RAMJAS CONSULTING SOCIETY

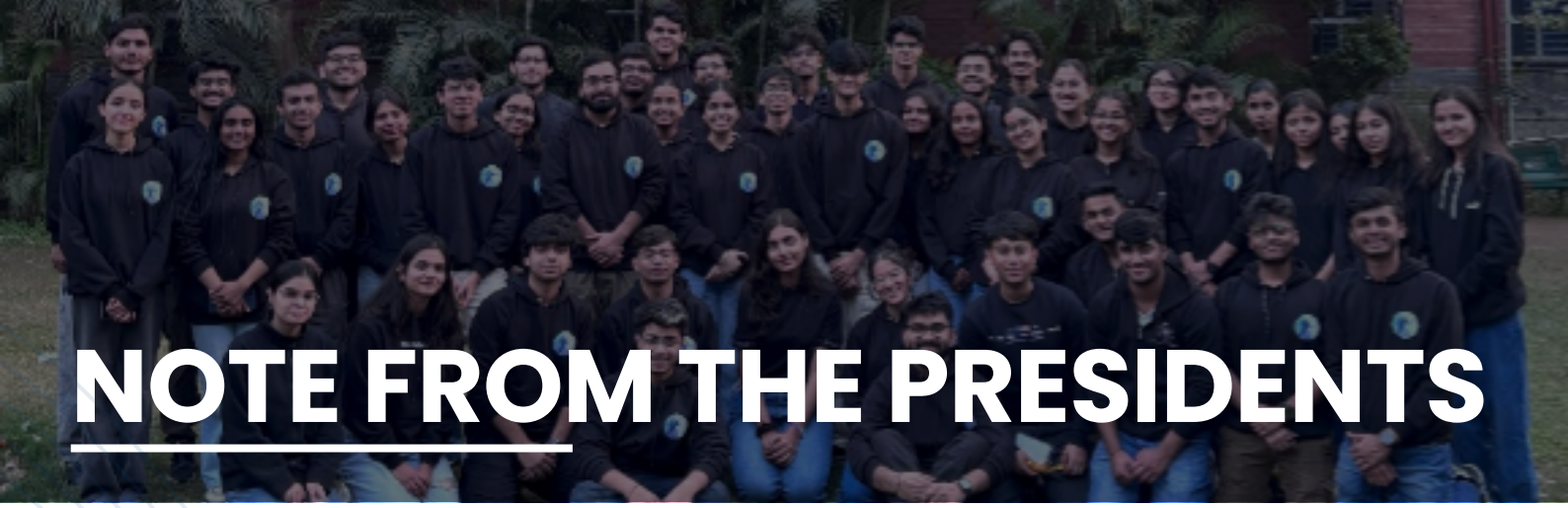
ANNUAL REPORT 2024-25



BUILDING LEADERS OF TOMORROW!

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NOTE FROM THE PRESIDENTS

As we bid farewell to the society, we are filled with joy and pride as our collective completes an incredible 5-year journey. It's inspiring to reflect on how far RCS has come - from a 15 member team to a thriving community of over **90 consultants and 150+ alumni**, with a highly competitive **8.1% acceptance rate** this year alone.

What began with a handful of projects has grown into a portfolio of impactful collaborations with renowned organizations such as ASEAN, Pristyn Care, Teach For India, Feeding India, and CRY. In total, we've completed **31 projects over these five years**, each contributing meaningfully to our mission and learning. RCS members have consistently made their mark, with **over 300 podium finishes** at prestigious competitions hosted by **Harvard University, HSBC, Deloitte, the Academy of Asian Business, IIMs, IITs, ISB, and more.**

It's also been rewarding to witness RCS forge knowledge partnerships with esteemed organizations like PwC, Zerodha, Frost & Sullivan, Cars24 and Nikore Associates. Our alumni continue to shine, securing admits to top schools such as London Business School, IIM Ahmedabad, ISB, SPJIMR, and Delhi School of Economics.

Moreover, the reach of our knowledge contributions - through ISBN-certified **publications like the case and guesstimate books** - has extended to thousands across the country, making a lasting impact on the consulting ecosystem.

As we reflect on this journey, we extend our heartfelt thanks to the outgoing core team, juniors, clients, society mentors, knowledge partners, alumni, sponsors, and partner societies. Your support has been instrumental in shaping RCS into what it is today.

RCS is more than just the numbers - it's a community that has consistently raised the bar. It's been a privilege to be part of this legacy.

Best Regards,
Yajur Mahajan & Manreen Mahon
Presidents, Ramjas Consulting Society 2024-25

5 YEARS OF EXCELLENCE

Five years ago, Ramjas Consulting Society was born out of a simple idea- to foster a space where ambition meets guidance and potential meets opportunity. Over the past half-decade, RCS has not only built a legacy of excellence but also a thriving community of driven individuals who have gone on to join leading firms, business schools and startups across the globe.



Surammya | 2021
Bain & Co.



Aryan Singhal | 2021
SPJIMR | KPMG



Harish | 2021
IIM Lucknow | Mondelez



Cheskshu | 2022
BCG



Ritish Grover | 2022
ISB | Bondblox



Devishi Sabharwal | 2022
SIBM | Forrest Essential



Kalrav Sharma | 2022
Deloitte



Akshit Agrawal | 2023
IIM Ahmedabad | PwC



Jigisha Khurana | 2023
Deloitte



Anushree Sharma | 2023
London Business School



Shobhit Sood | 2023
ISB | Deloitte | Ex PwC



Nakshatra Verma | 2023
Delhi School of Eco | Wells Fargo



Arnav Mittal | 2024
ISB | Innovist



Sujal Mittal | 2024
SPJIMR | Ex GLG



Vrinda Chadha | 2024
GLG



Vanshika Gourisaria | 2024
IIM Lucknow | Redseer



Shourya Gupta | 2024
ISB | Ex EY



Bhavya Khurana | 2024
HealthKart



Harshit Kumar | 2024
Preferred Square



Sahil Shah | 2024
TISS

TENURE OVERVIEW



CORE TEAM

It is through the sheer excellence and dedication of our Core Team that RCS has achieved remarkable milestones within just a year. The Core has not only set a benchmark for the incoming batches but continues to inspire and guide them with its unwavering commitment.

From spearheading high-impact projects and competitions to fostering a culture of collaboration, the Core has played a pivotal role in shaping the society's identity. Their leadership has been instrumental in driving both vision and execution, ensuring that RCS not only meets but exceeds the standards it sets for itself.



Manreen Mahon
President



Yajur Mahajan
President



Arnav Mohapatra
Director of
Professional Relations



Aastika Ratti
Director of Partnerships &
Sponsorships



Paarth Jaitly
Director of Media &
Marketing



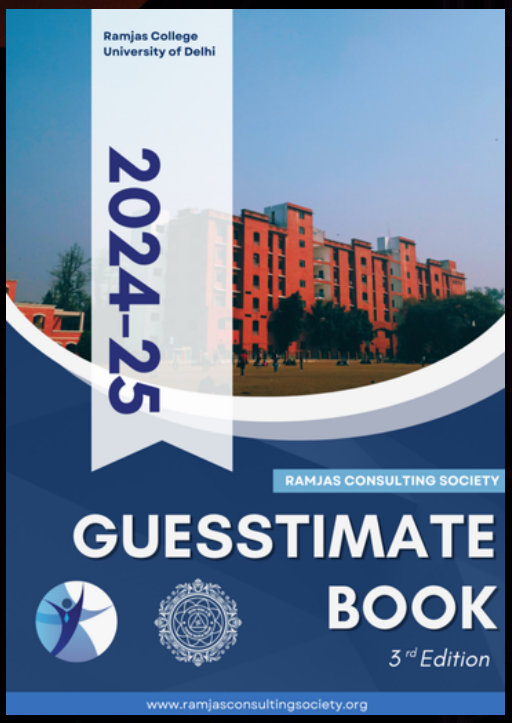
Shagun Jain
Chief Coordinator of
Training & Publications

PUBLICATIONS

3
EDITIONS

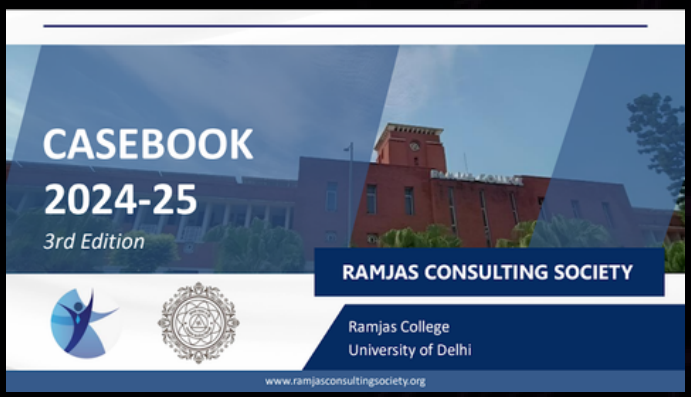
30
CASES

50
GUESSTIMATES



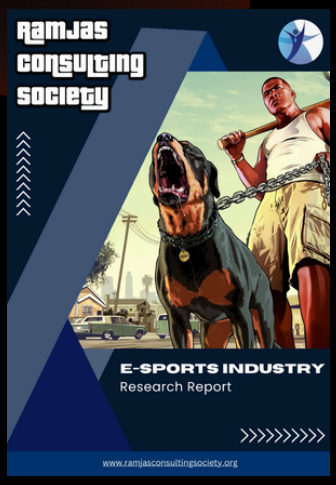
RCS launched its casebook and guesstimate book in the March of 2024. The book brings to you 30 cases specially curated by the members in different categories including profitability, GTM/growth, pricing, private equity, mergers & acquisitions and unconventional.

The guesstimate book is a comprehensive collection of unique guesstimates by RCS consultants, that include various topics like TAM, SAM, SOM etc



The two editions of RCS Casebook & Guesstimate book are our **in-house ISBN-certified** publications developed to create a power-packed consulting resource for aspirants aiming to crack jobs in this field. Our books, thoroughly reviewed by our mentors, have reached more than 15k professionals and have been applauded by various industry experts.

REPORTS (1/2)









INDUSTRY REPORTS

In 2024, RCS embarked on an initiative fueled by the dedicated efforts of our team- the publication of industry reports. These reports offered invaluable insights into the dynamic landscapes of both the streetwear and sneaker industries. Through rigorous research and analysis, we delved deep into the history, market trends, consumer behaviors, and value chain, providing practical insights to navigate these sectors effectively.

This report by Ramjas Consulting Society explores the music streaming industry's evolution, market overview, and competitive landscape. It analyzes business models of key players like Spotify, Apple Music, and YouTube Music, along with their marketing strategies and consumer behavior trends. The report also covers the impact of recent events, music festivals, the role of AI, and the issue of leaks within the industry.

REPORTS (2/2)



QUARTERLY REPORT

In 2024, RCS embarked on an initiative fueled by the dedicated efforts of our team. This quarterly report by Ramjas Consulting Society explores the gig economy, highlighting its evolution, data insights, and potential growth sectors in India. It discusses the state of gig workers, platform work benefits in tier 2 & 3 cities, and psychological insights. The report also features case studies on Blinkit and Rapido, examining the role of gig workers in quick commerce and on-demand ride services.



ESG REPORT

The report analyzes ESG (Environmental, Social, and Governance) dynamics in the FMCG industry, highlighting Patanjali's sustainability challenges (deforestation, waste, labor) and ITC's leadership in renewable energy, waste recycling, and community programs.

BLOGS



OTT

This blog examines Netflix's strategic entry into the gaming sector, analyzing its investments, cloud ambitions, and IP-led approach. It also highlights the major challenges the company faces in capturing market share and base in a highly competitive industry.

FMCG

In this LinkedIn blog, we explore the forces shaping the industry's $220B trajectory, from the surge of startup-led innovation to the rise of rural markets as the next big growth frontier. We break down what really matters to investors.





BIOTECHNOLOGY

This blog explores the emerging world of designer babies, analyzing the scientific potential of genetic selection alongside its ethical, psychological, and societal risks. It also raises critical questions around consent, equity.

FELLOWSHIP

RCS FELLOWSHIP PROGRAM 3.0

Ramjas Consulting Society continued the 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 4-5 week training program is open to all the students of Ramjas College to train them in various skills like data analytics, excel, finance, consulting, etc.

Team RCS is proud of the fact that it could add meaningful value to more than 200 students in Ramjas College.





CASE COMPETITONS

International Case Study Competitions

Global 2nd	Top 8 finalist	Top 15 Asia	National Finalist	Top 3 finalist

300+ podium finishes across National Case Compeititons

1

2

3

PARTNERSHIPS

In our operations and collaborations, we always strive to achieve first-rate work ethics and seek to create industry leaders of tomorrow. To our clients, partners as well as our members, we assure and work towards nothing but growth.

We've partnered with various consulting firms and finance groups across India, including 180 DC SRCC-Hansraj-SBSC Consulting cell SSCBS, Khalsa Consulting Group and more. competitions and mentoring sessions to facilitate mutual growth in the consulting sector. We also gathered sponsorships from various notable organisations like Unacademy,DuBuddy and Cashvisory.

SPONSORSHIPS

At RCS, we believe that every event is only as strong as the support behind it. Our collaborations with brands go beyond just sponsorship, they represent shared values of innovation, excellence, and outreach.

This year, we proudly onboarded over 15+ stall partners and gifting collaborators, including renowned names such as KFC, The Sweet Shack, GIVA, Jawed Habib, and more. These partnerships added immense value to our flagship events, enhancing both experience and scale.

From food stalls that kept our attendees energized, to gift partners who helped us recognize excellence, each collaboration played a crucial role in the success of our initiatives. As we continue to grow, we remain committed to building meaningful industry partnerships that benefit both our members and our sponsors alike.

Some of the sponsors this year

LIVE PROJECTS (1/2)

URBAN ANIMAL

This project delivered a comprehensive list of potential investors for seed/pre-seed rounds in India, including contact details, investment stage, and average ticket size for target Venture Capital firms, Angel Investors, Incubators, and Accelerators.

ZOMATO FEEDING INDIA

This project focused on optimizing the onboarding process for NGO partners collaborating with Feeding India. The primary goals were to enhance cost efficiency and maximize strategic synergies.

TEACH FOR INDIA

This project involved the development of a comprehensive report examining gender disparity in career choices within the impact sector.

BAMBREW

Conducting extensive secondary research to identify potential target markets, strategic partners, and key opportunities.Following the completion of the market research, the focus will shift to creating a comprehensive business development plan.

WRIGHT RESEARCH

A meticulously compiled and verified database encompassing detailed profiles of family offices. A comprehensive report analyzing the compiled data to identify patterns in investment behaviors and preferences.

INOVAR FLOORS INDIA

We delivered 15 insight-rich content pieces on social entrepreneurship, emerging business models, and consulting interview preparation. Applied consulting frameworks, and created professional slides.

LIVE PROJECTS (2/2)

THEODY SVADHYAY TRAILBLAZZER

A tangible growth strategy report was developed, featuring a two-year roadmap and a go-to-market plan focused on the geography with the highest potential market fit.

HAVISH M CONSULTING

This project involved compiling a comprehensive sheet featuring 70 established firms and 35 promising startups with a strong emphasis on ESG (Environmental, Social, and Governance) and CSR (Corporate Social Responsibility) initiatives.

INDEGENISIS CONSULTING

This project involved the development of a comprehensive report examining gender disparity in career choices within the impact sector.

GROWBET PARTNERS

Researched the Indian semiconductor industry, focusing on raw materials, trends, and projects, and presented findings professionally.

ASEAN YOUTH ORGANIZATION

This project involved the successful implementation of an international research symposium.

NIKORE ASSOCIATES

Nikore Associates is dedicated to advancing economic policy through rigorous research and consulting servives.Their policy ideas have been published in several national and international news media.

PAST CLIENTS





























KNOWLEDGE PARTNERS

PWC

PwC is one of the world's leading professional services networks, offering assurance, advisory, and tax services. With a presence in 149 countries and 370,000 people, helps businesses build trust and solve complex problems.

ZERODHA

Zerodha Broking Ltd is an Indian brokerage and financial services company, based in Bengaluru. It offers an electronic trading platform that facilitates institutional and retail trading of stocks,

FROST & SULLIVAN

Frost & Sullivan is an American business consulting firm. It offers market research and analysis, growth strategy consulting, and corporate training

CARS24

CARS24 is an Indian multinational online used car marketplace headquartered in Gurgaon.The company is considered among the four major organised players in the used car segment in India

NIKORE ASSOCIATES

Nikore Associates is dedicated to advancing economic policy through rigorous research and consulting servives.Their policy ideas have been published in several national and international news media.

CONSULTANZA

ANNUAL FEST OF RCS

Ramjas Consulting Society organized the fourth edition of its flagship event "Consultanza'25" on 20th and 21st of February 2025. The annual fest brought forward four grand events for students from across Delhi and Delhi NCR colleges.

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

2000 +

REGISTRATIONS



CASE-O-CRYPT 5.O:

RCS brought back its flagship three-round case competition with cases and experiences a notch higher. From the brain-teasing quiz to an immersive case study and finally culminating in the case interview round with our judges, the participants were pushed to their limits, showcasing remarkable skills.

BEST FOOT FORWARD:

Teams from various finance, consulting and commerce societies were invited to send their fitted representatives. The battle consisted of knockout series involving guesstimate, a surprise round and a one-on-one case interview with industrial experts.

CONSULTANZA

ANNUAL FEST OF RCS



400 +

ATTENDEES



RCS Business Conclave:

The RCS Business Conclave brought together diverse voices, from visionary startup founders to seasoned consulting leaders, for an enlightening and inspiring event. The attendees were treated with the experiences of these entrepreneurs and some precious insights into the industry and corporates through keynote addresses of top industry professionals who came from the best of the firms. The conclave served as a catalyst instilling a thought in the minds.

OUR MENTORS



Anuj Kukreja

He has graduated with an MBA from IIM Lucknow and has been awarded Dean's list. He is currently working as a Senior Consultant in Bain and Company. He is also an Ex-Senior Consultant at Inductis.



Riya Chakravarty

She has completed her Masters in Economics from Delhi School of Economics and her undergraduation from SRCC. She is working as an Associate Partner in McKinsey & Company.



Devesh Mundra

He is a Chartered Accountant and has completed FRM under GARP. He is currently working as a consultant at Boston Consulting Group (BCG) and has also worked as an Assistant Manager at AnandRathi Wealth Limited.

OUR MENTORS



Anindya Longvah

Anindya Longvah is an MBA graduate from IIM Calcutta ('23) and a graduate of Ashoka University ('21). He currently serves as an official at the Tata Group, and is also a MyProtein brand ambassador



Ananta Chhajer

Ananta Chhajer is an Ex management consultant at Accenture Strategy and holds an MBA from IIM Ahmedabad. Currently he's a content creator with 500k+ subscribers on Instagram and YouTube.



Chirag Tibrewal

Chirag Tibrewal is a Consultant at Arthur D. Little, currently serving as Acting Manager since January 2025. He joined ADL in 2023 after completing his MBA from IIM Ahmedabad. Prior to ADL, he worked as a Business Analyst in 2023, demonstrating his ability to drive impactful consulting solutions early in his tenure.

OUR MENTORS



Keshav Mittal

Keshav Mittal is a Chartered Accountant and seasoned M&A professional currently working with Alvarez & Marsal. He holds a commerce degree and brings over 3 years of experience in mergers and acquisitions.



Mahima Bhagat

Mahima Bhagat is a Consultant in Technology, Strategy & Transformation at Deloitte India, leveraging over nine years of experience in management consulting, cloud strategy, business operations, and nonprofit initiatives



Chirag Singla

Chirag Singla is an MBA graduate from the Indian School of Business (PGP Class of 2024) and is currently working at McKinsey & Company as a consultant. With a strong academic foundation and strategic mindset, he continues to deliver high-impact solutions in the consulting domain.

ORIENTATION

650 +

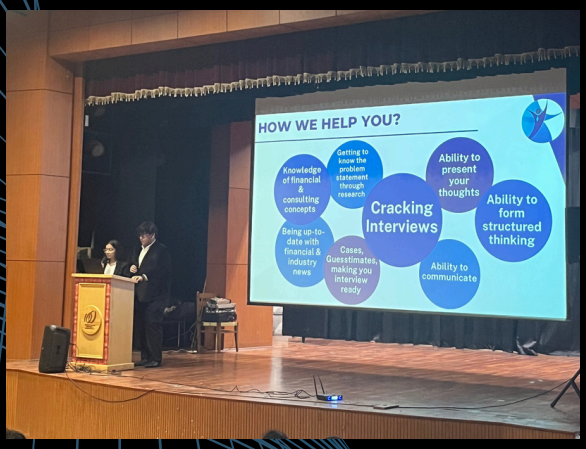
ATTENDEES

500 +

RECRUITMENT APPLICATIONS

Orientation for the batch of 2026/27 drew a substantial turnout of over 650 attendees, during which the society delivered a comprehensive overview of its goals, past achievements, and ongoing initiatives.

This event provided an opportunity for the society to interact with and educate incoming students about the opportunities available through Ramjas Consulting Society. Subsequently, the society launched its recruitment drive for the 2026/27 cohort, encompassing both general and specialized recruitment processes. Notably, there was an overwhelming response, with over 500 students actively participating. Out of 500 applications, 40 students were carefully selected to join RCS, reflecting a highly competitive acceptance rate of just 8%. These students come from diverse academic backgrounds, each bringing unique perspectives and fresh ideas to our dynamic environment. At RCS, we are dedicated to upskilling and transforming individuals through various activities that foster both personal and professional growth. The orientation serves as the first step, offering insights into our work culture, daily operations, and the many avenues available to help them succeed.





SPEAKER SESSION

This year, we were thrilled to host Mr. Abhishek Arora from BCG, a distinguished leader with a wealth of experience at renowned organizations like Kearney, Novartis and Accenture. Mr.Arora's insightful mentorship session provided invaluable guidance to our members.

This mentorship session was a resounding success, with members actively participating in the discussion and gleaning valuable knowledge from Mr. Arora's expertise about Consulting. The session empowered our members to take the next steps in their academic and professional journeys with greater confidence and clarity.



Mr. Abhishek Arora



OUR PLACEMENTS & INTERNSHIPS



HIGHER EDUCATION



SOCIAL MEDIA PRESENCE

INSTAGRAM
312.2K Impressions

LINKEDIN
50K+ impressions & 5000+ active followers with an engagement rate of 39%.

FACEBOOK
Reach of 3000+

YOUTUBE
250+ subscribers and 3500+ views on its channel

RCS WEBSITE
The newly launched website has a traffic of 2000+ users