IDEA FUSION - Innovative Product Launch Competition 2026

Department: Department of Business Administration (MBA)

Organized By: Mark Vibe Club (Marketing & Branding) under the AUFBLF Banner

Date of Event: September 24, 2026

Venue: MBA Smart Room, Annamacharya University

Executive Summary

Continuing the momentum of active student initiatives, the Department of Business Administration (MBA) at Annamacharya University successfully hosted **IDEA FUSION: Innovative Product Launch Competition** on September 24, 2026. Organized by the **Mark Vibe Club (Marketing & Branding)** under the Annamacharya University Future Business Leaders Forum (AUFBLF), the event provided an exceptional platform for MBA students to showcase entrepreneurial creativity, product conceptualization, and strategic market positioning.

Operating under the tagline *"Where Creativity Meets Opportunity,"* the competition featured **9 competing teams** presenting novel product concepts that emphasized eco-friendly frameworks, market gap analysis, and sustainable branding strategies.

Event Structure & Highlights

- **Dual Presentation Framework:** Competing teams demonstrated their innovation through a comprehensive **PowerPoint Presentation** (covering new product concepts, market gaps, design, target audience, pricing, and sustainable branding) paired with a **Physical Chart Poster Exhibition** visually outlining unique selling propositions (USPs) and eco-friendly features.

- **Faculty Guidance & Support:** The event was spearheaded under the guidance of Faculty Coordinator **Dr. P. Krishna Moorthy**, Professor, whose ongoing mentorship continues to inspire practical business thinking among students.
- **Department Leadership:** Heartfelt gratitude is extended to **Dr. T. Navaneetha**, HOD – MBA, for her continuous encouragement of student-driven corporate expositions and innovation platforms.
- **Student Coordination & Execution:** The event was successfully planned and executed by student coordinators **B. Pavan kumar Naik**, **K. Vinodhini**, and **M. Manoj Kumar**, supported by the dedicated event organizers committee (**G. Siva Mani, Ashraf, P. Kullayappa, M. Venkata Sudheer, T. Vanaja, K. Sruthi, Hemima, and Lokitha**).

Winners & Outstanding Performers

The department extends its warmest congratulations to the winning and runner-up teams for their exceptional product innovation and stellar presentation:

Competition Winners

- J. Zainab
- P. Mehraj
- Hari Panchal Reddy
- C. Chandu
- S. Hemanth Kumar
- Subhasini
- Likitha
- Krishnaveni
- Surendra

Competition Runners-Up

- Shaik Shamshuddin
- G. Srinivasulu
- D. Vikram

- D. Sai Aishwarya
- Revathi
- Mohammad
- Jogendra Varma

Where Creativity Meets Opportunity!

> *"AUFBLF and Mark Vibe Club remain dedicated to transforming creative ideas into market-ready ventures, fostering innovation and leadership among future business professionals."*







