



**M.O.P Vaishnav College for Women (Autonomous)**  
**Chennai 600034**

M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, TV Lane, Nungambakkam High Road  
Chennai-600 034

**DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)**

# **BREAKFAST WITH CEO**

**2016-2021**



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**BREAKFAST WITH CEO**

**ABOUT BREAKFAST WITH CEO**

Breakfast with CEO envisaged by Dr Lalitha Balakrishnan, Principal MOP Vaishnav College was initiated to facilitate the management students to have a live informal interaction with CEO and Cxo's of organizations and to encourage participative learning by way of active learning process, understand and apprehend the challenges , opportunities and way forward of the corporate world,

The department has organised plethora of the series year wise and the details are as listed below:

**DATE OF THE EVENT:** 24 JANUARY 2020

**NAME OF THE CEO:** MR. VINODH .C, BACKTRAC Pte Ltd

**SESSION TOPIC:** CHALLENGES OF STARTING AND MANAGING A COMPANY





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### SESSION TAKEAWAY

With rising dynamics of business and changing business volatile environment, Founder of Backtrac, Mr Vinod addressed that biological intelligence, aggressive personality and hard riving skill is no longer a vital component for leaders. The new age leadership skillset demanded unlearning and imparting skillset of user experience , diffused compassion, storytelling the best practices of organisation and exponential thinking to name a few.

**DATE OF THE EVENT:** 16 JULY 2019

**NAME OF THE CEO:** MR. SANTOSH MURUGANANDHAM, KOLAPASI

**SESSION TOPIC:** CHALLENGES IN A NEW VENTURE



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Affiliated to University of Madras and re-accredited at  
"A" (3.56) Grade by NAAC

POST GRADUATE DEPARTMENT OF  
BUSINESS ADMINISTRATION  
PRESENTS

*BREAKFAST WITH CEO*

**CHALLENGES IN A NEW VENTURE**

by  
**Mr. Santhosh Muruganandham**  
Founder, Kolapasi

Date : 16th August 2019  
Time : 10 AM  
Venue : 1A2



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### SESSION TAKEAWAY

Mr. Santhosh narrated the story of inception of Kolapasi started with one man's hunger to solve a problem. When Santhosh Muruganantham returned from the US he craved warm, homely, yummy food that would satisfy his hunger. But with both him and his wife working, this kind of food was hard to find. Regular restaurants did not satisfy this craving. Santosh's problem-solving mind got to work and he along with couple of his close friends Adithya and Padmanabhan came up with an idea for a brand that was accessible for people without any of the extra fills. With a simple delivery and takeaway menu that doesn't compromise on quality and meals that satisfied everyone's craving – Kolapasi was born.

**DATE OF THE EVENT: 29 AUGUST 2019**

**NAME OF THE CEO: AHALYA, FOUNDER AHALYA JEWELLERY**

**SESSION TOPIC: COLOURFUL ASPIRATIONS**





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### SESSION TAKEAWAY

Ahalya spoke about creating a difference in a traditional industry rampant with immense competition from the traditional sellers and the new age marketeers. She spoke extensively about creating customer experiences and ensuring customers are constantly engaged through one's business.

**DATE OF THE EVENT:** 1 SEPTEMBER 2018

**NAME OF THE CxO:** Mrs. BHARATHI BHASKAR, SENIOR VICE PRESIDENT, CITI BANK INDIA

**SESSION TOPIC:** KEEPING YOUR PASSION ALIVE





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**SESSION TAKEAWAY**

Bharathi Bhaskar, a well-known and versatile speaker, is a senior vice president in Citi Bank has completed her Post Graduation in Business Administration from **Anna University**. She began giving her speeches from her **school days**. She is a public speaker for more than ten years. Bharathi Baskar conducted many programs like “**Magalir Panchayattu**” and “**Vaanga Pesalam**” aired on Sun TV. She also wrote many short stories that were published by the Tamil Magazine “**Kalki**”. The Breakfast with CEO session threw light on the challenges and opportunities in corporate for women and shared few interesting real-time situations

**DATE OF THE EVENT:** 14 DECEMBER 2018

**NAME OF THE CxO:** Ms. SUREKHA RAJ, MANAGING DIRECTOR, SKYLARK

**SESSION TOPIC:** VENTURING INTO A BUSINESS IDEA



**SESSION TAKEAWAY**

Skylark is an organization with young energy and enthusiasm, focused towards a wide range of Human Resource & Business Solutions which includes Placement, Staffing, Corporate Training, Orientation, Career Counseling and Higher



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Education Assistance, Events, online & media assistance, auditing, legal & financial management. Surekha hails from hard-core marketing and operations background with over 12

years of experience. She motivated the session with the mantra that networking is the only vital key to be sustainable in organization.

**DATE OF THE EVENT: 4 AUGUST 2018**

**NAME OF THE CEO: Mr. VIJAY, FOUNDER GO BRAND 360**

**SESSION TOPIC: BRANDING IN THE NEW AGE**



### SESSION TAKEAWAY

Mr Vijay Sekar is a seasoned professional in the advertising field with over 20 years of experience. He spoke about the steps involved in creating and designing an advertising campaign right from the inception stage. He also highlighted the challenges involved in the field and



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touched

upon real time examples of campaigns that became a hit and the ones that gave immense learning opportunities.

**DATE OF THE EVENT:** 17 AUG 2017

**NAME OF THE CEO:** Ms. R S ISABELLA , MANAGING DIRECTOR, REPCO BANK

**SESSION TOPIC:** NEW AGE BANKING



### SESSION TAKEAWAY

The second speaker for the series to adorn the “Breakfast with CEO” session was Ms R S Isabella, the managing director, Repco Bank; she spoke about how banking has evolved in the years, and how technology is paving a role in creating innovative banking services, that add convenience to the customers. She also touched upon how banks are trying hard to reduce NPAs from their books to attain good profitability and support the overall economy of the country.





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**DATE OF THE EVENT: 7 JULY 2017**

**NAME OF THE CEO: Ms. JEYASREE RAVI, FOUNDER PALAM SILKS**

**SESSION TOPIC: THE JOURNEY OF AN ENTREPRENEUR**

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**POST GRADUATE DEPARTMENT OF  
BUSINESS ADMINISTRATION**

Invites one and all to

**"BREAKFAST WITH CEO"**  
With  
**Mrs. Jeyasree Ravi**  
Founder, Palam Silks and  
Life Skills Trainer

On  
July 7, 2017  
(FRIDAY)



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### SESSION WRITE UP

The first session of the series was with Mrs. Jeyasree Ravi, founder of Sri Palam Silk Saris, on the 7th of July, 2017. The event had an informal setting that provided the speaker the atmosphere to share her personal experiences during her entrepreneurial journey. Her insights into branding and building a business were beyond the scope of textbooks. The students got real food for thought as she urged them not to compromise on their aspirations and to manage their multiple identities.

*Ramya Ramam*  
SIGNATURE OF H.O.D  
*RAMYA RAMAN*

*K.B.*  
SIGNATURE OF PRINCIPAL

Principal  
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