



ಬಿ.ಎಂ.ಎಸ್. ತಾಂತ್ರಿಕ ಮತ್ತು ವ್ಯವಸ್ಥಾಪನಾ ಮಹಾವಿದ್ಯಾಲಯ
(ವಿ.ಟಿ.ಯು. ಅಡಿಯಲ್ಲಿನ ಸ್ವಾಯತ್ತ ಸಂಸ್ಥೆ)

BMS INSTITUTE OF TECHNOLOGY & MANAGEMENT
(Autonomous Under VTU)

DEPARTMENT OF MBA, BMSIT&M

NAVARASA VAIBHAVVA

{ONE PLACE FOR MANY TALENTS}

PRESENTS

AdRAMA FEST

THEATER X PRODUCTS

10-AUG-2023

2:40pm - 3:30pm

PROFESSOR & HOD

DEPARTMENT OF MBA

DR.BALU L

STUDENT CO-ORDINATORS

CHIKKANARASIMHARAJU HM

RASHMI V

DIGANTH

HARSHITHA HV

FACULTY

CO-ORDINATOR

MR.SAI NIRANJAN

TEAM

MEMBERS:

AUROBINDO A

SUSHMITHA K S

SHUBHASHREE S

SHIVANI U

AANSHIKA

SOMASHEKHAR C G

NIKESHA G

THE STAGE WILL BE YOURS!



BMS INSTITUTE OF TECHNOLOGY AND MANAGEMENT

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Department of MBA

Advertisement Creation Event Report

Event Overview

The Advertisement Creation Event was a creative showcase of talent where 10 teams participated to create and present advertisements for various products and services. The event featured a diverse range of products, including Vodafone, 100 Pipers, Lipstick, Noni, Happident, Camlin Marker, Bingo Tedi Medi, Washing Powder Nirma, Life Insurance, and Fevical. The event lasted for a total of 2 hours, with 90 minutes allocated for preparation and 30 minutes for the presentation of the advertisements. The teams were judged based on their creativity, originality, and effectiveness in conveying the message of the respective products.

