



From the Director's Desk

-Dr. Purshottam Patil

It gives me great pleasure to present the latest edition of SVIMS Pulse. More than a reflection of events, this newsletter represents the active involvement of our students and faculty in shaping the growth of our institution. At SVIMS, we are dedicated to nurturing responsible, globally-minded leaders with strong ethical values and an entrepreneurial spirit. As we move forward, I invite all stakeholders—students, faculty, alumni, and industry partners—to stay engaged and contribute to our collective journey. Let's continue striving for excellence and creating lasting impact in the world of business and beyond.

Job Vacancy :-

Consulting Roles

Companies: McKinsey, BCG, Bain, Deloitte, PwC, EY, KPMG

Roles: Associate Consultant, Business Analyst, Strategy Associate

Marketing & Brand Management

Companies: HUL, P&G, Nestle, Coca-Cola, PepsiCo.

Roles: Assistant Brand Manager, Digital Marketing Associate

Skills Required: Creativity and storytelling ability
Market research and consumer insight analysis
Knowledge of SEO, SEM, and social media platforms

Finance & Banking

Companies: Goldman Sachs, JP Morgan, HDFC, ICICI, Axis Bank

Roles: Management Trainee (Finance), Investment Analyst, Risk Analyst

Skills Required: Financial modeling and valuation
Knowledge of financial markets, instruments, and

Human Resource Management

Companies: Infosys, Wipro, TCS, Accenture

Roles: HR Associate, Talent Acquisition, LD Executive

Skills Required: good comm. skills

Knowledge of labor laws and HR policies
Talent Sourcing and recruitment skills.

The Reserve Bank of India: Central Pillar of India's Economy

The Reserve Bank of India (RBI), established on April 1, 1935, is the country's central bank and plays a vital role in managing India's economy. It began by taking over currency management and government account operations from earlier institutions. Initially, the RBI also acted as the central bank for Burma and Pakistan.

In its early years, the RBI supported national growth by financing key sectors and helped establish institutions like UTI, IDBI, NABARD, and DICGC. Except for DICGC, which still protects depositors and remains under RBI control, the others were later separated.

Today, the RBI's main functions include issuing currency, maintaining monetary stability, regulating and supervising the banking sector, setting monetary policy, managing government banking, and overseeing financial markets. It also acts as an advisor to the government.

Interesting Fact : RBI's Surplus and Income Sources

The RBI remains central to India's financial health, ensuring economic stability and supporting growth. The Reserve Bank of India (RBI) earns profits and transfers its surplus to the Government of India each year. In 2024, it transferred a record ₹211 crore. But how does RBI earn income?

Its main sources include interest from government bonds, lending to banks, trading in foreign currencies, and service fees to central and state governments. It does not earn from printing currency. The RBI also manages India's foreign exchange reserves. As of April 6, 2025, these stood at \$665.396 billion—\$574 billion in foreign currency assets and \$79.36 billion in gold. India ranks among the top global forex holders, alongside China, Japan, and Switzerland.

For over 90 years, the RBI has played a key role in maintaining economic stability and supporting national growth.

Ms. Padmaja Banwasi.

Hon. Secretary

NKES



Quiz

NAME THE COUNTRY FROM
THE LANDMARK GIVEN
BELOW-

1. TIMES SQUARE
2. STONEHENGE
3. MOUNT KILIMANJARO
4. CHRIST THE REDEEMER
5. GREAT BARRIER REEF
6. PETRONUS TWIN TOWERS
7. BURJ KHALIFA
8. BIG BEN
9. KREMLIN
10. GARDEN BY THYE BAY

WHO CAME AS A CHIEF GUEST
IN INTERNATIONAL
CONFERENCE IN SVIMS B-
SCHOOL?

Please answer through :-
[https://forms.gle/pxaZPs1Arm2Av
UPdA](https://forms.gle/pxaZPs1Arm2AvUPdA)

Till Date :-05 May 2025

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Zomato's Acquisition of Blinkit: Swallowing a Poison Pill?

India-based Zomato was started in 2008 by Deepinder Goyal (Goyal) and Pankaj Chaddah as a restaurant aggregator and food delivery company with its headquarters in Haryana, India. After many rounds of successive funding, Zomato built its valuation. The company also grew, with operations expanding to different cities in India. It crossed the \$1 valuation. Goyal had tried to take Zomato into different businesses, like restaurant information, point of sale system, etc., but most of these failed. However, grocery delivery and quick commerce (Q-commerce) were areas he was not willing to give up on because of their potential. Quick commerce was a type of e-commerce wherein the focus was on delivering quickly-in around 10 minutes. With its popularity growing, there was a big race among the players to capture this attractive opportunity. Because of this, Zomato acquired Blinkit, a Q-commerce player. But the acquisition brought with it a host of issues for Goyal to handle. Zomato's share price fell after the acquisition as investors were not happy with the decision. The investment in the acquisition was very high and running the business called for future cash burn. There were also challenges with regard to retaining customers while trying to reduce the discounts to keep up the earnings.

Achyut Telang* and Gaurav Bhatt**

**Read the full case study in Folio (The IUP Journal of Management Case Studies) Vol.24 No.3 (Quarterly) Hyderabad, September 2024.

Placement Associate



Understanding of Mutual funds

A Systematic Investment Plan (SIP) is a simple, disciplined way to invest in mutual funds, ideal for long-term wealth creation. Investors contribute a fixed amount regularly, making it perfect for salaried individuals and beginners. SIPs offer rupee cost averaging, buying more units when prices are low and fewer when high, helping manage market volatility. They also benefit from compounding, where returns generate more returns over time. Starting with as little as ₹500 per month, SIPs are flexible you can increase, pause, or stop them anytime. Their popularity is rising, as per AMFI data, showing growing financial awareness in India. While SIPs don't guarantee returns due to market fluctuations, they remain a low-stress, goal-oriented tool for building wealth with consistency and discipline.

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The Pros and Cons of Bonds

Bonds are debt instruments issued by companies or governments to raise funds from investors. The Indian bond market is valued at ₹217 trillion (US \$2.56 trillion), while the U.S. bond market stands at \$46.9 trillion. There are two main types: government bonds and corporate bonds. Bonds are considered safer than stocks, especially when issued by financially stable entities, and typically offer fixed interest payments. In times of stock market volatility due to macroeconomic or geopolitical issues, bonds provide a stable investment option. Online platforms like Jiraaf and Bondbazaar make bond investing accessible to all. While bonds offer stability and lower risk, they also come with limited profit potential compared to stocks and a small risk of default. Despite this, with India's corporate bond market expected to grow, bonds remain an attractive choice for investors seeking steady returns and portfolio diversification.

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Public Relation: A Secret to Successful Modern Marketing

Public relations (PR) has evolved from traditional media management to a vital part of modern marketing. Its main goal is to build strong relationships with stakeholders—customers, employees, investors, and the public—while shaping public opinion and trust. Today, PR uses tools like social media, influencer marketing, and content creation to connect directly with audiences and share authentic brand stories. Technology plays a key role, with analytics, automation, and real-time monitoring improving campaign effectiveness and audience targeting. Innovations like AI, AR, and VR are reshaping how brands engage consumers, creating immersive experiences. As transparency and ethics become more important, PR professionals must prioritize authenticity and trust. In today's digital landscape, PR is essential for managing reputation, driving brand growth, and shaping the future of marketing.

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Wisdom Wired: How Mentorship Supercharges Your Organization

Mentorship is a powerful tool in today's fast-changing workplaces. It helps employees learn faster, feel supported, and grow in their careers through real-world advice from experienced colleagues.

Both mentees and mentors benefit—mentees gain confidence and guidance, while mentors build leadership and communication skills. This creates a culture of learning, inclusion, and connection across teams.

Mentorship also preserves valuable knowledge when experienced staff move on and encourages innovation by bringing diverse perspectives together.

In short, mentorship boosts employee growth, teamwork, and company success. It's not just a bonus—it's a smart investment in people.

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Past Events



Keynote speaker for this conference Prof. Dr. Mohan Lal Agarwal, Dy. Academic Dean, University of West London, UAE Campus, elaborated on importance of International careers in Gulf Cooperation Council for students. Gulf Cooperation Council includes countries like Bahrain, Kuwait, Qatar, Oman, Saudi Arabia and United Arab Emirates.

Viksit Bharat International Conference 2025 Report:

Viksit Bharat International Conference 2025 was organized on 4th April, 2025. International Conference started with Sarasvati vandana, on 4th April, 2025. Chief Guest, guest of honour, Management members, director and conveners unveiled the compendium of abstracts.



Alumni :- “SVIMSpire ’25



The Alumni Meet at SVIMS was a joyful and memorable event. Winners of various games were awarded chocolates, followed by a warm welcome from Director Dr. Purshottam Patil, who also presented the institute’s academic and non-academic report. Distinguished Alumni were felicitated, and they interacted with students, offering motivational insights on studies and placements. A lively Q&A session, DJ music, selfies, and a group photo session added to the excitement. The evening concluded with a delicious dinner, leaving everyone with cherished memories and appreciation for the well-organized event.

Sir M Visvesvaraya Institute of Management Studies & Research (SVIMS) welcomed their Alumni on Saturday 12th April’25 at The Suryavanshi Banquet Hall, Dadar, Mumbai. The Alumni Association of SVIMS organised “SVIMSpire ’25 a programme to connect and bring together its prestigious Alumni. The alumni meet reconnected from batches 2010 to 2024 and each one celebrated the success of the Institute and shared their professional success.





Sir M Visvesvaraya Institute of Management Studies & Research organized a domestic Industrial Visit for MMS students to Chandigarh and Manali . The visit was for 8 days starting from 9th February 2025 till 16th February 2025..The Study tour was organized under the Leadership of Prof. Atul Mandale, Placement Head, SVIMS with a team of faculty Members. The tour operator was Industrial Visits. The organizations covered under this visit were- Verka Milk Dairy, Chandigarh, and Birla Textile Mills, Baddi,Himachal Pradesh. Total of 131 students accompanied with 5 faculty members witnessed this tour.

ACHIEVEMENTS - 2023-25 BATCH

CONGRATULATIONS!!!

Vaibhav Gunjal- 7 lpa - Parag Milk Foods

Vamsee Mandapetti- 6.5 lpa- IDBI BANK LTD.

Shankar Narayan- 10 lpa Morgan Stanley

Anushka Haldankar-5.5 lpa Fedex

UPCOMING EVENTS

1. Exams :- Will Be Held From 3rd July 2025
2. Case Study :- Every Month
3. Workshop (Mental Health) :-(Dr. Ruksheda Syeda) In The Month On May
4. Caps Stone Exam (VIVA) :- 3rd May 2025 For 2nd Year Students
5. Faculty Development Program :- In The Month On June

RESEARCH & PUBLICATION CELL

Inaugrating Soon...

Admission Enquiry

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