

## Bombay Talkies - CRM market: 2014 -15

All 35 students of TYCRM had their annual market which was a grand success (January 31<sup>st</sup> and February 1<sup>st</sup> 2014). It is a practical exposure towards the subject Marketing Management. The profit generated of Rs. 22, 540. The CRM Annual market was themed “Bombay Talkies.”



### **‘Frozen’ - CRM Market 2015-2016**

- It’s a practical exposure given to students for the theory of Marketing Management and Entrepreneurship. In all there were 12 stalls handled by 35 students.
- The total amount of profit earned was 50,128/-
- 18th, 19<sup>th</sup> and 20<sup>th</sup> of December, 2015



## TWISTER - CRM Market 2016-2017

- The total amount of profit earned was Rs. 42,050/-
- No. of students involved: 32
- Dates: 13<sup>TH</sup>, 14<sup>TH</sup>, 15<sup>TH</sup> of December, 2016.



### **FRIENDS - CRM Market 2017-2018**

- Theme was Mitron i.e. “FRIENDS” The market was organized for 3 days 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> of March. This activity gives practical experience of entrepreneurial skill to set up a business.
- Funds generated are approximately Rs: 40,200.
- No. of students involved: 41



## CRM Socials - CRM MARKET 2018-2019

Dates: 28<sup>th</sup> Feb.1<sup>st</sup> and 2<sup>nd</sup> March'19

The CRM market is a legacy that provides opportunity to entrepreneurial minds. The entire theme was around the SOCIAL cafes of Mumbai which is why the decorations included bottles hung with jute strings, festive lights and ceiling hangings. The decorations along with light music, delicious food and quirky items to buy created the perfect combination for people to visit and have fun. 10 stalls were put up at the market. All of those sold food, trading items and drinks.

No. of students involved: 32

