

Marketing Strategies for Start-ups



WTC Navi Mumbai jointly with D Y Patil University School of Management organized a seminar on April 20, 2024. Theme of the seminar was “Marketing Strategies for Start-ups” and nearly 50 participants including start-ups as well as faculty and students attended this important subject seminar. The subject was relevant in the context of recent failures of some well-known and well-established start-ups in India.

Dr. R Gopal Director of DYPUSM welcomed the participants and explained the seminar theme. He gave several examples of start-ups and provided practical insights into their functioning. He also identified the problems faced by the start-ups and suggested solutions to overcome such problems. Mr. Jayant Ghate Advisor WTC Navi Mumbai explained the role played by the WTCs network in helping start-ups in the areas of trade and investment. He also traced the importance of ideas & Innovations among start-ups and how these should connect with the practice and reality. Mr. Jayant Khadilkar Chairman of IMC Chamber Navi Mumbai Committee touched upon how start-ups can avoid mistakes and concentrate on evolving appropriate marketing plans.

Guest Speakers at the seminar were Mr. Dheeraj Kumar of ONDC, Mr. C Bhide of Lithion Power, Mr. K Chidambaram of First Principal Approach and Mr. Gaurang Shetty of Riidl Incubation Centre. They shared their expertise and experiences on the subject. All of them highlighted how the start-ups should develop their own Business Plans, how they should implement their ideas/innovations, how to achieve success and importance of marketing strategies to become successful in exploiting business opportunities. They also shared their own ideas on the topic and suggestions to the participants.

To sum up it was an interesting seminar full of ideas on marketing success for start-ups followed by a lively Q & A session. Mr. Jitendra Sakpal WTC Navi Mumbai proposed Vote of Thanks and added that the participants found the seminar extremely useful and had many interesting takeaways from their participation. He also thanked DYPUSM for its full cooperation and support in making the seminar successful.