



MOMENTUM

— IDEAS IN MOTION, LEADERS IN ACTION. —

THE SCHOOL OF MANAGEMENT FESTIVAL

17-19
SEPTEMBER 2026

SCHOOL OF MANAGEMENT · IILM UNIVERSITY, GREATER NOIDA

**20+**
EVENTS

**03**
DAYS

**04**
FLAGSHIPS

**05**
CATEGORIES

**11**
VENUES

Three days of trading floors, boardrooms, auctions, courtrooms, courts and a main stage.

- BRAND AUCTION
- CORPORATE CATALYST
- SCAMSTERS
- THE MARKET MASTERS



MOVE TOGETHER. CREATE TOGETHER. LEAD TOGETHER.
Momentum — where the next generation of leaders comes together.

- 
MARKETING
- 
FINANCE
- 
GAMES
- 
BUSINESS & STRATEGY
- 
LEADERSHIP
- 
HUMAN RESOURCE

 20+ COMPETITIONS. ENDLESS EXPERIENCES. REAL IMPACT.



20+ EVENTS



THREE DAYS



ONE RULEBOOK

WHAT'S **INSIDE.**

01

THE SCHOOL

The School of Management
at IILM University

02

THE FEST

What Momentum 2026
actually is

03

THE FLAGSHIPS

Brand Auction · Corporate Catalyst ·
Scamsters · The Market Masters

04

THE MAIN EVENTS

Full format, rules and scoring for
six more including

05

SPOTLIGHT EVENTS

The other 14, in running order

06

PLAN YOUR FEST

Day by day running order,
rules and registration



FLAGSHIP

Multi-day, jury-judged,
the events that decide
the fest

04



COMPETITION

Cases, simulations, quizzes,
estimation and debate

09



SPORTS

Court draws, the ground
and the esports lobby

07



CULTURAL

Stage, street and the
main ground

04



FORUM

Founders and industry
leaders, taking questions

01



HOW TO READ THIS BOOK

Every event carries its number, category,
exact slot and venue. The ten events with
published proposals get a full page or
half-page with format, numbered rules
and a scoring bar; the rest carry their
confirmed slot and a description until
their organising teams release full rules.

SCHOOL OF MANAGEMENT · IILM UNIVERSITY

WHERE THE WORK **BEGINS.**

The School of Management at IILM University stands at the forefront of contemporary business education, preparing forward-thinking managers, analysts and entrepreneurs equipped to thrive in volatile global markets. Combining rigorous analytical training with immersive corporate immersions, live consulting projects and global benchmarking, the school emphasises key domains including Marketing, Corporate Finance, Strategic Management and Business Analytics. Our distinguished faculty, drawn from academia and industry, mentor students through interactive case methodologies, simulation workshops and leadership labs. The School of Management actively bridges classroom concepts with practical execution, driving student success through premier placement opportunities and vibrant student-led professional initiatives.

01



Marketing

Positioning, brand
and the consumer

02



Corporate Finance

Capital, valuation
and the trade

03



Strategic Management

The decision and
what follows it

04



Business Analytics

Evidence before
instinct

HOW THE SCHOOL TEACHES



Interactive case methodologies



Simulation workshops



Leadership labs



Corporate immersions



Live consulting projects



Global benchmarking



04

CORE DOMAINS



06

TEACHING METHODS



05

EVENT CATEGORIES



20+

EVENTS AT MOMENTUM



IDEAS IN MOTION, LEADERS IN ACTION.

Momentum is where the classroom stops being theoretical. Twenty plus events across three days, each one built so the people who turn up prepared actually get somewhere.

MOMENTUM 2026

THREE DAYS BUILT TO BE WON.



TRADE. BID. PITCH. DECIDE.

Where ideas, capital and competition collide.



PLAY. PERFORM. LEAD.

Sports, culture and forums that bring every side of you to the front.



EVERYTHING. IN ONE PLACE.

All events. All details. Rules, venues and scoring—confirmed.

AT A GLANCE



DATES

17 to 19 September 2026



HOST

School of Management,
IILM University,
Greater Noida



EVENTS

20+ across 5
categories



FLAGSHIPS

Brand Auction • Corporate
Catalyst • Scamsters •
The Market Masters



OPEN TO

Students of all
recognised colleges



UPDATES

@momentum.iilm

04 FLAGSHIP EVENTS



BRAND AUCTION

Bid. Strategise.
Build a legacy.



CORPORATE CATALYST

Solve real. Present bold.
Impact business.



SCAMSTERS

Unmask the fake.
Outsmart the game.



THE MARKET MASTERS

Trade smart.
Beat the market.

THREE DAYS

DAY 01 Thursday 17 Sep



OPENING DAY

13 events. Three flagships start, the courts fill and the boardroom runs at three.

DAY 02 Friday 18 Sep



THE BUSINESS DAY

14 events. The founders' forum, the debate floor, the supply chain and four sports draws.

DAY 03 Saturday 19 Sep



FINALS & FINALE

7 events. The flagships close, the quiz runs and the bands take the main ground.



20+

EVENTS



03

DAYS



04

FLAGSHIPS



05

CATEGORIES



11

VENUES



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

04

SECTION 01

THE FLAGSHIPS

Four events run longer, cut harder and are judged before a jury or a professional quizmaster. Three of them run across all three days, so start those on Day 1 or not at all.



01



BRAND AUCTION

Buy the pieces. Build the brand. Defend it live.

A three-day experiential marketing simulation. Teams start with ₹10,000 in virtual capital and bid for the raw material of a brand.



17 SEP 3-5 PM · SEMINAR HALL **DAY 1**
18 SEP 1-4 PM · IGSM ROOM 101/102/103 **DAY 2**
19 SEP 10 AM-2 PM · SEMINAR HALL **DAY 3**



TEAM SIZE
3-5 MEMBERS



ENTRY FEE
₹249
PER TEAM



COORDINATOR
Tanzil Shandilya
8929732666

02



CORPORATE CATALYST

Real challenges. Real thinking. Real impact.

A multi-domain case competition where student teams analyse real-world business challenges across Finance, Marketing, HR, Strategy, and Operations to deliver actionable, innovative solutions before a faculty jury.



18 SEP 1-4 PM · SEMINAR HALL **DAY 2**



TEAM SIZE
MIN 3
MAX 4



ENTRY FEE
₹100
PER PARTICIPANT



COORDINATORS
Vivek Gupta
9007530539
Aanya Nagar
9009457060

03



THE SCAMSTERS

Somebody cooked the books.
Three days to prove who.

A three-day interactive banking management simulation where participants act as bank employees and investors, while two secretly assigned "Scamsters" attempt to sabotage the bank without being detected.



17 SEP 10 AM-12 PM · NEW AUDITORIUM **DAY 1**
18 SEP 10 AM-1 PM · AUDITORIUM **DAY 2**
19 SEP 2-4 PM · SEMINAR HALL **DAY 3**



TEAM SIZE
MIN 12
MAX 20



ENTRY FEE
₹50
PER MEMBER



COORDINATOR
Dipti Sharma
+91 76677 63581

04



MARKET MASTERS

Trade smart. Think sharp. Beat the market.

A three-day virtual stock-market trading simulation where participants manage a ₹5,00,000 virtual portfolio across 10 stocks while reacting to live chart movements and unexpected market-moving news.



17 SEP 10 AM-3 PM · CMI LAB **DAY 1**
18 SEP 1-4 PM · CMI LAB **DAY 2**
19 SEP 10 AM-2 PM · CMI LAB **DAY 3**



TEAM SIZE
MIN 20
MAX 50



ENTRY FEE
₹250
PER PERSON



COORDINATORS
Chirag Deb Roy
7099244889
chirag.gnmba27@iim.edu
Aman Singhal
6377590683

FLAGSHIP EVENT 01 • MARKETING & STRATEGY

ACQUIRE. CREATE. DISRUPT.

BRAND AUCTION

Buy the pieces. Build the brand. Defend it live.



Brand Auction – Acquire. Create. Disrupt. is a three-day experiential marketing simulation where teams acquire brand assets through a live auction, build a new brand using AI-powered tools, and defend it through a live crisis and investor pitch.



01



17 SEPTEMBER DAY 1

12:30 – 3 PM

New Auditorium



18 SEPTEMBER DAY 2

1 – 4 PM

IGSM Room No. 101/102/103



19 SEPTEMBER DAY 3

2 PM – 4 PM

New Auditorium



TEAM SIZE

3–5 members
per team



ENTRY FEE

₹249
per team



RUNS ON

Days 1, 2 & 3



COORDINATOR

Tanzil Shandilya
8929732666

tanzil.shandilya.gnmba27@iilm.edu

FORMAT



1

DAY 1: ACQUIRE

Live auction for
brand assets.



2

DAY 2: CREATE

Build your brand with
AI-powered tools and
plan your strategy.



3

DAY 3: DISRUPT & DEFEND

Handle a live crisis and pitch
to investors for the win.

RULES



Teams of 3–5. Each team pays ₹249 as entry fee.



Every bid is binding. The winning amount leaves
your wallet and the asset is yours.



Assets cannot be traded between teams
unless the organisers permit it.



AI may be used for research, ideation, competitor
analysis and campaign development, but never
for the final strategic decision.



Directly copying an existing brand, logo, tagline,
mascot or campaign is not permitted.

SCORING • 100 POINTS

20

Marketing
Strategy

15

Brand
Coherence

15

AI
Application

15

Crisis Handling
& Pitching

15

Creativity &
Innovation

10

Consumer
Understanding

10

Business
Viability



EXTRA RECOGNITION

Most Innovative
Brand Recognition



WHAT TO BRING

A laptop and charger for Days 1 & 2, plus whatever tools you
build fastest in. Auction paddles, asset cards, brand canvases
and virtual currency are provided.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

06

FLAGSHIP EVENT 02 • STRATEGY & SOLUTIONS

ANALYSE. INNOVATE. IMPACT.

CORPORATE CATALYST

Real Challenges. Real Thinking. Real Impact.



Corporate Catalyst is a multi-domain case competition where student teams analyse real-world business challenges across finance, Marketing, HR, Strategy, and Operations to deliver actionable, innovative solutions before a faculty jury.



DATE

18 SEPTEMBER

DAY 2



TIME

1 – 4 PM



VENUE

SEMINAR HALL



TEAM SIZE

Each team

3–4 participants

/ 60–80 participants



ENTRY FEE

₹100

per participant



RUNS ON

Day 2

(18 September)



COORDINATORS

Vivek Gupta

9007530539

Aanya Nagar

9009457060

FORMAT



1

CASE DISCLOSURE

Teams receive a real-world business case across one of the domains.



2

ANALYSE & STRATEGIZE

Teams analyse data, identify key issues and build an innovative solution.



3

SOLUTION PRESENTATION

Present your solution with clarity, innovation and impact.



4

FACULTY JURY Q&A

Defend your solution and tackle the jury's questions.

RULES



Teams of 3–4 participants.



Each participant pays ₹100 as entry fee.



All decisions of the jury will be final and binding.



Plagiarism or use of pre-prepared solutions is strictly prohibited.



Teams must adhere to the time limit for presentations and Q&A.

SCORING • 100 POINTS

20

Problem Understanding

20

Analysis & Insights

20

Innovation & Creativity

20

Feasibility & Impact

20

Presentation & Q&A

EXTRA RECOGNITION



Best Innovative Solution will be recognized.

WHAT TO BRING



Laptop, charger, stationery and sharp minds!

FLAGSHIP EVENT 03 • FINANCE & STRATEGY

THINK. PLAN. INVESTIGATE. PREVAIL.

THE SCAMSTERS

Can you run the bank...
before they break it?



The Scamsters is a three-day interactive banking management simulation where participants act as bank employees and investors, while two secretly assigned "Scamsters" attempt to sabotage the bank without being detected. It tests strategy, finance, risk management, teamwork, leadership and decision-making.



17 SEPTEMBER DAY 1

🕒 10 AM - 12 PM

📍 New Auditorium



18 SEPTEMBER DAY 2

🕒 10 AM - 1 PM

📍 Auditorium



19 SEPTEMBER DAY 3

🕒 2 - 4 PM

📍 Seminar Hall



TEAM SIZE

Min 12

Max 20



ENTRY FEE

₹50

per member



RUNS ON

Days 1, 2 & 3

(17, 18 & 19 Sept)



COORDINATOR

Dipti Sharma

+91 76677 63581

FORMAT



1 ROLES ASSIGNED

Participants are assigned roles as bank employees or investors.



2 BANK MANAGEMENT

Manage bank operations, handle clients, make financial decisions and grow profits.



3 THE SCAMSTERS

Two secretly appointed "Scamsters" try to sabotage the bank without getting caught.



4 DETECTION & DEFENCE

Teams must identify the Scamsters, minimize damage and ensure the bank stays strong.



5 FINAL RESULTS

The best-performing bank with the highest trust, profit and stability wins!

RULES



Each team must have a minimum of 12 and a maximum of 20 members.



Two participants will be secretly appointed as "Scamsters" by the organizers.



Scamsters cannot reveal their identity or coordinate openly with others.



All decisions must be ethical and within the given rules.



Decisions made during the game are final and cannot be reversed.



Any misconduct will lead to disqualification.

SCORING • 100 POINTS

20

Profitability

20

Risk Management

20

Teamwork & Leadership

20

Client Satisfaction

20

Detection of Scamsters

EXTRA RECOGNITION



Best Bank of the Event

WHAT TO BRING



Laptop, Calculator, Stationery and Analytical Mindset!

FLAGSHIP EVENT 04 • FINANCE & INVESTMENT

ANALYSE. INVEST. GROW.

MARKET MASTERS

Trade smart. Think sharp. Beat the market.



04



The Market Masters is a three-day virtual stock-market trading simulation where participants manage a ₹5,00,000 virtual portfolio across 10 stocks while reacting to live chart movements and unexpected market-moving news.



17 SEPTEMBER

DAY 1

⌚ 10 AM – 3 PM

📍 CMI Lab



18 SEPTEMBER

DAY 2

⌚ 1 – 4 PM

📍 CMI Lab



19 SEPTEMBER

DAY 3

⌚ 10 AM – 2 PM

📍 CMI Lab



TEAM SIZE

Min – 20

Max – 50



ENTRY FEE

₹250

per person



RUNS ON

Days 1, 2 & 3

(17, 18 & 19 Sept)



COORDINATORS

Chirag Deb Roy

📞 7099244889

✉ chirag.gnmba27@iilm.edu

Aman Singhal

📞 6377590683

FORMAT



1

VIRTUAL PORTFOLIO

Each participant starts with a virtual capital of ₹5,00,000.



2

TRADE & INVEST

Buy, sell and hold up to 10 stocks based on real-time market data.



3

MARKET MOVERS

Live market news and events will impact stock prices unexpectedly.



4

PORTFOLIO MANAGEMENT

Monitor your portfolio, manage risks and maximize returns.



5

FINAL LEADERBOARD

Rankings based on final portfolio value at the end of Day 3.

RULES



Minimum 20 and maximum 50 participants.



Entry fee is ₹250 per person.



No sharing of portfolios or strategies during the event.



All trades must be executed within the virtual trading platform.



Use of external tools, bots or unfair advantage is strictly prohibited.



Organizers' decisions are final and binding.

SCORING • 100 POINTS

40

Final Portfolio Value

20

Risk Management

20

Trading Strategy

10

Consistency & Discipline

10

Adaptability to Market News



EXTRA RECOGNITION

Top Performer Award & Best Trader Award



WHAT TO BRING

Laptop, Charger, Calculator & Sharp Mind!

THE MAIN EVENTS

Six competitions and sports with complete published formats: the boardroom, the guesstimate floor, the supply chain, the lobby and the courts.



CORPORATE & STRATEGY



HR COURTROOM

Judge the case.
Defend the people.

17 SEP
10 AM – 12 PM
Courtroom



BUSINESS BET – GUESSTIMATE CHALLENGE

Estimate right.
Win the bet.

17 SEP
1 – 3 PM
Seminar Hall



EXECUTIVE MURDER FILES (TREASURE HUNT)

Clues. Codes. Conquer.

17 SEP
3 – 5 PM
Campus



THE BOARDROOM

Commit to a strategy.
Then watch the ground move.

17 SEP
5 – 6 PM
Auditorium



PICKLEBALL

Fast hands.
Quick minds.

17 SEP
10 AM – 12 PM
Pickleball Court



BADMINTON

Best of three,
twenty-one a game.

17 SEP
5 – 6 PM
Badminton Court

CULTURAL & CREATIVE



SOLO SUTRA

Words that speak.
Voices that stay.

18 SEP
10 AM – 1 PM
Seminar Hall



COMPETITOR WARS

Strategy meets
rivalry.

18 SEP
1 – 3 PM
Auditorium



AWAAZ

Sing. Shine.
Be heard.

18 SEP
3 – 6 PM
New Audi



FOLK FIESTA

Dance to express.
Perform to impress.

18 SEP
1 – 4 PM
Auditorium



RAAG RANG

Where voices
create magic.

18 SEP
3 – 6 PM
New Audi

PREMIERE EVENTS



OPEN FLOOR – FOUNDER'S EDITION (PANEL DISCUSSION)

19 SEP | 10 AM – 2 PM
New Audi



MINDVAULT

19 SEP
10 AM – 2 PM
Auditorium



FLASHMOB

12 – 1 PM
CET Main Ground



SHOOTING STAR (BASKETBALL)

Shoot. Score.
Be the star.
18 SEP
2 – 4 PM
Basketball Court



BATTLE OF BANDS

Two nights on the
ground.
One band left
standing.
18, 19 SEP
4 – 7 PM
CET Main Ground



CORPORATE RUNWAY

Style that leads.
Sustainability that
speaks.
19 SEP
10 AM – 3 PM
CET Main Ground



BATTLE OF BRANDS

Build. Brand. Pitch.
Win the market.
18 & 19 SEP
4:30 – 7 PM; 2 – 4 PM
Auditorium

GAMING & INTELLECT



BGMI

Survive. Squad up.
Be the last one
standing.

17 SEP
10 AM – 12 PM
IGSM Room 101, 102



TARK-VITARAK

Think. Argue.
Persuade.

18 SEP
2 – 4 PM
Seminar Hall



FINTAMBOLA

Numbers. Luck.
Strategy.

18 SEP
4 – 6 PM
Common Area



MINDVAULT

Where great minds
compete and
ideas win.

18 SEP
2 – 7 PM
Seminar Hall

SPORTS & ACTION



BULL WHIP

Four links. Ten weeks.
Nobody is allowed
to talk.

18 SEP
2 – 4 PM
Auditorium



PENALTY SHOOTOUT (FOOTBALL)

One goal.
All the pressure.

18 SEP
4 – 6 PM
Football Ground



TABLE TENNIS

Quick reflexes.
Sharper wins.

19 SEP
10 AM – 1 PM
Table Tennis Area



CHESS

Think ahead.
Make your move.

19 SEP
2 – 4 PM
Common Area



SHOOTING STAR (BASKETBALL)

Shoot. Score.
Be the star.

18 SEP
2 – 4 PM
Basketball Court

MAIN EVENT • HUMAN RESOURCE MANAGEMENT

ARGUE. ANALYSE. ADVISE.

HR COURTROOM

Where HR decisions face the ultimate test.



HR Courtroom is proposed as an interactive HR-based simulation that combines courtroom-style argumentation with practical Human Resource Management challenges. Teams will analyse fictional workplace cases, examine evidence, interpret HR policies, question witnesses, respond to unexpected developments and recommend practical HR solutions.



D1

 DATE
17 SEPT

 TIME
9:15 AM – 12 PM

 VENUE
Seminar Hall

 DAY
Day 1

 EVENT CATEGORY
Main Event

 TEAM SIZE / PARTICIPATION
8 teams, with 3 participants per team, making a total of 24 participants

 ENTRY FEE / REGISTRATION FEE
₹210 per team

 COORDINATORS
Himakshi Shekhawat
9610098629
Dev Makhija
7489355036

FORMAT



1 ROUND 1: CASE BRIEF (15 MIN)
Teams receive a short business scenario and identify the core problems, stakeholders and priorities, then submit an initial strategic direction.



2 ROUND 2: EVIDENCE & ARGUMENT (25 MIN)
Teams examine evidence, interpret HR policies, question witnesses (judges) and present their arguments.



3 ROUND 3: TWIST & RESPONSE (15–20 MIN)
A surprise development is introduced. Teams must adapt their strategy and respond to new challenges.



4 FINAL ARGUMENT & VERDICT (15 MIN)
Teams present final recommendations and HR solutions. Judges deliberate and deliver the verdict.

RULES



Teams of exactly 3 participants.



All responses must be based on HR principles and workplace ethics.



No communication with other teams, spectators, mentors or faculty during an active round.



Use of mobile phones or any external devices is strictly prohibited.



All submissions inside the stated time limit. Late submissions may not be evaluated.



The decision of the judges will be final and binding.

SCORING • 100 POINTS

20

Problem Analysis

20

Argumentation & Evidence Use

15

HR Policy Interpretation

15

Adaptability & Response

15

Practical HR Solutions

15

Presentation & Professionalism



TIE-BREAKER

Higher Practical HR Impact, then Creativity, then Presentation Quality.



EXTRA RECOGNITION

Best HR Leader • Best Advocate
Best Strategist • HR Impact Award



WHAT TO BRING

A pen, notebook, HR policy basics (understanding), and your strategic mind!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17–19 SEPTEMBER 2026
@MOMENTUM.IILM

11

MAIN EVENT • MANAGEMENT & STRATEGY

ESTIMATE. ANALYSE. OUTPERFORM.

BUSINESS BET - GUESSTIMATE CHALLENGE

Every number hides a strategy. Make your best guess.



A high-pressure business estimation competition where teams solve real-world business problems, build assumptions and adapt their decisions under changing market conditions.



 **DATE**
17 SEPT

 **TIME**
12:30 PM – 3 PM

 **VENUE**
Seminar Hall

 **DAY**
Day 1

 **EVENT CATEGORY**
Main Event

 **TEAM SIZE / PARTICIPATION**
2-3 participants per team

 **ENTRY FEE**
₹150 per team

 **COORDINATORS**
Monila Agrawal – 9829213781
monila.agrawal.gnmba27@iilm.edu
Anand – 7978087223

FORMAT



1 ROUND 1: PROBLEM BRIEF (15 MIN)

Teams receive a business problem statement and gather key information.



2 ROUND 2: BUILD & ESTIMATE (45 MIN)

Teams build assumptions, perform calculations and arrive at their estimate with justifications.



3 ROUND 3: MARKET TWIST (20 MIN)

New market conditions are introduced. Teams must adapt their estimates and strategy.



4 FINAL ROUND: PRESENT & DEFEND (30 MIN)

Teams present their approach and defend their estimates before the judges.

RULES



Teams of 2-3 participants.



All assumptions must be logical, relevant and data-backed (even if estimated).



No communication with other teams, spectators, mentors or faculty during an active round.



Use of mobile phones or any external devices is strictly prohibited.



All submissions inside the stated time limit. Late submissions may not be evaluated.



Judges' decision will be final and binding.

SCORING • 100 POINTS

20

Problem Understanding

20

Assumptions & Logic

15

Calculation & Estimation

15

Adaptability & Market Twist

15

Presentation & Defense

15

Clarity & Feasibility



TIE-BREAKER

Higher accuracy with strong justifications will be preferred. If still tied, fastest adaptation wins.



EXTRA RECOGNITION

Best Estimator • Best Presenter
Best Strategist • Most Innovative Approach
High Potential Performer



WHAT TO BRING

A pen, calculator (non-programmable), notebook, rough sheets and your strategic mind!

MAIN EVENT • MANAGEMENT & STRATEGY

INVESTIGATE. ANALYSE. UNCOVER THE TRUTH.

EXECUTIVE MURDER FILES (TREASURE HUNT)

Every clue counts. Every decision matters.



An immersive investigation-based business simulation where teams act as external investigators to uncover who siphoned ₹10 crore, how the crime was executed, and where the breach occurred.



DATE
17 SEPT



TIME
12:30 PM – 3 PM



VENUE
IILM Campus



DAY
Day 1



EVENT CATEGORY
Main Event



TEAM SIZE / PARTICIPATION
2-4 participants per team



ENTRY FEE
₹250 per team



COORDINATOR
Gungun Gunani
8707389493

FORMAT



1 ROUND 1: CASE BRIEF (20 MIN)
Teams receive the case file, background information and initial leads.



2 ROUND 2: CLUE HUNT (60 MIN)
Teams explore campus, decode clues, solve puzzles and collect evidence.



3 ROUND 3: ANALYSIS (30 MIN)
Teams analyse the evidence, identify the culprit, modus operandi and location of the breach.



4 FINAL ROUND: PRESENT & PROVE (30 MIN)
Teams present their findings and defend their conclusions to the judges.

RULES



Teams of 2-4 participants.



All clues and information are part of the game. External help or internet search is not allowed.



No communication with other teams, spectators, mentors or faculty during an active round.



Use of mobile phones or any external devices is strictly prohibited.



All submissions inside the stated time limit. Late submissions may not be evaluated.



Judges' decision will be final and binding.

SCORING • 100 POINTS

20

Clue Collection
& Accuracy

20

Analysis &
Reasoning

15

Identification
of Culprit

15

Location of
Breach

15

Presentation &
Defense

15

Teamwork &
Time Management



TIE-BREAKER

Higher accuracy in identifying the culprit, then the breach location, then quicker completion time.



EXTRA RECOGNITION

Best Investigator • Best Analyst
Best Presenter • Best Teamwork



WHAT TO BRING

A notebook, pen, sharp mind and a passion for solving mysteries!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

MAIN EVENT • MANAGEMENT & STRATEGY

DECIDE. DEFEND. DELIVER IMPACT.

THE BOARDROOM

Where strategies are made. Leaders are tested.



The Boardroom is a high-pressure, team-based business decision-making competition where participants analyse realistic business situations, make strategic decisions with limited information, and defend their choices while adapting to unexpected changes.



D1

 DATE 17-SEP	 TIME 3-5 PM	 VENUE New Auditorium	 DAY Day 1	 EVENT CATEGORY Main Event
---	---	--	---	---

 TEAM SIZE / PARTICIPATION Each team 2-3 participants.	 ENTRY FEE ₹150 per team	 COORDINATORS Dipti Sharma 7667763581 dipti.sharma.gnmba27@iilm.edu Yash Tayal 9568861676
---	---	--

FORMAT



1 ROUND 1: CASE BRIEF (15 MIN)
Teams receive a business scenario with incomplete information and identify the key challenges and opportunities.



2 ROUND 2: STRATEGIC DECISIONS (45 MIN)
Teams analyse data, evaluate options and make strategic decisions using the provided resources.



3 ROUND 3: DEFEND & ADAPT (30 MIN)
Teams present their strategy, defend their decisions to the judges and respond to unexpected changes.



4 FINAL ROUND: JUDGEMENT (15 MIN)
Judges evaluate overall performance, strategic thinking, adaptability and presentation.

RULES

-  Teams of 2-3 participants.
-  All decisions must be based on the given information and time constraints.
-  No communication with other teams, spectators, mentors or faculty during an active round.
-  Use of mobile phones or any external devices is strictly prohibited.
-  All submissions inside the stated time limit. Late submissions may not be evaluated.
-  Judges' decision will be final and binding.

SCORING • 100 POINTS

20	20	20	20	20
Problem Identification	Strategic Thinking	Decision Quality	Adaptability & Response	Presentation & Defence



TIE-BREAKER
Higher overall strategic value, then innovation, then presentation.



EXTRA RECOGNITION
Best Strategist • Best Presenter
Best Teamwork



WHAT TO BRING
A pen, notebook, calculator (non-programmable) and your strategic mindset!

MAIN EVENT • SPORTS

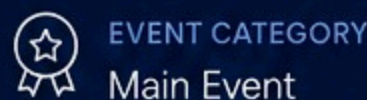
RALLY. REACT. WIN.

PICKLEBALL

Smash into action. Compete with passion.



Experience one of the fastest-growing sports in the world with an exciting pickleball competition.



FORMAT
1 (Singles) / 2 (Doubles)



COORDINATORS
Chirag Deb Roy – 7099244889
Akshyat – 7678631618

FORMAT



1 SINGLES (1v1)
Players go head-to-head in a test of skill, speed and strategy.



2 DOUBLES (2v2)
Team up and dominate the court with coordination, communication and smart play.



3 MATCH FORMAT
League / Knockout format depending on number of teams.
Short, action-packed matches.



4 WIN & CELEBRATE
Winners take the glory.
Every participant gains experience and recognition.

RULES



Matches will be played as per official Pickleball rules.



Decisions of the organizers and referees will be final.



Players must report 10 minutes before their match time.



No offensive language or unsportsmanlike behaviour.



Equipment will be provided.



Stay hydrated, play fair and have fun!

SCORING • 100 POINTS

25

Teamwork & Coordination

25

Skill & Strategy

20

Sportsmanship

15

Agility & Performance

15

Energy & Presence



TIE-BREAKER
Sudden death rally or golden point decider.



EXTRA RECOGNITION
Best Hustler • Best Team Spirit
Emerging Player



WHAT TO BRING
Sportswear, water bottle, positive vibes and your winning spirit!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

15

MAIN EVENT • SPORTS

SERVE. SMASH. SUCCEED.

BADMINTON

Every rally brings you closer to victory.



Test your speed, agility, and precision in an exciting badminton showdown where every rally counts.



DATE
17-SEP



TIME
12:30 - 3 PM



VENUE
Badminton Court



DAY
Day 1



EVENT CATEGORY
Main Event



FORMAT
1 (Singles) / 2 (Doubles)



TEAM SIZE / PARTICIPATION
1-2 person



COORDINATOR
Priyansh - 9119092725

FORMAT



1 SINGLES (1v1)

Players compete one-on-one to test their speed, agility and control.



2 DOUBLES (2v2)

Team up with a partner for fast-paced rallies and strategic teamwork.



3 MATCH FORMAT

Knockout format based on number of participants. Each match is played as per official rules.



4 WIN & CELEBRATE

Winners rise. Champions are recognized.

RULES



Matches will be played as per official badminton rules.



Players must report 10 minutes before their match time.



No offensive language or unsportsmanlike behaviour.



Players must wear proper sportswear and non-marking shoes.



Organizer's decision will be final and binding.



Stay hydrated, play fair and respect your opponent.

SCORING • 100 POINTS

25

Performance
& Skill

25

Strategy &
Control

20

Agility &
Footwork

15

Sportsmanship
& Discipline

15

Teamwork &
Coordination



TIE-BREAKER

Sudden death
point at deuce.



EXTRA RECOGNITION

Best Player • Best Team
Fighting Spirit Award



WHAT TO BRING

Racquet, shuttlecock (if any), water bottle,
sportswear and your winning spirit!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

16

MAIN EVENT • CULTURAL

ONE STAGE. ONE SPOTLIGHT. YOUR MOMENT.

SOLO SUTRA

Dance your story. Inspire the world.



Solo Sutra is proposed as a vibrant individual dance competition that provides students with a platform to showcase their talent, creativity, expression and stage presence. Participants will present a prepared solo dance performance across Indian, contemporary, Bollywood, folk, classical, hip-hop, freestyle or fusion styles.



D1

 DATE 17- SEP	 TIME 5 PM - 7 PM	 VENUE New Auditorium	 DAY Day 1	 EVENT CATEGORY Main Event
 FORMAT Solo	 ENTRY FEE ₹100 / person	 COORDINATOR Siddhi Bhandari – 9811513001		

FORMAT



1 PERFORMANCE (3-5 MIN)

Participants present their solo dance performance.



2 EXPRESSION & STAGE PRESENCE

Judges evaluate confidence, expressions, energy and stage impact.



3 CREATIVITY & ORIGINALITY

Choreography, concept, transitions and costume choice are considered.



4 OVERALL IMPACT

Overall impression, flow, audience connect and finishing.

RULES

-  Each performance must be original and pre-prepared.
-  Time limit: 3-5 minutes (including setup).
-  Props are allowed, but must be managed by the participant.
-  Obscene gestures, vulgarity or offensive content are strictly prohibited.
-  Participants must report 10 minutes before their performance time.
-  Decisions of the judges will be final and binding.
-  Any form of plagiarism or copying will lead to immediate disqualification.

SCORING • 100 POINTS

25	25	20	15	15
Technique & Execution	Expression & Stage Presence	Creativity & Choreography	Costume & Presentation	Overall Impact & Audience Connect



TIE-BREAKER

Better stage presence, then creativity.



EXTRA RECOGNITION

Best Performer • Best Choreography
Best Costume • Audience Favorite



WHAT TO BRING

Your music (pen drive), props (if any), comfortable costume, and your passion!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

17

MAIN EVENT • MANAGEMENT & STRATEGY

BATTLE BRANDS. WIN CUSTOMERS.

COMPETITOR WARS

Every brand has a story.
But only one wins the customer.



A live brand battle where teams represent competing brands and compete to win the opponent's customers through strategy, creativity, competitive analysis and quick thinking.



D2



DATE
18-SEP



TIME
10 AM – 1 PM



VENUE
Seminar Hall



DAY
Day 2



EVENT CATEGORY
Main Event



TEAM SIZE / PARTICIPATION
3-4 per team



ENTRY FEE
₹100 per member



COORDINATORS
Vanshika Jain
9354383259
Aanya Nagar
9009457060

FORMAT



1 ROUND 1: BRAND BRIEF (15 MIN)
Teams receive their brand brief, market scenario and customer insights.



2 ROUND 2: STRATEGY BUILD (30 MIN)
Teams develop their strategy, messaging, campaigns and go-to-market approach.



3 ROUND 3: THE BATTLE (45 MIN)
Teams pitch, present and defend their strategies to win over the judges and the target audience.



4 FINAL ROUND: JUDGEMENT (15 MIN)
Judges evaluate, cross-question and declare the winning brand.

RULES



Teams must follow the given time limits strictly.



No internet access is allowed during the competition.



No pre-prepared content or templates.



No communication with other teams during the event.



Use of mobile phones or any external devices is prohibited.



Organizers' decision will be final and binding.

SCORING • 100 POINTS

25

Strategy & Insights

20

Creativity & Innovation

20

Presentation & Communication

15

Competitive Analysis

20

Customer Impact



TIE-BREAKER
Higher customer impact, then strategy strength, then presentation.



EXTRA RECOGNITION
Best Strategist • Best Presenter
Best Teamwork



WHAT TO BRING
Notebook, pen, creative props (if any) and your winning mindset!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

18

MAIN EVENT • CULTURAL

YOUR VOICE. YOUR STAGE. YOUR IMPACT.

AWAAZ

Speak up. Act out. Bring change.



Awaaz is a high-energy street theatre competition where creativity meets social awareness. Participants will take the stage to present powerful stories, bold perspectives, and thought-provoking messages through the raw and engaging art of Nukkad Natak.



	DATE 18-SEP		TIME 10 AM – 1 PM		VENUE IILM Wall IGSM		DAY Day 2		EVENT CATEGORY Main Event
---	----------------	---	----------------------	---	-------------------------	---	--------------	---	------------------------------

	TEAM SIZE / PARTICIPATION 5 member per team		ENTRY FEE ₹100 per team		COORDINATOR Siddhi Bhandari – 9811513001
---	--	---	----------------------------	---	---

FORMAT



1 ROUND 1: REGISTRATION & BRIEF (15 MIN)

Teams register and draw the theme or topic on the spot.



2 ROUND 2: PREPARATION (30 MIN)

Teams get time to prepare their street play based on the given theme.



3 ROUND 3: PERFORMANCE (25 MIN)

Each team performs their Nukkad Natak followed by applause.



4 FINAL ROUND: JUDGEMENT (15 MIN)

Judges evaluate each performance and declare the winners.

RULES

-  Theme/topic will be announced at the venue.
-  Teams must complete their performance within 20–25 minutes.
-  Minimal props allowed. Creativity is encouraged.
-  No offensive language or content.
-  Use of mobile phones or any electronic devices is not allowed during the performance.
-  Organizer's decision will be final and binding.

SCORING • 100 POINTS

20	20	20	20	20
Content & Message	Creativity & Originality	Stage Presence	Teamwork & Coordination	Overall Impact



TIE-BREAKER

Stronger message impact, then creativity, then performance.



EXTRA RECOGNITION

Best Message • Best Actor
Best Ensemble • Audience Choice



WHAT TO BRING

Comfortable black outfit, red dupatta or scarf, props (if any) and high energy!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17–19 SEPTEMBER 2026
@MOMENTUM.IILM

19

SPONSORSHIP EVENT • ESPORTS

DROP IN. GEAR UP. DOMINATE.

BGMI

One squad. One goal. Winner takes all.

BATTLEGROUNDS
MOBILE INDIA

D2



Battle for survival, strategy, and supremacy in an action-packed BGMI esports tournament.



 DATE 18-SEP	 TIME 10 AM – 1 PM	 VENUE IGSM Room No. 201/202/203	 DAY Day 2	 EVENT CATEGORY Sponsorship Event
---	---	---	---	--

 **TEAM SIZE / PARTICIPATION**
Squad of 4 Members

 **COORDINATOR**
Vivek Gupta- 9007530539

FORMAT



- 1 REGISTRATION & CHECK-IN (15 MIN)**
Team check-in and lobby verification.



- 2 MATCHES (2.5 HOURS)**
Multiple matches in Erangel based on point system.



- 3 POINT SYSTEM**
Points awarded for Placement and Finishes.



- 4 RESULTS & PRIZES (15 MIN)**
Top teams announced and awarded.

RULES



All matches will be played as per official BGMI tournament rules.



Teams must report 15 minutes before the reporting time.



Use of hacks, mods, or third-party apps is strictly prohibited.



Abusive language or toxic behaviour will lead to disqualification.



Decisions of the organizers will be final and binding.



Ensure a stable internet connection and proper device performance.

SCORING • 100 POINTS

60

Placement Points

40

Finish Points

10

Survival Points

-10

Penalty for Rule Violation



TIE-BREAKER
Higher total finish points, then better placement in the final match.



EXTRA RECOGNITION
Best IGL • Best Fragger
Most Valuable Player (MVP)



WHAT TO BRING
Fully charged device, earphones, valid ID, and your A-game!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

20

MAIN EVENT • COMPETITION

DEBATE. DISCUSS. DEFEND.
PERSPECTIVES THAT SHAPE TOMORROW.

TARK - VITARK

Every argument has a purpose.
Every perspective creates impact.



Tark - Vitark is an inter-college debate competition that brings together bright minds to discuss contemporary issues, exchange perspectives and build the art of logical argumentation. The event aims to encourage critical thinking, respectful dialogue and intellectual growth.



D2



DATE
18 SEP



TIME
10 AM – 1 PM



VENUE
IGSM Room No.
101/102/103



DAY
Day 2



EVENT CATEGORY
Competition



PARTICIPATION
Max 10 teams



TEAM SIZE / PARTICIPATION
2 participants
per team



REGISTRATION FEE
₹140 per team



COORDINATORS
Dev Makhija
dev.makhija.gnmba27@iilm.edu
7489355036
Divit Goel
9911599293

FORMAT



1 REGISTRATION & BRIEFING
Teams register and receive the debate topic and rules.



2 PRELIMINARY ROUNDS
Teams debate according to the assigned topic and format.



3 SEMIFINALS
Top teams qualify and debate advanced topics.



4 FINAL ROUND
The final showdown to determine the winning team.

RULES



All debates will follow the given format and time limits.



Each team must strictly adhere to the time limit.



Respectful language and decorum are mandatory.



Use of mobile phones or any electronic devices is not allowed during the debate.



Organizer's decision will be final and binding.



Judges' decision is final.

SCORING • 100 POINTS

30

Content &
Argument

25

Research &
Analysis

20

Delivery &
Presentation

15

Rebuttal &
Response

10

Teamwork &
Coordination



TIE-BREAKER
Best rebuttal round,
then overall presentation.



EXTRA RECOGNITION
Best Speaker • Best Rebuttal
Best Team • Audience Choice



WHAT TO BRING
Pen, notebook, valid ID,
confidence and your best arguments!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

21

MAIN EVENT

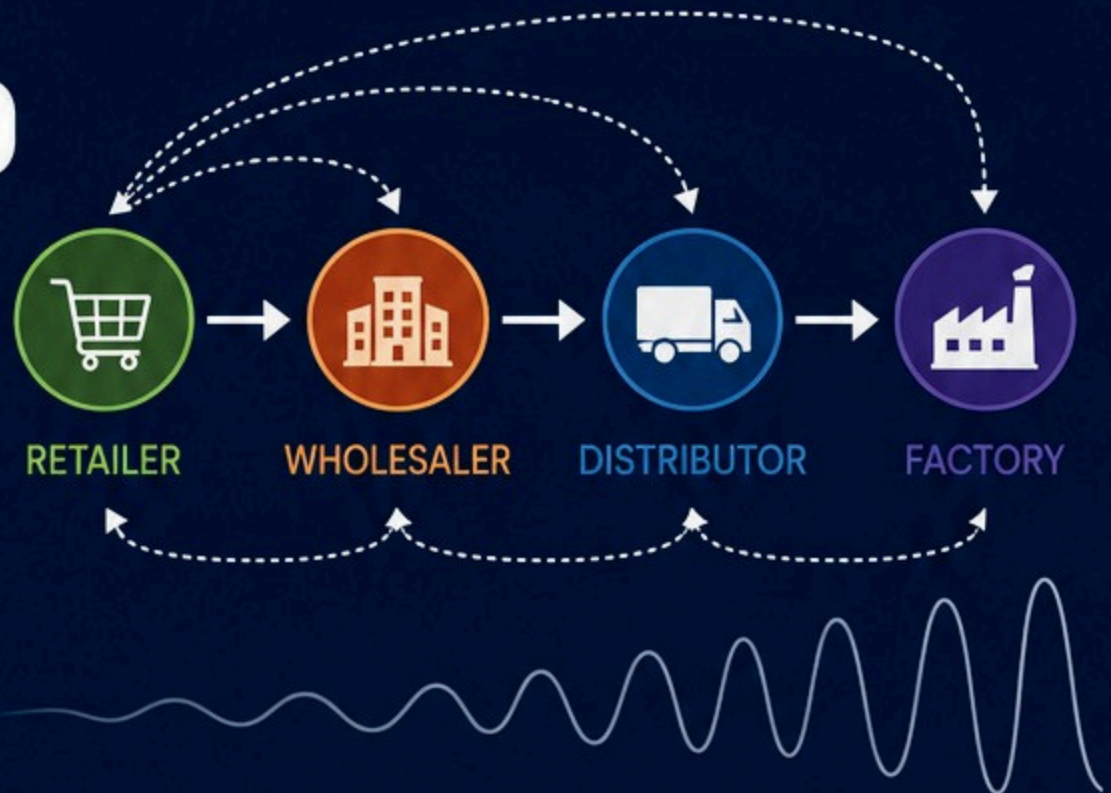
PLAN. RESPOND. OPTIMIZE.
MASTER THE CHAIN.

BULL WHIP

Every decision ripples.
Every move counts.



Bullwhip is an interactive supply chain simulation where participants manage inventory across four stages—Retailer, Wholesaler, Distributor, and Factory—aiming to minimize overall operational costs over a 10-week cycle.



D2



DATE
18-SEP



TIME
2-4 PM



VENUE
Auditorium



DAY
Day 2



EVENT CATEGORY
Main Event



TEAM SIZE / PARTICIPATION
4 Participants/Team



ENTRY FEE
₹50 per Participant



COORDINATOR
Rajeshwari Jha - 76677 95869

FORMAT



1 INTRODUCTION (15 MIN)
Overview of the supply chain, roles, rules, goals, and simulation flow.



2 DECISION ROUNDS (10 WEEKS)
Teams make weekly decisions on orders and inventory at each stage. The system reveals results.



3 SCORE TRACKING
Costs are calculated after each week, considering inventory, ordering, stockouts, and penalties.



4 FINAL RESULTS & ANALYSIS (30 MIN)
Total cost comparison, winner announcement, and key learnings.

KEY RULES



Teams represent one stage in the supply chain: Retailer, Wholesaler, Distributor, or Factory.



Decisions are made every week based on demand and received information.



Information delay between stages simulates real supply chain challenges.



No communication between teams during the decision rounds.



Organizers' decision will be final and binding.

SCORING • MINIMIZE TOTAL COST

Inventory
Holding Cost

Ordering
Cost

Stockout
Cost

Backorder
Penalty

Total
Operational Cost



STRATEGIZE

Balance demand, inventory, and lead time.



COLLABORATE

Feel the ripple effect of every decision across the chain.



WIN SMART

The team with the lowest total costs is the true champion!



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

22

MAIN EVENT

ONE SHOT.
ALL THE PRESSURE.
BE THE DIFFERENCE.

PENALTY SHOOTOUT

(FOOTBALL)



Demonstrate your football finishing skills and nerve under pressure in a penalty shoot-out challenge.



D2

	DATE 18-SEP		TIME 2-4 PM		VENUE CET Main Ground		DAY Day 2		EVENT CATEGORY Main Event
---	----------------	---	----------------	---	--------------------------	---	--------------	---	------------------------------



PARTICIPATION
Solo



COORDINATORS
Anand Kumar Lakra – 7978087223
Abhay Singh – 6394051275

FORMAT



1 REGISTRATION (15 MIN)
Participants register on-site before the event.



2 QUALIFYING ROUND
Each participant gets 3 penalty attempts.



3 KNOCKOUT ROUND
Top scorers proceed to sudden death round if required.



4 FINAL SHOWDOWN
The ultimate penalty to decide the champion.

RULES



All shots are to be taken from the designated penalty spot.



Standard football rules apply for the shootout.



Each participant gets 3 attempts in the qualifying round.



In case of a tie, sudden death will be used.



Unsportsmanlike conduct will lead to disqualification.



Organizer's decision will be final and binding.

SCORING



1 GOAL = 1 POINT

HIGHEST SCORE WINS!



FOCUS
Stay calm. Aim right.
Finish strong.



GLORY
One shot can make
you a champion.



PLAY. PERFORM. WIN.
Show your skills when it
matters the most!

MAIN EVENT

FAST HANDS.
SHARP MIND.
GAME ON.

TABLE TENNIS

Every rally matters. Every point counts.



Showcase your reflexes and tactical gameplay in a high-energy table tennis competition.



D2



DATE
18-SEP



TIME
1-4 PM



VENUE
Games Room



DAY
Day 2



EVENT CATEGORY
Main Event



PARTICIPATION
1 (Singles) / 2 (Doubles)



COORDINATOR
Ishika – 7428850314

FORMAT



1

REGISTRATION (15 MIN)

Participants register and receive the rules and match schedule.



2

MATCH FORMAT

Singles: Best of 3 Games
Doubles: Best of 3 Games



3

ROUND SYSTEM

League/Knockout format based on number of entries.



4

FINAL ROUND

The final match to determine the champion(s).

RULES



All matches will be played as per official table tennis rules.



Players must report 15 minutes before their scheduled match.



Use of mobile phones or any electronic devices is not allowed during matches.



Proper sports attire and non-marking shoes are mandatory.



Respect your opponent. No offensive language or unsportsmanlike conduct.



Organizer's decision will be final and binding.

SCORING

11 POINTS

Win by 2 clear points.



FOCUS

Stay sharp.
Control the game.



CONSISTENCY

Rally strong.
Stay consistent.



CHAMPION MINDSET

Every point brings you closer to victory.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

24

MAIN EVENT

THINK AHEAD.
STAY FOCUSED.
MAKE YOUR MOVE.

CHESS

Every move has a purpose.
Every decision shapes the game.



Challenge your intellect and strategic thinking in a battle of minds on the chessboard.



D2



DATE
18-SEP



TIME
2-4 PM



VENUE
Common Area



DAY
Day 2



EVENT CATEGORY
Main Event



PARTICIPATION
Solo



COORDINATOR
Akansha - 8887909924

FORMAT



1 REGISTRATION (15 MIN)
Participants register on-site before the event.



2 ROUND SYSTEM
Swiss format will be used based on the number of participants.



3 TIME CONTROL
Each player will have a fixed time per game.



4 RESULTS
Point table will be used to determine the winner.

RULES



All matches will be played as per official FIDE rules.



Players must report on time for each round. Walkovers will be awarded if a player is late.



Use of mobile phones or any electronic devices is strictly prohibited.



Respect your opponent and maintain silence during the game.



Organizer's decision will be final and binding.

SCORING



1 POINT

Win = 1 Point | Draw = 0.5 Point | Loss = 0 Point



FOCUS
Concentrate.
Plan. Execute.



STRATEGIZE
Think deeply.
Move wisely.



WIN WITH INTELLIGENCE
It's not just a game,
it's a mindset.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

25

MAIN EVENT

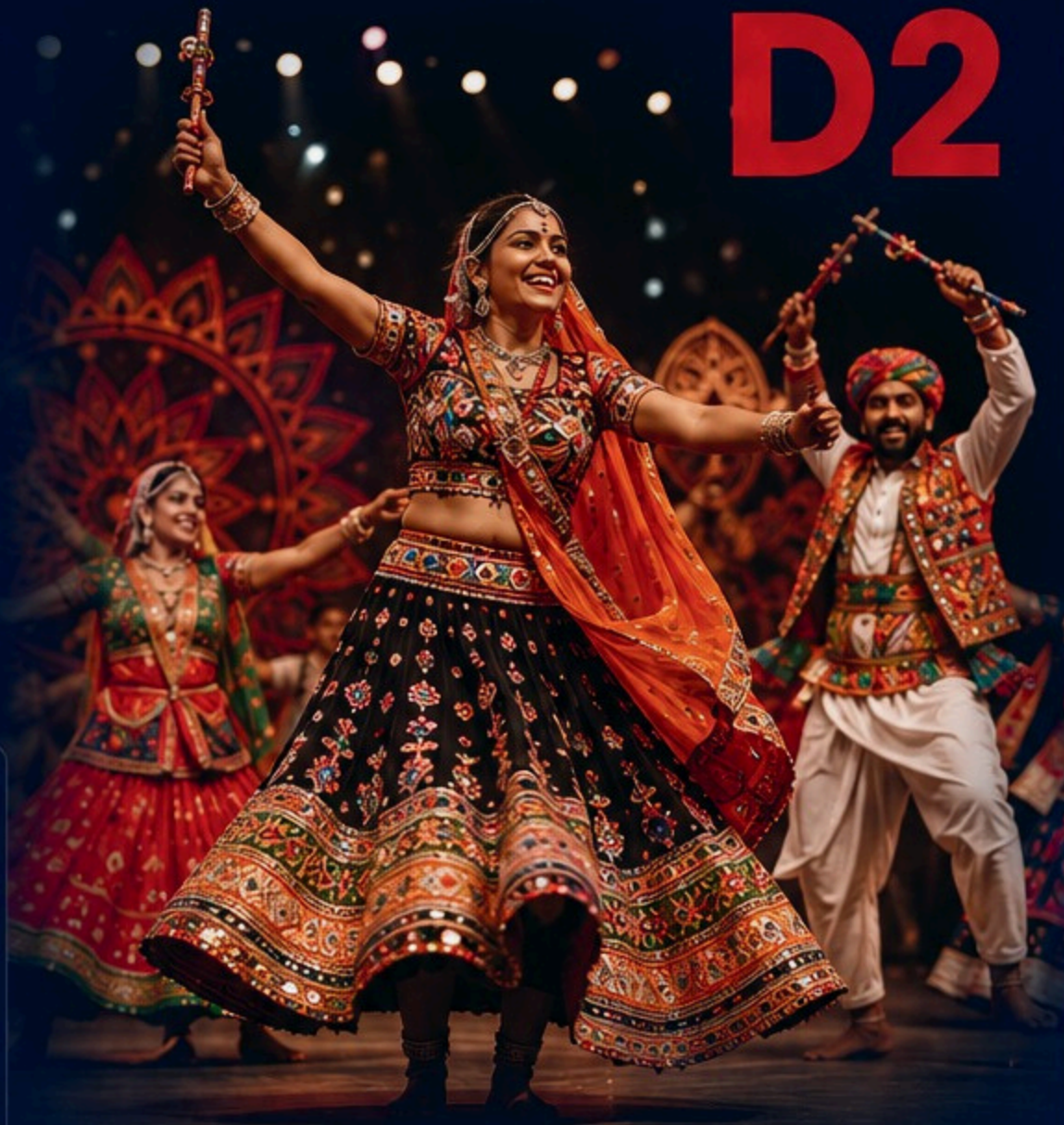
ONE STAGE. MANY CULTURES.
ONE UNFORGETTABLE CELEBRATION.

FOLK FIESTA

Celebrate heritage.
Dance with pride.



The Group Dance Competition is a high-energy inter-college dance contest where teams showcase choreography, synchronization, creativity, musicality, and stage presence across three competitive rounds. From the Preliminary Round to the Grand Final, teams battle it out for the ultimate title through dynamic and captivating performances.



DATE
18-SEP



TIME
1-4 PM



VENUE
Auditorium



DAY
Day 2



EVENT CATEGORY
Main Event



TEAM SIZE / PARTICIPATION
Group Dance (Teams)



COORDINATOR
Siddhi Bhandari – 9811513001

FORMAT



1 PRELIMINARY ROUND
Teams perform to qualify for the next round.



2 SEMI-FINAL ROUND
Shortlisted teams perform again for a spot in the finale.



3 FINAL ROUND
Top teams compete for the ultimate title.



4 AWARD CEREMONY
Winners announced and felicitated.

RULES



Each team must consist of a minimum of 5 members and a maximum of 15 members.



Total performance time should be between 4 to 6 minutes (including setup).



Teams must use only original or royalty-free music.



Usage of abusive language or inappropriate content is strictly prohibited.



Props are allowed but must be safe and easy to assemble.



Organizer's decision will be final and binding.

SCORING CRITERIA

25

Choreography & Creativity

25

Synchronization & Formation

20

Musicality & Expression

15

Costumes & Overall Presentation

15

Stage Presence & Energy



CELEBRATE CULTURE
Honor traditions.
Embrace diversity.



DANCE TOGETHER
Unite through rhythm.
Create memories.



OWN THE STAGE
Perform your best.
Leave a lasting impact.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

MAIN EVENT

AIM HIGH.
STAY FOCUSED.
MAKE EVERY SHOT COUNT.

SHOOTING STAR (BASKETBALL)

Test your accuracy and composure
in a thrilling basketball shooting
challenge where every shot matters.



D2

 DATE	 TIME	 VENUE	 DAY	 EVENT CATEGORY
18-SEP	2 PM - 4 PM	Basketball Court	Day 2	Main Event

 PARTICIPATION
Solo

 COORDINATOR
Arnav - 8700208332

FORMAT

-  **1 REGISTRATION (15 MIN)**
Participants register on-site before the event.
-  **2 QUALIFYING ROUND**
Each participant gets a specified number of shots to score maximum points.
-  **3 FINAL ROUND**
Top scorers advance to the final round for the ultimate challenge.
-  **4 WINNER**
The participant with the highest score becomes the champion.

RULES

-  Participants must shoot from the designated shooting spots.
-  Each participant will get a fixed number of shots within the given time.
-  Points will be awarded based on the scoring system announced on-site.
-  Foot must be behind the shooting line at all times.
-  Unsportsmanlike conduct will lead to disqualification.
-  Organizer's decision will be final and binding.

SCORING SYSTEM

3 POINTS
Beyond the arc

2 POINTS
Inside the arc

1 POINT
Free throw line



**HIGHEST
SCORE
WINS!**



FOCUS
Block the noise.
Hit the target.



CONSISTENCY
Practice builds
perfection.



BE THE STAR
One shot can make
you a champion.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

MAIN EVENT

ONE VOICE. ENDLESS EMOTIONS.
OWN THE STAGE.

RAAG RANG

Where music speaks,
and passion resonates.



The Vocal Performance Competition is an inter-college singing contest where soloists, duets, and groups showcase their vocal ability, musicality, creativity, and stage presence. Across three competitive rounds, participants battle through powerful performances for a place in the Grand Final.



D2



DATE
18-SEP



TIME
3-6 PM



VENUE
New Audi



DAY
Day 2



EVENT CATEGORY
Main Event



PARTICIPATION
Solo / Duet / Group



COORDINATOR
Siddhi Bhandari – 9811513001

FORMAT



1 PRELIMINARY ROUND
Participants perform to qualify for the next round.



2 SEMI-FINAL ROUND
Shortlisted participants perform again for a spot in the finale.



3 FINAL ROUND
Top performers compete in the Grand Final.



4 RESULTS & FELICITATION
Winners are announced and felicitated.

RULES



Each participant/group must confirm their participation before the event.



Total performance time:
Solo – 4 to 6 minutes | Duet/Group – 5 to 8 minutes



Only original or royalty-free backing tracks are allowed. Live instruments are not permitted.



Usage of abusive language or inappropriate content is strictly prohibited.



Props are allowed but must be minimal and easy to assemble.



Organizer's decision will be final and binding.

SCORING CRITERIA



25
Vocal Ability
& Pitch



25
Musicality &
Tuning



20
Creativity &
Song Choice



15
Stage Presence
& Confidence



15
Overall
Impact



FEEL THE MUSIC
Let your voice create memories.



EMBRACE THE STAGE
Every note you sing inspires someone.



SING YOUR STORY
One voice can change everything.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

28

MAIN EVENT

REAL STORIES.
REAL INSIGHTS.
REAL IMPACT.

OPEN FLOOR – FOUNDER'S EDITION

(PANEL DISCUSSION)

From Campus to Corporate:
Real Journeys. Real Lessons.



A moderated founders' panel themed "From Campus to Corporate", bringing together four entrepreneurs from diverse sectors for an honest discussion on entrepreneurship, followed by an open audience Q&A.



OPEN FLOOR FOUNDER'S EDITION

FROM CAMPUS TO CORPORATE

D3



DATE

19-SEPT



TIME

10 AM-2 PM



VENUE

New Audi



DAY

Day 3



EVENT CATEGORY

Main Event



PARTICIPATION

150-200 students



COORDINATOR

Gungun Gunani – 8707389493

FORMAT



1

MODERATED PANEL DISCUSSION

Four successful founders from diverse industries share their journeys, insights, and lessons.



2

KEY DISCUSSION AREAS

Entrepreneurship, idea validation, building ventures, failures, growth, leadership and more.



3

OPEN FLOOR Q&A

Audience gets the opportunity to ask questions and interact with the panel.



4

CLOSING REMARKS

Key takeaways and words of encouragement from the panel.

RULES



Registration is compulsory for all participants.



Participants must be seated by 9:45 AM.



Maintain decorum and respect during the session.



Questions for Q&A must be relevant and concise.



Use of mobile phones during the session is strictly prohibited.



Organizer's decision will be final and binding.

EVENT HIGHLIGHTS



4

INSPIRING
FOUNDERS



REAL-WORLD
ENTREPRENEURSHIP
INSIGHTS



LIVE AUDIENCE
Q&A



CONNECT.
LEARN.
GROW.



BE INSPIRED

Learn from real journeys and experiences.



GET INSIGHTS

Gain practical advice for your own path.



BUILD CONNECTIONS

Network with peers and industry leaders.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

29

SPONSORSHIP EVENT

THINK FAST.
KNOW MORE.
WIN TOGETHER.

MINDVAULT

Where knowledge meets
curiosity, and champions
are quizzed.



The Inter-University Business Quiz is a high-energy competitive quiz for university management students, testing their knowledge of business, economics, brands, and current affairs through challenging clues, quick thinking, and teamwork. Hosted by a professional quizmaster, it promises an engaging and intellectually stimulating experience.

ARE YOU
READY TO
QUIZ?

D3



 DATE 19-SEPT	 TIME 10 AM-2 PM	 VENUE Auditorium	 DAY Day 3	 EVENT CATEGORY Sponsorship Event
 TEAM SIZE 3 students per team	 REGISTRATION FEE ₹150 per team	 COORDINATOR Dipti Sharma 7667763581 dipti.sharma.gnmba27@iilm.edu		

FORMAT



- 1 PRELIMINARY ROUND**
All teams attempt a written/online quiz to qualify for the next round.



- 2 SEMI-FINAL ROUND**
Shortlisted teams compete in a quiz with multiple exciting rounds.



- 3 FINAL ROUND**
Top teams battle it out in a high-stakes final for the title.



- 4 WINNERS & RECOGNITION**
Winners and runners-up will be awarded exciting prizes and certificates.

RULES

-  Each team must consist of 3 students.
-  Decisions of the quizmaster will be final and binding.
-  Participants must not use mobile phones, smartwatches, or any electronic devices during the quiz.
-  Maintain decorum and respect during the event.
-  No negative marking unless specified in the round.
-  Any form of misconduct will lead to disqualification.

EVENT HIGHLIGHTS



CHALLENGING
BUSINESS QUIZ



INTER-UNIVERSITY
COMPETITION



EXCITING PRIZES &
RECOGNITION



LEARN. THINK.
COMPETE. WIN.



TEST YOUR KNOWLEDGE
From business to brands,
from trends to trivia.



THINK. TEAM. TRIUMPH.
Work together. Think smart.
Be the ultimate team.



BE THE CHAMPION
One quiz can change
your journey.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

30

MAIN EVENT

BUILD THE BRAND.
PITCH THE VISION.
WIN THE MARKET.

BATTLE OF BRANDS

Create. Position. Promote.
Make it Unstoppable.



Battle of Brands is a creative marketing challenge where participants transform an assigned product into a complete, market-ready brand. From brand name and identity to positioning and promotional strategy, participants must build the brand, tell its story, and sell the idea.



**BUILD IT.
BRAND IT.
SELL IT**



DATE
18 & 19 SEPT



TIME
4:30 – 7 PM (18 Sept)
2 – 4 PM (19 Sept)



VENUE
Auditorium



DAYS
Days 2 & 3



EVENT CATEGORY
Main Event



TEAM SIZE
2–3 members



COORDINATOR
Aashvi – 7037627374

FORMAT



1 BRAND BUILDING
Teams create a brand name, identity, and positioning for the assigned product.



2 MARKETING STRATEGY
Develop a go-to-market and promotional strategy to make the brand stand out.



3 PITCH & PRESENTATION
Present your brand, strategy, and campaign to the judges.



4 JUDGING & RESULTS
Top teams win based on creativity, strategy, feasibility, and impact.

RULES



Each team must consist of 2–3 members.



All ideas and content must be original.



Use of AI-generated content is not allowed.



Participants must adhere to the time limit during presentations.



Respect the decision of the judges.



Any misconduct will lead to disqualification.

JUDGING CRITERIA

20
Brand Name & Identity

20
Positioning & Strategy

20
Marketing & Promotion

20
Creativity & Innovation

20
Presentation & Delivery

100
Total Marks



BUILD THE BRAND
Craft an identity that stands out.



TELL THE STORY
Connect. Communicate. Convince.



WIN THE MARKET
Turn ideas into impact. Become the best brand.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17–19 SEPTEMBER 2026
@MOMENTUM.IILM

MAIN EVENT

STYLE THAT SPEAKS.
SUSTAINABILITY THAT LEADS.
CONFIDENCE THAT INSPIRES.

CORPORATE RUNWAY

Where fashion meets purpose,
and creativity walks the talk.



The Fashion Walk is envisioned as a dynamic cultural-corporate showcase where student teams present sustainable fashion concepts on the runway. The event highlights creativity, confidence, and awareness of eco-friendly practices in fashion. Participants will design and model outfits inspired by themes of sustainability, recycling, corporate professionalism, and innovative green fashion, creating a unique blend of style and responsibility.



DATE
19-SEP



TIME
10 AM - 3 PM



VENUE
CET Main Ground



DAY
Day 3



EVENT CATEGORY
Main Event



TEAM SIZE
6 registered teams



REGISTRATION FEE
₹100 per person



COORDINATOR
Siddhi Bhandari - 9811513001

FORMAT



1

REGISTRATION & BRIEFING

Teams register and receive the theme guidelines and sustainability parameters.



2

DESIGN & CONCEPT SUBMISSION

Teams design outfits based on the given themes and submit a concept note before the event.



3

RUNWAY PRESENTATION

Teams showcase their collection on the runway with a short theme explanation.



4

Q&A ROUND

Judges evaluate the concept, sustainability impact, and innovation.



5

RESULTS & AWARDS

Top teams are awarded for creativity, sustainability, and overall impact.

RULES



Each team must consist of minimum 4 and maximum 8 participants.



Outfits must be original and reflect the theme of sustainability.



Use of recycled, upcycled, or eco-friendly materials is encouraged.



Indecent, offensive, or non-eco-friendly elements are strictly prohibited.



Props and accessories are allowed but must align with the theme.



Time limit for runway presentation: 3-4 minutes per team.



Organizer's decision will be final and binding.

JUDGING CRITERIA

20

Concept & Creativity

20

Sustainability & Material Use

20

Design & Aesthetics

20

Runway Presentation

20

Confidence & Overall Impact

100

Total Marks



SUSTAINABLE STYLE
Celebrate fashion that cares for the planet.



WALK THE CHANGE
Showcase responsibility with every step.



CREATE IMPACT
Design today for a greener tomorrow.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

SPONSORSHIP EVENT

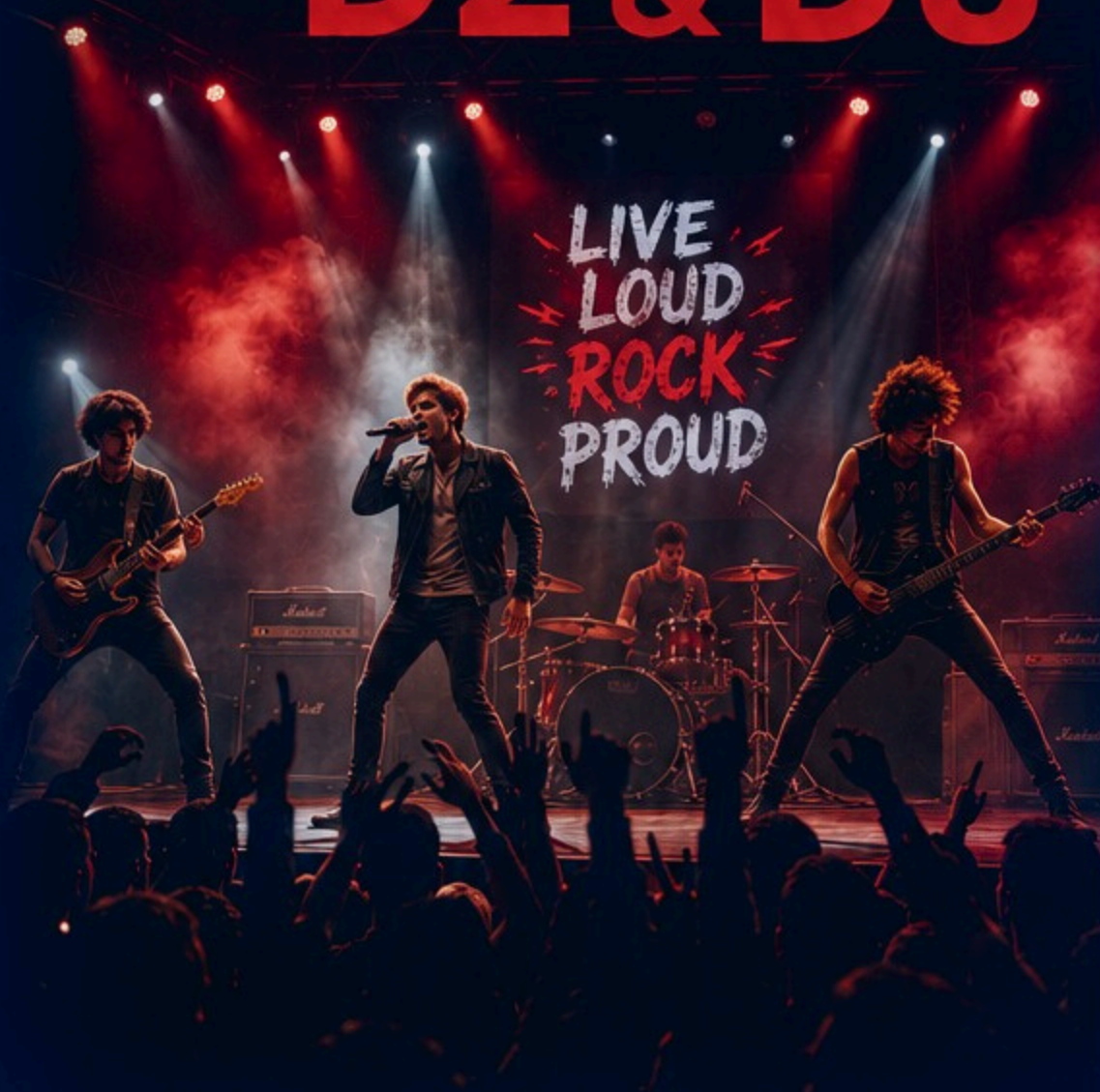
ONE STAGE. LIMITLESS SOUND.
ONE TITLE.

BATTLE OF BANDS

Where passion meets performance
and legends are born.



Battle of Bands 2026 is an inter-college live music competition where student bands come together to showcase their musical talent, creativity, stage presence, and performance skills. Get ready for an electrifying celebration of music, competition, and student talent.



DATES

18, 19-SEP



TIME

4-7 PM



VENUE

CET Main Ground



DAYS

Day 2, 3



EVENT CATEGORY

Sponsorship Event



PARTICIPATION

Bands (Inter-College)

ENTRY FEE

₹1300 PER TEAM



COORDINATOR

Abhishek Mishra - 9883938422

FORMAT



1

REGISTRATION

Bands register and submit their details.



2

PRELIMINARY ROUND

Shortlisted bands perform live.



3

FINAL ROUND

Top bands battle it out for the title.



4

WINNER ANNOUNCEMENT

Results & awards on the final day.

RULES



Each band must have a minimum of 3 and a maximum of 8 members.



Each band gets 20 minutes (including setup time).



Only original compositions or permitted covers are allowed. Obscene, vulgar, or offensive content is strictly prohibited.



Backing tracks are not allowed.



Each band must bring their own instruments and equipment.



Organizer's decision will be final and binding.

JUDGING CRITERIA



25

Musicality & Technique



25

Creativity & Originality



20

Stage Presence & Performance



15

Audience Connection



15

Overall Impact

100

Total Marks



FEEL THE MUSIC

Experience the energy.
Live the moment.



SHOW YOUR SOUND

One stage.
Infinite possibilities.



BE THE LEGEND

Compete. Inspire.
Leave your mark.



SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA



17-19 SEPTEMBER 2026
@MOMENTUM.IILM

33

APPLIES TO EVERY EVENT

RULES & CONDUCT.

These apply across the festival and sit on top of each event's own rules. Where the two differ, the event's own rules take precedence.



ELIGIBILITY & REGISTRATION

- Open to students of all recognised colleges and universities. A valid college photo ID is mandatory at reporting.
- Registration is online and, where slots remain, on-spot through the official Momentum platform.
- Registration fees are non-refundable after successful registration, except where the organising committee cancels or postpones an event.
- Team substitutions after the deadline require approval from the Event Head or organising committee.



REPORTING & TIMING

- Report at the venue at least 15–20 minutes before your event's scheduled start.
- Late entry may lead to disqualification from the relevant round.
- A participant may enter multiple events but is responsible for managing clashes, so check the running order before you register.
- All submissions must be made within the stated time limit; late submissions may not be evaluated.



CONDUCT DURING EVENTS

- Internet search, external databases and generative AI tools are prohibited unless a specific event explicitly permits them.
- No communication with other teams, spectators, mentors, faculty or external persons during a round.
- Confidential case, evidence or twist material may not be photographed, recorded, copied or distributed.
- Clarification questions go only to the designated organising team; anything material is communicated to all teams alike.

APPLIES TO EVERY EVENT

FAIRNESS & PRIZES.

How events are judged, how participants are expected to behave, and what every entrant takes home.



FAIRNESS & JUDGING

- 01** All cases and materials are internally tested, and judges receive a standardised scorecard and briefing.
- 02** A decision is not judged solely on whether it matches the organisers' preferred solution. Reasonable, well-defended alternatives are recognised.
- 03** Organisers do not provide individual teams with hints or coaching.
- 04** All decisions of the organising committee and the judging panel are final and binding.



CODE OF CONDUCT

- 01** Maintain professional conduct towards fellow participants, organisers, judges, volunteers and staff.
- 02** Cheating, impersonation, unauthorised assistance, disruption, harassment or manipulation of the competition process leads to immediate disqualification.
- 03** Participants are responsible for the condition of the venue and any equipment provided to them.
- 04** Any serious misconduct is reported to the appropriate faculty or organising authority.



PRIZES & CERTIFICATES

- 01** Winner, Runner-up and Second Runner-up prizes are awarded per event, along with amazing cash prizes across the festival.
- 02** Certificates are issued to finalists and qualifying teams as per festival policy; e-certificates for all registered participants.
- 03** Several events carry additional recognitions such as Best Pitch, Best Strategic Decision and Most Innovative Brand and others named on the event pages.
- 04** Prizes must be collected in person against a photo ID.

SECURE YOUR SLOT

REGISTER.



HOW TO REGISTER

- 01** Open the official Momentum 2026 website.
- 02** Pick your events, then check the running order so nothing clashes.
- 03** Enter every team member's name, college and contact number.
- 04** Complete payment and save the confirmation you receive.
- 05** Carry your college photo ID and the confirmation to the venue.
- 06** Watch @momentum.iilm for formats, fees and the last date to enter.



WEBSITE LINK



Scan for the website

Opens the official Momentum 2026 website, where you register.



QR HERE



Scan to follow

@momentum.iilm carries formats, fees and every last date.

KNOW WHERE YOU ARE GOING

VENUES & PRIZES.

Eleven venues across the campus carry the festival. Check yours before the day so you are not crossing the campus at reporting time.



SEMINAR HALL

7 events

Brand Auction · Corporate Catalyst · Fintambola · HR Courtroom · Open Floor: Founder's Edition · Scamsters · The Business Bet



AUDITORIUM

6 events

Battle of Brands · Bull Whip · Cultural Event 1 · Mind Vault · Scamsters · The Boardroom



IGSM ROOM 101, 102

3 events

BGMI · Brand Auction · Competitor Wars



CET GROUND

2 events

Battle of BANDS · Penalty Shootout



CMI LAB

1 event

Market Masters



IILM CAMPUS

1 event

Executive Murder Files



EVENT COORDINATORS

- BRAND AUCTION — Tanzil Shandilya · 8929732666
- CORPORATE CATALYST — Vivek Gupta · 9007530539
- SCAMSTER — Dipti Sharma · 7667763581
- THE MARKET MASTERS — Chirag Deb Roy · 7099244889
- MINDVAULT — Dipti Sharma · 7667763581
- BGMI —
- THE BUSINESS BET — Monila Agrawal · 9829213781
- THE BOARDROOM — Dipti Sharma · 7667763581
- BULL WHIP — Rajeshwari Jha · 7667795869
- BATTLE OF BRANDS — Abhishek Mishra · 9883939422
- COMPETITOR WARS — Vanshika Jain · 9354383259
- CULTURAL EVENT 1 — Siddhi Bhandari · 9811513001
- HR COURTROOM — Himakshi Shekhawat · 9610098629
- EXECUTIVE MURDER FILES —
- TARK-VITARAK — Dev Makhija · 7489355036
- EVERY OTHER EVENT — @momentum.iilm

Amazing cash prizes across every category.



Winner, Runner-up and Second Runner-up prizes per event, alongside recognitions such as Best Pitch, Best Strategic Decision and Most Innovative Brand. Certificates for every participant.





MOMENTUM

— IDEAS IN MOTION, LEADERS IN ACTION. —

THE SCHOOL OF MANAGEMENT FESTIVAL

17-19

SEPTEMBER 2026

📍 IILM UNIVERSITY, GREATER NOIDA



20+
EVENTS



03
DAYS



04
FLAGSHIPS



05
CATEGORIES

MOVE TOGETHER. CREATE TOGETHER. LEAD TOGETHER.

Momentum — where the next generation of leaders comes together.



11 VENUES

- 📍 Seminar Hall
- 📍 Auditorium
- 📍 IGSM Room 101, 102
- 📍 CET Ground
- 📍 CMI Lab
- 📍 IILM Campus & more



OPEN TO

Students of all
recognised colleges
with a valid photo ID



**AMAZING
CASH PRIZES**



Winner, Runner-up and
Second Runner-up per event,
with exciting **cash prizes**,
recognitions and certificates
for every participant.



MARKETING



FINANCE



GAMES



BUSINESS &
STRATEGY



LEADERSHIP



HUMAN
RESOURCE

20+ COMPETITIONS. ENDLESS EXPERIENCES. REAL IMPACT.