



**MCC BOYD TANDON
SCHOOL OF BUSINESS**

NEWSLETTER UNBOUNDED

#2ND ISSUE





OUR HEARTFELT WISHES !

TO MS.CHANDRIKA TANDON

As we reflect on the journey of bringing Unbounded to life, we are overwhelmed with gratitude for those who made it possible. This newsletter is more than just a publication, it is a canvas of creativity, a celebration of ideas, and a testament to the boundless spirit of MCCBTSB. Our deepest gratitude to Chandrika Ma'am, whose inspiration has made Unbounded as vibrant and limitless as it is today. Her guidance has taught us to break norms, embrace creativity fearlessly, and let our imagination take flight. Thank you for believing in us. Also a warm Congratulations to Ms. Chandrika Tandon, from the BTSB family on her amazing Grammy win! Your passion and creativity inspire us all, and this victory is a reflection of your extraordinary journey. Wishing you many more milestones in the future!



A THANK YOU NOTE



We would like to extend our heartfelt gratitude to Dr. Paul Wilson, Principal and Secretary of Madras Christian College for his continued guidance and encouragement. Though he works most of the time behind the scenes, his encouragement has been the unobtrusive but potent driving force behind our college's progress. His regard for our work and belief in our ability have had a profound impact in shaping our direction. We are deeply grateful for his continued encouragement in everything that we do. With all our hearts, we give our most heartfelt thanks to all of you for being part of this journey. This is just the beginning, and we're excited to see how we will continue to grow and redefine the meaning of being Unbounded as a community.



INK SYNC

FROM THE CHIEF EDITORS DESK

DR. ANU C.H



A VISIONARY LEAP INTO EXCELLENCE

In 2024, Saks Global's \$2.7 billion acquisition of Neiman Marcus Group created a luxury retail powerhouse by uniting Saks Fifth Avenue, Neiman Marcus, and Bergdorf Goodman to streamline operations and expand digital reach. This strategic consolidation parallels the initial intent of the Honda-Nissan-Mitsubishi alliance, which aimed to share resources and accelerate EV innovation. However, while Saks leverages brand synergy and modernization, the auto alliance has unraveled due to clashing priorities, particularly between Honda's EV independence and Nissan's restructuring, highlighting the challenges of maintaining unity in high-stakes, innovation-driven sectors. Similarly, in edtech, Crimson Education's rise to unicorn status through steady, profitable growth and personalized digital learning stands in stark contrast to the downfall of Byju's. Once valued at \$22 billion, Byju's collapsed under unchecked expansion, poor governance, and financial opacity. Both cases underscore a critical theme across industries: sustainable growth and strategic focus consistently outperform aggressive scale without discipline.

This edition spotlights industry stalwarts like Mr. Rahul Mammen Mappillai, fostering real-world connections and innovations shine through segments like "Trend watch" and "Finocular". Together, let us embrace the lessons of 2024 and charge into 2025, unbounded in spirit and aspirations!



OUR ESTEEMED GUIDES

Dr. Alfred Devaprasad, Member of Board of Directors, MCC, he has been the driving force behind the establishment and continued growth of MCC BTSB, and still continues to guide and inspire us with his visionary leadership and unwavering commitment. He addressed the PGDM students with insightful words. He shared his vast experience in education and leadership, emphasizing the importance of innovation and adaptability in today's fast-evolving world. Dr. Devaprasadh encouraged the students to focus on holistic development and the value of continuous learning. He also highlighted the significance of ethical leadership and responsibility in shaping future industries. His message resonated with the students, inspiring them to aim high in their academic and professional pursuits. The session was an enriching experience for all attendees.



Dr. Alfred Devaprasad



Mr. PCR Suresh

Mr. PCR Suresh is a seasoned banking professional with over 25 years of expertise in operational risk, internal audit, and cyber security. He has led key roles at Standard Chartered Bank and is passionate about developing thought leaders for both organizations and society. We recently had the privilege to meet Mr. PCR Suresh for a leadership dialogue at MCC Boyd Tandon School of Business on the 14th of October.

During his session he shared a lot of valuable insights alongside his personal success stories on the topic of "Corporate Athlete". Mr. PCR.Suresh during his session he emphasized on having a growth mindset instead of a fixed mindset and also told us about the effect it can have on an individual, this in particular had a great impact on us as business students and budding entrepreneurs. Mr. PCR.Suresh also spoke about some key capabilities that an individual should work on such as, physical, mental, emotional and spiritual domain. Overall, his session was extremely inspirational and engaging and left us with a new enriched perspective in various fields and leadership at large.

LEARN FROM LEADERS

MR. RAHUL MAMMEN MAPPILLAI

(MANAGING DIRECTOR AND WHOLE-TIME DIRECTOR,
MRF LTD.)

Mr. Rahul Mammen Mappillai, Managing Director and Whole-Time Director, MRF Ltd., has a B.A. (Hons) in Economics from St. Stephen's College, Delhi, an M.A. in Economics from the University of Madras, and an MBA from the University of Michigan Business School. In a leadership conversation, he offered some useful tips on how an MBA can be a life-changing experience. He gave six important career tips: acquire skills required, speak clearly, get a strong financial foundation, learn about customer needs, reduce mobile distractions, and develop relationships. The session ended with an interesting Q&A, and he left the audience with a strong message: "Opportunity is out there in plenty, just be sure to give it your best shot."



DR. NANDU NARAYANAN

(CEO , MEDIPHORE)



Dr. Nandu Narayanan, CEO of Mediphore, visited our institute for an engaging session with students. As the younger brother of our mentor Chandrika Tandon and Indira Nooyi, he praised their business acumen and shared insights on India's business and knowledge sectors. Emphasizing confidence in one's knowledge, he illustrated his points with personal experiences. The session concluded with an interactive Q&A, joined by faculty and our Director.

MR. SRIRAM SIVARAM

(JOINT MANAGING DIRECTOR OF MADRAS ENGINEERING
INDUSTRIES)

At MCC BTSB, we had the privilege of having Mr. Sriram Sivaram, Joint Managing Director, Madras Engineering Industries, speak on manufacturing and business principles. He imparted the Rule of 72 for estimating investment doubling time and explained the Compound Rule of financial growth. He explained the product life cycle: introduction, growth, maturity, and decline, with strategic adaptation. In Manufacturing Management Mantras, he mentioned supply chain management, Just in Time vs. Just a Little Late, and work-in-progress inventory reduction. He discussed cycle time vs. throughput and the Fat Boy Story to educate us on Kaizen concepts. He emphasized goal-set and stated, "If you don't know where to go, then choose anything, choose your goal."





MR. ALEXIS SAMUEL

(SENIOR VICE PRESIDENT AND HEAD GLOBAL DELIVERY EXCELLENCE, COGNIZANT)

Mr. Alexis Samuel, Senior Vice President and Global Head of Delivery Excellence at Cognizant, has played a pivotal role in turning Cognizant's Delivery Excellence function into a business-focused, outcome-oriented force to be reckoned with. In a leadership conversation, he spoke of ethical practices and striving for excellence in the IT sector. He stressed hiring firms with robust ethical principles, focusing on personal development rather than competition, and specializing in a particular domain by sheer commitment. He also spoke about the culture of informality in IT, and the session was both inspiring and thought-provoking.

MS. CAVITA MEHRA

(MD, MINDSKILLZ)

Ms. Cavita Mehra, MindSkillz CEO, gave a motivational masterclass on entrepreneurship, discussing her own experience and the leadership traits she gained since childhood. She spoke about a memorable interaction with Mother Teresa, who taught her that real beauty is inward. Referring to "Who Moved My Cheese?", she emphasized risk-taking and perseverance. She talked about various models of business ownership and emphasized professionalism, communication, and research-driven planning. Citing Kiran Mazumdar-Shaw as a role model, she urged students to adopt innovation and determination, concluding with the inspiring message, "Don't limit your challenges, challenge your limits!"

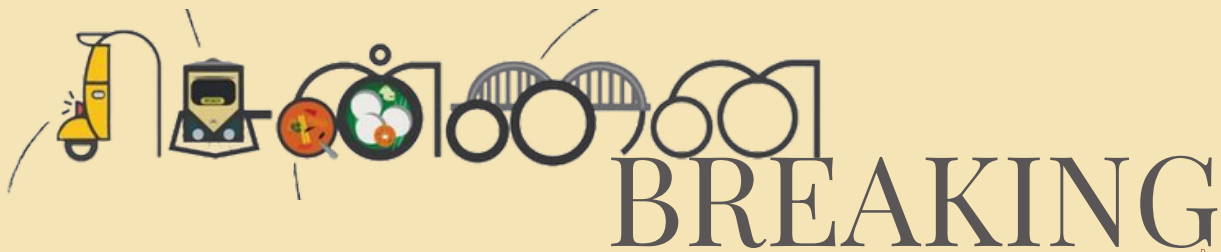


DR. RAGHU SUNDARAM

(SENIOR VICE CHANCELLOR AND HEAD OF GLOBAL STRATEGY NEW YORK UNIVERSITY)

Senior Vice Chancellor and Global Strategy Head, facilitated a fascinating Leadership Dialogue on global business trends, leadership, and management education. He offered insights from his own experience immigrating from India to the U.S. in 1984, highlighting adaptability in today's changing world. He addressed globalization's effect on multinational firms, poverty eradication, and economic change. During the Q&A session, he pointed out that Indians thrive worldwide because they are exposed early to multicultural environments. Inspiring students to absorb global opportunities, he made the session immensely fulfilling.





New Cafes Serving a Range of Cuisines

- **Café Noci:** Located in the Express Avenue Mall, this place takes patrons to a peaceful garden in the middle of the city. In a peaceful setting with gentle breezes and lush surroundings, the open-roofed restaurant serves European cuisine.

Exciting events are happening all over Chennai.

- **IPL 2025 Kick-off:** The 18th season of the Indian Premier League (IPL) will start on March 22, 2025, causing cricket fever to spread throughout the country. Under the legendary leadership of Mahendra Singh Dhoni, the Chennai Super Kings, the reigning champions, are expected to put on amazing performances at the M. A. Chidambaram Stadium.

-Careana Walter

MOVIE BUZZ: DUNE: 2 FATE OR FREE WILL?



What if your fate had been decided before you were even born? *Dune: Part Two* delves deeply into this topic, bringing Timothée Chalamet's character, Paul Atreides, one step closer to his doom. But is he merely a tool in a power struggle, or is he a prophet?

As Paul assimilates into the Fremen culture and leads a rebellion against the tyrannical Harkonnens, the movie examines the significance of decisions, the price of power, and the ambiguity between heroism and despotism. Thanks to its amazing sights, incredible action, and deft plot, *Dune: Part Two* is more than just a science fiction epic; it's a study of fate, leadership, and self-sacrifice. Then, is fate predetermined or do we have a say in our own fate?

-Careana Walter

WEATHER OUTLOOK

The world is undergoing major climate changes as the El Niño phenomenon weakens, but longer the effect is in action, the longer it continues to accumulate for extreme weather conditions. The global forecast for March to September 2025, shows drastic changes across continents. North America will see heatwaves and droughts in the Pacific Northwest but wetter weather in the south. Europe is looking at a warmer-than-average spring, which points towards warmer temperatures. Africa will experience heavy rains in East Africa, while Southern Africa will experience drier conditions. Asia, especially India, will also suffer from frequent heatwaves, making this season hotter than the others. Meanwhile, Australia is threatened by drought because of below-average rains. In Chennai, temperatures will be between 37°C and 39°C, with the highest heat between March 14-25. April-May will be hottest. The Southwest Monsoon (June-September) is predicted to yield moderate rains but higher-than-normal temperatures. People need to drink plenty of water, reduce outdoor activity, and monitor weather forecasts. Citizens are strictly advised to remain hydrated, cut down on outside exposure at noon hours, and keep track of official weather reports for cautionary actions.

(Sources) World Meteorological Organization, Copernicus Climate Change Service, AccuWeather.

-Louis Joshua

AROUND THE WORLD IN 2 FRAMES



The world's oldest person could be a Brazilian woman who turns 120.

Brazilian Glicéria Deolira Pedro da Silva may be the oldest living person in the world as he recently celebrated his 120th birthday. Her family is contacting Guinness World Records to confirm her birth certificate and status. The date of her birth was March 10, 1905. Deolira has a large number of great-great-grandchildren, eight children, and seventeen grandchildren. She's from Itaperuna. She attributes her long life to eating a balanced diet and getting enough sleep, and she says she is in good health with no underlying illnesses. Her family and a live band joined her in celebrating her milestone birthday.

• Google's Gemini 1.5 Leads the Great Leap in AI

Gemini 1.5, Google's most recent AI model, was introduced with the promise of improved intelligence, speed, and efficacy. This AI's enhanced reasoning and multimodal processing have the potential to revolutionize human-machine interaction.

-Sakthivel

QUIZZWIZZ

Solve the crossword by filling in the answers to the clues below. Clues are based on current business news. Good luck!

			1B				6G		
				4B		T			N
10P									
			7T				G		8H
5P				O		2	E		9A
			G						U
L		3M			A				
			T						

ACROSS

- Aircraft company securing a new major order (6 letters).
- Popular electric vehicle manufacturer (5 letters).
- Social media giant undergoing workforce reduction (4 letters).
- Cryptocurrency involved in major 2024 fraud allegations (5 letters).
- Petroleum company experiencing record profits (5 letters).

DOWN

- Tech company that recently launched a generative AI tool (6 letters).
- Retailer facing scrutiny over inventory shrinkage (6 letters).
- Streaming service adding ad-supported tiers (4 letters).
- Tech giant facing an antitrust lawsuit in 2024 (6 letters).
- Financial services company announcing new cryptocurrency rules (5 letters)

Answers
 Across: 1. BOEING, 2. TESLA, 3. META, 4. BITCOIN, 5. PETRO, 6. GOOGLE, 7. TARGET, 8. HULU, 9. APPLE, 10. PAYPAL

COMPANY AS WE KNOW IT



The Indian automobile industry is one of the most important and demanding sectors. Being a person who is extremely passionate about cars, I have found Hyundai's saga very interesting. We students of Boyd Tandon School of Business were fortunate to interact with Mr. Mukundan MS, Vice President- Production, Hyundai Motor India Ltd. He has experience more than 26 years working for Hyundai and he shared very valuable experiences with us. He started by explaining the revolutions and developments in the automobile sector, placing emphasis on how it has changed over the years. Throughout his presentation, he showed how Hyundai India is challenging other companies and establishing its foothold in the Indian market by fulfilling consumer demands. Hyundai Motor Company, established in 1967 in South Korea, became a worldwide motorcar leader at breakneck speed. It came to India in 1996, introducing the legendary Santro. Gradually over the years, Hyundai boosted its foothold with pioneering models, stressing quality, price, and sustainability. Now, it's a leader in India's automotive industry. Hyundai Motors India is going to invest ₹32,000 crore between 2023 and 2032 to increase its capacity and launch new models. The brand is also committed to increasing its electric vehicle (EV) lineup by localizing the EV supply chain, such as batteries and drive systems, to make EVs more competitive in India. Hyundai is also investing in cutting-edge R&D to promote innovation and enhance its technological offerings. The brand also plans to increase its SUV lineup and launch more hybrid vehicles to address growing demand in India.

- Hari Bhaskar





EXPERT FOCUS

MR. SELVAM .M

Having spent 17 years working in startups, I have gained proficiency in many functions including product development, Quantitative Analysis, operations, and technical support. The rich exposure across these functions has helped me understand the problems of various departments, which is crucial for any startup founder. My entrepreneurial venture started when I noticed a gap in the short film industry after directors asked me to help market their projects. It was this awareness that prompted the creation of Shortfundly, an app for streaming and revenue generation from short films. As a leader, I am focused on building continuously and being motivated by our vision to become the world's largest database for short films. We aim to differentiate ourselves by innovating and implementing consistently, knowing that competitors may emerge for a brief while. The future of short films in India seems bright given the low production expenses and the shift in audience preferences towards short-form content. Shortfundly aids emerging filmmakers by serving as an operating system for their films, providing distribution, marketing, licensing, and monetization opportunities while generating a revenue stream. For those looking to start their own ventures, I suggest acquiring a startup experience to understand various aspects of business and enhance their core competencies to address execution gaps. My achievements have been fueled by a continuous analysis of industry developments and a commitment to taking responsibility for my decisions. If I could revisit a specific moment, I would launch an AdTech company. Through Shortfundly, I aim to elevate talented filmmakers and safeguard the identities of content creators worldwide, creating a legacy of support for independent filmmakers on their path to success.

M.Selvam
CEO, Shortfundly

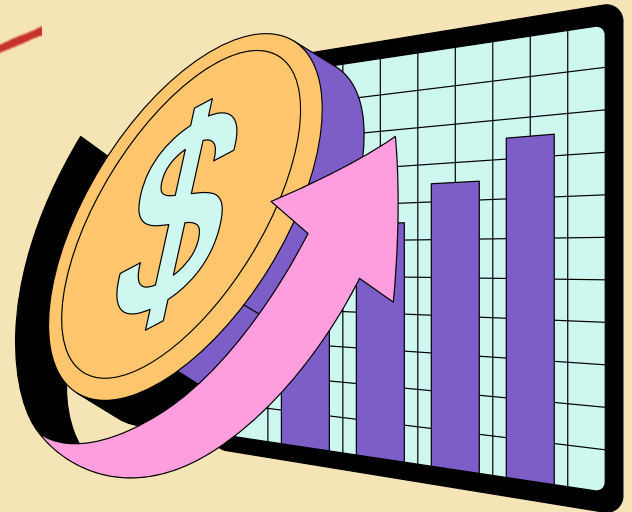
TREND WATCH

The Food Industry today is growing at a fast pace and there has also been a few changes in the Customer preferences. Let's now take a look at the new trends of the Food Industry.

1. **Personalized Nutritional Food:** Recently, many customers have been shifting towards personalized diets that cater to their biological needs. Food has also become more exciting, healthy and eco-friendly.
2. **Global Flavours:** Of recent, many customers have begun to explore new and different flavours from all around the world.
3. **Sustainable Food:** None can deny that people nowadays are focusing towards sustainability and on identifying the demand for sustainable foods, many companies have begun producing eco-friendly food.
4. **AI in Food:** Technology is also making food smarter and AI has been playing a great role in providing.

-Joshua Paul


FINOCULAR



Embedded finance is revolutionizing the landscape by integrating banking and financial services into non-financial apps, greatly benefiting businesses, consumers, and financial institutions. For businesses, it opens new revenue streams, like offering personal credit solutions around the clock without huge investments, and significantly enhances customer experience and trust by seamlessly integrating familiar financial products. Additionally, it offers insightful data on customers, allowing for customized products that increase happiness and conversions. Customers will benefit from a greater range of quick, easy, and customized financial solutions, even if they are not familiar with the underlying technology. Financial institutions gain from diversifying their offerings and fostering client connections by directing them to reliable partners when needed. Overall, embedded finance simplifies regulatory compliance, reduces market entry costs, and adapts to specific business needs through API-based solutions, making it a dynamic force in the evolving financial ecosystem.

-Joshua Moses

STRATEGOS

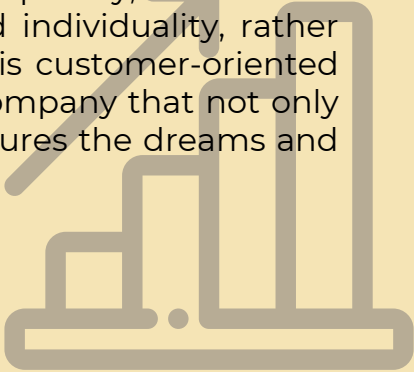
An illustration of a hand in a suit sleeve holding a chess piece, possibly a king or queen, with motion lines suggesting movement. The hand is positioned in the upper right corner of the page.

By introducing the revolutionary Karat meter, a state-of-the-art gold purity testing machine designed to spot under-cartage gold being sold by local neighborhood jewelers, Tanishq was able to successfully turnaround its struggling business operations. By doing this, Tanishq was able to establish a sense of credibility and trust in the market by offering free purity verification to customers, thereby transforming its retail shops into bustling hotspots of transparency and openness for gold quality. Through this strategic initiative, Tanishq not only emerged as the most credible jewelry brand in India, but it also registered an unprecedented surge for its sales numbers and altered consumer sentiments in a positive manner. The Karat meter served beyond its purpose as a simple working device; it introduced a revolutionary shift in the jewelry industry and evidently proved that trust is the most precious asset one can ever possess.

-Deva Prasad

BRAND LENS

"Think Different" by Apple

A stylized illustration of a bar chart with three bars of increasing height, set against a background of a grid. The chart is located in the bottom right corner of the page.

Apple's extremely successful and iconic "Think Different" ad campaign is a classic example of how the company highlighted the distinctive features and aspects of its computers. In this strategic campaign, Apple made a conscious decision to feature people who had the courage to think differently and leave an indelible, profound mark on the world around them. The overall aim of this campaign was to encourage consumers to think of themselves not just as customers buying a product, but as pioneers and change agents in their own respective domains. Rather than highlighting the technical features of Apple's products, the campaign positioned these products as vital tools that could empower users to achieve their highest potential and ambitions. Through this groundbreaking strategy, Apple was able to create a strong connection with its audience by linking its brand with visionary leaders and revolutionary ideas that defy the status quo. Consequently, consumers started embracing a lifestyle that valued creativity and individuality, rather than just buying a computer for functional reasons. This customer-oriented strategy ultimately cemented Apple's reputation as a company that not only cares about its products but also highly values and nurtures the dreams and ambitions of its users.

-Mohammed Nawaz

IMPACT OF SOCIAL IMMERSION



As part of my Social Immersion Project at MCC Boyd Tandon School of Business, I was given opportunity to work with Concerns Universe Foundation in Bangalore. The purpose of this social immersion is to create socially and professionally responsible future leaders. During our stay at Bangalore, we realized that there were a number of concerning issues in the community, such as drug abuse, high school dropout rates, and economic instability among families. In order to solve these problems, my team and I came up with solutions, each of us dealing with a specific area. I initiated to introduce the National Institute of Open Schooling (NIOS) educational scheme, which would help decrease the rate of school dropouts. I prepared a proposal with an appropriate budget to sponsor 100 students under this program with the assistance of my team. We approached Pacific International Lines Pvt. Ltd. and requested sponsorship of ₹13,38,600 to execute this project. To our great surprise, the company sanctioned our proposal and agreed to donate the whole amount to the NGO, which facilitated the program to be initiated successfully. This experience has been well worthwhile, as it enabled us to make a real difference to the community. Seeing our efforts bear fruit in the shape of real change has been an inspiring learning experience, and I feel privileged to be a part of this project.

- Team (Arunachalam, Allen & Aswin Kumar)

BRIDGING ACADEMIA AND INDUSTRY

The MCC Boyd Tandon School of Business (MCC BTSB) has launched the Short-Term Industry Engagement initiative, which provides students with practical experience across various sectors from Monday to Friday (2:00 p.m. - 6:00 p.m.). This program allows students to visit top organizations like Ashok Leyland, Thomas Cook, Lincoln Electric, Unibic, Nippon Paints, Malayala Manorama, and DSV Logistics, covering industries such as manufacturing, logistics, finance, media, retail, and innovation. By interacting with industry leaders, students acquire vital knowledge about corporate operations, strategic decision-making, real-world business challenges and the most important of all among this is connecting academic studies with practical applications. Moreover, students have the opportunity to pursue internships in various departments like, Marketing, Finance, Supply Chain Management, and Logistics, it also helps them sharpening their skills in consumer behavior analysis, financial planning, procurement, and distribution. The initiative encourages critical thinking, communication, and problem-solving abilities, ensuring that students meet industry standards. This organized engagement not only enhances their understanding of corporate procedures but also widens their professional networks, preparing them for a successful career path. MCC BTSB remains dedicated in promoting collaboration between industry and academia, ensuring that graduates possess a combination of theoretical knowledge and hands-on experience. As students embark on this journey, they are poised to explore, learn, and connect with professionals, shaping their career prospects. Keep an eye out for future newsletter editions that will feature student experiences and insights from this transformative program.

CAMPUS LIFE TESTIMONIAL

A Transformative Journey at MCCBTSB

Nine months at MCC Boyd Tandon School of Business (MCCBTSB) have been transformative. The institution's industry-aligned curriculum and MCC's 187-year legacy made my decision to join effortless. Being part of the inaugural batch meant shaping traditions and setting benchmarks, a responsibility our director, Dr. P. David Jawahar, instills in us. Leading our official newsletter, Unbounded, was a proud moment, inspired by my father's editorial work. Under the mentorship of Dr. Anu C. H, Dr. David Jawahar, and Dr. Samuel Joseph, we launched the first edition, and are now thrilled to present the second in your hands. Additionally, forming and leading the Hospitality Committee strengthened my leadership skills. Beyond academics, MCCBTSB offers real-world exposure. The campus choir, sports activities, and the MCC Innovation Park foster holistic development. Hostel life enhances collaboration, while open houses and faculty feedback sessions reinforce student-centric learning. The openness our beloved professors to evolve and grow alongside students is truly admirable. Though I initially explored options to study abroad, the unparalleled personal and professional growth I've experienced at MCCBTSB has proven that I made the right choice. More than an institution, it is a family. A special thanks to Ms. Chandrika Tandon, her principle of Love, Light, and Laughter is the guide light we follow. Here is to MCCBTSB, where we learn, grow, and build a future together!

-Noah J

INTRODUCING OUR CLUBS

MCC Boyd Tandon School of Business marked International Women's Day by launching its Women's Forum, Phoenix, with Dr. Krishnaveni Renganathan, a distinguished pulmonologist, as the chief guest. With medical degrees from some of India's best institutions, she is an adept in respiratory medicine, allergy, asthma, and sleep health. Dr. Krishnaveni conducted an insightful session on well-being, starting off with a sleep test for the students to understand the effects of study stress. She also discussed the ill effects of bad sleep, especially in women, and insisted on healthy eating habits for overall wellness. Finishing with encouraging remarks, she asked the students to take their health as .

The launch of Phoenix is a major milestone toward enabling women on campus, creating awareness, and empowering wholesome well-being.



THE ART AND FILM APPRECIATION CLUB

Art & Film Appreciation Club promotes critical thinking, creative expression, and cultural appreciation from the arts and films. The club conducts film marathons, analytical analysis, and cinematic viewings such as “*Good Will Hunting*” and plans on conducting short film shows, exhibitions of photography, and canvas paintings. In Zephyros 2025, the club provided “Butterfly Effect”, a short film contest. Based on inclusivity and artistic freedom, it enriches students' intellectual and social development, hailing the revolutionary potential of art and narrative.



SIM (SOCIETAL IMPACT MISSION) CLUB

The SIM Club, launched on September 13, 2024, fosters social responsibility and sustainability. The launch was attended by Mr. Umashankar S., a renowned CSR leader, as Chief Guest. On February 18, 2025, the club conducted a “Financial Literacy Program” at C.S.I Corley School, Tambaram, where Dr. Rajasingh, Asst. Director, took children through vital financial concepts. At Zephyros 2025, the club organized “SUSTAINovation”, a competition to showcase innovative solutions for sustainability. Through effective projects, the CSR Club continues to motivate social transformation and ethical leadership.



FITNESS CLUB

On 15th February, Dr. Phebe Angus G, a certified fitness trainer, took a session on health and fitness, stressing the need for a healthy lifestyle. This was preceded by a Jersey Distribution Ceremony, promoting team spirit among students. In September, inter-collegiate games were also conducted, enabling students to compete and exhibit their talent. During Zephyros 2025, the club organized the "Bid with Boyd", giving the event an added zing. The club continues to encourage sportsmanship, camaraderie, and an enthusiasm for fitness..



PRISM

The PRISM PR and Social Media Club promotes creativity, interaction, and community through effective communication. It operates official social media accounts, highlighting academic and cultural activities. One of its flagship initiatives, "Reel It", invited students to submit experiences in the form of short reels, and winners were selected through public voting. At Zephyros 2025, the club organized "REELvolution 5.0", a competition to create reels that showcased students' narrative abilities. Through digital storytelling, PRISM actively engages campus life and increases student engagement.



REDEB

The Debate and Reading Club, promotes critical thinking, public speaking, and reading skills through debate competitions, book club sessions, and public speaking sessions. It recently organized a debate on "Is social media a distraction or an essential tool for business?" with great student enthusiasm. The club organizes a book summarizing event every Wednesday to promote storytelling. In Zephyros 2025, REDEB hosted "Biz Quizz", a quiz competition on business, adding to intellectual stimulation and discussion on campus.



STUDENTS' ACHIEVEMENTS



Chrysalis 2025 (12th Feb 2025)

Eleven MCC BTSB students participated in Chrysalis 2025 a college fest conducted by LIBA and brought back the Overall Trophy and Rs-8,000 as cash prize by winning First place in the event Digital Creation and second place in AI poster showdown, the students are namely Careana, Austin, Kishor, Kailash, Timothy, Naveen R, Gopinath, Naveen Chander, Ancey, Sonia, Margaret, Dharanidharan, and Ahilian.

Zerodha Varsity Quiz (19th Feb 2025)

MCC BTSB students Sakthivel, Kailash and Poornakala formed a quiz team and achieved 2nd place in Zerodha Varsity Quiz 2025 held in Saveetha School of management for a cash prize of Rs-9,000.



Prometheus (24th-25th Feb 2025)

The Quiz team attained another victory at Prometheus 2025 a XIME Chennai college fest in the events Stock Mafia (Mock stock) and Tech Quest (Tech Quiz) achieving 2nd runner up in both and bagging a cash prize of Rs-4,000 with students Sakthivel and Louis achieving 3rd place on the Quiz gambit event on the second day.



Chanakya Event (27th Mar 2025)

Students Rosemary, Kishore, Poornakala and Kailash participated in the Chanakya Event held in Lead School of management (Palakkad) by AIMA achieving Victory in the Regional bracket pushing them up to national Semi Finals held in Coimbatore on 27/3/2025.



CHANDRIKA TANDON'S VISIT TO MCC BOYD TANDON SCHOOL OF BUSINESS (A MEMORABLE INAUGURATION)

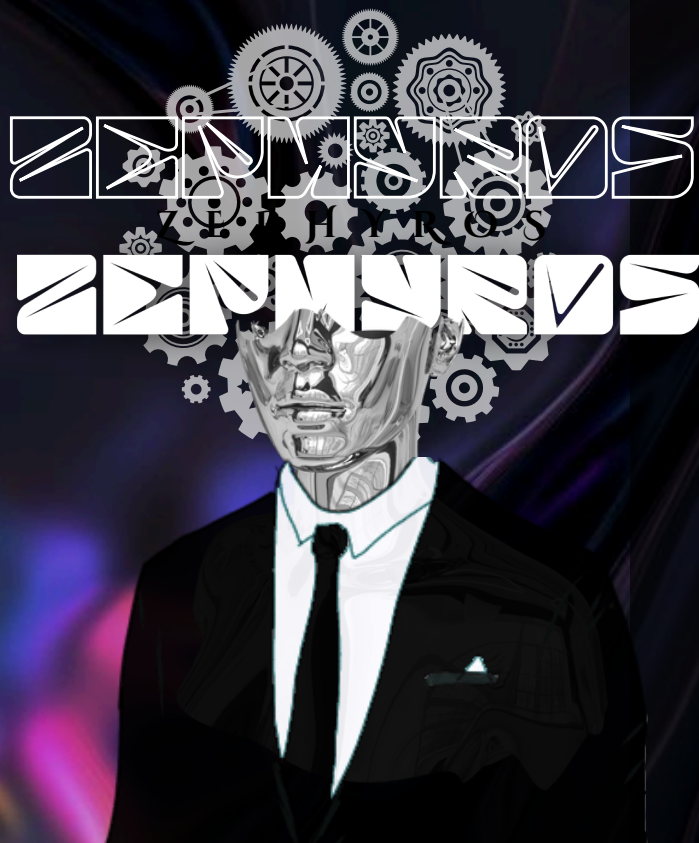


On 21/01/25, Ms. Chandrika Krishnamoorthy Tandon graced the MCC Boyd Tandon School of Business with her presence for the grand inaugural ceremony of the B-School. She was welcomed by MCC BTSB's Student Council, and esteemed Director, Dr. David Jawahar. The event was further honored by the presence of MCC Principal Dr. Paul Wilson and Mr. K.M. Mammen Chairman MCC Association & Board and Chairman MRF. The day commenced with an energizing exchange between Ms. Tandon and the students, during which she recounted cherished recollections of her undergraduate experience at MCC and her life in Chennai. She provided the students with powerful advice, encouraging them to "find your purpose," embrace a "sense of possibility," "set no limits," and live "unbounded," aligning with the college's Mantra or motto. She drew from her experiences. K.M. Mammen disclosed to the press a \$2 million USD grant from Ms. Chandrika Tandon to her alma mater during the occasion, emphasizing her gratitude and unwavering commitment to MCC's mission to facilitate the development of future leaders. Following the interaction, Ms. Tandon inaugurated the B-School by unveiling a commemorative plaque in the presence of various industry leaders and marking a significant milestone in the institution's history. On January 22, Ms. Tandon concluded her visit with an open session with the students, fostering a deeper connection with the future leaders. As a token of her love and encouragement, she gifted each student a hoodie and flask emblazoned with the slogan "Unbounded," leaving them inspired to aim high and embrace limitless possibilities.

ZEPHYROS



ZEPHYROS 2025, the inaugural management event of MCC Boyd Tandon School of Business, was a milestone with more than 200 students from different colleges demonstrating their abilities in competitive events. The event was launched by Mr. M.S. Mukundan, Vice President of Hyundai Motors India Ltd., and the participants were greeted by Ms. Jayanthi Shivakumar, Director-Human Resources, RR Donnelley. Challenging contests tried problem-solving, leadership, and strategic thinking. The valedictory function, presided over by Mr. Ganesh Pandian, Senior Director, BNY Engineering (India), witnessed Loyola College being awarded the coveted Rolling Trophy. Mr. Ashwin Jayasingh, Associate Vice President, Cholamandalam Investment and Finance Ltd., welcomed the chief guest. Cash awards of ₹5,000 and ₹2,000 were given to individual event winners and runners-up. The event set a high standard for future editions, establishing MCC BTBS as a centre of management excellence and generating a culture of innovation and leadership.





**MADRAS CHRISTIAN COLLEGE
MCC BOYD TANDON SCHOOL OF BUSINESS**



**Join MCC Boyd Tandon School of Business - an offshoot
of the 187 year old reputed Madras Christian College**



**ADMISSIONS OPEN
FOR 2025 – 2027
PGDM PROGRAMME**

PGDM (Postgraduate Diploma in Management)

**AICTE approved Two-year PGDM curriculum
with emphasis on Entrepreneurship and
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**Graduates and final year students graduating in 2025
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tests CAT / XAT / MAT / ATMA / CMAT / TANCET
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Attractive scholarships available

For Admissions please contact:

MCC Boyd Tandon School of Business

MES Road, Tambaram, Chennai – 600 059

+91 84381 43139 / 84382 93331 / 89253 18866

Email: admissions@mccbtsb.edu.in

Website: www.mccbtsb.edu.in

Last date to apply: April 30, 2025

For online application, please visit our website

PARTING THOUGHT

ONE TEAM, ONE DREAM

As we conclude this edition of Unbounded, let us reflect on the journey that binds us together, a journey fueled by shared aspirations, mutual respect, and unwavering determination. Our newsletter stands as a testament to the vibrant spirit of MCC Boyd Tandon School of Business, where every student, faculty member, and mentor collaborates to create a legacy of excellence.

This trimester has been nothing short of transformative, and our achievements are rooted in the guidance and inspiration of our exceptional mentors. Ms. Chandrika Tandon, whose vision and wisdom continue to illuminate our paths, remains a cornerstone of our collective growth. Principal Paul Wilson's steadfast leadership has nurtured an environment where innovation thrives. Director Dr. P. David Jawahar's strategic foresight has empowered us to dream bigger, while Head of Academics Dr. Samuel Joseph has championed academic rigor and critical thinking. Chief Editor Dr. Anu C. H.'s invaluable mentorship has been pivotal in shaping this publication and fostering a culture of creativity and inclusivity.

We the Assistant Editors, Lilyian, Noah & Allen and Sub- editors Careana, Peter, Jerusha, Shakthivel & Louis are filled with immense pride to be part of a community that truly embodies the essence of "One Team, One Dream." Together, we are not just building a business school but a movement that inspires future generations to lead with courage and compassion.

Let us carry forward this spirit, striving for greater heights while holding firm to our shared values. Together, we rise.

"One Team, One Dream."



UNBOUNDED

BEHIND THE NAME

(THE ORIGIN OF UNBOUNDED)

“Unbounded” is our mantra, which defines the way we seek to break traditional barriers in accordance to build assiduously over the years and truly liberate our students in thought and action. It was formed by our beloved mentor, Ms. Chandrika Tandon. She had curated the word to set the point that with the curriculum laid out well, MCC BTSB will stand out and shine in its own unique way among the others.

It resonates with the core values of our business school, where students are encouraged to think beyond conventional limits and to embrace challenges with a sense of limitless potential. Just as the business world demands innovation, creativity, and a global outlook, our magazine represents the boundless nature of learning and growth at MCC BTSB.

Unbounded is not just a title; it symbolizes the freedom to explore, question, and redefine the future. It mirrors the world of business today, where the only limits are those we set for ourselves. This magazine stands as a testament to our students' unrestrained curiosity and ambition, making the name Unbounded a fitting choice for a publication rooted in a forward-thinking business education.

And so, Unbounded was born a publication with no limits, just like the minds that create it.