



A YEAR OF CHANGE

JANUARY 2025

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NOTE FROM THE ASSOCIATE DEAN

My Dear SoBA students,

At NMIMS School of Branding and Advertising, we firmly believe that “**Creativity is a Verb, Not just an Achievement**”. It is not a destination but a dynamic evolving process – an ongoing practice of learning, experimenting, and pushing boundaries. Creativity thrives in action, – a skill fuelled by practice, mind-set, and perseverance.

With the **KASH Philosophy** in mind, we proudly introduce a SoBA photography competition exclusively for you. Apply the KASH Philosophy Through Your Lens:

Knowledge – Explore the art of visual storytelling and understand the impact of a single frame.

Attitude – Develop a keen eye for creativity, curiosity, and fresh perspectives.

Skills – Master the craft of capturing compelling moments and shaping visual narratives.

Habits – Cultivate the practice of finding creativity everywhere and transform ideas into impactful visuals.

Competition Details:

You can choose from six exciting themes and your work will be evaluated based on four distinct judging criteria. Access the details here: [NMIMS SoBA Photography Competition.docx](#).

Grand Recognition:

The best photograph will receive a commendation award at the Convocation Ceremony and will be featured in NMIMS Media.

This is your opportunity to create, express, and showcase your unique perspective. Because creativity isn't just about talent; it is about how you bring it to life every single day.

Stay creative, keep exploring!

Your Associate Dean,
Kiran Desai



गणतंत्र दिवस

Brand India in reflection

As we step into the new year and reflect on 2024 with a keen eye, it's clear that this was a year of remarkable growth, especially in the advertising space. With the economy expanding by 6.5% [1] and India strengthening its global ties, the nation is steadily emerging as a hub for both entertainment and commerce. This transformation hasn't happened in isolation—homegrown brands have played a crucial role in shaping India's journey toward becoming a global powerhouse. Understanding how this will bring change to the Branding and Advertising world is just the first step in the long line of transformation the industry is sure to see.

Several brands have been at the forefront of this change—Biocon secured UK authorisation to launch a generic weight-loss drug, disrupting global pharma markets and setting new benchmarks for affordable healthcare. Meanwhile, Razorpay expanded its digital payment solutions internationally, streamlining cross-border transactions and reinforcing India's fintech leadership. Lenskart reimaged the eyewear retail experience by launching flagship stores overseas and enhancing its digital offerings with AI-powered home eye tests, creating a seamless blend of technology and customer convenience.

Entertainment also played a pivotal role in 2024. Concerts by global superstars like Dua Lipa, Maroon 5, and Ed Sheeran captivated audiences, while Pritam dominated Spotify charts. At the same time, Indian fashion icons like Manish Malhotra and Sabyasachi made waves internationally, showcasing India's rich cultural heritage and modern creativity on large stages like the MET.

As 2025 unfolds, Republic Day stands as a testament to Brand India—an inspiring blend of tradition, technology, and economic leadership that continues to shape the world. We can only begin to speculate how far this transformation will take us, as we begin to evolve into a digital India.

[1] ibef.org



PHOTOWALK

2025
curated by *Through the lens*

On the 26th of January, Through the Lens embarked on a journey to explore Bandra Fort.

Led by TTL club heads Prem and Saloni, the group kicked off the photo walk with a fun competition for the best portrait capture. With the stunning backdrop of the sea link, fishermen, and their boats, Bandra Fort proved to be the perfect starting point for the event. Inspired by the beautiful surroundings, TTL members spread out across the fort in search of the best subjects to photograph.

The members then journeyed to the Mount Mary Church to take in the busy environment outside. As it was a Sunday, the quiet sounds of the Sunday mass were the music that accompanied their photographic journey. As they ventured into the winding streets of Bandra they were met with the colourful graffiti on the walls, shops and buildings which had their own stories to tell.



PEOPLE IN *Frames*



Through the lens







2025

PHOTOWALK

“Organizing the photo walk was an incredibly rewarding and memorable experience. Every step was a blend of creativity and collaboration. Seeing students come together, armed with their cameras and enthusiasm, was truly heartwarming. The event turned out to be not just about capturing scenic shots but also about bonding, sharing photography tips, and exploring hidden gems around the area. The laughter, the exchange of ideas, and the collective excitement made it all so much fun. Watching everyone leave with smiles, amazing photos, and cherished memories made all the effort worthwhile.” Said Prem and Saloni, Heads of the club “Through the Lens” that curated the event.

Scan for more
pictures from
the event



“This event was able to achieve what it set for, to spark creativity in the TTL members, and teach them the art of photography.”

- Viraaj Suchde (Head of Photography, SoBA Snippets)



ECHO

In a world where technology evolves faster than we can comprehend, director-screenwriter Rohan Chavan's short film ECHO explores the impact of artificial intelligence on human relationships.



Rohan Chavan



This 17-minute sci-fi film follows a delivery executive who encounters an AI named ECHO, leading to reality-altering events.

Chavan's fascination with AI stems from Ray Kurzweil's book *The Singularity Is Nearer*, which explores singularity theory—when self-directed computers achieve “Superintelligence” and transform the world. Inspired by this, ECHO highlights the unsettling reality of AI seamlessly integrating into daily life, often unnoticed.



Chavan warned, “AI’s potential to morph technology without any accountability, is a slippery slope”, pointing to tools like OpenAI’s ChatGPT as examples of unregulated information generation.

Through ECHO, Chavan raises critical questions about humanity’s reliance on technology. Concerned about AI overshadowing human creativity and autonomy, he urges audiences to reflect on their interactions with technology.



“People use AI to make work easier and faster,” he continued, “but then spend the time saved doomscrolling on social media.” This ironic cycle, he believes, reflects technology’s adverse effects on creativity, mental health, and human connection.

Despite budget constraints, Chavan prioritised authenticity, shooting ECHO with a small crew at real locations and using minimal special effects. A key scene (no spoilers) features real people on the street using their phones, to break the fourth wall and to emphasise the film’s emotional depth and philosophical themes.



ECHO has earned widespread acclaim, with its selection at the Prague International Film Awards 2024, validating Chavan’s vision. “It’s an honour to see the story resonate internationally,” he shared. As he continues exploring themes of science fiction and human consciousness, Chavan’s work promises to remain both relevant and thought-provoking. The Film is available on Amazon Prime in India and the UK.



Watch the full
interview here
↩

SoBA Startups

Shreyansh Rana, Who joined SoBA in 2024, shares his vision on for his brand **Turbo Mediaworks**, turned his passion for filmmaking into a thriving media agency in December 2023. Starting in 9th grade, his journey saw him lead as filmmaking club president in 11th grade and land his first freelance client in 12th grade. What began as a two-member team now operates with 10 members across Delhi NCR, Chandigarh, and Mumbai.

What does he have to say?

SS: *What inspired you to start Turbo Mediaworks, and what's the story behind its name?*

SR: *Filmmaking became my passion in 9th grade. By 12th grade, my work gained recognition, and I landed my first freelance client. This journey inspired me to launch Turbo Mediaworks with a junior from my filmmaking club.*

SS: *What sets Turbo Mediaworks apart from other media agencies?*

SR: *Our creative video services, seamless communication, & project transparency make us stand out.*

SS: *What is your process for identifying & onboarding the right clients?*

SR: *We consider niche, long-term potential, portfolio diversification, & budget alignment. Exceptions are made for clients offering goodwill/strategic connections.*

SS: *What advice would you give someone aspiring to start their media agency?*

SR: *Obsess over your craft, not money. If your work is outstanding & you put in the effort, the money will follow.*

SS: *Are there any mistakes or setbacks from past campaigns that taught you valuable lessons?*

SR: *I learned the importance of strong documentation after losing ₹50,000 due to missing clauses in our terms. Clear legal documentation is crucial.*



SS: *What are your long-term goals for Turbo Mediaworks?*

SR: *I aim to scale Turbo Mediaworks to a 9-figure business in the next five years & launch more startups currently in R&D.*



- Khushi Parekh

PROFESSOR SPOTLIGHT



Professor Sanjeet Chowdhury, the newest member of SoBA Faculty, makes his Snippets Debut!

A social media and data transformation expert by experience, he is committed to empowering students with actionable success strategies, and is an expert in leveraging data-driven insights and mastering the ever-evolving landscape of social media.

SS: How has your experience been so far?

SC: My journey at SoBA has been rewarding, I've had the chance to mix and mingle with various elements of SoBA—not just classroom teaching but also events, interacting with faculty, and learning from senior professors. The college has a fantastic library I frequently visit. The students are bright, engaging, and open to two-way communication, allowing me to share my learnings while learning from them as well.

Meet

**PROF. SANJEET
CHOWDHURY**





SS: What inspired you to become a professor, and what keeps you passionate about teaching?

SC: I have 10 years of corporate experience in publishing, PR, education, nonprofits, and healthcare across India, the US, and Canada. After earning my MBA in Bombay, I recognised academia's gap in practical skills for workplace success. Now, I aim to return to academia to help ensure students are job-ready after graduation.

SS: What skills do you believe are most important for students to develop for success in our field of branding?

SC: Branding requires strong people management skills, treating individuals as key stakeholders. Hands-on sales experience with wholesalers, retailers, or consumers is essential for understanding the audience and shaping the brand. Being tech-savvy and staying updated with advancements like AI is vital for success in this field.

SS: Do you have specific advice for the students of SoBA as they continue their learning journey?

SC: Having a positive attitude and staying updated are crucial for students. Certifications in digital marketing and coding add value, while extracurricular activities at SoBA support overall development. Combining technical expertise, cultural involvement, and soft skills creates well-rounded professionals.

SS: What's the best advice you've ever received?

SC: I've learned valuable lessons from mentors that shaped both my professional and personal life. Understanding team dynamics, viewing setbacks as learning opportunities, and being patient is crucial. By staying aware, prepared, and learning from mistakes, I can seize opportunities when they arise.



- Aryaa Girkar



No Backpack
DAY

Microtrends

As the clock struck midnight on New Year's, millions across the world embraced an unusual tradition: eating twelve grapes in twelve seconds, under a table. Originating in Spain, this custom quickly went viral on Instagram and TikTok, with people sharing their own versions to attract love, good luck, and prosperity.

Love, Luck & Grapes

Each grape represents a month of the year, with sweet grapes symbolising good fortune and sour ones indicating challenges. What began as a regional tradition has now become a global phenomenon, particularly popular among younger generations eager to create memorable and shareable moments.

The twelve grapes of New Year's Eve may have started as a playful superstition, but they have evolved into a global trend. Beyond the promise of love and luck, this tradition adds a healthy twist, as grapes are rich in antioxidants and vitamins, making it a refreshing way to start the year. Whether or not you believe in the magic of the twelve grapes, there's no denying that this trend has captured the spirit of renewal and is undoubtedly here to stay.

In India, Blinkit was surprised to find green grapes as the most purchased item on New Year's Eve last year, highlighting the trend's widespread appeal. This challenge became a fun way to welcome the new year, demonstrating how a simple custom can connect diverse cultures.

-Kashvi Mahajan



scan for
more

BORN TO CHANGE:

THE JAGUAR REBRAND DISCOURSE



Jaguar was once defined by its timeless charm and authenticity, but following this controversial rebrand, unveiled on November 19, 2024, It evokes the feel of a “colourful robot” according to netizens. After years of niche positioning, Jaguar has caused an uproar on social media, sparking widespread discussions not just amongst automobile and marketing enthusiasts but across a much broader audience.

The first phase of Jaguar’s rebrand involved updating their logo to a futuristic font, symbolizing their pivot toward a focus on electric vehicles. They also introduced a new tagline, “Copy Nothing,” which emphasizes their commitment to uniqueness (mission accomplished!). However, the most polarizing aspect of this rebrand was a video they released, featuring models in vibrant, colourful clothing—without a single car in sight. Elon Musk succinctly captured the collective sentiment when he responded to the video with a tweet: “Do you sell cars?”

The main issue with this rebrand seems to lie in the drastic contrast between Jaguar’s traditional image and this new direction, which has left many feeling uncomfortable due to the resulting cognitive dissonance. However, if Jaguar’s goal was to grab attention, they undeniably succeeded.



NEWSLETTER TEAM

EDITORS & CO-HEADS

Akriti Shrivastava, Batch 26'
Shreya Sharma, Batch 26'

HEAD OF DEPARTMENTS

Kopal Jain, Batch 26'	Designing
Khushi Parekh, Batch 26'	Reporting
Hrishita Kapadia, Batch 26'	Social Media
Viraaj Suchde, Batch 26'	Photography & Tech

REPORTERS

Neeshiva Gandhi - Batch 27'
Yashna Ghai - Batch 27'
Hridant Ashar - Batch 27'
Naisha Desai - Batch 27'
Aryaa Girkar - Batch 27'
Siya Mantri - Batch 27'
Riya Somani - Batch 27'
Kashvi Mahajan - Batch 27'
Tanisha Chadha - Batch 27'

DESIGNERS

Aanvi Mohanty - Batch 27'
Dhruvi Bhabhera - Batch 27'
Dhairya Arora - Batch 27'
Dakshyani Agarwal - Batch 27'
Inayat Nandwani - Batch 27'
Siya Mantri - Batch 27'
Riya Somani - Batch 27'
Disha Gupta - Batch 27'
Netal Somani - Batch 27'

PHOTOGRAPHY

Viraaj Suchde - Batch 26'

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