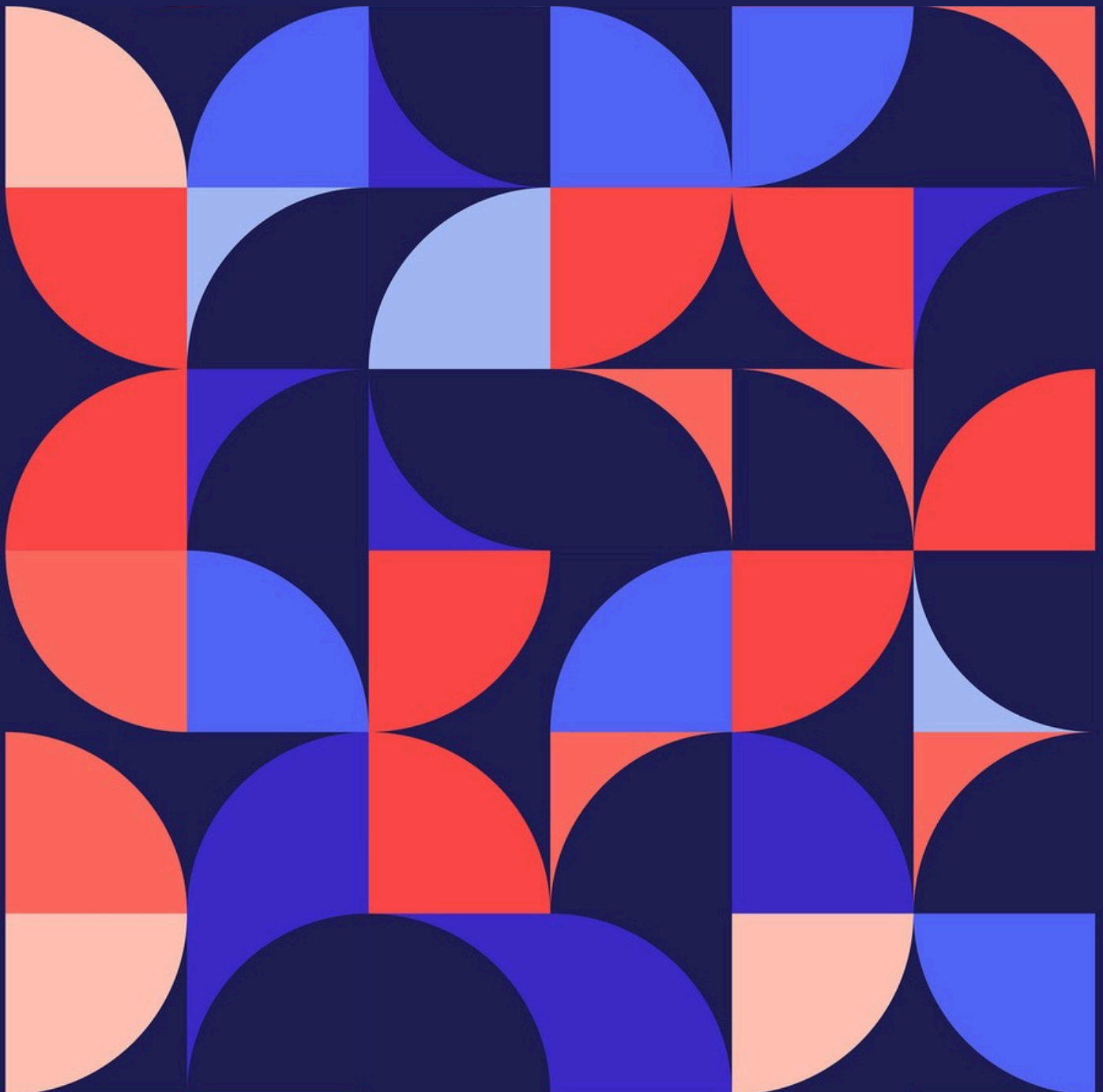


SESSION 2023-24



MARKZINE 5.0

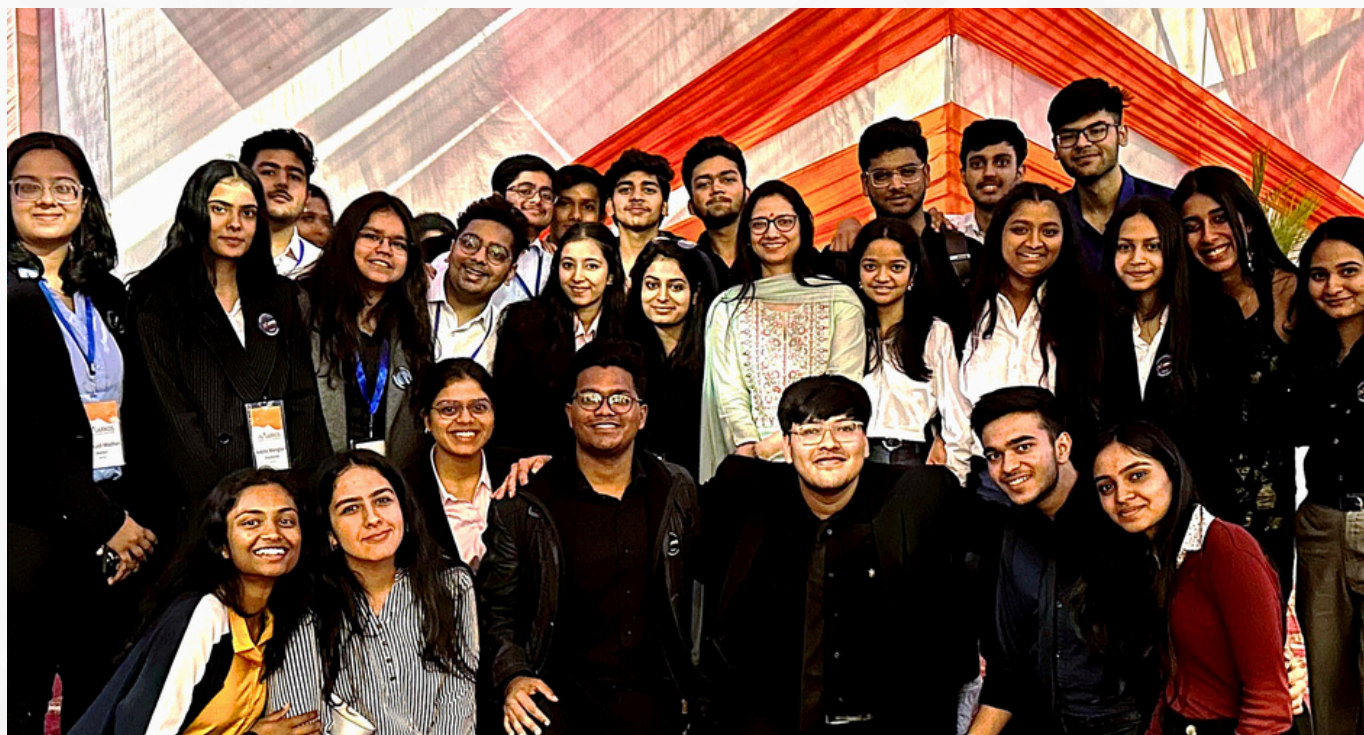
Annual Magazine of MARKOS, the Marketing Society
Maharaja Agrasen College, University of Delhi



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ABOUT MARKOS



MARKOS, the Marketing Society of Maharaja Agrasen College, University of Delhi, continues to uphold the belief that by exchanging ideas and experiences, everyone can discover their inner marketer. The foundation of our society is to portray how versatile the field of marketing is in the present day. The Latin word "MARKOS," which means "hammer," is a symbol of the society's strong mentality and continual commitment to learning about marketing. The stylised "M" in Markos' logo represents "networking," signifying our desire to build a network of ideas to reshape modern corporate culture. Our society hosts a variety of exciting competitions along with thought-provoking group discussions and workshops on branding and marketing. Markos has the goal of spreading and reignite people's passion for marketing. The society's consistent performance has led to its recognition as the most dynamic and active marketing society in the entire DU circuit. It was awarded the title of "THE BEST MARKETING SOCIETY IN THE WHOLE DU CIRCUIT" for the academic year 2019-20.

Our strength is solidified by our expanding alumni base, which continues to support and inspire us with their expertise and achievements. This ever-growing network of past members is a testament to the society's collaborative spirit and organisational prowess.

From its inception, Markos has actively hosted several events featuring prominent corporate figures who are invited to impart their knowledge and skills to our community. Additionally, our goal is to create opportunities for all Delhi University students to participate in these events through well-coordinated competitions. With the support of our dedicated members, we have formed a society of highly visionary individuals who possess the innovation and creative thinking needed to revolutionize the world. As we like to say, "Everyone's A Marketer, We Just Give You A Push".

From the Principal's Desk



Message

I am happy to announce the launch of the fifth edition of 'Markzine,' the annual magazine of Markos – The Marketing Society of Maharaja Agrasen College, University of Delhi. Since its inception, Markos has been steadfast in its pursuit of pioneering ideas, consistently exploring innovative concepts.

This year, the students experienced a substantial surge of excitement and actively participated in several events contributing to the college's overall collaborative nature. I take great pride in witnessing the seamless coordination and execution of events at both the inter-college and Pan-India levels by Markos.

Markos offers students a glimpse of the corporate environment, providing them with invaluable insights into the workings of the professional world with space to grow. Markos has been successful in organizing various competitions and events such as Markos Stock Exchange 2.0, Markombat 6.0 and kickstarted our annual fest YUVAAN with their Flashmob along with its noteworthy events, Life Size Games and Market Your Wits.

Furthermore, Markos' conscientiousness is evident in endeavours such as the Annapoorna drive demonstrating our dedication to sustainability and social cause.

I extend my heartfelt appreciation to the entire Markos team – students, faculty coordinators, and the ECA Convenor – for their unwavering dedication and hard work. I offer my best wishes to the team for their future endeavours. I have a strong belief that they will continue to achieve great success ahead.

Prof. Sanjeev Kumar Tiwari
Principal (Offg.)

From the Convenor's Desk



Message

I am delighted to announce the upcoming release of the fifth edition of Markzine, our annual magazine. Reflecting on our incredible journey, I am proud to see how Markos has grown since its inception. Over the years, we have faced numerous challenges, from navigating tight deadlines to organizing large-scale, impactful events.

It was during these times that Markos, our esteemed marketing society, showcased the resilience and ingenuity of our members. From that point, Markos made a significant impact both within DU and beyond. Its initiatives raised the standards of marketing within the college and sets a benchmark for others to follow.

Markos is a group of high-quality students with sharp marketing minds, always ready to take on new challenges. This academic year, our flagship event, the Markos Stock Exchange, reached out to universities and colleges across India. This initiative blends marketing expertise with statistical analysis to tackle important market issues and educate aspiring students. Their events have consistently received positive feedback, solidifying their reputation as a pioneering society. The upcoming pages of Markzine highlight our team's dedication and creativity, showcasing the innovative projects and strategies that sets Markos apart.

Congratulations to the entire Markos team! I am confident that the new edition of Markzine will captivate its readers. I look forward to seeing more great achievements from the Markos team. Keep up the fantastic work!

Dr. Renu Saini
Convenor, ECA Committee

From the Faculty Coordinator's Desk



Message

I am deeply honored to serve as the faculty coordinator for Markos, the marketing society of Maharaja Agrasen College, Delhi University. Among the fourteen ECA societies, Markos undoubtedly stands out as a beacon of dynamism and innovation on campus. Being able to engage with such a dedicated society is an experience I greatly cherish.

Markos's relentless pursuit of excellence has consistently positioned it as a leader in organizing a diverse array of events. In today's rapidly evolving digital landscape, Markos has been at the forefront, swiftly adapting to significant changes in the advertising, marketing, and media industries worldwide.

Our members are not only quick learners but also pioneers in integrating emerging trends, sharing their expertise through events, webinars, and speaker series to benefit the entire student body. The society has consistently provided a platform for members to explore creative solutions to real-world marketing challenges, working together to push the limits of what's possible. By fostering creativity and critical thinking, with a focus on innovation and leadership, through hands-on projects, industry interactions, and cross-society collaborations, our members gain invaluable insights into the practical aspects of marketing.

It is with great pride that I announce the release of the fifth edition of our annual magazine, Markzine. I extend my heartfelt congratulations to Ujjawal Aggarwal, the esteemed President of Markos, and to all the student members whose dedication and hard work continue to elevate our society to new heights.

Dr. Natasha
Faculty Coordinator

From the President's Desk



Message

Marketing is a journey of delivering value and truth to the niche, subject to their emotions. Markos simply helps you understand and convey those emotions. The legacy at Markos means to operate as 'more than just a society', making sure to give a chance to its members to test the waters, so they come prepared to tackle more empirical situations.

Markos stresses on the learning through the sessions, while the fun activities ensure team bonding. We made sure to not restrict us behind the walls of Maharaja Agrasen but plan campaigns, social initiatives and be part of competitions to bring more laurels to the name of our college. Successful démarches makes us hungry to do more.

Markos, with its campaigns and events, purveys unique challenges that help us hone our skill set with teamwork to remain at par with the title of 'The Best Marketing Society' of DU circuit. Implementation of all such initiatives might have never come together without the support of our Principal Sir, ECA Convener, Faculty Coordinator and non-teaching staff. This also allows me to express gratitude to my mentor, Prof. Deepa Sharma, who motivated us in the execution of our several campaigns. Markos has not only edified me but given me a family and memories that I will revere forever. A team that made me believe in myself and outgrow my insecurities has been a blessing.

Being the President of Session 2023-24 was an honor. Passing on the legacy to the most amazing and capable juniors, committed to always be a part of Markos.

My watch ends here! Jai Markos !

Ujjawal Agarwal
President

From the Markzine Head's Desk

Message



As we unveil the 5th edition of Markzine, I am overwhelmed with gratitude and pride, reflecting on the remarkable journey this year. This magazine isn't just a collection of our activities; it's a reflection of the creativity and hard work of everyone involved. Each page captures our collective spirit and the passion that drives us forward.

Firstly, I extend my heartfelt thanks to our Principal Sir, the ECA Convenor, the Faculty Coordinator, and the President. Your unwavering support and guidance have been the cornerstone of our success. Your encouragement has inspired us to push boundaries and strive for excellence, making each challenge an opportunity for growth.

A special shoutout to the editorial board and all the members of Markos. Your enthusiasm, creativity, and relentless effort have brought Markzine 5.0 to life. This edition is a celebration of our collective achievements and the vibrant essence of our team. Your dedication showcases the incredible talent and unity we have. Every article, every design reflects your hard work and passion, and for that, I am extremely grateful. Your contributions have truly elevated the magazine, making it a source of pride and inspiration for us all. This edition stands as an indication to what we can achieve together, and I am excited to see how our future endeavors unfold.

Working on this edition has been a truly fulfilling experience, and I hope you feel the inspiration and joy within these beautifully crafted pages that inspire us all.

Happy reading!

Arushi Mahajan
Markzine Head

EDITORIAL BOARD



Harshita Jain



Bhumi Maheshwari



Sanchit Garg



Ankita Manglani



Aryaman Dhamija



Aniket Khanna



Krrish Kapoor



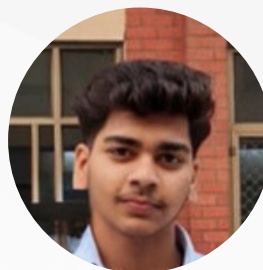
Jiya Rani



Kartik Dhyani



Divya Bindal



Shorya Sharma



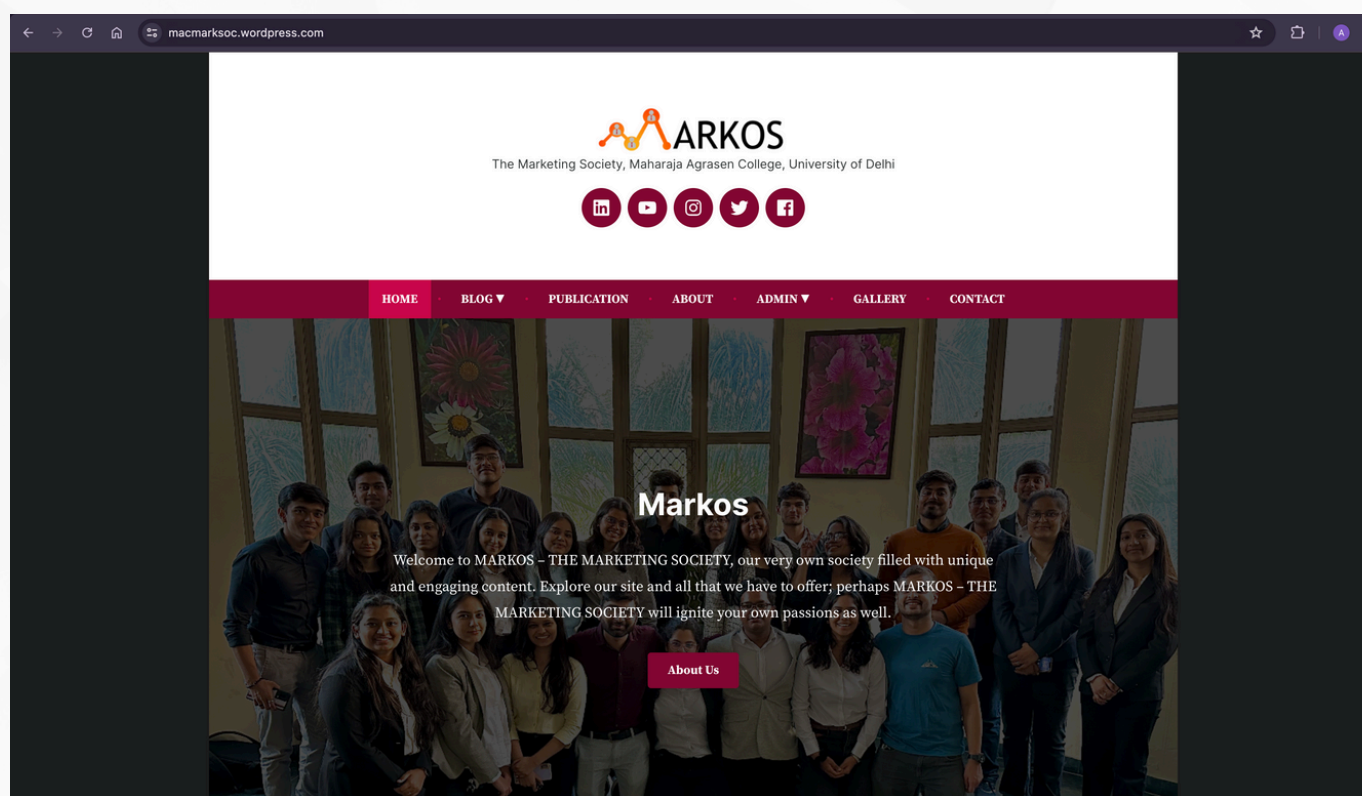
Priyanjali Malhotra

MEMBER'S CONTRIBUTION

MARKOS DOMAIN

Markos is a vibrant platform for networking, learning, and sharing ideas in the world of marketing. With a unique domain that brings together the thoughts of marketing enthusiasts, Markos fosters innovation and collaboration.

On this website, one can easily discover new terminologies and concepts, gaining insights from peers and industry experts alike. We are a student community where creativity meets marketing excellence, empowering the next generation of marketing leaders.



WordPress: A Part of Markos.

The goal is to educate readers about innovative marketing strategies, relevant market trends and new approaches to traditional business lines using unique case studies and appropriate examples through blogs written in simple language for easy comprehension and drawing readers into the realms of marketing and corporate environments. We prioritize delivering content that not only informs but also engages and inspires our readers to think critically about the evolving business landscape.

Our content writers diligently research and present material that is both 'plagiarism-free' and 'comprehensive,' ensuring that your time spent reading our blogs is valuable. The "WordPress Team" strives to offer accessible, free, and detailed insights into business and marketing.

1. Marketing Virtuoso: A Green Owl

Duolingo, the top educational app, excels with its quirky brand voice, playful interface, and gamified approach. The green owl mascot, Duo, has driven social media success through entertaining, meme-based content. The "Flicker, Flash, Flare" strategy involving trends, instructional videos, and large campaigns keeps users engaged. Partnerships with big brands and interactive user engagement have made Duolingo a model for effective social media marketing.

Author : Bhumi Maheshwari



2. The Six Wheeler Economy

The Delhi Transport Corporation (DTC) has faced severe financial challenges due to non-revision of fares since 2009. Political resistance to fare hikes and lack of alternative revenue sources have exacerbated these issues. Consequences include an ageing fleet, overcrowding, and service deterioration. Potential solutions include operational efficiency, fleet modernization, advertising revenue generation, and public-private partnerships.

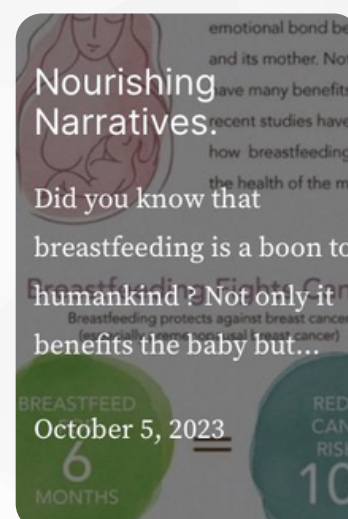
Author : Sourabh Mishra



3. Nourishing Narratives

Breastfeeding offers significant benefits for both babies and mothers, including reducing the risk of breast and ovarian cancer in mothers. In India, conversations around breastfeeding are rare, making it crucial to break these barriers and raise awareness. Major brands like Nestlé and Philips are championing this cause. Despite its benefits, only 44.6% of Indian mothers initiate breastfeeding within the first hour, highlighting the need for increased awareness and support.

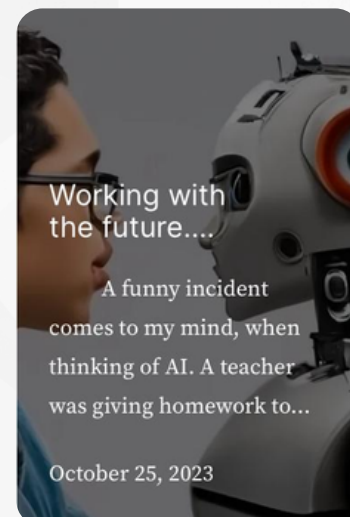
Author : Harshita Jain



4. Working with the future...

AI is rapidly transforming workplaces by automating tasks, augmenting human capabilities, and improving decision-making across various industries. This evolution offers increased productivity, improved decision-making, and better work-life balance. However, challenges include job displacement, bias, and privacy concerns. Workers should develop complementary skills and invest in reskilling programs to ensure AI benefits everyone.

Author : Sourabh Mishra



5. The Rise of Canva

Canva was founded by an Australian trio living far from Silicon Valley in the USA, who changed the landscape of the tech industry with its user-friendly approach. How a social media graphics app is now being used for business presentations and is considered a threat to PowerPoint. As technology and design continue to evolve, Canva remains at the forefront, inspiring the creative endeavours of millions around the globe. The blog covers Canva's journey from its inception to its current success.

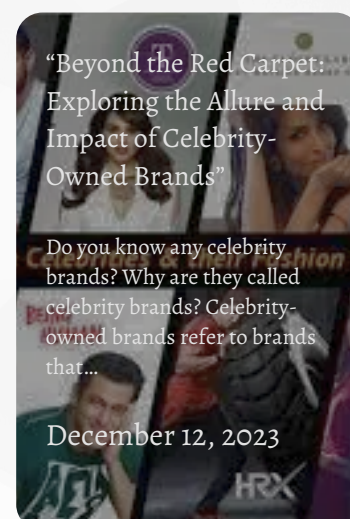
Author : Devansh Saxena



6. Beyond the Red Carpet: Celeb- Owned Brands

Have you ever wondered if celebrities also face the same problems as budding entrepreneurs do when starting their brands or if they get special treatment here as well? Well, this blog deals with the question concisely. It dwells on the problems faced by these celebrity brands. Stars like Shahid Kapoor, and Tiger Shroff have their brands too yet we only know about Hrithik Roshan's HRX. What are the things HRX did right to make it a household name?

Author : Aniket Khanna



7. FROM CLASSROOMS TO GLOBAL ECHOES

Raveendran Byju cracked the CAT exam twice but instead of enrolling in the top B- Schools of the country he took the road not taken. The blog traces the journey of the founder and his company from its inception to BYJU'S becoming synonymous with online education in India. The marketing strategies used by the company made it a popular choice among new students. Byju's is not merely a success story but is a narrative of making education a universal right.

Author : Priyanjali Malhotra

BYJU'S: FROM
CLASSROOM WHISPERS
TO GLOBAL ECHOES

Picture this: You've aced one of India's toughest competitive exams not once, but twice, boasting a flawless 100 percentile....

January 25, 2024

8. NFT Marketing: Innovating Engagement

NFT marketing hinges on crafting a strong brand identity, leveraging social media to connect with buyers, and collaborating with influencers and artists. A notable example is Taco Bell's 2021 NFT auction, where digital taco renditions sold out in 30 minutes, with one fetching \$200,000. Influencer marketing, crucial in this space, leverages trust and targeted messaging to enhance investment and engagement, proving essential in the dynamic NFT landscape.

Author : Krrish Kapoor

NFT Marketting :
Innovating
Engagement

Key facets of NFT marketing involve crafting a strong brand identity for these digital tokens, utilizing social media...

April 6, 2024

9. A Trailblazer in Telecommunications

Did you know Airtel, the telecommunication company that provides quality network connections all over the country, has achieved market dominance in just ten years of its inception? The brand has evolved from a local player to a global market giant. Airtel's exceptional history, innovative marketing strategies, engaging campaigns and impressive facts underline its status as a true pioneer and competitor in the telecommunications industry.

Author: Uday Kuchhal

Bharti Airtel: A Trailblazer
in Telecommunications

A Journey Through TimeAirtel, established in 1995, embarked on a journey that reshaped the telecommunications landscape in India and...

April 15, 2024

10. Simple Enough: History v/s Present

Marketing earlier was not as complex as spreading a message for the company was enough for them to increase their market share but now it has transitioned into mass personalization in a market with endless competition and infinite financial as well as other resources used by companies. Companies now focus on data-driven marketing to reach their potential customer effectively while at the same time trying to do something unique to gain more attention.

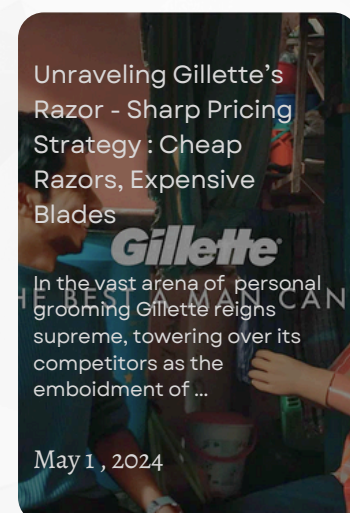
Author: Diva Bindal



11. Unravelling Gillette's Pricing Strategy

Gillette revolutionized the market with its razor and blade pricing model: affordable razors paired with premium blades. This strategy fosters customer loyalty and ensures recurring revenue. Gillette's mass production and economies of scale enhance profitability. Gillette faces criticism for environmental concerns and must adapt to sustainability trends while maintaining its iconic brand image and innovative marketing campaigns.

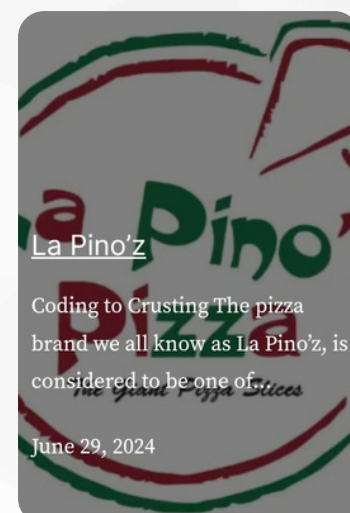
Author: Krrish Kapoor



12. La Pino'z

The new pizza brand in town wasn't always this fast-paced enterprise following the ideology of moving fast and breaking things. It faced slow growth but with a secret ingredient the company's fate changed forever as it carved a space for itself in the Indian pizza market. With a change in its business approach, the company became a hungry monster looking to devour other pizza brands. The company established its dominance by becoming the third biggest player in the market.

Author : Aniket Khanna



YOUTUBE

Capitalizing on the trending format of short videos, the YouTube team created content that covers all topics A to Z in a quick and engaging manner. These videos not only make the content easier to grasp but also incorporate a creative and innovative structure making them more intriguing and fun. Markos also introduced 'Sawaal from Awaam' which uses audience interaction as a way of diving into today's perspective on various topics. The YouTube Shorts present a broad spectrum of content that delves into timely and significant topics from thought-provoking discussions to explorations of pop culture trends, It's like a box of chocolates— each Short brings a delightful surprise!

Credits: Ananya Yadav, Khushi Jain, Bhumi Maheshwari, Harshita Jain, Aniket Khanna, Devansh Saxena, Priyanjali Malhotra, Uday Kuchhal, Krrish Kapoor, Diva Bindal

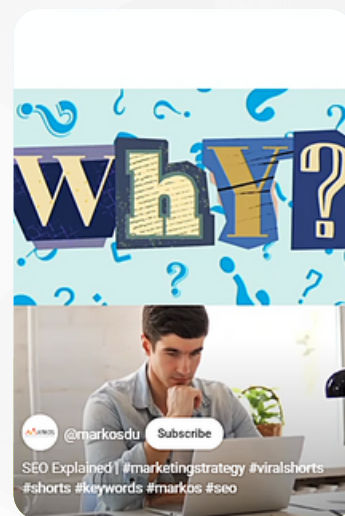
1. Nostalgia of the Beginning

Which brand comes to your mind when you hear the word college? A quirky whirlwind of imagery and soundbites, the video playfully explores the idea of 'college' and instantly triggers thoughts of a certain iconic brand. From campus scenes to nostalgic dorm room decor, it's a rapid-fire yet informative journey through the collective college experience, all summed up in a single familiar name. So, dive in and watch as this video unfolds, letting humor and recognition wash over you in a quick burst of joy and excitement. Relive those 'college' vibes and let yourself be swept away by the wind of perceptiveness, charm and nostalgia.



2. The SEO Wonders

Ever wondered how ads for those exact products you need pop up suddenly? Imagine SEO as a treasure hunt where the treasure is your website, and search engines like Google are the maps. What's the secret to making your website a superstar on search engines? It's SEO! Think of it as giving your site a makeover to attract more fans. How do you help search engines find your site easily? By using the right keywords, like leaving breadcrumbs for search engines to follow. This video provides valuable learning and is a handy tool for fellow marketers. So what better way to know about this than watching the videos that Markos have in store for you.



3. Sawaal From Awaam

The YouTube short "Sawaal From Awaam," with the first-ever face reveal, sets the stage for a fun and engaging segment. People are asked quirky questions about Diwali and fireworks, revealing a mix of hilarious and concerning views. The video navigates through various mindsets, highlighting how individuals celebrate the festival with excitement and caution. The spontaneous and humorous responses provide cultural insights and a deep dive into the consumer perceptions while keeping the audience entertained. The conversation, thus, sheds light on the impact of branding and marketing on consumer awareness.



4. The Pepsi Paradox

The "Pepsi Paradox" video short dives into the intriguing phenomenon where people in blind taste tests tend to prefer Pepsi over Coca-Cola, but when they know which brand they're drinking, they often choose the latter. Studies have consistently found that there is much more to preference than taste and it is reflected neurologically as well. This paradox highlights the powerful influence of branding and marketing on consumer preferences. The video uses a mix of humorous and thought-provoking elements to explain how taste perception can be swayed by brand loyalty and other psychological factors.



5. How well do you know it?

Which company has the tagline of "Just do it"? In this "Sawaal From Awaam" Series 2, the excitement peaks in a rapid-fire round where students are quizzed on their knowledge of brand taglines. The winning team will be the one guessing the most taglines. The round is dynamic and fast-paced, with participants striving to recall taglines of well-known brands that surround them in everyday life. Adding to the thrill, the competition culminates with a fun and surprising punishment for the losing team, injecting humor, suspense and marketing tadka into the mix. This video, thus, serves as another informative yet fun addition to Markos' repertoire.



LINKEDIN

Demonstrating a commitment to providing timely updates, the LinkedIn team has consistently curated content for the society's official page. This content encompasses a broad spectrum of brand-related topics, including strategic insights, marketing analyses, and information on recent brand campaigns. Through their efforts, the team has cultivated strong engagement among LinkedIn users.

Credits- Krish Vats, Ankita Manglani, Anmol Guryani, Sanchit Garg, Sheeza Khan, Siddharth Mahajan, Mahika Kothari, Rashmi Gupta, Divyam Mahajan, Garv Bansal

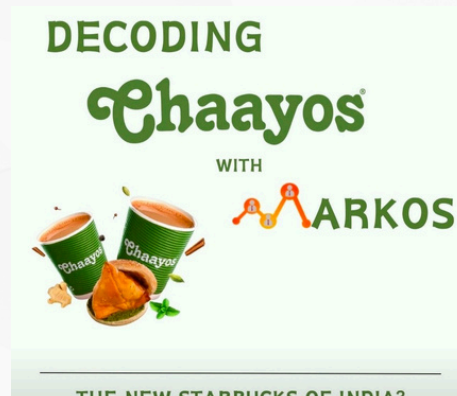
1. The Markos Times

Markos Times, a brainchild of our team, analyzes modern brand marketing strategies. Presented in a classic newspaper format, this edition delves into an array of captivating campaigns. Readers could infer the strategic approaches taken by diverse entities, such as the recent India-Maldives conflict, Ayodhya's economic revival, and Apple's evolving brand psychology.



2. Decoding with Markos

This initiative's primary objective is to analyze the marketing strategies employed by prominent brands to achieve growth and market differentiation. It delves into the strategic techniques adopted by various brands to influence brand perception. This edition has explored case studies of Chaayos, Coca-Cola's marketing strategies, and the factors contributing to Nike's exceptionally strong brand identity.



3. Reminisce

Our team is proud to launch Reminisce, a campaign focused on redefining session reports. Our session reports transform raw data into powerful narratives for informed decisions and growth. Reminisce features detailed coverage of events like the Markos Stock Exchange, Markombat, Life-Size Games, and Market Your Wits. These events help to showcase one's innovation, insights, and interactivity.



PR

Markos values its public relations immensely, recognising the importance of strategic collaborations to enhance visibility and engagement. The Society's PR prowess is one of its strongest qualities, exemplified by its dedicated management and significant contributions to the college's annual fest, Yuvaan. The society collaborated with esteemed media partners, securing yearly contracts to boost our outreach efforts. These partnerships facilitated extensive reach on Instagram and WhatsApp groups, helping us in effectively promoting Yuvaan across various channels. Their steadfast support in promoting our events, providing engaging stalls, and offering thoughtful gifts has significantly enhanced our initiatives.

Our media partner, Dainik Jagran, provided extensive coverage, ensuring our events reached a broad audience. Additionally, digital associates such as Ensemble, DU Fest, DU__India, Evpaper, DU Online Campus, and Delhi University Official enhanced our digital engagement. Our sponsors and partners—Dessertish, Domino's, Comeshot Coffee, Hiba's Bakery, Privibe, G-One Welfare, Vivekananda Study Circle, Dazzle Doodle, Fuschia, Flex Clothing, and PhysioVits—significantly enhanced the reach and visibility of our events and provided gift hampers for our event winners. These partnerships not only added value to our events but also ensured that our winners received meaningful rewards. Markos deeply appreciates the pivotal role played by our media, stall and gifting partners in our success.



Our Sponsors and Partners



X (Formerly Twitter)

X (Formerly Twitter) is an essential platform for modern marketing, offering unique opportunities for brands to engage with their audience in real-time. Markos leveraged X to amplify its reach and engagement by consistently sharing insightful content, participating in trending conversations, and engaging with the marketing community. By using relevant hashtags and sharing real-time updates on marketing trends and events, Markos positioned itself as a trendsetter, utilizing engaging writing styles to spark curiosity in readers' minds and enticing them to explore new perspectives and insights. We leveraged creative tweets using during events for engagement, making X central to our digital strategy.

Credits: Vipul Bhagymani, Anusha Rajan, Shubhang Guryani, Aryaman Dhamija, Shorya Sharma, Kavya Agarwal, G Gautam

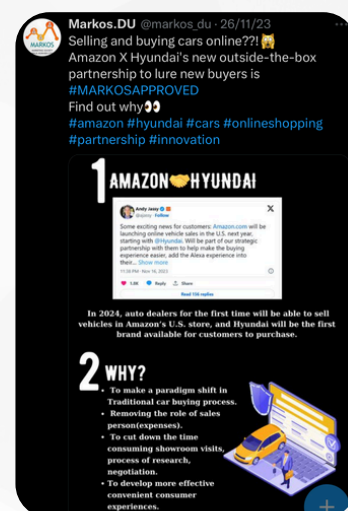
1. Marketing Sensei

Markos delivered sharp insights with its #MarketingSensei campaign, educating readers on various topics such as consumer behavior, digital marketing trends, and strategic branding approaches. The campaign aimed to provide a comprehensive understanding of key marketing concepts through practical discussions and expert analysis. By breaking down complex theories into digestible content, #MarketingSensei empowered readers to apply these insights in their own marketing endeavors and ensured that they gained a thorough and practical grasp of the concepts.



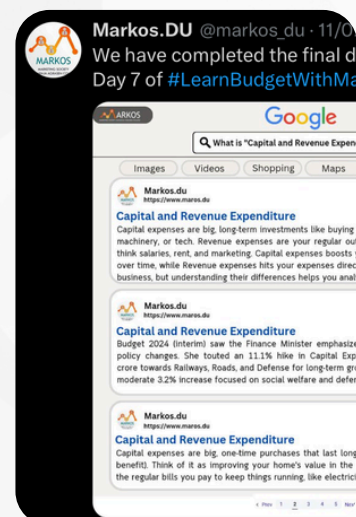
2. Markos Approves

Markos meticulously examined and endorsed the strategies that propelled brands towards success. From groundbreaking approaches to time-tested methods, we uncovered the secrets that drove brands to triumph. Our deep dive into innovative tactics and strategic insights not only identified key success factors but also provided actionable recommendations for navigating competitive markets. Through detailed analysis and expert viewpoints, #MarkosApproves not only made the readers more curious about the trends but also offered a roadmap for aspiring marketers to emulate and build upon.



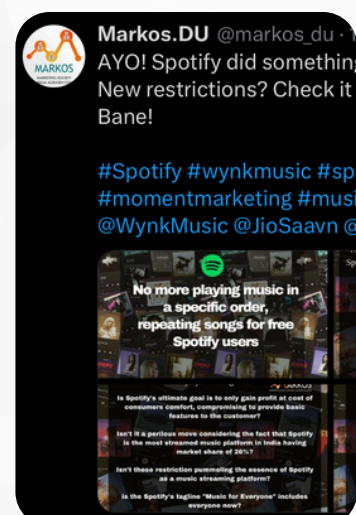
3. Learn Budget With Markos

Markos brought you #LearnBudgetWithMarkos, a 7-day series dedicated to demystifying the Annual Budget. Each day, we unraveled key concepts that were crucial for understanding financial planning and government expenditures. From "Capital Expenditure" to "Revenue Deficit," our daily insights equipped you with the knowledge to navigate budget discussions with confidence. We also provided historical context and comparative analysis to help readers understand budgetary practices. By the end of the series, our viewers were well-versed in the intricacies of budget formulation and its implications.



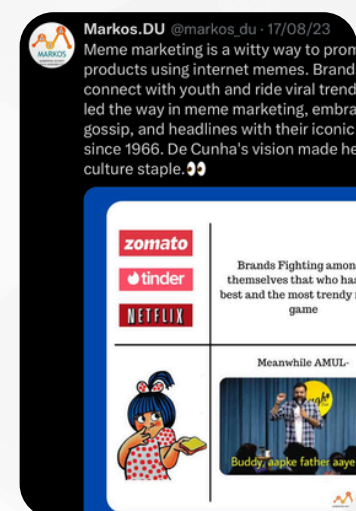
4. Moment Marketing

Markos helped you capture the pulse of real-time marketing trends with #MomentMarketing. In the dynamic world of marketing, seizing timely opportunities and staying updated with trending news is paramount. This campaign kept you informed about pivotal moments like the thrilling Chandrayaan 3 landing or India's heart-wrenching loss in the ICC World Cup 2023 final, providing insightful analysis and strategic implications. We showcased how brands capitalized on these moments to create impactful campaigns and connect with their audience.



5. Meme Marketing

Markos turned laughter into engagement with #MemeMarketing. In the digital age, memes are more than just humor—they are a powerful tool for connecting with audiences. This campaign explored the art of leveraging memes to create viral marketing moments. From clever adaptations to timely humor, we delved into how brands harnessed the power of memes to enhance engagement and build brand affinity. We provided insights into meme culture and its evolution, helping marketers understand what makes a meme successful. Sylvester Da Cunha's vision made the Amul Girl a pop culture staple.



INSTAGRAM

The Instagram page of Markos features compelling and intriguing content that consistently captivates a diverse audience. With the largest following, the page offers captivating updates on upcoming events, insights into brand marketing campaigns, strategies, and promotional videos, demonstrating their adept management and ability to fascinate. Their comprehensive approach ensures an engaging experience for viewers. The innovative team's spirit has driven significant societal progress. Markos' Instagram page is a must-follow, offering behind-the-scenes glimpses and engaging updates that captivate a diverse audience.

1. Independence Day

Independence Day, a pivotal moment in our nation's history, commemorates our hard-earned freedom. So let's not forget to embrace the wind of freedom and celebrate the spirit that defines us. This post highlights the journey from traditional flag-hoisting ceremonies to virtual celebrations and also conveys the essence of patriotism.

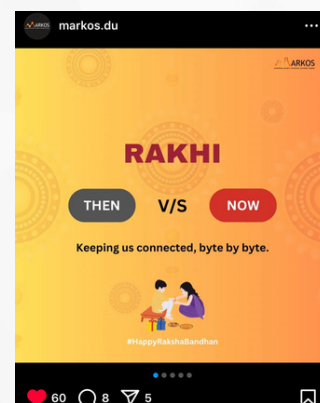
Credits: Ankita Manglani, Ujjawal Agarwal



2. Rakhi: Bridging Hearts Across Screens

Rakhi, the cherished Indian festival, celebrates sibling bonds. Our post highlights the evolution of celebrating Rakhi traditionally to a more virtual manner. The post is aimed to spread the message that despite the shift from physical gatherings to online celebrations, the essence of this tradition endures and the bond between siblings remains unbreakable.

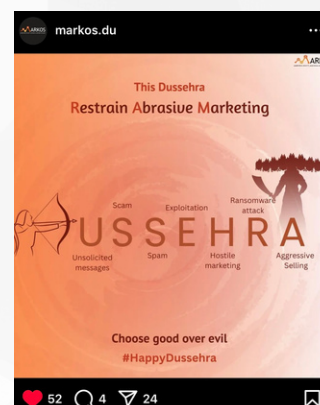
Credits: Arushi Mahajan



3. Dussehra: Triumph of Truth in Marketing

Dussehra is a Hindu festival, celebrated to commemorate the victory of good over evil, truth over falsehood, and righteousness over injustice. This post underscores the notion of 'Restrain Abrasive Marketing', to break free from the chains of manipulative marketing tactics during this auspicious festival.

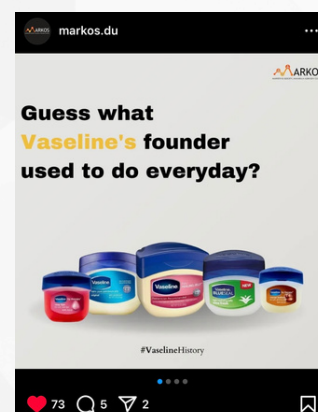
Credits: Tanishka Verma, Ujjawal Agarwal



4. Vaseline's History

The story began in the 19th century with Robert Chesebrough's discovery of petroleum jelly. Now a global household staple, it is cherished for its moisturizing and protective qualities. Despite its modest beginnings, Chesebrough's dedication to safety, shown by his daily tasting of Vaseline, established its enduring reputation.

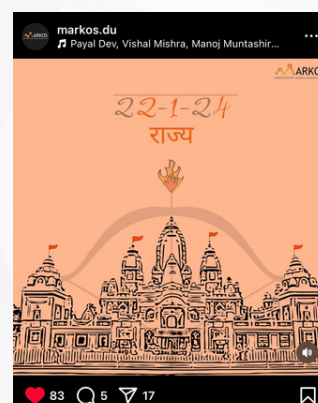
Credits: Tanishka Verma



5. Ram Mandir: Symbolizing Ram Rajya

The inauguration of the Ram Mandir in Ayodhya sparked excitement throughout the nation. Our post creatively highlights the significance of the date, symbolizing the emergence of Ram Rajya. The post successfully captures the essence of the Ram Mandir in a powerful way, solidifying the historic nature of this event.

Credits: Tanishka Verma, Ujjawal Agarwal



6. Paytm's Regulatory Turbulence

In 2024, Paytm encountered challenges concerning non-compliance and data privacy. They promptly adjusted policies to ensure uninterrupted user transactions but implemented restrictions on wallet portability and banking services from Paytm Payments Bank post-February. This period tested Paytm's resilience and buoyancy.

Credits: Tanishka Verma



7. Chaos In Zomato

Under Deepinder Goyal's leadership, Zomato introduced color-coded bags (red for non-veg, green for veg) to streamline food delivery by dietary preference. Initially aimed at efficiency, it sparked debate over stereotypes. Zomato swiftly reversed the segregation, in a response to community feedback, while innovating in food delivery.

Credits: Sakriya Malhotra



8. Transforming Brands with Holi

Holi, known as the "Festival of Colors" is a vibrant and joyous celebration that brings people together to welcome the arrival of spring. This post runs on celebrating Holi by fostering creativity and viewing the world through a vibrant new lens. By swapping iconic colors of well-known brands our post was successful in conveying the essence of diversity.

Credits: Anoushka Singh



9. BoAt Challenges Apple

BoAt, known for disrupting audio technology, sparked social media interest by challenging Apple in a recent advertisement, urging consumers to move beyond brand loyalty with their slogan, 'Don't be an Apple Fanboy, be a boAthead.' This move ignited debate among tech enthusiasts and marked boAt's assertive position in the audio market.

Credits: Tanishka Verma



10. The Story Behind The Logo

What seems like a simple design often reflects the deep values and visions of the company. The post discusses the element of storytelling through brand logos and how it helps cultivate loyalty and trust in the market. Brands such as Formula 1, Domino's, and NASA, have all forged a deeper connection with their audience through these hidden symbols.

Credits: Jiya Rani, Gloriya Budhiraja

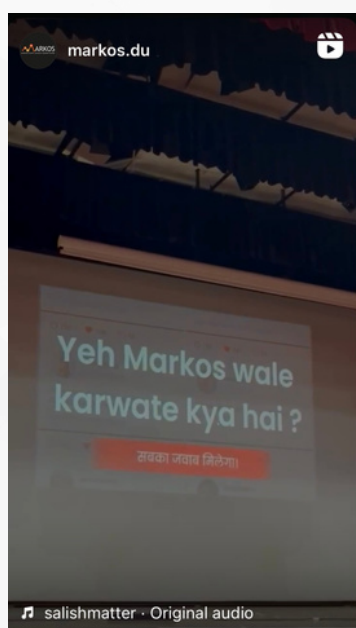


MarkReels:

In the fast-paced world of marketing, embracing the latest innovations is essential. Instagram Reels have emerged as a powerful tool, transforming promotions and audience engagement. Markos has integrated Reels into our strategy, utilizing their dynamic format to enhance outreach and interaction. Reels have revolutionized marketing strategies and audience interactions, becoming a cornerstone of our approach. Markos embraced this trend to empower our members to master this swift and appealing technique. Reels effectively engage and communicate with our audience, capturing the essence of social media trends.

It has been instrumental in showcasing our diverse campaigns, events, sessions, and workshops. Notably, our Diwali reels captured heartfelt moments, such as sharing happiness. The "Annapoorna Drive" reel highlighted our food distribution initiative, showcasing community spirit and the impact of small acts of kindness. Another reel reflected on missing family during festivals and building new support networks in unfamiliar cities, encouraging us to check on friends and share festive cheer. Additionally, we successfully promoted flagship events like Marketing Bravado and executed events such as Markos Stock Exchange and Markombat.

Credits: Tanishka Verma, Aditya Jain, Arushi Mahajan, Arpita Yadav, Anoushka Singh, Sheelu Yadav, Kartik Dhyani, Sakriya Malhotra, Devanshi Gupta, Jiya Rani, Krish Mishra



CAMPAIGNS

Marketing Matlab Markos (MMM)

The open session for freshers, held on 13th September 2023 aimed at giving a brief overview of the Markos society's fundamental structure and attracting recruits for the 2023-24 session. The session was actively promoted through both physical and online media channels. Markos kicked off the workshop with an informative introduction and hosted several exciting games to engage the attendees ensuring their active involvement and participation. The President then unveiled the official 'MARKETING MATLAB MARKOS' poster, which generated significant interest during the subsequent Q&A session. As the event drew to a close, the participants were provided with registration posters. The event was a huge success, generating significant interest from the freshers.



From Our Hearts To Yours



Being away from family during Diwali can be tough for Markos members. On November 8th, 2023, Markos organized a heartfelt celebration to ensure no one felt alone. The day started with gift exchanges, accompanied by personalized notes, spreading warmth and thoughtfulness. These gestures transformed the campus, making everyone feel cherished. The festivities included a lively party with traditional sweets, and games, fostering camaraderie and joy. Laughter filled the air, highlighting Diwali's true spirit—love and shared happiness. Markos' initiative demonstrated that Diwali's essence transcends family gatherings. By fostering togetherness, the celebration reminded everyone that home is where the heart is, leaving a lasting sense of belonging and community.

Annapoorna Drive

On 8th November 2023, The Annapoorna Food Drive, organized by Markos, the marketing society of Maharaja Agrasen College, stood as a testament to the commitment to combatting hunger and food insecurity within the community. At its core, the drive encouraged donations of non-perishable items and monetary contributions, ensuring that those in need receive vital support, the initiative also focused on sustained efforts. The community-driven initiative brings together volunteers, local businesses, and dedicated community members to make a meaningful impact. Partnerships with local businesses played a crucial role in extending the drive's reach and impact. These collaborations create a robust network of support and makes the campaign more meaningful. By fostering understanding of the root causes and complexities surrounding hunger, Markos continued to inspire its members to contribute positively, reflecting the society's ethos of giving back.



Secret Santa



The Markos team organized a heartfelt Secret Santa campaign on 24th December 2024, embodying the festive spirit of the Christmas holiday season. The campaign wasn't just about exchanging gifts but also about spreading joy and cherishing positive values with each other. The team visited Rajghat, a place of historical significance and serenity. Each member participated in the Secret Santa tradition, thoughtfully selecting fun yet meaningful gifts for one another. The gesture fostered a sense of camaraderie and unity within the team, reinforcing the importance of kindness, giving, and friendship. The event was marked by laughter, shared stories, and a sense of purpose, as each gift symbolized not just holiday cheer but also the deep bonds that tie the Markos team together.

EVENTS ORGANISED

MARKOS STOCK EXCHANGE 2.0

Event Heads: Khushi Jain, Aditya Jain

On 30th January, 2024, Markos organised the Markos Stock Exchange 2.0 (MSE). The event aimed to provide participants with a platform to enhance their understanding of stock market dynamics, trading strategies, and financial decision-making. It consisted of two rounds: a preliminary round with an online quiz to test financial acumen, followed by an on-campus mock stock competition structured to simulate real-world market scenarios. The aim was to create a realistic environment for participants to apply theoretical knowledge to practical situations.



The event taught us the significance of effective event management, especially in handling intense situations. Through systematic resolution, we ensured the smooth continuation of the event, demonstrating the value of adaptability and conflict resolution skills. The participants' enthusiasm and engagement were a true reflection of the well-coordinated efforts that went into making the event a success. They had the opportunity to make virtual investments in a diverse portfolio of stocks, analyzing market conditions and news updates to make informed investment decisions.

Markos's ability to engage and make learning both fun and competitive was evident throughout the competition. The event provided participants with hands-on experience and valuable insights into market trends and economic indicators, enabling them to apply theoretical concepts in a dynamic and challenging environment. The event ignited the participants with a new zeal to learn about financial markets and how the various concepts of stock market come into play in the real world.

The Markos Stock Exchange (MSE) event was a resounding success, achieving its goal of providing a platform for participants to enhance their understanding of the stock market. The event was a testament to Markos' ability to organize events seamlessly and give its members and participants a spectacular learning experience.

MARKOMBAT 6.0

Event Heads: Ananya Yadav, Anusha Rajan

Markombat 6.0, one of the flagship events of Markos, commenced with enthusiasm at Maharaja Agrasen College's Conference Room on February 13th, 2024. The event was graced by the presence of Dr. Renu Saini and Dr. Natasha, esteemed faculty members of the college, underscoring its significance in fostering innovation and creativity in the marketing field. With ten dynamic teams vying for victory after clearing the preliminary round, Markombat 6.0 promised an exciting and unforgettable experience for participants and spectators alike.

Teams delved into creative challenges, tasked with integrating assigned products and memes into compelling ad-skits. Engaging in spirited negotiations and strategic brainstorming, they navigated through pertinent news and rumors and presented their skits to the distinguished judging panel.



The teams were successfully able to engage the audiences, showcasing agility and extreme passion for creativity. Each team answered tough questions that were posed by the judges, which brought out participants' critical thinking skills and efficiency. Team Tetrads claimed the championship with their inventive campaign for Fevicol, while Team Bhupender Jogi and Team Renters secured runner-up positions for Clinic Plus and Nerolac, respectively. Certificates were awarded to recognize their outstanding achievements, marking the successful conclusion of Markombat 6.0. The event highlighted the exceptional creativity and collaborative spirit of all participants, leaving a lasting and enduring impact on everyone involved.

This event showcased the remarkable creativity and teamwork of all participants, leaving a lasting impression on everyone involved. The level of competition was intense, pushing everyone to bring their A-game. The atmosphere was electric, reflecting the passion and drive of each participant. The competition not only demonstrated the society's commitment to nurturing marketing talent but also provided a platform for students to apply theoretical knowledge in a practical, real-world, and competitive setting. At the end, Markos was instrumental in handling tasks and maintaining seamless coordination between the teams and their skits. Markombat 6.0 cemented the participants' capabilities and skills but also as a benchmark for the Markos team for more such successful future events.

FLASHMOB

Event Heads: Harshita Jain, Rashi Gupta, Anusha Rajan

There are moments that remind everyone why being part of a dynamic group like Markos is so rewarding. One such moment occurred during the Flashmob event on February 26th, just before Yuvaan, the college's annual fest. It was an exhilarating and joyful event that brought the entire campus to life and set the stage for Yuvaan.

The flash mob came together swiftly, thanks to the dedication of the Markos members.. The spontaneous yet synchronized dance routine garnered incredible reactions from both students and faculty. Witnessing their faces light up with smiles and hearing their cheers was a reward in itself. The energetic music, coupled with the performers' enthusiasm, created an electric atmosphere that perfectly set the tone for the upcoming festivities.



Beyond simply being a dance performance, the event served as a testament to the spirit of Markos. It exemplified dedication, teamwork, and sheer joy, embodying the essence of the society. The Flashmob not only entertained but also united the college community, fostering a strong sense of camaraderie, friendship, and celebration.

The success of the flash mob event also underscored Markos' impact on campus life beyond academics. By organizing such dynamic and engaging activities, Markos not only boosts student interaction but also cultivates a strong sense of community. The event's resonance within the college highlighted its importance in creating lasting memories and strengthening connections among peers, contributing to a vibrant and fulfilling college experience for all involved.

In essence, the flashmob performance was a shining example of what makes Markos and the college community so special. It showcased how Markos not only enhances cultural vibrancy on campus but also fosters a sense of friendship, belonging, and pride among students, creating enduring connections that extend beyond college life itself. This sets a promising precedent for future events by which the society can foster enthusiasm and participation, continuing to inspire and unite the students and members in meaningful ways.

MARKETING BRAVADO 8.0

Event Heads: Arushi Mahajan, Tanishka Verma, Ankita Manglani, Vipul Bhagymani

With the commencement of the DU Fest season, Markos, under the annual cultural fest Yuvaan, organised the eighth rendition of Marketing Bravado. Marketing Bravado comprised two events: Life Size Games and Market Your Wits.

LIFE SIZE GAMES

"Life-size Games," the premier competition of Marketing Bravado, held on February 28, 2024, at Maharaja Agrasen College, aimed to unleash the hidden talents of passionate marketing students. The event featured three rounds designed to assess analytical skills, professional abilities, and core values by placing participants in hypothetical social and corporate scenarios.



The event featured three rounds: "Snoop Loop," "Roast the Bird," and "The Dark Room," where a symphony of creativity, strategy, and execution unfolded. From unraveling consumer mysteries to navigating market mazes, each task served as a canvas for showcasing the boundless ingenuity of the competitors. Through the crucible of challenges, they learned the art of solving industry puzzles, unleash their creativity on social media platforms through online banter between brands and at last participants were plunged into a realm of accusations and were tasked to defend their brand's honor and reputation.

As the final curtain fell on "Life-size Game," it left a trail of inspiration and enlightenment. It was led by a visionary panel of judges, chaired by Ujjwal Agarwal, Tanishka Verma, Krish Vats, Devanshi Gupta, Anusha Rajan, Khushi Jain, Rashmi Gupta, Harshita Jain, and Gloriya Budhiraja. Beyond the generous cash prize, the true legacy of the competition lies in its ability to ignite a spark within every participant, after successfully reaching the last stage Rujul Singh, Naitik Saini, and Varun who were assigned the brand Facebook secured first position while Team HUL which included Shruti Jain, Mayank, and Simran Sheikh secured second position. This event turned out to be a great learning experience for both participants and members alike. The event was successful, enhancing the society's prestige and solidifying its renowned reputation for excellence.

MARKET YOUR WITS

"Market Your Wits," organized on February 29, 2024, by Markos, was a cornerstone event of the eighth edition of Marketing Bravado held at Maharaja Agrasen College. This event was crafted to challenge and amplify participants' marketing acumen through a series of strategically designed rounds, each aimed at showcasing and enhancing their strategic and creative proficiencies. The competition attracted a diverse group of students eager to demonstrate their expertise and gain valuable experience in marketing.

The event featured three distinct rounds: "Mark Your Way", "Tussle Trade", and "Shark Tank". The 'Mark Your Way' round aimed to evaluate participants' problem-solving skills, teamwork, and adaptability through a challenging treasure hunt. The 'Tussle Trade' focused on enhancing participants' abilities in strategic bidding and negotiation, reflecting real-world market dynamics. Finally, the 'Shark Tank' round was crafted to refine participants' presentation and persuasion skills by having them pitch innovative ideas to a panel of judges. Each round was designed to provide a comprehensive assessment of participants' marketing expertise and skills.



The event provided participants with a robust platform for applying theoretical knowledge to practical challenges, thereby deepening their understanding of market dynamics, fostering creative thinking, and honing effective communication skills. For the Markos Society team, the event underscored the complexities of management and coordination. They gained valuable experience in organizing multifaceted activities, overcoming communication barriers, and enhancing the event's ambiance through effective anchoring and decoration skills.

After making it through the final round, Team Shreeyaksh, Gunjan, Shivakshi were declared as the runner ups with their exciting pitch on swimsuits with Suhana Khan as their brand ambassador. Additionally, Team Shrut and Manav secured the top prize with their Kangana Ranaut-branded broom presentation. Judges, chaired by Mr. Abbey, Mr. Rishi, and Ms. Sanchi, awarded them the prize.

In conclusion, the 'Market Your Wits' event was a resounding triumph, epitomizing the effectiveness of strategic planning and execution in a dynamic marketing milieu. It showcased the society's capability to innovate and adapt in organizing extensive and multifaceted activities, paving the way for future events of similar magnitude. Markos extends its sincere appreciation to all participants, judges, and organizers for their immense contributions to the success of the event.

DYNAMIC SESSIONS

The sessions held at Markos play a crucial role in nurturing a dynamic and enriching learning environment for its members. These sessions offer members a platform to explore various facets of the marketing world, thereby bridging the gap between academic knowledge and real-world experience. Through insightful discussions, interactive workshops, and hands-on activities, the members gain invaluable insights into topics such as branding, marketing strategies, and market segmentation. Additionally, these sessions encourage collaborations, and networking, and enable the team to share innovative ideas, learning from real-life case studies. The importance of Markos sessions lies in their ability to cultivate critical thinking, creativity, and practical skills, effectively preparing the team to excel in the competitive field of marketing.

Market Basket Analysis

On August 24, 2023, the Markos team attended a Market Basket Analysis session led by Tanishka, Harshita, Garv, Vipul and Akshat. They explored methods to uncover consumer purchasing patterns for better cross-selling and product placement using real-world examples and case studies. The interactive presentation and discussions provided practical knowledge for data-driven marketing strategies. The session ended with a game where participants selected products via chits, arranged them, and explained their choices, reinforcing their understanding.



Bridging Experience and Aspiration

Markos invited an alumnus for a talk on September 18, 2023, exclusively for its members. Mr. Jatin Bansal, an alumnus of Markos, delivered a session that stood out from the usual. Beyond the excitement of juniors meeting an experienced alumnus, the session was a meaningful discussion on the value of time spent together as friends within the society. He highlighted how the tasks we perform and the moments we share contribute to our personal and professional growth. Mr. Jatin also shared valuable insights into the challenges and opportunities that await us after college.



Welcome Aboard!

Markos hosted an induction session on October 27th, 2023, to welcome new members and integrate them into the community. The session covered Markos' domains: YouTube & WordPress, Instagram, X, and LinkedIn. After the informative segments, a team-building treasure hunt was held on campus, where participants worked together. This session emphasized Markos' commitment to creating a fun and enriching environment for all members. The event also offered a chance for new members to connect with existing ones and learn more about the society.



Market Segmentation 101

An interactive exploration of market segmentation took place on April 18, 2024. Aniket, Sheeza, Kartik, Jiya, and Shubhang covered segmentation fundamentals and their importance through case studies. Members were actively engaged in clarifying queries and participating in team activities. Teams devised strategies for products like online courses and journals, proposing innovative marketing channels to enhance product appeal, demonstrating their understanding of segmentation principles and creative marketing approaches.



A Deep Dive into Haldiram's Journey

On April 24, 2024, Markos hosted an insightful session on Haldiram's strategic journey, conducted by Krrish, Mahika, Sakriay, Diva, and Anmol. The session covered Haldiram's history, market penetration tactics, and its ability to adapt to regional tastes. Participants discussed ways to enhance Haldiram's packaging, providing constructive feedback. The event concluded with an activity, where teams performed skits featuring collaborations between two brands. The session effectively blended educational content and creative engagement, enriching the team with profound insights.



COLLABORATIONS

Hindustani Classical Music Recital

In September 2023, Markos collaborated with Spic Macay, MAC Chapter. This successful partnership significantly boosted both societies' social media presence and interaction. By integrating and leveraging creative campaigns, they achieved remarkable engagement and increased traction. The collaboration included joint social media campaigns that helped foster a deeper connection with the audience. This joint effort not only enhanced the reach and visibility of both societies but also showcased the synergy and collaboration between both teams, paving the way for more such partnerships in the future.



Model United Nations (MUN)

The Yuvak Foundation, in collaboration with Chakraview, the debating society of Maharaja Agrasen College, and Markos, successfully organized a three-day Model United Nations (MUN) event. This event provided a platform for students to engage in high-level discussions on global and domestic issues, enhancing their understanding of international relations and diplomacy. Markos played a pivotal role as a collaborator, assisting in promotions and logistics.



The event commenced with an inauguration ceremony attended by students, faculty, and esteemed guests. IPS Sanjay Beniwal and IAS Ashwani Kumar were the notable speakers. The three-day event featured multiple committee sessions, each focusing on various pressing global and domestic issues. Delegates, representing different countries, engaged in rigorous debates, and discussions, simulating the proceedings of the United Nations. The second day featured intense debates, discussions for each committee. Special sessions were also organised for deeper insights into specific topics. The final day included concluding sessions of committees, resolution drafting, voting and award presentations to winners for their outstanding performance, with certificates distributed to all delegates for their participation.



COLLABORATIONS

Markoverse, CVS

Markos partnered with the College of Vocational Studies (CVS) for an Inter-College Marketing Society Competition held in November 2023 at Shankar Lal Auditorium in North Campus. The event united leading marketing societies from DU colleges such as SRCC, MAC, Hindu, MLNC, Gargi, and Hansraj. The event as a whole focused on 360 marketing and various dignitaries were invited to impart the knowledge on the same. House of Cards and ad-making competition were conducted to make the event interactive. Markos' dedication and collaborative spirit shone through as they secured the impressive second position in the ad-making competition.



YUVAAN'24

Markos proudly served as the marketing partner for the annual cultural fest, Yuvaan'24, playing a pivotal role in enhancing the event's visibility through strategic marketing campaigns. Markos was also instrumental in securing sponsorships and stall partners that further enriched the fest's offerings. This partnership underscored our marketing expertise and solidified our relationship with ECA, reflecting our commitment to supporting vibrant and engaging events. The partnership was a resounding success, significantly contributing to the overall success of Yuvaan.

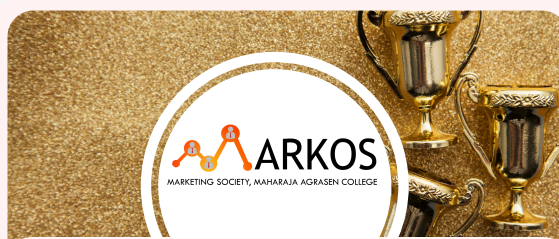


Book Launch

On May 7th, Markos had the honor of collaborating with its esteemed alumnus, Mr. Abbey Thom Sunil, for the launch of his book on entrepreneurship, titled Brand Nirmanam. The event highlighted Mr. Sunil's journey and the deep connection he maintains with Markos, where he developed a profound appreciation for marketing and business concepts. His insights were both inspiring and instructive for current members. This collaboration not only celebrated Mr. Sunil's remarkable achievements as a budding author but also reinforced the society's legacy of nurturing talent.



ACHIEVEMENTS



Markos
Markoverse (2nd)



Ujjawal Agarwal
Cricmac (1st)
Infinity (2nd)



Ankita Manglani
Presented a research paper at National
Student Academic Conference



Tanishka Verma
Market Mystique (1st)



Rashi Gupta
Market Mystique (1st)

ACHIEVEMENTS



Arushi Mahajan
Market Mystique (1st)



Harshita Jain
Market Mystique (1st)



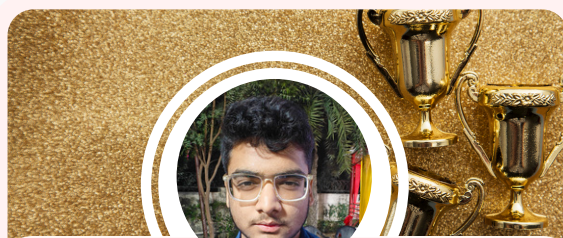
Aniket Khanna
Karobaar-e-Khoj (2nd)



Shorya Sharma
Karobaar-e-Khoj (2nd)



Kartik Dhyani
Karobaar-e-Khoj (2nd)



Sakriay Malhotra
Karobaar-e-Khoj (3rd)

ACHIEVEMENTS



Krrish Kapoor

Corpclave (1st)
Market Mania (2nd)
Acechain (3rd)



Aditya Jain

Crusade (1st)
Market Mystique (2nd)
Corpclave (3rd)



Divyam Mahajan

Eureka (1st)
Sarang (1st)
Sequel Sparda (1st)
Commantra (2nd)
E Spree (2nd)
Finatomy (3rd)



Diva Bindal

Judge at IIMUN Conference
Corpclave (1st)
Constitutional Debate (2nd)
IIT Bombay Case Comp. Finalist
Venture Voyage (3rd)

ALUMNI MESSAGES

Over the years, the Markos team has demonstrated outstanding performance, and to current and prospective members, ensure you stay actively involved, as you will eventually recognize how the team's activities contribute to your professional development. The team's efforts have been exemplary, and we are all immensely proud of your achievements. The success we celebrate today is a direct result of your dedication and hard work. Kudos to the team!

- Abbey Thom Sunil



My journey with Markos began as a spark in the chaos of the pandemic transforming into a valuable experience filled with learning, friendship, and growth. Virtual meetings and events brought learning and fun during the pandemic's challenges. Returning to campus I relished mentoring juniors and witnessing Markos' vibrant future. I wish the team continued success and look forward to society's achievements.

- Gunjan Makhijani

Every single time when I heard the term 'college', within a second what comes to my mind is MARKOS. It is not just a society for me, even the name itself has the word "MARK" that automatically describes Markos in my college journey. For me Markos is all about learning with fun. As mentioned in the tagline of Markos "Everyone's a marketer, we just give you a push." At last, the message for juniors is to be what you are and enjoy the journey of your college life.

- Jatin Bansal



ALUMNI MESSAGES

I have had the heartiest moments in Markos- I learnt, unlearnt, won, lost, debated, danced, laughed and grew as a person here. My journey as a President, as well as a member, has been nothing short of utmost elation and pride.

If you want to learn marketing with a dose of fun, Markos surely is the place for you! Jai Markos!

- Rishi Malhotra



Markos is not just a college society for me but is like family. Markos was an integral part of my college journey. A place where people unite to brainstorm creative ideas, implement real-time marketing, gain invaluable insights, and create strong bonds which makes college life all the more fun. I found Markos to be an excellent platform as it's where I discovered my potential and prepared for the real world. I hope every one of you gets that opportunity too.

- Manya Prasad



Markos- the society where you learn, grow and bloom into a professional with a better skillset. Apart from everything that you learn here, you make bonds, the ones you'd cherish forever. I have been with the society as a member and a core member. My journey here has been amazing. The stage, opportunity and growth is backed by constant support, guidance and trust of your peers. Recently, the team has been performing amazing, making us all proud!

- Soni Vashistha



Markos Moments



“Everyone’s a marketer, we just give you a push.”
- MARKOS



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