



SHRI RAM COLLEGE OF COMMERCE

Industry Interaction Session Report

Event Details:

Event Name Industry Interaction Session for GBO Batch 23-25

Due of Event: **10th February 2024 (9:00 AM)**

Guest Speaker Details:

Name of Speaker: **Mr. Siddharth Grover, Founder AD Momenta**

Speaker LinkedIn : https://www.linkedin.com/posts/helios-gbo-162ba3288_%3F%3F%3F%3F%3F-the-marketing-society-of-shri-activity-7162478595519578112-fpoy?utm_source=share&utm_medium=member_desktop

About Speaker

- **Innovative Content Strategies:** Known for leading iconic campaigns like Pugathon and ZOOZOO, Siddharth excels in creating relatable, impactful marketing strategies.
- **Pan-Southeast Asia Success:** Demonstrated expertise in tailoring specialized solutions, achieving significant success in diverse markets with Aon.
- **Authenticity & Personal Impact:** Beyond professional achievements, Siddharth's genuine approach to connecting with people across various settings stands out, highlighting his authentic impact on both industry and community.

Committee Tasks

Enabled student-Speaker engagement through industry talks and simulated interviews, fostering connections. Gave the students an account of real-life experiences of the world of sales and marketing and then subsequently about the journey into entrepreneurship.

Lecture Insights

Mr. Grover highlighted the following aspects in his session:

- **Relatability & Specificity:** Successful marketing relies on content that resonates personally with the audience.
- **Know Your Audience:** Deep audience understanding leads to tailored solutions and market success.
- **Value of Authenticity:** Genuine connections create lasting impacts beyond business achievements.
- **Uniqueness & Risks:** Leverage individuality and embrace calculated risks for growth and legacy.

Social Media Link: <https://www.instagram.com/helios.srccgbo?igsh=MXJieDL1YWdmNmhaQ==>

LinkedIn- https://www.linkedin.com/in/helios-gbo-162ba3288?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

Hosted By:

Helios, The Marketing Society Of SRCC-GBO





AD MOMENTA

SIDDHARTH GROVER

FOUNDER & CEO OF AD MOMENTA

MASTERCLASS WITH INDUSTRY PIONEERS

SATURDAY
10 FEBRUARY 2024

TIME :
09AM TO 11AM

