



RAMJAS
CONSULTING
SOCIETY

2022-23

ANNUAL REPORT

20

22

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ABOUT US

Ramjas Consulting Society, popularly known as RCS, is a student-run organization committed to providing high-quality consulting services to startups, corporate and non-profit enterprises. It initially started out as a training and development wing with the aim of helping students gain industry skills but later this paved the way and gave birth to a society that is now a pioneer in creating industry-ready strategy and financial advisory professionals from college level.

RCS is a one-of-a-kind society preparing students for consulting interviews by constantly testing its members on brainteasers, guesstimates & cases. It also provides students with guidance for building consulting-oriented profiles and creating CVs & LinkedIn profiles suiting their future plans.

This year RCS has had a magnificent record of 60+ Podium and 100+ National Level finalist finishes in various areas of consulting and finance competitions, organized by renowned business schools and colleges. We have successfully tapped and worked on 8 live projects this year in the domains of Food & Beverages, AI Industry, Ed-Tech, Real Estate, Agritech, Rubber Rolling Industry and Health-Tech Unicorn.

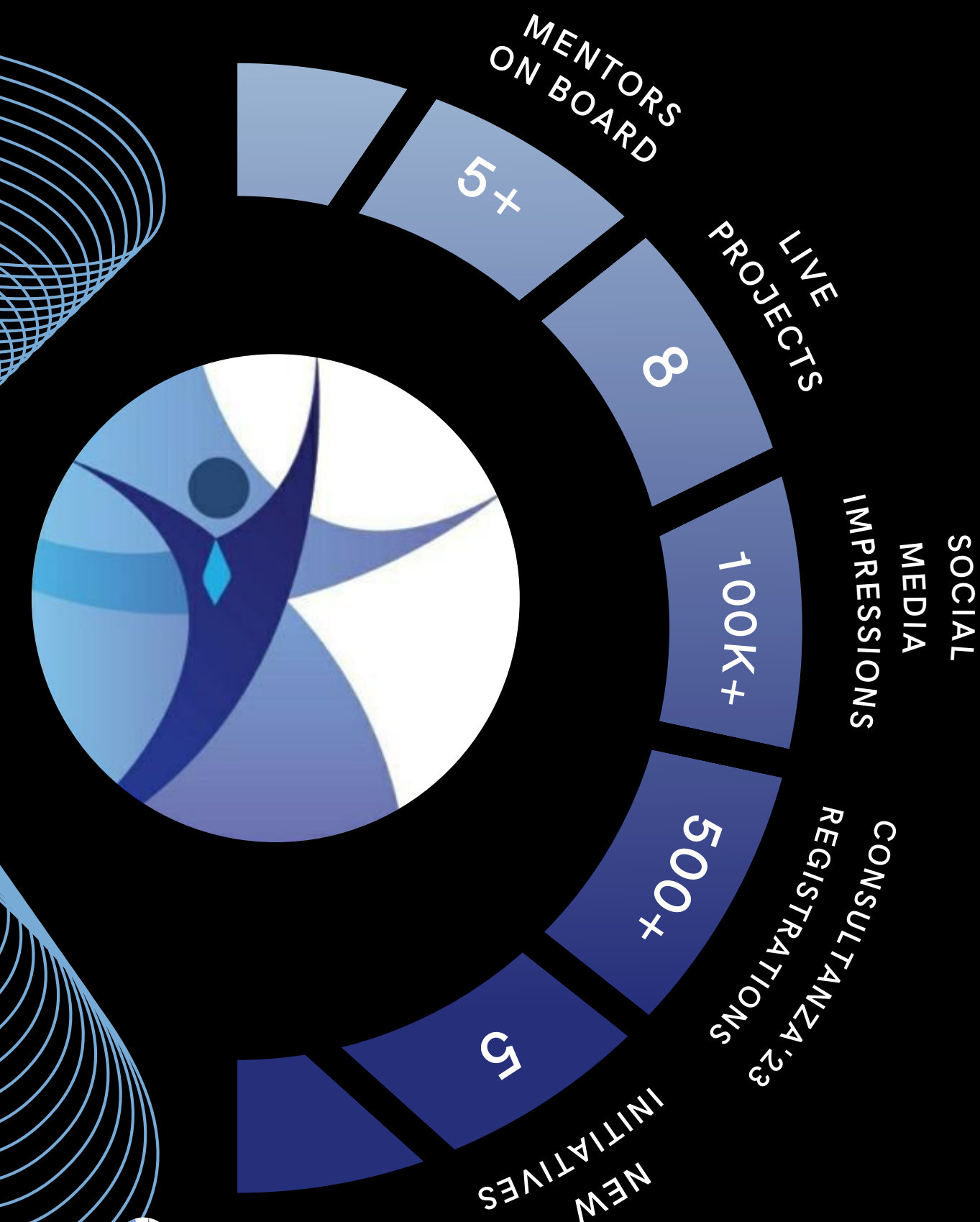
We have also had associate consultants and analysts from KPMG, BCG and Goldman Sachs as our mentors. Apart from this, RCS has had a celebratory launch of its very first official website, casebook and guesstimate book this year.

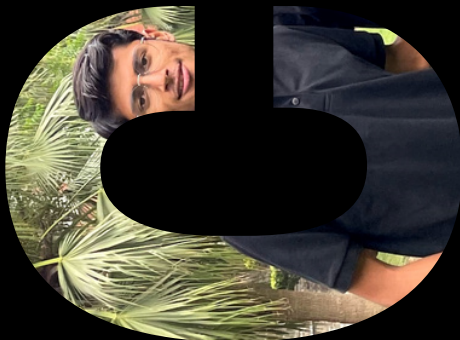
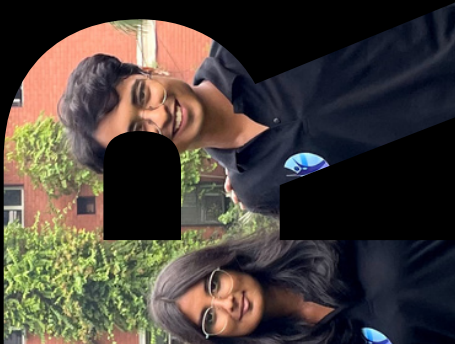
Ramjas Consulting Society has always delivered the highest level of services to its clients, backed by nothing but the concept of perfection. The diligence and business acumen of our team members coupled with their remarkable ability to connect theory and practice, has taken enterprises to new heights after collaborating with RCS.



SUMMARY

2022-23





It is through the sheer excellence and dedication of our core team that RCS has been able to achieve the milestones that it has, in the span of just a year. The core has set an example for their juniors to look up to and continues to inspire them.

Akshit Agrawal: Co-president

Jigisha Khurana: Co-president

Shobhit Sood: Chief Coordinator

Anushree Sharma: Director of Research & Analysis

Nakshatra Verma: Director of Sponsorships & External Operations

Tushar Parashar: Director of Media & Design



INITIATIVES

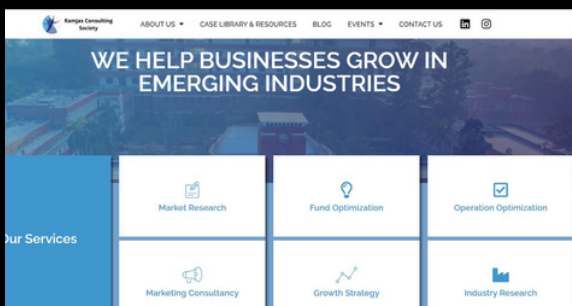
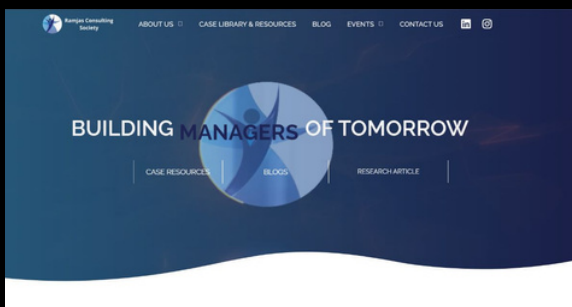
RCS Casebook and Guesstimate Book

The hard work, mutual support, collective learning, teamwork, resilience and a shared vision of the team throughout the year, (finally showed its results) as RCS launched the first edition of its very own casebook and guesstimate book in March of 2023.

The book brings to you 30 cases specially curated by the members in 6 different categories including profitability, GTM/growth, pricing, private equity, mergers & acquisitions, and unconventional. The guesstimate book is a comprehensive collection of not only 50 unique guesstimates but also key concepts like TAM SAM SOM, MECE and QR codes.



INITIATIVES



Website

In 2022, RCS also launched its official website, providing everyone with a one-stop destination to all resources, information and updates of Ramjas Consulting Society.

Treasure Hunt

As the new batch of students joined Ramjas college, the society organized an exciting knowledge-based Treasure Hunt event for them which not only gave the participants an exhilarating tour of their college campus but also added to their consulting vocabulary as each stage explained one consulting oriented term to them. The competition attracted an enthusiastic crowd of over 250 first year students and boosted their participation in our recruitment drive.



INITIATIVES

RCS Fellowship Program

This year Ramjas Consulting Society introduced an exclusive opportunity for the students of Ramjas College, who were curious to learn about consulting in the form of a Fellowship Program.

The objective of the program was to create an inclusive environment within the college to inculcate a case solving culture where every participant gets exposure by interacting and listening to a wide range of approaches shared by their peers.

The program witnessed an overwhelming participation of 180+ students from across diverse departments and years of our college. The 4 month long fellowship trained the participants in multiple consulting oriented topics including consulting frameworks, solving guesstimates and tackling case interviews by the members of the society itself.



ACHIEVEMENTS

1

50+ wins in case competitions in prestigious colleges in India



2



3



INTERNATIONAL
CASE STUDY
COMPETITIONS

Deloitte.

Top 8 finalist

ASCM
ASSOCIATION FOR
SUPPLY CHAIN MANAGEMENT

Top 8 finalist



Top 15 Asia



Top 8



LIVE PROJECTS

RCS undertook 8 live projects and strived relentlessly to deliver unparalleled services, with meticulous attention to detail and an unwavering commitment to excellence.



beatXP is the D2C Brand of Health-Tech Unicorn, Pristyn Care

- Identified the valuation multiple for the company through investor profiling and financial analysis
- Charted an offline Go-To-Market Strategy for the brand



agprop is a Real Estate Consultancy, Technology and Research firm

- Identifying key location requirements of various QSR, Co-working spaces and automobile giants, etc.
- Compiling real estate data of 10+ Tier 1 Cities and 30+ Tier 2 cities
- Data analysis of the above-mentioned data set
- Delivering reports on Medical Malls and their scope in India



Innobev is a B2B brand that specializes in creating a wide range of beverages & nutraceutical products.

- Created the investment pitch deck for this budding start-up
- Designed website and integrated an interactive product catalogue
- Developed invoicing and PO formats over Excel



Impact Consulting is a global community of professional and aspiring consultants working for non-profit, social enterprise and start-up organizations

- Partnered with Impact Consulting for live projects in the Social Impact segment.
- Worked on curating in depth research pieces on 15+ topics across 7 industries



LIVE PROJECTS



AgriApp is an IT, ICT, and IoT enabled company with an intent to bring the technology to the field of agriculture and food sector.

- Detailed analysis of AgriApp to help improve the positioning of the application in the market
- Identified different factors and prerequisites for a fintech platform focusing on lending in the agricultural segment
- Devised a business plan for the agricultural lending



Brainworks is a management consulting firm

- Devised a detailed Go-to-Market strategy for the client to enter into the executive coaching industry in the UK and US
- Prepared a comprehensive report to assist the client in understanding the product portfolio
- Designed pricing model based on competitive pricing which eventually helped the client to get the best possible results



Meteor venture is a venture capital and private equity principals

- Handled the marketing and branding campaign for Meteor Ventures, with notable investments in Go Mechanic.
- Delivered posts and content to be published through their website & social media pages.



MRV is a manufacturer, exporter array of Rubber Roller, Industrial Rubber Roller, Printing Rubber Roller, Steel Mill Rubber Roller.

- Market Research on a Global and Indian level to identify scope.
- Developed expansion strategy for National & International Markets.



CONSULTANZA'22

ANNUAL FEST OF RCS

After a successful debutant version, Ramjas Consulting Society organized the second edition of its flagship event "Consultanza'22" from 11th to 13th of March 2022.

The unique virtual fest brought forward two grand events over the course of three days. The first two days were a bootcamp for aspiring consultants and the third day was the famous case challenge competition of RCS.

The combination of an enthusiastic participation, cut-throat competition and expert tips on career in consulting and finance, made this year yet another successful one for RCS's annual fest.

Race2Ace Bootcamp:

RCS brought an intriguing two-day bootcamp providing insightful and interactive speaker sessions on different areas related to the field of consulting and investment banking. The speaker sessions were taken by Mr. Siddhant Gupta and Mr. Samir Malik on Consulting Career post UG/PG and Career as a Financial Advisory respectively.

Case-o-Crypt 2.0:

The signature case competition of RCS witnessed a euphoric participation from over 350 students competing through three stages of quiz, case submission and a surprise case interview round. All teams showed impressive performances.

CONSULTANZA'22



CONSULTANZA'23

ANNUAL FEST OF RCS

Ramjas Consulting Society organized the third edition of its flagship event "Consultanza'23" on 27th and 28th of March 2023.

The 'one of its kind' virtual annual fest brought forward two grand events for students from across Delhi and Delhi NCR colleges to participate and compete in, with the opportunity to prove their mettle in front of a panel of esteemed judges.

The fest turned out to be a great success with a display of praiseworthy performances.



Case-o-Crypt 3.0:

RCS's flagship three-round case study competition was highly anticipated by the participants. The teams were judged in a multi-hurdle format starting from quiz to solving a brain-stimulating case study and finally facing industry experts in the case interview round. All the teams showed great skill, creativity and spirit of competition.

Best Foot Forward (BFF):

The pièce de résistance of this edition was the newly launched BFF competition, an inter-college championship. Teams from various finance, consulting and commerce societies were invited to send their fittest representatives to showcase their analytical and logical thinking ability. The battle consisted of knockout series involving guesstimate, a surprise round and a one-on-one case interview with industrial experts. The event witnessed a massive participation and received positive feedback.



OUR MENTORS

RAMJAS CONSULTING SOCIETY



Ananya Narang

Graduated from SRCC College. She is an influencer on LinkedIn, Ex- Analyst at KPMG and a Marketing Associate for the Harvard Project for Asian and International Relations.



Sandesh Dholakia

Founder of Case Ace and Analyst - Ministry of Health & Family Welfare, Government of India. He was also the Chairman of the IFSA network and has also worked at the Normura Research Institute.



Aashish Jhunjhunwala

He is a MBA graduate from IIM Calcutta. He has also done his CFA & FRM & was one of the youngest in the country to complete it. Currently, he holds the charter for both CFA & FRM. He has worked with Goldman Sachs, Gaja Capital, Sovereign Fund of India & Boston Consulting Group.



Pratik Ranjan

He is an IIM-Lucknow alum and is currently working as a Consultant at the Boston Consulting Group (BCG).



Dushyant Garg

A CA rank-holder, working as an associate at Boston Consulting Group. He has also been an Investment Banking Analyst at Kotak.



ORIENTATIONS

280 +

ATTENDEES

200 +

RECRUITMENT APPLICATIONS

This year, following its official registration under the Placement Committee of Ramjas College, RCS organized two orientations to acquaint the students with its mission and vision.

The first orientation garnered a significant presence of 280+ attendees in which the society provided a comprehensive overview of its objectives, past accomplishments, and ongoing activities to the audience. Additionally, the society marked the occasion by unveiling its official website. Subsequently, RCS organized a second orientation session with the primary aim of enlightening the incoming students about its objectives and activities. This gathering, which attracted a crowd of 200+ individuals, served as a platform for the society to engage with and educate the freshers about the opportunities available through RCS. Following this, the society commenced its recruitment drive for the 2025/26 batch, with both general and special recruitment taking place. Remarkably, the society received an overwhelming response, with a massive participation of over 200 students.



MENTORSHIP SESSION

As part of its efforts to provide its members with valuable insights and guidance, RCS invited Mr. Arunabh Uttkarsh, an accomplished SRCC alumnus and current Associate at McKinsey & Co, to speak at an event. Mr. Uttkarsh's presentation focused on a range of topics, including case preparation, profile building, and interview tips, all of which are essential skills for navigating the competitive job market. The event culminated in a highly interactive Q&A session, where students had the opportunity to engage with Mr. Uttkarsh and delve deeper into the insights shared during the presentation



**Mr. Arunabh
Uttkarsh**



OUR PLACEMENTS & INTERNSHIPS

RAMJAS CONSULTING SOCIETY

Ramjas Consulting Society thrives to build industry-ready professionals which is evident from our placement records. We saw a remarkable success in placing our members in the prestigious and eminent organizations of the world.

We have witnessed a 100% placement record from our inception with our alumni currently working in the MBBs. This year 75% of our core team received an offer from Deloitte while 50% received an offer from TresVista. RCS continues to upskill its members and develop quality working professionals placed in top companies across the globe in the consulting, finance and business domain.



Nangia Andersen India Pvt. Ltd.



OUR ALUMNI



CHEKSHU PURI

PRESIDENT
2021-2022



PANKHURI GUPTA

VICE PRESIDENT
2021-2022



RITISH GROVER

GENERAL ADVISOR
2021-2022



RAGHAVENDRA GAUTAM

GENERAL ADVISOR
2021-2022



KALRAV SHARMA

RESEARCH AND
MARKETING HEAD
2021-2022



SARABJEET SINGH

GENERAL SECRETARY
2021-2022



KUNAL RAJGARHIA

PARTNERSHIP &
SPONSORSHIP HEAD
2021-2022

PLACEMENTS



SOCIAL MEDIA PRESENCE



INSTAGRAM

Reach of 100,000+ & 1250+ active followers



LINKEDIN

300,000+ impressions & 2500+ active followers



FACEBOOK

Reach of 3000+



YOUTUBE

100+ subscribers and 2000+ views on its channel



RCS WEBSITE

The newly launched website has a traffic of 500+ users

