



LOYOLA COLLEGE [AUTONOMOUS]

College of Excellence

Chennai-34

Department of B.Com.(Honours)

Proudly presents

STRATEGIA

Decisions



Pressure



Composure

A BUSINESS STRATEGY CHALLENGE

COMPETITION | PANEL DISCUSSION

28th

January 2025

9:00 A.M. to 5:30 P.M.

Lawrence Sundaram [LS] Hall

Jubilee Building, Loyola College



SCAN FOR
FURTHER DETAILS



helpdesk.strategia25@gmail.com



@strategia_official

Strategia, the flagship event of the B.Com. (Honours) Department, celebrates strategic brilliance and corporate dynamism. It offers a premier platform for aspiring business leaders to tackle corporate challenges through engaging rounds like the Business Quiz, Business Auction, and Corporate Conundrum, testing business acumen, strategy, and innovation.

Plan of Activity

Inauguration

🕒 9:00 A.M. - 9:45 A.M.

📍 LAWRENCE SUNDARAM [LS] HALL

- Prayer Song
- Tamilthai Vazhthu
- Welcome Address
- Secretary's Address
- Principal's Address
- Chief Guest Introduction
- Felicitation of Chief Guest
- Chief Guest Address



Chief Guest
Mr. G.Ram Mehenthi
CEO XL TYRE POINT

Panel Discussion

🕒 2:30 P.M. - 4:30 P.M.

📍 LAWRENCE SUNDARAM [LS] HALL



Mrs. Lalitha Jayabalan
Finance Services Expert and Influencer



Mr. Joshua Madan Samuel
CEO- Covenant Consultants



CA Himanshu Solanki
Chartered Accountant



Mr. Rahul Tatiya
Investment Specialist

Valediction

🕒 4:30 P.M. - 5:30 P.M.

📍 LAWRENCE SUNDARAM [LS] HALL

- Welcome Address
- Deputy Principal's Address
- Chief Guest Introduction
- Felicitation of the Chief Guest
- Chief Guest Address
- Prize Distribution Ceremony
- Vote of Thanks
- National Anthem



Chief Guest
Mr. Easwaran Ram
Vice President, SynProSoft

CHIEF PATRON

Rev. Dr. Jebamalai Irudayaraj, SJ
Provincial, Jesuit Chennai Province

PATRONS

Rev. Dr. Antony Robinson, SJ
Rector

Rev. Dr. B. Jeyaraj, SJ
Secretary & Correspondent

Rev. Dr. A. Louis Arockiaraj, SJ
Principal

Dr. J. A. Charles
Deputy Principal

ORGANISING COMMITTEE

DIRECTOR - LIAC

Dr. A. John Peter

CONVENORS

Dr. Reena F
Coordinator, B.Com.(Honours)

Dr. Minothi J
Asst. Professor, B.Com.(Honours)

ORGANISING SECRETARIES

Dr. R. Leema Rose
Asst. Professor, B.Com.(Honours)

Dr. Jerusha Irene Chitra D
Asst. Professor, B.Com.(Honours)

STUDENT ORGANISERS

Mohammed Sadaf Kunnil
Department Secretary

Vansh P Moryani
Joint Secretary

Shamith Vinod Kumar
Class Representative [2nd Year]

Alex Simon S
Public Relations & Media Secretary

LOYOLA COLLEGE(AUTONOMOUS), CHENNAI-34

DEPARMENT OF B.COM(HONOURS)

Strategia 2025: A Business Strategy Challenge

Strategia 2025, the flagship business competition organized by the B.Com Honours Department at Loyola College on 28th January 2025. The event surpassed all expectations, setting a new benchmark in its legacy. With an astounding 91 team registrations, totaling 182 participants, this year's event witnessed record-breaking engagement, proving to be a dynamic and intellectually stimulating platform for budding strategists. As one of the most anticipated business competitions, Strategia has set a benchmark for all business-based cultural events in the Chennai circuit, demonstrating its ability to challenge, inspire, and shape the business leaders of tomorrow.

The Grand Inauguration: A Moment of Inspiration

The event commenced with grandeur as **Mr. Ram Mehenth, CEO of XL Tyre Point**, inaugurated Strategia 2025, setting the stage for an exciting day ahead. His address highlighted the importance of strategic thinking in the ever-evolving business world. This was followed by an inspiring speech from **Father Secretary**, who emphasized the significance of holistic learning in business education, and **the Director of LIAC**, who commended the organizing committee's tireless efforts in orchestrating such a prestigious event. Their words resonated with the eager participants, filling the auditorium with an electrifying energy as the competition officially commenced.



Round 1: The Ultimate Business Quiz – A Test of Wit and Knowledge

Strategia 2025 kicked off with a high-energy **business quiz**, designed to test participants' knowledge of global markets, economic trends, and corporate strategies. Teams battled through 50 questions, showcasing their grasp on business fundamentals. It was a true test of awareness, pressure, and deep business acumen.



Round 2: The Business Auction – The Art of Strategic Bidding

Moving forward, participants faced the thrilling **business auction round**, a challenge that simulated real-world decision-making under pressure. Teams had to strategically bid for assets, leveraging their analytical skills and financial knowledge to outmaneuver their rivals.

The air buzzed with anticipation as teams calculated risks, negotiated deals, and sought to gain the upper hand. This round not only tested their financial intelligence but also their ability to think on their feet—a crucial skill for any future business leader.



Round 3: The Case Study Competition – Strategy Meets Execution

The final and most intense challenge of Strategia 2025 was the **case study competition**, where participants were presented with complex business scenarios that required innovative and strategic solutions. This round was judged by **industry experts and seasoned professionals**, who brought their wealth of experience to evaluate the teams. Participants demonstrated remarkable analytical skills, breaking down intricate problems and proposing forward-thinking solutions. The atmosphere was charged as teams presented their strategies, backed by sharp reasoning and compelling arguments, aiming to impress the panel of judges.

Panel Discussion: New Horizons – Shaping Business Strategy Under India's Evolving Economic Framework

One of the standout moments of the event was the panel discussion, titled ***"New Horizons: Shaping Business Strategy Under India's Evolving Economic Framework."*** The session featured a distinguished lineup of experts, including an entrepreneur, a Chartered Accountant (CA), an investment specialist, and a social media influencer. The discussion covered key topics such as emerging market trends, regulatory shifts, and the growing role of digital platforms in business expansion.



Mr. Joshua Madan Samuel shared insights on the challenges of scaling startups and the importance of innovation in business survival and taxation. **Mr Rahul Tatia** and **Mr. Himanshu Solanki** dissected the evolving regulatory environment, explaining how compliance and financial prudence are becoming game changers for businesses. Meanwhile, **Mrs. Lalitha Jayabalan** highlighted the transformative power of digital marketing and personal branding, demonstrating how businesses and individuals can leverage online platforms for exponential growth.

The interactive Q&A session that followed saw students eagerly posing questions, seeking clarity on career strategies, investment choices, and business adaptability. The discussion left participants with a wealth of knowledge, inspiring them to think beyond conventional strategies and embrace innovation in their future careers.

The Valedictory Ceremony: Celebrating Triumph and Hard Work

As Strategia 2025 drew to a close, the **valedictory ceremony** was graced by **Mr. Easwaran Ram**, Vice President at SynProSoft, a Zoho Premium Partner organization, as the chief guest. His inspiring address emphasized the importance of perseverance, adaptability, and continuous learning in the corporate world. The winners of the competition were awarded a grand total of **₹50,000 in cash prizes** along with trophies and certificates, celebrating their strategic brilliance and unwavering dedication.



Beyond Competition: A Tribute to the Organizing Team

Behind the seamless execution of Strategia 2025 was a team of passionate and dedicated individuals who worked tirelessly to bring this event to life. From handling registrations and coordinating logistics to securing sponsorships and ensuring smooth transitions between rounds, the organizing team displayed exceptional teamwork and leadership. Every challenge was met with resilience, every obstacle was turned into an opportunity, and every detail was meticulously planned to create an unforgettable experience for participants and attendees alike.



A Legacy of Excellence Continues....

Strategia 2025 was more than just a competition; it was a journey of learning, collaboration, and inspiration. The overwhelming positive feedback from participants, judges, and attendees underscored its growing impact in shaping future business leaders. The B.Com Honours Department takes immense pride in the success of this year's event and extends heartfelt gratitude to all participants, faculty members, sponsors, and esteemed guests who contributed to making Strategia 2025 a landmark edition. With the bar set higher than ever, the department looks forward to carrying forward this legacy of excellence in the years to come.

-Vansh Moryani

Joint Secretary, B.Com Honours

Loyola College