



New Product Development (Product Launch -Innovation) 15th June 2019



New Product Development (Product launch Innovation) as a part of Innovation Management course was conducted in order to give students the platform for learning to understand consumers, markets, and competitors in order to develop products that deliver superior value to customers. This programme also addressed on why is it important for any business enterprise to continuously add new series of product to their portfolio in order to maintain competitive advantage over their Competitors. The competition goes a long way in promoting entrepreneurship among the students.

The entire program was spread for a month where in students undertook research to come with innovative ideas in the fields that was allotted to them. *All the 5 teams came up with ideas which were viable to be launched in the market.*

The finals of the event was conducted on 15th June 2019, the event was presided over by Dr. Basanna Patagundi (HOD Department of Management at Cambridge institute of Technology) in the capacity of Venture capitalist



The Innovation that won the prize was **Unique Bag (Blessed Bags)** with solar panel and Charging port and GPS Attached to it. The innovation was well



defended by the team with excellent Marketing and Finance Module and Launch plans.

The **Winning Team** comprised of student executives: **Rohini J, Bharath J, Rakesh V, Sahana S, Meghashree Hegde, Rithwik Srivastava and Nishita S Nayak**. Well Done winning team! Hearty congratulations to all the participants!

