

3. Anti Tagline (Souvik-8757238059, Shriya - 8927786315 Subina Rizal - 9064505520 )

“Tag me this, tag me that”

This event will see different brands being introduced & presented to the participants with altered anti-taglines and based

on the altered anti-tagline & the respective product/service, they have to successfully market the brand. They will have to

justify the product / service positioning by giving rationale and market sense for the same.

**RULES AND REGULATIONS:**

- Number of participants is four (From each institution)
- Duration = 5 - 7 minutes per team.
- Brands with their altered anti-tag lines will be provided to the teams 30 mins prior to the start of the competition
- Participants will be given a time of 30 mins to prepare the PPT which should be in PDF format.
- Participants must not exceed the time limit that will be given.
- No form of indecency will be entertained and it may lead to immediate disqualification.
- Judges' decisions will be final and binding on each and every participant.