



Department of Computer Science and Engineering (Artificial Intelligence and Machine Learning)

Report on
“One Day Workshop
on
“Effective Sales and Marketing Strategies for Start-ups”
on
29.01.2026



Coordinated by:

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Submitted by:

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Resource Person Details:

Mr. P. Ramakrishna

Deputy Chief Manager – Training

Kotak Life Insurance Co Ltd

Participants: II Year CSE (AI and ML) – 141 Students

Venue: Seminar Hall - A

Mode: Offline

Department of Computer Science and Engineering (AI and ML) organized a One Day Workshop on “Effective Sales and Marketing Strategies for Start-ups” on 29.01.2026 (Thursday).

Welcome Address:

Mr. BSH. Shayeez Ahamed, Assistant Professor, Department of CSE (AI and ML) at Madanapalle Institute of Technology & Science (MITS), Madanapalle, delivered a warm and engaging welcome address to all attendees as the event commenced at 02:00 PM. The main aim of the Workshop was to focus on identifying cost-efficient and customer-centric approaches to build brand awareness. The session aims to understand how digital platforms can enhance market reach and customer engagement and also to evaluate strategies that support sustainable growth and competitive advantage for start-ups.

Keynote Address: Dr. S. Padma, Associate Professor and Head, Department of CSE (AI and ML), Madanapalle Institute of Technology & Science (MITS), Madanapalle, welcomed the students with her keynote address, highlighting the importance of effective sales and marketing strategies in driving the growth and sustainability of start-ups. She emphasized the role of innovation, customer-focused approaches, and digital technologies in meeting current market and industry demands. She also encouraged students to continuously enhance their skills and knowledge to develop strategic thinking essential for building successful and competitive start-up ventures.

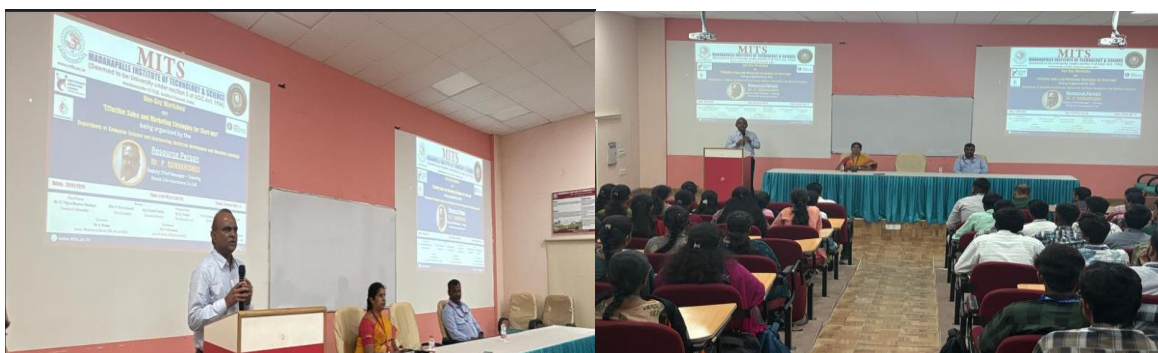
Resource Person Session:

Mr. P. Ramakrishna, Deputy Chief Manager – Training, Kotak Life Insurance Co Ltd. shared his insights on Effective Sales and Marketing Strategies for Start-ups.



The workshop covered the following:

- Marketing and Selling – Difference
- A Company's Marketing Strategy
- A company's Sales Force
- Marketing & Selling for Start-Ups
- Use of Softwares and Technology
- Case study to Understand and
- Strategy Implementation



Vote of thanks

The workshop was formally concluded with a Vote of Thanks from Mr. V. Sivaraman, Assistant Professor in the Department of CSE (AI and ML), MITs. He conveyed his heartfelt thanks to the resource person for dedicating time to share his expertise and valuable insights with the students. He expressed his gratitude to the Management, Principal, and Head of Department for their unwavering support and encouragement in successfully organizing the Workshop.

Introduction to Marketing and Selling

- Marketing focuses on creating awareness, demand, and long-term customer relationships.
- Selling focuses on converting prospects into actual customers.
- Marketing builds value; selling realizes revenue.

Strategy and Strategic Planning

- Strategy is a long-term plan to achieve organizational goals.
- Tactics are short-term actions used to execute strategies.
- Strategic planning aligns company goals with market opportunities.

Marketing Strategy and Marketing Mix

- Marketing strategy focuses on target customers and value creation.
- The marketing mix includes Product, Price, Place, and Promotion.
- Integrated marketing programs enhance customer engagement.

Product and Market Concepts

- New Product Development supports innovation and competitiveness.
- Product Life Cycle explains sales and profit stages over time.
- Marketing strategies must adapt at each PLC stage.

Sales Force Management

- Key areas include recruitment, training, motivation, and compensation.
- Performance monitoring and evaluation ensure effectiveness.
- Structured selling processes improve efficiency and results.

Product-Led Growth (PLG)

- Products drive customer acquisition and retention.
- Try-before-you-buy models enhance adoption.
- Sales and marketing share responsibility in PLG.

Case Studies: Ola and Ather

- Ola adopts aggressive pricing and mass-market scaling.
- Ather focuses on premium positioning and customer experience.
- Both strategies align with their target markets.

Customer Relationship Management (CRM)

- CRM tools manage leads, interactions, and customer data.
- CRM supports customer acquisition, retention, and service.
- Dashboards and analytics aid strategic decision-making.

Outcomes:

At the end of Presentation,

1. Students will be able to distinguish clearly between marketing and selling and understand their roles in start-up growth.
2. Students will gain knowledge of strategic planning, marketing mix, and customer-focused marketing approaches.
3. Students will understand the role of sales force management and personal selling in building long-term customer relationships.
4. Students will be able to analyze start-up sales and marketing models, including SaaS and product-led growth strategies.
5. Students will develop the ability to evaluate real-world case studies and apply suitable sales and marketing strategies to start-up scenarios.

UN-SDG Mapping:

SDG 4 – Quality Education

SDG 8 – Decent Work and Economic Growth

SDG 9 – Industry, Innovation, and Infrastructure

SDG 12 – Responsible Consumption and Production

SDG 17 – Partnerships for the Goals