

**LITTLE FLOWER DEGREE AND PG COLLEGE
UPPAL, HYDERABAD-500039**

The Department of Management conducted an activity - "LIME: Lesson in Marketing Excellence" for the BBA first-year students in Montfort hall on 13 Oct, 2023, from 11:30 a.m. to 1:00 p.m. The main aim of this activity was to provide learning opportunities through the various real-time business marketing strategies of different companies. Students actively engaged in presenting the various marketing tools used by top companies to enhance business. They use these strategies to increase their performance and excel in business.



Students participated in the competition



Student giving a presentation on Coffee Day



Student giving presentation on Reliance Industries limited



Participants in the presentation