



ENIGMA



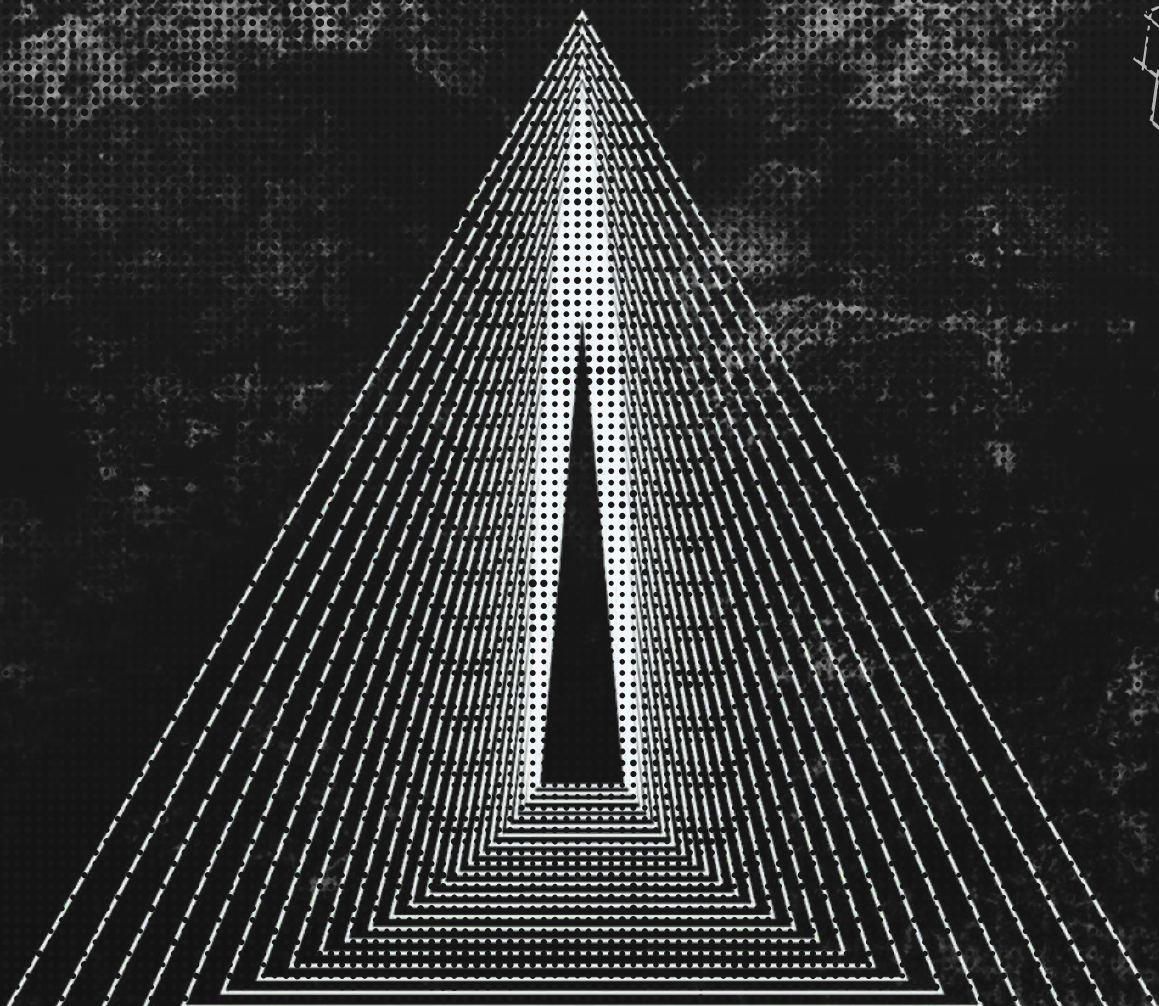
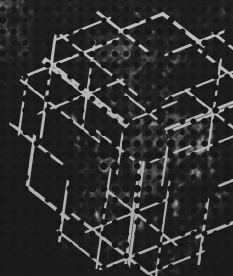
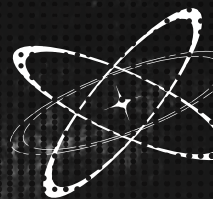
CHRIST

(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

SCHOOL OF BUSINESS AND MANAGEMENT
KENGRI CAMPUS
PRESENTS

ECHELON 2025

E-SUMMIT HOSTED BY
ENIGMA & E-CELL





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ABOUT CHRIST (DEEMED TO BE UNIVERSITY), KENGERI CAMPUS

Located on Mysore Road, Christ (Deemed To be University) Kengeri Campus is a 78.5 acre lush green haven that blends traditional values with world class infrastructure. Far from the city's hustle, the campus provides a serene environment for innovation, learning, and holistic growth. Home to a vibrant and diverse student community, The campus hosts multiple institutions, including the Faculty of Engineering, School of Business and Management, School of Architecture, Department of Psychology, and Christ PU College (Residential). These departments foster excellence across diverse fields through cutting edge programs and research opportunities. Guided by its vision of Excellence and Service and its mission to nurture individuals for holistic development and impactful contributions to society, the campus inspires students to explore, innovate, and lead in an ever changing world.





ABOUT E-CELL

The Entrepreneurship Cell (E-Cell) at Christ University, Kengeri Campus, is a student-driven initiative dedicated to fostering innovation, leadership, and entrepreneurial thinking among students. More than just an event-organising body, E-Cell builds a culture where ideas are challenged, risks are embraced, and students learn to lead with confidence. Our flagship fest, Samarthya, gives first-year students the platform to step out of their comfort zones and experience the thrill of competition, creativity, and collaboration. Alongside, our founder-interaction series, The Inner Circle, brings the entrepreneurial journey closer to campus by hosting industry leaders and startup founders who share real insights into building ventures. Events such as Clash of Clans further amplify this spirit, uniting students across departments and creating a vibrant atmosphere of healthy competition, teamwork, and growth. Through these initiatives, E-Cell has evolved into more than a student club; it is a launchpad for talent, ideas, and professional confidence. It cultivates resilience, practical business acumen, and an innovative mindset that prepares Christites to succeed as entrepreneurs, intrapreneurs, and future leaders. By partnering with E-Cell, stakeholders not only support the growth of a thriving campus ecosystem but also engage directly with the next generation of innovators shaping tomorrow's business landscape.





ABOUT ENIGMA

Enigma, the Marketing Association at Christ (Deemed to be University), Kengeri Campus, stands as a dynamic ecosystem for students who are driven by curiosity and inspired by the ever-evolving landscape of marketing. It serves as a space where ideas meet execution, creativity meets strategy, and students learn to translate theoretical concepts into impactful real-world applications. More than just a club, Enigma functions as a learning community that encourages experimentation, innovation, and bold thinking. The association curates a wide range of engaging experiences—ranging from competitive events and workshops to hands-on projects and industry interactions—that enable students to explore marketing from multiple dimensions. Whether it is branding, consumer behaviour, digital marketing, market research, or integrated communication, Enigma provides the exposure and resources necessary for students to build both competence and confidence. Moreover, Enigma serves as a bridge between academia and industry. By inviting marketing professionals, entrepreneurs, and alumni leaders, the association ensures members gain firsthand insights into market trends, evolving consumer expectations, digital transformation, and brand management practices. This exposure enhances students' industry readiness and supports career exploration in fields such as advertising, market research, retail, digital marketing, and strategic consulting.





A COLLABORATION BETWEEN ENIGMA & E-CELL

Two forces of innovation meet this year — Enigma, the Marketing Association, and the Entrepreneurship Cell are joining hands to curate an event that celebrates the very essence of ideas in motion. This collaboration was born from a shared belief: that every great business begins with an idea and reaches its potential through smart storytelling and strategic marketing. Entrepreneurship fuels creation, while marketing gives it voice, together, they shape the brands, ventures, and leaders of tomorrow. Echelon 2025 embodies this synergy, offering students the rare opportunity to witness how vision and strategy come together to build impact. The partnership between Enigma and the Entrepreneurship Cell ensures that participants experience both sides of the entrepreneurial journey, from sparking an idea to positioning it powerfully in the market. This year's summit is not just an event; it's a movement, one that unites curiosity, creativity, and collaboration under one roof, inspiring the next generation of change makers to think boldly, act fearlessly, and create meaningfully.

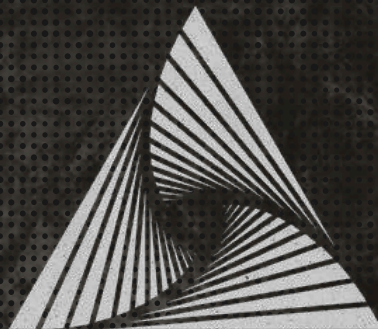




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ABOUT ECHELON 2025

Echelon 2025, an E-Summit hosted by Enigma and The Entrepreneurship Cell, scheduled for 16 December 2025, is a celebration of ideas, ambition, and enterprise. It will bring together a vibrant mix of entrepreneurs, investors, innovators, and student leaders, creating a shared space for learning, inspiration, and collaboration. Beyond thought-provoking keynote addresses and interactive workshops, the summit will feature a Student Business Expo, a dynamic showcase where young entrepreneurs can present their business ideas, prototypes, and concepts to mentors, investors, and industry professionals. The Expo offers an extraordinary platform for participants to gain feedback, build confidence, and connect their classroom learning with real-world entrepreneurial practice. At its core, Echelon 2025 is about turning inspiration into execution, giving every participant the mindset, exposure, and opportunity to lead, create, and innovate fearlessly.





EVENT FLOW

1. Workshops & Masterclasses – Morning Sessions

- The day begins with hands-on workshops and masterclasses led by industry experts, diving deep into real-world themes such as D2C branding, scaling D2C ventures, marketing strategy, and customer-centric growth. Participants will gain actionable insights and frameworks to navigate the evolving business landscape.

2. Keynote Session

- A distinguished keynote session will follow, featuring founders and CEOs who will share first-hand experiences on building enduring brands, leading with purpose, and fostering innovation through uncertainty. Their stories will inspire students to think big and build bold.

3. Business Expo – All-Day Exhibition

- Running throughout the day, the Business Expo will bring together emerging entrepreneurs showcasing their ideas, prototypes, and ventures. Backed by Darpan Sanghvi, Founder of Co-Founder Circle, the expo will serve as a dynamic arena where ideas meet investors, mentors, and peers transforming classrooms into live marketplaces of innovation.





CONTACT DETAILS

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