

# Congratulations

We are proud and happy to inform you all that a student team comprising of Akhil Padmanabhan, Uthkrushta Mathur, Shubham Bhimani and Manasvi Deshmukh of our Institute emerged victorious at the Brand-Revive Case Study Competition by **securing the 1<sup>st</sup> position and winning prize worth Rs.12,000/-**. This event was organized by team, BloomBox, E-Cell of KJSCE, Mumbai.

The team tackled the challenge of revitalizing BlackBerry head-on, delving into the problem statement and devising innovative solutions that highlighted BlackBerry's unique strengths in security and productivity. Strategy included launching limited edition classic BlackBerry phones, hosting collaborative hackathons with cybersecurity experts and developed eco-friendly materials into it. Additionally, they proposed collaboration with blockchain platforms, like Solana and Ethereum to tap into the growing market of blockchain smartphones, forging new paths for BlackBerry's future.



Hearty Congratulations to the team!

Best wishes.

Dr. Hari Vasudevan  
(Principal)