

**"Mr. Manoj Tirodkar - Special guest at JBIMS"
The Economic Times, Mumbai
10 November, 2003**

Strat Chat

STRATEGYM, the annual business convention of JIBMS (Jamnalal Bajaj Institute of Management Studies), was attended by a bevy of corporates and students. The event saw the likes of Ashank Desai (chief guest), MD Mastek, and Manoj Tirodkar, CEO GTL Limited (special guest). However the highpoint was the panel's appreciation for the papers presented. The winning paper, Screening the Small Screen, had Sam Balsara, CMD, Madison, commenting that his company had spent a few lakhs to access the same data; while Sharan Sharma, Director, TAM, has made a year's data available to the students to test their model. The paper on Private Labels: Brand Pirates (second prize) has been invited by Pantaloons for a presentation before its management; as has Mobile Phone as a Marketing Tool, which got an invitation from Reliance Infocomm.