



**SHRI S'AD VIDYA MANDAL INSTITUTE OF TECHNOLOGY  
BHARUCH**



**INSTITUTION'S INNOVATION COUNCIL 8.0  
Academic Year 2025-26**

# **EFFECTIVE SALES AND MARKETING STRATEGIES FOR START-UPS**

**Date: 06/02/2026**

**Speaker : Mr. Alkesh Rana**

**(Associate Director – Jubilant Ingrevia Limited, Bharuch)**

**Event Coordinator : Prof. Jignasa Patel (ED Cell Coordinator)**

**Dr. Dipak Deore  
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