

Harsh Pamnani, Author of Best seller Booming Brands

On Tuesday , 13th Aug., 2019, Mr Harsh Pamnani addressed the IInd year Marketing students of MMS/PGDM He took the audience through the journey of entrepreneurship in India and brand creation. While sharing case studies on Indian success stories he said, “In today’s changing, competitive and crowded marketplace, building an admirable brand has become one of the toughest and most important tasks for entrepreneurs and marketers. Moreover, many marketing strategies that used to work in the past are becoming obsolete today.”

While discussing contents of his book he answered questions on how new age admirable brands were created from scratch? –How did these Home grown Indian brands achieve popularity in a highly crowded and competitive market? How did entrepreneurs and mind behind these brands identify new opportunities and create million-dollar markets?

