should be monopoly. In that case where concept came in where people were searching for monopoly like "ERW Pipes" it is nowhere in southern part of India. I am the only manufacturer in the southern part of India. In the last three years I have researched so much about it like we are getting entire south of India. ERW Pipes was in such a way we didn't have any kind of customers at the initial stage. In the last 2 years I was successful in doing 10crores of business with

only ERW Pipes. I can proudly say that we are totally monopolized today. This is my achievement in last 5 years. Other than that I am still researching what best I can do. Entrepreneurship is such a thing that we need to keep researching how unique your product can be. So this is my achievement.

Thank you.

Bhargav sir:-

I think with this brief story about how they reached this milestone.

We will begin with set of questions which are common in nature and I expect they are going to give you lots of knowledge to you people.

A very first question:-

Question 1 (by Shreedhar):-

What are the challenges you face in everyday basis? How the work pressure will be? How the work culture is going to help you?

Prasanth sir:- Guys every day is the challenge. You have to set your targets. If you're well organized yourself if you have set your target if you have noted down what exactly you need to do today. Like imagine just a numbers if I have to do 1lakh today, how will I do it? Is my team planned for the day? Is the stock available? Like this you should plan preplan all the study should be done so that you can compare that. So this is how we tackle.

Samarth sir:- What challenge you are facing now shreedhar, placement or to complete MBA?

Shreedhar: - At present I am facing lot of projects. Handling projects is more important.

Samarth sir:- the perceptions change once you enter the corporate world. Looking for curriculum, looking for different business challenges. You guys sitting there can answer all the only if you are actually what you are to be. Be prepared for placement, Be disciplined and find solutions by yourselves.

Question 2(by prateek):

What are the challenges faced by pipe and paint industry every day and how work pressure will be and how the work culture is going to help?

MR.Nikhil Mitti:-Yes, prateek I manufacture pipe that is 0.30 inche pipe which is very much thin, I faced challenges like in the molding of pipe I get lot of wastages i get the raw materials from one of the X company after getting it from the X company I should roll the pipe that is what the processing is all about, in this process I get lots of wastages to control that wastages we have set of process ,second part is like financial constraints , third production and marketing. Apart from this I handle 3 companies 3of the companies have different structure these are the four challenges which I will be looking after.

SAIF SIR:-Challenges differ from entrepreneur and sales officer, what I feel challenge is you are market leader and you have to be the top market leader, challenges of collection billing to dealer, achieve the target.

Naeem : how to handle work pressure?

Nikhil sir:-Research, keep researching it's a continuous process in business. But in job you can keep shifting jobs and in job there are other different challenges pressure is like how we manage things how many competitors are with you.

Prasanth sir:-There are 2 ways to choose career after MBA one is family business or passion to first get into corporate. In own business you have to be very clear and organized and figure out pressure and find solutions to do all this planning is very important.

Question 3(Deepak B):-

How to reach the target?

Samarth sir:-Target people who are more interested in the product. Example Zara we have to target people who are more interested in Zara products. And Zara comes under fashion brand so we have to target people who have more interest in fashion, likewise Nandini targets everyone. This is targeting.

Prasanth sir:-Target can be segmented. In decathlon segment we target youth who play sports, we have to decide what is the product up to and for whom that it is up to.

Question 4(by Nivedita):-

How do you get target customer's mindset?

Prasanth sir:-This is all about experience. In automobiles top models are kept for test drive. Our concept in decathlon is try and buy there we concentrate on people's perceptions. This helps us to know the customer mindsets.

Saif sir:-In paint industry, you know the entire customers are already washed out with many other expenses after meeting all expenses at last they come for paint, they say about their budget constraints and we have to understand their budget range and suggest them this is how we understand the mind set of customers.

Question 5(by senior Vishnu):-

My question is to Saif sir, actually you have worked for Berger as a sales officer trainee and you might have approached dealers for Berger paints. So again getting into Asian paints and going to the same dealers to buy again paints, how does it feel?

Saif sir- When you enter the market you are Berger for them and you are Asian for them you are the company. It all depends on how your bonding is with dealers. Whatever I tell they will buy. They trust you and they buy your products.

Vishnu :-One more question is that, making some of the allegations on Berger paints when you came into Asian paints?

Saif sir:-No never. Don't do that you cannot go to the market and tell that Berger is good than Asian or Asian is good than Berger. No other company also does that.

Question (by Krishna Prasad):-

GBS conducts lots of thing like GDR, GWR, communication, skill set improvisation activities will be conducted. Is this really helps for your current position?

Samarth sir:-It is very simple. We are sitting here talking to you guys. Just in case if I had not participated very actively in all the group

discussions, fests etc. you won't be able to present yourself in front of the crowd.

Prasanth sir:-In every college they conduct lot of events. The very important thing is guys participate. Everyone are not born superstar so we have to develop skills and develop adaptive skills. This is the platform you have to work and start participating in all events and fests.

Nikhil sir:-These sessions are conducted for your betterment, ignoring these sessions can hurt your career. You have to present yourself in market someday so you have to improve your presenting skills. Apart from you the market requires it. You have to adapt these skills for your betterment.

Question (by shraddha):-

Request to Saif patil, sir you were working before with Berger paints now you are working with Asian paints, what differences you feel between these two companies in terms of sales or marketing?

Saif sir:-I always quote one thing the only difference between ordinary and extraordinary is that extra thing. That's what makes Asian paints number one. Whenever I have a problem in product, whenever I want some information about some scheme, the connect is there in Asian paints you can pick up a call and call marketing manager. The connect which Asian paints have I think Berger is lacking behind.

Question (by Nagraj):-

We have spoken everything in terms of marketing assuming urban market, but what about rural market? How exactly this can be compared?

Saif sir:-Whenever you have been appointed as a sales officer in any company they are not going to give you metro Politian cities, live example now Prashanth is going to Bangalore now but he was working in tire two city, similar way our manager used to give a questioner and tell like how many talukas are there in the district and do the mapping. So we have knowledge about how to approach the people.to make it simple, first Asian paints concentrated on villages and then moved to urban, but Berger first focused on urban and now moving to rural this is the difference between Asian and Berger.

Nikhil sir:-Rural people will egolessly accept your products. But the pitching in of your product should be in genuine way. If you handling rural people you should be very clear with your commitments with your financial commitments with your scheme commitments.

Question (Sahana, Sanjana):-

What are the new strategies, how have you overcome your sales strategies with respect to covid which is affected us?

Samarth sir:- Covid was one unexpected thing which happened to entire globe. Few of things which affected me personally, I will quote my experience you can relate it. I am into windows manufacturing, I am in touch with all these builders and individual home owners so there is nothing call online in my business. And there is no “no touch” concept in our business. So now we take prior appointments and ask them to visit our store, we don't go to the sites right now. Covid was one big

game changer so many of the companies used to change entire whole game.

Nikhil sir:-What faced personally is from 25 years we are running our business and we can't let any people to go out of this kind of situations if I do that it would be hammerless to them. And employees are my kind of family I can't throw them out. Last 10 months without any sales I have to maintain all the issues without cutting down the salaries. And other thing is many inventories and finance got hampered to me actually. I have to bare this till November, from November the business got better.

Question (by rekha):-

Pandemic is occurred and that was unfortunately. Is it recovered?

Nikhil sir:-Pandemic is haven't recovered yet. The recovering that we need from the market that is the financial things are heavily stuck. The inventories in the factories are not moving out, but things which we have to find out are how to move it out? And how to get the things in that is financial things in. these are the two things we need tackle out, if these things are getting tackled we are back.

Question (by mahima):-

My question is for dechtlon and Asian paints, because they are branded companies as other branded companies are doing for the community as CSR activates. Likewise what these two companies are contributing for societies?

Saif sir:-Every year we will be having a national conference. Every year the location changes. We have a PPG community programmes we have

a 2 days national programmes and 3rd day we will paint an orphan age, blind school, if you have seen in the papers we have donated 35crores to prime minister Relief fund.

Prashanth:-Every company has a CSR. We decompose plastic completely and zero kind of plastic what we believe in. welfare kind of a thing we adapt a school, we adapted two government schools we donate all the sports products to them worth of 1.5lakh so that they can explore with sports. We conduct classes for their personal development.

Question (by sonali):-

Why Asian paints and Berger paints are so gender biased, like they recruited males why not females?

Saif sir:-We have vacancy in Bangalore we hired a female yesterday there is nothing like that as per PPG Asian paints or Berger paints.

Question (by Sanmati):-

Sir, how do you take your rejections when it comes to marketing?

Saif sir:-Rejections we have to accept it. The day you accept that this month target is not done, your boss likes it when you have accepted that. But that similar strategy you should not repeat it next time. Acceptance is important thing.

Question (by Manthan):-

What is the biggest failure you had. What made you to come out of it and who you learnt from it?

Nikhil sir:-My first ERW consignment was totally rejected it was worth 15lakhs, it was rejected by a handsome company which is situated in Hubli. That was the biggest rejection which I had. I was not able to tackle any markets which were in surrounding. I overcome it like I started giving some samples to all the companies which are related to me ERW Pipes. After that I got order from Bellary it was worth 8lakhs rupees there my first success got entertained entire consignment was accepted without any dues or without any rejections.

Question (by Aishwarya):-

Being an entrepreneur how you are going to advertise your product?

Nikhil sir:-Asian paint has a budget for advertising. We as an entrepreneur in a local market have to sell good and better product so it will go mouth to mouth other than that we will be having offline marketing like they will go door to door like industries they visit industries and give them samples. Other than this we don't have any online marketing.

Question (by Adyta):-

As you people started the company was there any problem regarding investments?

Samarth sir:-Challenge is the idea, idea into conversion, how do you execute the converted idea that matters a lot. Investments are done with risks. Before investing we have to evaluate risks and proceed with investments.

Nikhil sir:- financial constrains come when you directly go for big opportunities higher the investment higher the risks, lower the

investment lower the risk. So it is always better to go with low investments.

Last question that is the question by Saif sir to crowd:-

Since from the first question, from the crowd till last question there where the questions like what are the challenges faced, what is work pressure, how do you handle pressure and so on. So instead of these I love to answer those questions where someone asks me like if I complete my target in 28 days can you rest for 2 days that question also has to come, there are people in the market who finish their work in 25 days and relax for 5 days. From next onwards try asking questions like this.

Bhargav sir:- Before I close the session of today's masterminds I officially call Anusha to propose vote of thanks.

Vote of thanks:-

It's my honour and privilege to propose the vote of thanks on this memorable occasion let me first of all start by giving glory to the almighty God for making today's occasion a resounding success.

First and foremost I thank today's special guest Mr. Prashanth Malagi from decathlon, Mr. Samarth Nadiger an entrepreneur, Mr. Saif patil from PPG Asian Paints and Mr. Nikhil Mitti an entrepreneur for gracing this occasion in spite of their busy schedule.

I Thank our director Dr M.N.Manik for arranging the event.

Thank you Sir.

I Thank our faculty coordinator Dr. Bhargav Revankar and Prof. Harshal.

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Thank you Sir.

I thank all the faculties present here.

Thank you.

I thank student coordinator Mahima and Aishwarya.

Thank you both.

I thank Jibran and Deepak for capturing the pictures.

Thank you both.

And last but not the least I thank all the students for making today's mastermind successful.

Thank you my dear friends.





ಹುಬ್ಬಳ್ಳಿಯ ಗ್ಲೋಬಲ್ ಬಿಸಿನೆಸ್ ಸ್ಕೂಲ್‌ನಲ್ಲಿ ಪ್ರಸಕ್ತ ಶೈಕ್ಷಣಿಕ ವರ್ಷದ ನೂತನ ಎಂ.ಬಿಎ ಬ್ಯಾಚ್‌ನ ವಿದ್ಯಾರ್ಥಿಗಳಿಗಾಗಿ 'ಮಾಸ್ಟರ್ ಮೈಂಡ್ ಸೀರೀಸ್' ಕಾರ್ಯಕ್ರಮ ಆಯೋಜಿಸಲಾಗಿತ್ತು. ಬೆಂಗಳೂರಿನ ಸಾಯಿ ಪಾಟೀಲ, ಪ್ರಶಾಂತ ಮಳಗಿ, ಸಮರ್ಥ ನಾಡಿಗೇರ, ನಿಕಿಲ್ ಮಿಟ್ಟಿ ಅತಿಥಿ ಉಪನ್ಯಾಸಕರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸಿದರು. ಡಾ. ಭಾರ್ಗವ ರೇವಣ್ಣಕರ, ಪ್ರೊ. ಹರ್ಷಲ್ ಭೋರ್ಗಾವ, ಮಹೀಮಾ ಬಾಸುತ್ಕರ್, ಅನುಷಾ ಆರ್. ಹೆಚ್, ಐಶ್ವರ್ಯ ನಂದಿಕೇಶ್ವರ ಉಪಸ್ಥಿತರಿದ್ದರು.

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