

Competition 6	
Competition Name	Vikrayastra
Tagline	Marketing Minds at Play
Description	Tests creativity, market insight, and strategic execution as teams design impactful campaigns, analyse consumer behaviour, and demonstrate innovative branding excellence.
Rules / Guidelines	<p>Group event with four people per team</p> <p>Three rounds of competition</p> <p>Any form of malpractice, misbehaviour, or unfair means will result in immediate disqualification.</p> <p>Students should bring their laptop for the preparation of the competition</p> <p>Judges decision will be final</p>