

# AURORA

EUPHONY; A HARMONY OF VOICES, CREATIVITY, AND CELEBRATION



SEPTEMBER 2025

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# FROM THE DEAN'S DESK

My dear SoBA Community,

This phase of the academic year reflects steady growth. It is a time when enthusiasm settles into purpose, and learning begins to feel more deliberate. As the year progresses, this is the moment to refine skills, strengthen perspectives, and engage more deeply with the disciplines of branding and advertising.

To our students, this journey is about more than acquiring knowledge. It is about learning how to observe culture, understand people, and communicate with clarity and intent. Each assignment, discussion, and collaboration is shaping not just your professional abilities, but also your sense of responsibility as future brand leaders.

To those nearing the next chapter of their lives, remember that meaningful progress often comes with uncertainty. The creative industry values resilience as much as talent, and growth requires the willingness to adapt. What you build here will become the foundation for how you think, create, and contribute in the years ahead.

As you move forward, I encourage you to stay curious, remain disciplined, and trust the process.



# SGT 25' YIN YANG



The headline event of the year, SoBA's Got Talent (SGT), was held on the 3rd and 4th of September. Centred around the theme of Yin and Yang, the event beautifully showcased this concept through every performance, blending diverse dance styles, fashion choices and music genres into an unforgettable experience.

To set the stage, Gia Fernandes and Arnav's opening act sent shivers down the audience's spine. Gia owned the stage like a true rockstar, her powerful voice and precise notes filling the room, while Arnav's confident hold on the guitar added depth and energy. Their mash-up of Home and The Night We Met was the perfect start to this talent-filled event, setting the tone for two days of magic.

Another standout performance was the Zephyr filler on Day 2, which profoundly captured the Yin and Yang theme through a fusion of Indian Classical and Contemporary dance styles.

The delicate grace of Classical paired with the bold, expressive nature of Contemporary created a visually captivating harmony. This seamless blend of tradition and modernity left a lasting impression, making it one of the event's highlights.

Then came the most-awaited act of SGT - the Saredrama filler! They lit up the stage with fresh talent and unstoppable energy. Living up to the hype, the Saredrama act truly brought iconic Bollywood characters to life on one platform. From the 90s charm of Kajol to the 2000s glamour of Katrina, Ranveer and Deepika, the act spanned eras of cinema with humour and flair. Though staged as a filler, it undeniably stole the spotlight.

It's safe to say that SGT 2025 was a huge success, where every participant left as a winner. Beyond the big moments, several other performances deserve special mention.

Anushka Sinha and Prisha Zaveri's Ardhanareshwar Classical dance, Ridhima and Karan Rao's soulful duet (with Ridhima's exceptional vocals shining through), and Atelier's striking recreation of Yin and Yang all stood out. Adding to the variety was Param's flute recital, a desi touch that we have always loved.

While every act captured the spirit of Yin and Yang, the atmosphere in the room reflected it just as strongly. From the freshness and excitement of the FYs to the nostalgia and bittersweet feelings of the TYs, it truly was a show of perfect balance; a Yin and Yang in itself.

-Aashna, Likita, Kartikay





# गणेश chaturthi

**Ganesh Chaturthi**, the vibrant festival celebrating Lord Ganesha, marks the beginning of joy, devotion, and togetherness. Observed with great enthusiasm across India, it symbolizes new beginnings, wisdom, and prosperity. From grand pandals to simple home rituals, the festival unites communities in prayer, music, and festivities, spreading positivity and devotion.

Chaturthi is one of the most celebrated festivals in **Mumbai**, with the city bursting into life with colour, devotion and unmatched enthusiasm. The birth of Lord Ganesha is honoured through grand public pandals such as *Lalbaugcha Raja*, as well as smaller home idols, together weaving a beautiful sense of community. All while the streets echo with devotional songs, traditional music and vibrant processions.

For outstation students, this festival in Mumbai often feels unlike anything they have experienced back home. While in many parts of India the celebrations may be more personal or community-focused, Mumbai transforms the occasion into a city-wide spectacle. Every neighbourhood, institution and corner is lit with devotion, making it both overwhelming and **heart-warming** for newcomers.



# गणेश Aarti

## SoBA'25

Naturally, this **larger-than-life spirit** found its way into NMIMS School of Branding and Advertising (SoBA), where students brought the festive energy onto their own campus.

Over the span of two days, **Ganpati Bappa** was welcomed on August 26th and bid farewell on August 28th. The first-floor passage was adorned with vibrant decorations to house the idol, creating an atmosphere filled with warmth and devotion. Daily aartis and enthusiastic student participation mirrored the city's **radiant spirit**, bringing the campus together in joy and togetherness.

The celebrations culminated in the **Visarjan**, which carried deep emotional significance. Just as across Mumbai, the farewell ritual at NMIMS SoBA was performed with heartfelt prayers and songs, blending joy with devotion. For many, being part of this moment was not only about embracing tradition but also about feeling connected to the **very heartbeat of Mumbai**.

- Dia Chaudhry, FY-B

*“While Lord Ganesha departs with the promise of returning next year, the bonds of unity and belonging that the festival inspires remain with the students long after the celebrations end.”*



# BEYOND THE MIC

## 'THE VOICE BEHIND SPOTLIGHT'

At just 12 years old, Aarin voiced the iconic Mowgli for Netflix's *Mowgli: Legend of the Jungle*. Since then, his journey has spanned dubbing studios, prestigious theatre stages and unbeaten runs at intercollegiate fests. In a conversation at SoBA, Aarin shared insights into the art of voice acting, his love for theatre, and the philosophy that drives his success.

In his dubbing career, he highlights the hard work it takes to bring a character to life behind the microphone. Unlike mimicry, dubbing is about capturing emotion and matching tone, not copying voices. He describes the recording booth as a silent, enclosed world where every feeling must come alive without an audience. Sometimes a single line can take as many as 25 retakes, and since scripts are often not shared in advance, there is space for quick improvisation.

Yet, theatre remains his true passion. From playing Gandhi on stage at the prestigious Jamshed Baba Theatre to embodying characters in classics like *The Merchant of Venice* and *Madagascar*, he values how theatre sharpens listening and presence. "In theatre, it's not about waiting for your cue, it's about truly hearing the other actor," he says, emphasising the discipline and depth that stage work demands.

Another defining chapter of his journey was his undefeated run at intercollegiate festivals. Known as the "King of Intercollegiate Fests," he led a 200-member team across performing arts, sports, literature, and fine arts, winning more than 11 events in a row. For him, the experience was less about trophies and more about teamwork, collaboration and exposure.

Whether through the patience required in dubbing, the discipline of theatre, or the teamwork of intercollegiate fests, each experience has shaped his philosophy on success. Success, he believes, comes down to persistence. His mantra is simple: "Hard work always beats talent." Be it behind the mic or under the spotlight, Aarin continues to prove that true.

-Saiesha Naik, FY-E



- As a kid, dubbing Mowgli made him feel like a hero in school, with newspaper articles written about him.
- Recording booths are so soundproof that even internet signals don't work inside.
- His unbeaten streak wasn't a solo achievement; he led a 200-person squad!
- Mimicry and dubbing artists are different!!

Scan to watch interview!!



# SOBA ALUMNI

From her vibrant days at the School of Branding and Advertising, NMIMS, *Saakshi Chadha* has gone on to make a name for herself in the world of advertising. Known for her creativity, curiosity and fearless approach to new challenges, she exemplifies how the lessons, friendships and experiences at SoBA can shape a thriving professional journey.

SS: What was your favourite part of your time at SoBA?

SC: At SoBA, every day felt exciting, but what I valued most was meeting new people. My talented, diverse classmates brought fresh perspectives and new insights to every project, which was incredibly inspiring. By switching groups often, I got to collaborate widely and build lasting friendships, my most cherished takeaway from three years at SoBA.

SS: Were there any internships, projects, or experiences from college that helped you stand out?

SC: At SoBA, my peers and I launched a student-led podcast that quickly gained traction, even drawing an acquisition offer which we ultimately declined. For me, it was less about content creation and more about learning discipline, teamwork, and how to apply classroom lessons to the real world. I believe college is the perfect time to build habits, explore skills, push boundaries before stepping into professional life, and also to build a “say yes” mindset, which in turn built my confidence and adaptability.





SS: Would you recommend any professional organisations, conferences, or networks to join?

SC: With three years in advertising, I now work at BBH, part of the Publicis Groupe, where I truly value the phenomenal learning and leadership. I believe there is no single “right” career path. Big agencies offer marquee work, while smaller ones provide broader roles. My advice to students is to attend industry events, showcase your work on LinkedIn, and reach out to leaders. A simple message can open big doors.

SS: What challenges did you face after graduation, and how did you overcome them?

SC: Challenges usually feel bigger before you tackle them. Once you make it to the other side, you often wonder why you were ever so worried. My approach is practical: break a challenge into small, objective steps, ask yourself “what is the next thing I can do?” and let momentum follow. Over time, daunting tasks become manageable and your confidence grows.

SS: What advice would you give someone about making the most of their time at college?

SC: My advice to students is simple: have fun and stay curious. Saying yes to opportunities, building genuine friendships, and practising small stress-busting habits such as quick walks make college truly meaningful. For me, these little habits, along with an openness to learn, carry forward well beyond campus life.

-Harshini Jain FY-E

**"You are a culmination of what you do when no one is watching."**

----- AD TALK -----

*It's the* DENIM SEASON

In an age where fashion, identity and messaging intersect more publicly than ever, the right statement matters.

GAP Inc., founded in 1969 by Donald and Doris Fisher, has grown into a global retail leader, known for promoting equality, inclusivity and sustainability through its brands. Gap's recent campaign, Better in Denim,

launched on 19 August, featured the multicultural and popular girl group Katseye dancing to Kelis's Milkshake.

The campaign garnered significant attention and praise for its inclusive approach, bringing diverse ethnicities and cultures together while highlighting how denim is for everyone. Its energetic, vibrant and Y2K-inspired aesthetic engaged Gen Z consumers effectively. The campaign celebrated individuality and authenticity, striking a chord with audiences through its music and choreography. Viewers were captivated throughout by the catchy tune and eye-catching dance moves.

In today's world, 'equality' is more than a buzzword; it is a core value, especially for younger generations who demand fairness. GAP tapped into this cultural shift to craft messages that resonate deeply with audiences valuing unprejudiced and unbiased representation and stay aligned with its original motto of inclusivity.



19 Forbes

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## Gap's Viral Katseye Ad Comes After Controversial Sydney Sweeney American Eagle Spot

## BUSINESS INSIDER

NASDAQ R +0.43% S&P500 R +0.11% AAPL R +0.88% NVDA

周易入门

The Gap Katseye ad is a masterclass in sticking to what works

U.S. NEWS

Home / Entertainment News / Katzenbach's Gap Ad Hit 400M VI...

## Katseye's Gap Ad Hit 400 Views in 3 Days. What Happened Next?

Global girl group Katseye has quickly risen to fame

Better in Denim quickly became one of Gap's most viral campaigns, boosting sales and earning praise for its keen understanding of its audience and marketing strategy. Its timing, shortly after a controversial American Eagle campaign featuring Sydney Sweeney, also demonstrated strategic planning. In that ad, Sweeney says, "Genes are passed down from parents... My jeans are blue," using a wordplay on genes and jeans that drew outrage for allegedly promoting eugenics. The campaign was further polarised by public commentary, including support from Donald Trump, which sparked debate around beauty standards.



Some consider this controversy a brilliant marketing strategy, noting that digital engagement often increases when audiences interpret messages provocatively, even when the intent is subtle.

Overall, this episode highlights the critical importance of cultural sensitivity in branding and the value of authentically connecting with audiences. While one campaign ignited a digital firestorm, the other subtly won public favour. In the world of advertising, it is crucial to consider the type of audience you aim to attract and to resonate with their values to capture attention and communicate the right message effectively.

-Tyisha Sheldekar, FY-E

[megharao](#) Edited • 3d

Was doing some back to school shopping today at the mall with my daughter and I stopped to take a picture of this @gap ad. a stunning Indian model with a nose ring, bindi, and om necklace.

Saya turned to me and asked why it was such a big deal and why I was taking a picture of it.

That's when I realized...for her, seeing people who look like her in the mainstream is simply normal.

For me, it was a powerful reminder that our kids get to grow up with the kind of representation 7 yr old me could only dream of. That little girl who always wondered why a face like hers was



## GAP X Katseye

# Placement Chronicles

## with Saffron Mahajan



We had the chance to interview Saffron Mahajan, a proud graduate of SoBA, who is currently working at the founder's office of Naagin. During her time at SoBA, she actively participated in numerous events, serving as a Student Placement Coordinator, Head of the Brand Storm Club, and HOD for the creative departments of Double Tap.

**SS (SoBA Snippets):** Have you noticed any changes in your personality and confidence since joining SoBA? What skills has this college given you?

**SM (Saffron Mahajan):** I used to mostly interact within my close circle of friends. SoBA taught me how to connect with people beyond that group, whether in events, clubs, or tests. My public speaking skills improved considerably, and moments like being invited back as an alumni panel speaker showed me how far I had come. SoBA didn't just give me skills; it gave me confidence and real opportunities to apply them.

SoBA wasn't just college for Saffron—it was where she found her voice, honed her skills, and built the confidence to take on bigger challenges.

**SS:** Do you think the faculty, your batchmates, and former club heads helped you navigate college life and make the most of it?

**SM:** Absolutely. Being surrounded by diverse personalities exposed me to different ways of thinking. Sometimes you feel motivated, other times discouraged, but either way, you learn a lot about yourself. For example, if I didn't like how a club head handled a situation, I realised that's not how I want to lead. On the other hand, seeing qualities I admired in faculty inspired me to build them in myself. This reflection helped me grow into the person I wanted to be.





SS: Were there any roles during events, clubs, or fests that helped you professionally?

SM: I took on many roles at SoBA, but the one that shaped me the most professionally was the placement committee. It demanded discipline, promptness, and attention to detail. Managing students, events, and HR interactions taught me to coordinate under pressure, draft professional emails, and communicate effectively. These skills directly translated into my professional growth.

**SS: Did the placement cell play an important role in helping you land your current job?**

SM: Definitely. I used to be nervous about professional conversations and interviews with HR. Being part of the placement cell changed that completely. The fear disappeared, and I realised it's simply about being yourself. The cell organised mock interviews, resume-building sessions, and provided easy access to opportunities. I just had to show up, give my interview honestly, and present my skills. That's how I landed my first job, and I'm truly grateful.

From leading placement drives to returning as an alumni speaker, her journey is proof that stepping out of your comfort zone opens doors to real growth.

-Risha Sahani- FY E



A special thanks to Priyanshi Ma'am and the entire placement team- Raveena, Samridhi, Ronit, Aditya, Ritika, Soumya, Hrishita, Aryan, and everyone else who made this journey smooth. Being SOBA's first-ever placement committee, they set a benchmark of excellence and support.

# MOMENTS THAT PLAY ON

Think about the last time you watched a big sports match. You were probably in the middle of a huge crowd, in a stadium, with family, friends, or even at a random restaurant with strangers. No matter where you were, the emotions were the same: the anxiety, the suspense, the celebrations. Sports create moments we never forget and memories that last a lifetime.

We must admit, although not everyone is a sports fanatic, SPL fever had completely taken over SoBA, and everyone looked forward to and enjoyed the SPL weekend. Events like this go beyond the game itself; they are about the memories made with friends, the thrill of cheering for favourite teams, and the adrenaline rush when your team scores the winning goal.





This sense of togetherness isn't just felt on our campus. Cricket, a sport that is arguably the nation's heartbeat, brings the entire country together on important match days. Plans are made, victories are celebrated, and losses bring collective heartbreak. I still remember India's tragic loss against Australia in 2023; it felt like a day of mourning. But the following year's victory turned into an even bigger celebration, reminding us of how deeply sports bind us as a community. Cricket fans or not, the entire nation is affected by this sport.

There is something about sports that gives everyone a sense of belonging and community, on and off the field. For athletes, relationships between players affect coordination and performance as a team. For spectators, it can be many things: being in a stadium with hundreds of thousands of others who share your passion, vibing to the music during halftime, or joining in on the wave as it moves around the crowd.

Sports aren't just about a scoreboard or athleticism; they are about the moments we remember long after the match is over. We might not recall who wins every game we watch, but whether it is tennis at Wimbledon or the IPL on the screen at home, what stays with us is the spirit of the game and the memories shared with the people we love.

-Dhanishka Mane, FY-F

# THE SCREEN

## GAME BEHIND

Remember when you were a child, rushing home after school to watch your favourite sport? Cheering for your favourite team or player? That thrill was unmatched, wasn't it?

Nowadays, much of that excitement has shifted to social media. It has it all: match scores, instant news, highlights, everything. As much as we may hate to admit it, social media has us all consumed in its various forms. We wake up to it and use it until the very last moment of our day.

Just as each social media app has its purpose and speciality, so does each sport. Take football and WhatsApp, for example. Both bring the world together and provide a common ground to connect. There are many interesting parallels between sports and social media.

Next up, cricket! Cricket reminds us of YouTube. It appeals to all age groups and is something everyone can talk about and connect over. Its long history and structure mirror YouTube's content: cricket shows highlights, top moments, and curates a player's best performances, much like YouTube offers shorts, live videos, and trending content.





Basketball, on the other hand, is Instagram. Both cater mainly to youngsters, and both require quick thinking and agility. Just as basketball players must stay on their toes, Instagram thrives on fast-paced content: reels, stories, posts; all designed to keep the audience engaged in the moment.

Lastly, an indoor sport: chess. Yes, chess is LinkedIn. Smart strategy, careful positioning, and building connections are key in both. In chess, every move matters and is considered with the next steps in mind. Similarly, when creating a LinkedIn profile, every detail should be planned carefully, considering how others will perceive you.

Ultimately, we are still drawn to the same kinds of experiences we loved as children; only the medium has changed. Who would have thought that the games we played then and the platforms we use now would have so much in common?

-Saanvi Jog, FY-E





# SOBA PREMIER LEAGUE



# THE ULTIMATE SHOWDOWN: SPL 2025

The much-awaited SoBA Premier League (SPL) lit up the campus with unmatched energy, fierce competition and unforgettable memories. With a line-up of games including Tug of War, Kho Kho, Football and Cricket, the event brought together teams who gave their all on the field while the crowd cheered with equal passion.

The Tug of War kicked things off with raw strength and roaring chants from the sidelines, showing that unity and collective effort always outweigh individual might. Kho Kho highlighted strategy and lightning reflexes, reminding us of the importance of agility, focus and quick decision-making.

Football followed with dramatic goals, near misses and last-minute saves, demonstrating how precision, teamwork and resilience can turn a game around in seconds. Finally, Cricket, the crown jewel of SPL, tested endurance and patience, proving that persistence and strategy pave the way to ultimate victory.

However, no true sporting spectacle is complete without its fair share of drama. Heated arguments, on-field clashes and intense rivalries only added to the fire of competition, reminding everyone that SPL is not just about sports, but also about pride and passion.

After days of grit and determination, it was Runal's Rakshas who emerged as the ultimate champions of SPL 2025, while the spirited Rishabh Raiders took home the runners-up title. Through the intensity, one group kept the atmosphere balanced; Autizmen, whose witty and comedic commentary provided much-needed relief. Their humour not only lightened tense moments but also brought endless smiles to players and spectators alike.

SPL 2025 was more than just a league; it was a showcase of passion, perseverance and the unbreakable SoBA spirit. From every nail-biting goal to every victorious cheer, the event captured the thrill of competition and the warmth of camaraderie, leaving memories that will surely be remembered.

-Twisha Sharma, FY-B, Jiah Shah, FY-B



# SODA PREMIER LEAGUE



# SIPS chedules

Teachers aren't just here to give lectures; they've got stories, secrets and advice that you won't find in any textbook. SoBA Snippets sat down with a couple of our favourites to ask some playful questions and get their take on life, work, and everything in between. Get ready to peek behind the classroom curtain.



## RISHIKA MA'AM

Q: What is the best perk you've ever enjoyed at a job?

A: Flexible work timings. Teaching allows me to manage my schedule, and that has been the best perk I've had.

Q: What would you do if you won the lottery and decided to stop teaching?

A: I will never stop teaching. It is my passion and something I truly love. If I did win the lottery, I would start my own startup with the money.

Q: What do you wish you had known as a student that you know now?

A: I wish I had understood the power of social media and how beneficial it could have been during my college days.

Q: What is your favourite memory from your own college days?

A: I used to have a sea-facing classroom, and I loved looking outside. That is probably my favourite memory from college.

## SWATI MA'AM

Q: What would you like to do when you retire?

A: That's a good question! I have thought about it a lot, and I would love to continue scaling new heights. I don't have a relaxed soul, so I don't think I'd just take it easy after retirement.

Q: What is the best perk you've received at a job?

A: I had the chance to shoot with the Indian cricket team in Africa for three days and interact with them. That was the best memory and perk I've ever had.

Q: What is the one thing every student should experience in college?

A: There isn't just one experience I would like for students to have; there are many. But overall, I hope students come out as better and calmer versions of themselves. Do everything you can, except the big no's, and most importantly, just have fun.

Q: If you won a lottery, what would you do with the money?

A: I would travel the world.

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