



MARATHWADA MITRA MANDAL'S

COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University

202/A, Deccan Gymkhana, Pune – 411004

principal@mmcc.edu.in, enquiry@mmcc.edu.in, www.mmcc.edu.in

Department of Commerce

Report on Alumni Guest Session on “Business Strategies – Pricing & Promotion”

1. Nature of the event: Alumni Guest Session

2. Title of the event: “Business Strategies – Pricing & Promotion”

3. Organized by: Department of Commerce

4. Date: 9th September 2026

5. Time: 09:00 AM – 10:00 AM

6. Venue: Hall No.4

7. Objectives of the Program:

- **Practical Exposure:** Understand real-world applications of theoretical pricing frameworks and promotional tactics.
- **Market Dynamics & Consumer Behavior:** Analyze how customer psychology influences pricing choices and market positioning.
- **Strategic Decision-Making:** Explore how modern businesses balance profitability with customer acquisition strategies.
- **Alumni Mentorship:** Provide students with direct interaction and guidance from a successfully established alumnus.

8. Audience:

The session was arranged for BCom & MCom students.

9. Number of Participants:

A total of 100 participants actively participated in the session, contributing to its overall success.

10. Brief description of the event:

The Department of Commerce, in collaboration with the Entrepreneurship Development Cell (EDC), organized an enlightening guest session on “**Business Strategies – Pricing & Promotion**” on September 9, 2026. The session featured distinguished alumnus **CA Harsh Kalantri** (Batch 2017–18) as the resource person. The primary objective was to bridge the gap between academic concepts and practical market applications in corporate pricing, promotional dynamics, and consumer psychology.

11. Learning Outcome:

After attending the session, students were able to:

1. Clarity on evaluating market readiness before selecting a pricing framework.
2. Practical understanding of promotional channels that deliver optimal return on investment (ROI).
3. Strategic frameworks to apply directly to academic projects, case competitions, and future entrepreneurial ventures.

12. Photograph:



CA Harsh Kalantri Conducting the Session on Business Strategies

13. Feedback:

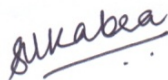
An interactive Q&A allowed students to ask targeted questions regarding startup pricing hurdles, competitive undercut risks, and balancing quality perception with affordability. The session concluded with a formal vote of thanks expressed to CA Harsh Kalantri for sharing valuable expertise with current students. The event served as a strong bridge between academia and industry practice, reinforcing the role of alumni engagement in student development.

14. Acknowledgement:

The success of the session was made possible by the collective efforts of many individuals. The Department extends its deepest gratitude to:

- **Principal Dr. Kishor Nikam** for giving the opportunity to organize this session.
- **Head of Department, Dr. Ganesh Patare**, for his constant encouragement, support, and guidance in planning the session.
- **Resource Person CA Harsh Kalantri** (Alumnus 2017-18 batch) for conducting the informative session
- **Dr. Shilpa Kabra , Dr. Sushil Gangane & Dr. Punam Shinde** for their minute planning and tireless efforts.
- All the **faculty members and students** of the Department of Commerce for their presence and cooperation.

Prepared By:



Dr. Shilpa Kabra
PG Coordinator

Verified By:



Dr. Ganesh Patare
HOD

Authorized By:



Dr. Kishor Nikam
Principal