

Public Relations Office
Jamia Millia Islamia

April 8, 2024

Press Release

JMI team secures victory in National Case Study Competition

A two-member student team from Jamia Millia Islamia (JMI) comprising Ansab Amir Khan, from the Department of Management, and Sheikh Humza, from the Department of Electronics and Communication Engineering, have made the university proud by winning the first prize in the Mappls MapMyIndia Business Case Study Hackathon. The team received a cheque for ₹50,000 as cash prize, along with internship and PPO offers at MapMyIndia.

The team from JMI had cleared two rounds for Mappls MapMyIndia online, alongside 550 case submissions from universities around the country, and then competed at the nationals at the BITS Pilani campus, with the final 20 selected teams.

It was a marketing strategization competition focusing on B2C strategies for the Mappls MapMyIndia app and gadgets. The winning team enthralled judges and crowd with their quirky advertisement videos and sharp business solutions. The CEO of MapMyIndia, Rohan Verma, along with seniors marketing strategists and product managers were among the judges, and were impressed by the presentation of the team from JMI.

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