

Imprints

SIMSR Alumni Newsletter

April 2018 Edition

AlumSpeaks with Mr. Manuj Agarwal

SIMSR Alum Batch 1996-98 | CEO – Percept Live

Mr. Manuj Agarwal, the CEO of Percept Live, has around 20 years of experience and has been associated with renowned firms like Zee Telefilms India, Percept D'Mark, Balaji Telefilms Ltd.



Favorite Television Show Gumrah	Favorite Holiday destination Italy	One word for our planet Earth My World
Books v/s Movies Books	Role model I try to learn from everyone	Favorite hangout spot in SIMSR SIMSR Foyer

“You have to be open-minded and it's important to understand your passion. Don't go with the trends”

Q. What has been the most memorable event in your professional life so far?

A. My life in terms of career has been in media and entertainment industry. I started off with television and then moved on to Percept as I am passionate about sports. The most memorable moment for me was in 2008 when I entered four bids for IPL and we got Sahara in the next year. The launch of Sunburn was another memorable moment for me. As the CEO at Balaji Telefilms, the launch of 'Bade Acche lagte hai' was another memorable moment as it took an effort to get the cast to work and the serial took the channel to number one spot.

Q. As Percept organizes events at such a large scale, what steps does it take to keep the surroundings clean and prevent wastage?

A. We plan our events in a way that we have less wastages, like we have reusable glasses so when a customer is buying a drink, he pays for the glass as well. So if one wants a refill, he needs to have the glass. In terms of construction, we try and avoid a lot of material which is not reusable. On the hospitality front, we have a campaign of volunteering where we ask our audience to stay back and clean with us. Many people volunteer for this and we clear out the entire area. We have also tied up with the garbage disposal team and we ensure that we get the certificate that we have disposed of the garbage at the right time, right place and the right way. We are the only ones in the industry following these measures as it adds to costs.

Q. Is there any social cause close to your heart? If yes, how do you contribute towards it?

A. We have time and again worked with various social causes. We work for the causes through our partners. We are currently focusing on the education of children. We have partnered with

Magic Bus. The first event we did with Magic Bus was 'Guestlist' which was done by Hardwell, the World #1 DJ. We have also contributed 7 crores towards this. We also do annual events for the same.

Q. Corporate world is ruthless, how do you cope up with the stress and unwind?

A. You have to get used to it. In my industry, where you have to be out on most of the weekends, most of the time organizing events, you need to have a lot of control. I am disciplined that way as I tie myself to go to sleep on time. I make it a point that self-discipline is the only way to fight stress.

Q. What are the significant learnings you had in your two years at SIMSR?

A. The biggest learning I had was that I could decide on which way I want to go. Before coming to SIMSR, I did not have many options as to what I want to do and where I want to go in the future, that's where I got down to media entertainment and marketing side of the play. Also, it was more to do with the Institute and the people I met there. Management is more about the people you team up with and the institute. So the institute plays a major part in the kind of people they bring in.

Q. What would your advice be for young alumni starting their career?

A. You have to be open - minded and it's important to understand your passion. Don't go with the trends. Today the market has opened up with so many options. Meet as many people as possible just to understand the brands they are working on and how the market needs with the new businesses coming up. Try and do that and find your passion. At this age, don't shy away from exploring.

[Read full interview here](#)

City Meets 2018



Bengaluru City Meet - 3rd March, 2018



Chennai City Meet - 5th March, 2018



Ahmedabad City Meet - 10th March, 2018



Bhubaneswar City Meet - 13th March, 2018



Jaipur City Meet - 13th March, 2018



Kolkata City Meet - 10th March, 2018



Delhi City Meet - 17th March, 2018

City Meets 2018



Lucknow City Meet - 13th March, 2018



Chandigarh City Meet - 13th March, 2018



Patna City Meet - 13th March, 2018



Bhopal City Meet - 13th March, 2018



Hyderabad City Meet - 3rd March, 2018



Keeping SIMSR's tradition alive, our Alums participated as panelists in the CD/PI process for admissions across the nation.

We can't thank them enough for helping us find the future pool of managers.

- During the admissions process in Delhi and Jaipur, Alums donated INR 27000 and INR 6000 towards SIMSR Alumni Association fund respectively
- Delhi Alums also donated INR 9000 and INR 18000 towards E-cell and Enactus respectively, we thank them for their generous contributions

Job Opportunities
Total no. of recruiting companies
9
Total no. of Vacancies
11
Top recruiting companies (in March)
JDA Softwares Amit Capital Private Ltd Zycus Mahindra Comviva Prudential Unilever Paytm HSBC Corporate Banking PhonePe (Flipkart)
To share a job opportunity at your organisation write to us at simsrjobs@googlegroups.com
Connect with our Alum family by signing up here- Alumni Portal Sign-Up
Team Alumni Relations
Chairperson <u>Dr. Bharati VW</u>
Advisor <u>Dr. Radha Iyer</u>
Manager <u>Arvind Pandi Dorai</u>
Co-ordinator <u>Hemanchi Hublikar</u>
Team Imprints
Chief Editor Arvind Pandi Dorai
Editor Suryani Sinha Ray
Designer Kushal Thakkar Sreya Mukherjee
Contributors: Tulika Singh Divya Parekh Ankit Kumar Ishita Gulati Priyanka Shetty Shreyas Bhaskare Smruti Thaker Swarna Sanghai Yesha Kulshreshtha
Arvind Rungta (Convener, Alumni Committee)
Kushal Thakkar (Co-Convener, Alumni Committee)
Surabhi Singh (Co-Convener, Alumni Committee)

Team ALCOM Speaks

Team ALCOM is enthralled to present you the April edition of Imprints. This edition we bring to you the various City Meets that have taken place and also the upcoming ones. We are delighted to present an exclusive interview with **Mr. Manuj Agarwal**. With **Earth Day** around the corner, we are trying in our little way to create an awareness about it by keeping the same as our theme for the month.

[Imprints Feedback](#)

TEDxSomaiyaVidyavihar

- TEDxSomaiyaVidyavihar** was organized on **17th March, 2018** with the theme 'At a Crossroads' at the Somaiya School Auditorium
- It hosted extraordinary speakers - **Mehak Mirza Prabhu, Lt. Col. Sundaresan Renganathan, Prasanna Venkatesh Seshadri, Shikhar Kamat, Hemali Vadalia, Jay Thadeshwar, Nishchal Dwivedi, Aaditya Joshi and Alif**, who gave us an amazing day full of emotion, thoughtfulness, inspiration, challenges and ideas



SIMSR Faculties conferred with patent



We are glad to announce that our esteemed professors **Dr. SNV Sivakumar** and **Dr. Asha Prasuna** have been conferred with a patent for their work with the title '**System and Method for evaluating a Corporate Strategy in a Data network**' published on 16th February, 2018.



Upcoming City Meets

UK City Meets

We are delighted to announce UK City Meet after finishing the national leg of City Meets, 2018. It is going to be held on 14th April, 2018. To register for the meet and know other details, [click here](#)

Canada City Meets

It must have been a while since you would have visited SIMSR, so we are bringing SIMSR to your country. Canada City Meets are going to be held soon. To register and find other details, [click here](#)

**Imprints
Feedback**

Feedback

Contact Us



Write to us / Contact us:
alcom.simsr@somaiya.edu
022-6728 3120/3295