

NEGOTIATOR NEXUS

DAY 1: 06/07/26 (Monday)

TIME: 3:45 PM to 5:15 PM

VENUE: SCHOOL AUDITORIUM



Event Details:

Negotiator Nexus is a high-energy business simulation event designed to test participants' negotiation, strategic thinking, decision-making, and persuasive communication skills. Participants take on the role of business consultants tasked with reviving a struggling brand through strategic acquisitions and business planning.

Working with a limited budget, teams must compete against one another to acquire the right combination of products, brand ambassadors, and industry professionals to rebuild a brand and maximize its market potential. The challenge lies not only in making strategic purchases but also in justifying how those acquisitions contribute to a successful turnaround strategy.

Round Overview:

Round 1: The Bidding Arena

Each team will receive ₹25 Crore (play money) and participate in a competitive bidding process. Teams must strategically acquire at least one option from each of the following categories:

- Brand to be Revived
- Product Line
- Brand Ambassador
- Industry Expert / Professional

The objective is to create the strongest possible brand revival portfolio while remaining within budget.

Round 2: The Revival Strategy

Teams will prepare a revival strategy explaining the challenges faced by the brand, the rationale behind their acquisitions, the target audience, brand repositioning approach, and the expected impact of the revival plan.

Round 3: The Boardroom Pitch

Teams will present their revival strategy before a panel of judges. The presentation should demonstrate strategic thinking, budget utilization, brand fit, creativity, and market understanding.

Rules:

- 1.Teams must consist of 4 members.
- 2.Each team will receive an equal virtual budget.
- 3.Teams must acquire at least one item from each category.
- 4.Decisions taken during bidding are final.
- 5.Internet access will not be permitted during the event.
- 6.The decision of the judges shall be final and binding.

Event Coordinators:

Mr. Hrithik Srivastava, Ms. Jigyasa Dwivedi

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