



A Report on
"Effective Sales and Marketing Strategies for Start-ups"
Organized by

Department of Computer Science & Engineering – Artificial Intelligence
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Report Submitted by: Mr. Toralkar Pawan, Assistant Professor, Department of Computer Science & Engineering – Artificial Intelligence.

Resource Person Details: Mr. Ramakrishna Pandurangi Designation: Deputy Chief Manager – Training Organization: Kotak Life Insurance Co. Ltd.

Venue: Seminar Hall – B

Time: 9:00 AM to 5:00 PM

Mode of Conduct: Offline.

Attendees Count: 150

Report Received on 05.02.2026.

Mr. Ramakrishna Pandurangi, is a highly accomplished Sales and Training professional with over two decades of rich experience in Sales, Marketing, Training, and Leadership Development, particularly in the BFSI sector. He is currently serving as Deputy Chief Manager, Training at Kotak Life Insurance Co. Ltd., where he plays a key role in training employees and bank staff across Bancassurance and Alternate Channels. His responsibilities include conducting mandatory IRDA programs, product training, and sales activation initiatives. Mr. Ramakrishna holds an MBA in Marketing and HR and is a Fellow of the Insurance Institute of India (FIII – Life). He is also a Licentiate in General Insurance, AMFI Certified, and UGC NET qualified. His academic credentials include serving as an Associate Professor at Emeralds School of Business, Tirupati, and as a panel member at Pondicherry University. His professional journey spans reputed organizations such as Kotak Life Insurance, ING Life, MetLife, Bajaj Allianz Life Insurance, Shreeja Mahila Milk Producer Company Ltd., and HCL Infonet Ltd., where he has consistently delivered outstanding results in sales performance, team building, and training effectiveness. In addition to corporate roles, he has worked as a Freelance Trainer with institutions like ICT Academy Chennai and TMI e2E Academy, conducting training programs in BFSI and soft skills. With his vast industry experience, strong academic foundation, and passion for mentoring, his session on "Effective Sales and Marketing Strategies for Start-ups" proved to be highly insightful, practical, and impactful.

Objective of the Program

1. To expose students to practical sales and marketing strategies relevant to start-ups.
2. To help students understand the role of technology and AI in sales, marketing, and customer analytics.
3. To introduce concepts of business models, market fit, and customer behavior for tech-based start-ups.
4. To bridge the gap between technical knowledge and business applications.
5. To encourage entrepreneurial mindset and innovation among engineering students.

Event details:

The one-day workshop commenced with the formal inauguration, wherein the dignitaries were invited to the dais, including Dr. K. Chokkanathan, Associate Professor, CSE-Artificial Intelligence; Dr. R. Kalpana, Professor and Head, CSE-Artificial Intelligence; Dr. P. Ramanathan, Principal; and the Resource Person, Mr. Ramakrishna Pandurangi, Deputy Chief Manager – Training, Kotak Life Insurance Co. Ltd. The programme began with the Lighting of the Lamp, accompanied by a prayer song, invoking divine blessings. This was followed by the Welcome Address delivered by Dr. K. Chokkanathan, the Address to the Gathering by Dr. R. Kalpana, and the Presidential Address by Dr. P. Ramanathan. Subsequently, the resource person was formally introduced, and the session was handed over to Mr. Ramakrishna Pandurangi, who initiated the technical session on “Effective Sales and Marketing Strategies for Start-ups.”

During the workshop, the resource person elaborated on the core concepts of marketing and selling, clearly explaining the difference between marketing and sales. He emphasized that marketing is a broad, customer-focused process aimed at creating awareness, generating interest, and building long-term relationships, while selling is a short-term activity focused on converting interest into actual transactions. He further explained that marketing lays the foundation through product, price, promotion, and place, whereas selling represents the final stage of closing the deal and generating immediate revenue, making it an integral part of the overall marketing strategy. The workshop witnessed active participation from students and faculty members, with interactive discussions throughout the session.

The workshop also focused on company-wide strategic planning and marketing strategy development, particularly for start-ups. The resource person discussed the steps involved in designing and developing an effective marketing strategy, the role of a company's sales force, and the importance of aligning marketing and selling efforts. He highlighted the use of software tools and technology in modern marketing and sales operations and presented a case study to help participants understand strategy formulation and implementation in real-world business scenarios. The workshop concluded with a vote of thanks proposed by Mr. Toralkar Pawan, Assistant Professor, marking the event as a successful and enriching learning experience.

Outcomes of the Event

- **Clear understanding of sales and marketing:** Students learned the difference between marketing (long-term, customer-focused) and sales (short-term, transaction-focused) and their interrelation.
- **Practical strategies for start-ups:** Participants gained insights into designing and implementing effective marketing strategies tailored for start-up businesses.
- **Integration of technology and AI:** The workshop highlighted the role of AI, software tools, and data analytics in modern sales and marketing processes.
- **Bridging technical skills with business knowledge:** Students learned to connect engineering knowledge with business concepts like market fit, customer behavior, and business models.
- **Fostering entrepreneurial mindset:** The session encouraged innovation, strategic thinking, and an entrepreneurial approach among participants.

Program Outcomes (POs) Covered

1. **PO1 – Engineering Knowledge:** Students applied computing and analytical knowledge to understand the use of AI, digital platforms, and data-driven approaches in sales, marketing, and start-up decision-making.
2. **PO3 – Design/Development of Solutions:** The workshop enabled students to conceptualize and design effective sales and marketing strategies as practical solutions for technology-based start-up problems.
3. **PO5 – Modern Tool Usage:** Participants were exposed to modern software tools, AI-driven analytics platforms, and digital technologies used in contemporary sales and marketing operations, along with an understanding of their practical limitations.
4. **PO8 – Individual and Team Work:** Interactive discussions, case studies, and collaborative activities enhanced students' ability to work effectively both individually and as members of diverse teams.
5. **PO9 – Communication:** The event strengthened students' communication skills through discussions, strategy presentations, and interpretation of marketing and business concepts in a professional context.
6. **PO11 – Life-Long Learning:** Exposure to current industry practices, evolving marketing technologies, and start-up strategies motivated students toward continuous learning, adaptability, and critical thinking in a rapidly changing technological landscape.



SDG Goals Aligned with the Event

- SDG 4 – Quality Education:** The workshop provided industry-oriented, experiential learning that enhanced students' practical knowledge, employability skills, and understanding of real-world business applications.
- SDG 8 – Decent Work and Economic Growth:** By promoting entrepreneurial skills, business awareness, and start-up readiness, the program contributed to preparing students for productive employment and economic growth.
- SDG 9 – Industry, Innovation, and Infrastructure:** The integration of AI, digital tools, and innovative marketing practices supported the development of innovation-driven start-ups and modern industrial practices.
- SDG 17 – Partnerships for the Goals:** The collaboration between academia and industry professionals strengthened knowledge sharing, practical exposure, and long-term partnerships for educational and professional development.

Conclusion:

The one-day workshop on "Effective Sales and Marketing Strategies for Start-ups" was a highly informative and interactive program that successfully bridged the gap between technical knowledge and practical business applications. Through expert-led sessions, case studies, and discussions, students gained valuable insights into sales and marketing concepts, start-up strategy development, and the role of technology and AI in customer analytics. The event not only enhanced participants' understanding of designing and implementing effective marketing strategies but also fostered an entrepreneurial mindset, encouraged innovation, and promoted teamwork and professional communication. Exposure to real-world business scenarios and industry best practices equipped students with the skills and knowledge necessary to contribute effectively to start-up ventures and future career opportunities. Overall, the workshop served as a meaningful platform for learning, skill development, and industry-academia collaboration, motivating students to apply these strategies in practical and innovative ways.

Newspaper Clips:

