

**Mercadeo Cresta 2015- New Consumer Dynamics: Rejuvenating Marketing**  
**14 March, 2015**

MERI organized Marketing Seminar – MERCADEO CRESTA on Saturday , 14th March, 2015 on the Theme “New Consumer Dynamics: Rejuvenating Marketing” at the MERI campus . The seminar was attended by corporate members, faculty and students of various management Institutes in and around Delhi. Eminent speakers namely Mr Pradeep Singhal, Head, VM, Consumer Products, Bajaj, Mr Ravinder Paul, Sr GM ,Bharat Bijlee, Mr Rajiv Punj, Country Head, Eaton, Mr Dheeraj Chaurasia, CEO ,transactionstructuring.com and Mr Sushil Sharma, GM,RKSA. spoke elegantly on the issues pertaining to the caption.

The Seminar commenced with the traditional Lamp Lighting followed by the formal welcome of the speakers by Sh. I P Aggarwal, President MERI. Chief Guest Mr Pradeep Singhal discussed the changing consumer dynamics . He gave an insight about the Organisational responses to the changing dynamics

The first speaker Mr. Sushil sharma briefly discussed the changes undergoing in supply chain .He mentioned how students can address the issues and become successful professionals. The second speaker Mr Ravinder Paul discussed elaborately examples from industry and discussed elaborately on branding.

The Third speaker Mr Deepak Chaurasia spoke on the E Commerce industry. He elaborated on its evolution ,various business models and challenges to be addressed. The Fourth Speaker Mr Rajiv Punj spoke on RFID and its implementation challenges with respect to changing consumer dynamics.

The event then showcased various videos prepared by students for the contest ‘Rejuvenating Promotions’. More then 150 students participated in the contest. The winning team was awarded with cash prize

The program came to an end with the formal vote of thanks by Prog A.K Agrawal ,Dean Management

Samarth Singh  
(Seminar Coordinator.)