

PSGMAA October '25 News

Table of Contents

1. Alumnus at TN Global Startup Summit
2. Alumni Meet
3. Guest Lectures
4. Alumni Visits

1. Alumnus at TN Global Startup Summit

PSG Institute of Management participated in StartUpTN Global Startup Summit 2025 (TNGSS 2025), a two-day global platform that brought together 700+ startups, 100+ investors, and 30,000+ participants at CODISSIA, Coimbatore, celebrating innovation, disruption, and collaboration on October 9 and 10, 2025. The Faculty advisors and student members of PSGIM E-cell supported in organizing the event.



Mr. Rajan B. L., Vice President, StartupTN (Strategy & AI), closely mentored the students in the masterclass session. The students gained strategic insights about the global startup ecosystem and the prospects for Tamil Nadu.

2. Alumni Meet



An Alumni Meet was held on October 12, 2025, at the UAE, hosted as a part of PSG Tech Alumni Association - UAE Chapter. The event provided an opportunity to engage with PSG Alumni Network and explore avenues for global business synergy.

PSGIM was represented by Dr. B. Uma Maheswari, Associate Professor, PSG Institute of Management & alumnus of 1997 batch; Ms. Preetha S. Priyadarshini, Immediate Past President, PSG Management Alumni Association & alumnus of 2004 batch. Alumni, in their interaction, expressed their enthusiasm to contribute to upcoming networking initiatives and offer mentorship to viable startups from PSG community.



3. Guest Lectures



Mr. Harish Krishnamoorthy, Founder of Willgrow Consulting and an alumnus of MBA Batch of 1998, visited PSG Institute of Management and interacted with Dr. V. Srividya, Director, and the faculty, cherishing fond memories and exploring opportunities for continued contribution to the academic ecosystem.

As part of his engagement, Mr. Harish delivered two guest lectures for the students. On October 29, 2025, he addressed the theme “Consumer Behaviour-How to make sense of today's digital consumers’ complex and unpredictable decision-making phase that is driven by cognitive biases.” The session shed light on the evolving nature of digital consumption and the “messy middle” of consumer decision-making, where consumers constantly oscillate between exploration and evaluation.



On October 30, 2025, he conducted a session on “Integrated Marketing Communication-The Art of the Pitch: How Ad Agencies Try to Win Business in a Hyper-Competitive Environment.” In this session, he discussed how agencies build trust through strategic storytelling, data-driven insights, and ideas that blend creativity, culture, and technology.

4. Alumni Visits

Alumni visits-October						
Date	Name	Batch	Program	Designation	Organization	Linkedin Profile
October 24	Prassanna S	2016-2018	MBA-AU	City Manager	Nissan	linkedin.com/in/prassanna-s-49a6b27a
October 24	Jenifer Selvakumar	2016-2018	MBA-AU	Sr. Global Project Manager	NovoNordisk	linkedin.com/in/jenifer-selvakumar-66a3b11b4
October 27	Kannan Ramachandran	2009-2011	MBA-AU	Category Specialist	Beroe Inc, Chennai	linkedin.com/in/strategist-kan
October 27	Pandimurugan Ramakrishnan	2009-2011	MBA-AU	Zonal Manager	Samsung, Chennai	linkedin.com/in/pandimurugan-ramakrishnan-76640127
October 27	Sathyanarayan Chakrapani	2009-2011	MBA-AU	Client Partner	Ignitarium, California	http://linkedin.com/in/sathya-chakrapani-34a4089



5. Upcoming Event

- December 2025: Rapport

Reminisce the events of October 2025



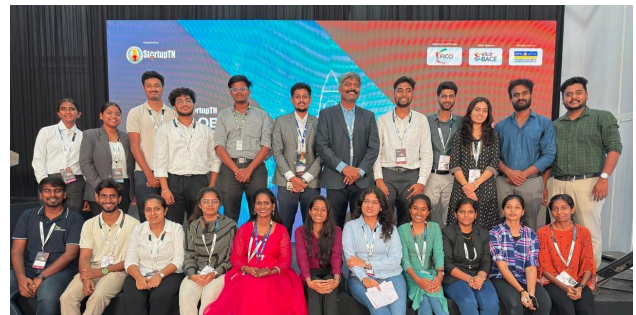
Greetings, PSGIM Alumni!

Your Alumni Newsletter is here!

In this special "Festive October" issue, we look back on a month that blended the spirit of celebration with the pursuit of learning, from new networking events to academic engagements.

Alumnus at TN Global Startup Summit

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Alumni Visits

In October, alumni from the 2011-2018 batches visited their alma mater, bringing with them stories of growth, learning, and leadership from across industries.

- **Prassanna S**-City Manager, Nissan
- **Jenifer Selvakumar**-Senior Global Project Manager, Novo Nordisk
- **Kannan Ramachandran**-Category Specialist, Beroe Inc., Chennai
- **Pandimurugan Ramakrishnan**-Zonal Manager, Samsung, Chennai
- **Sathyanarayan Chakrapani**-Client Partner, Ignitarium, California



In the photo:

Faculty, Dr. N. Ramkumar, with alumni: Kannan Ramachandran-Category Specialist, Beroe Inc., Chennai; Pandimurugan Ramakrishnan-Zonal Manager, Samsung, Chennai; Sathyanarayan Chakrapani-Client Partner, Ignitarium, California

Institutional Event

Diwali Celebration



In the centennial glow of PSG & Sons' Charities, PSG community celebrated Diwali with the children of Manavar Illam, in the esteemed presence of Shri. L. Gopalakrishnan, Managing Trustee, PSG & Sons' Charities, Dr. V. Srividya, Director, PSG Institute of Management, Dr. R. Rudramoorthy, Director, PSG CARE and the Heads of PSG Institutions on October 16, 2025.



Spreading the light of joy and upholding the tradition of giving, the students of PSG Institute of Management orchestrated a colorful celebration filled with cultural events, fireworks, and custom-made gifts.

Upcoming Event

- Rapport

We look forward to your active participation and involvement in the PSG community. Together, we can continue to uphold the legacy of excellence that the PSG Institute of Management represents, where you can leverage the opportunity to reconnect with old friends, forge new connections, and contribute to the growth of PSGIM's vibrant alumni community.

Thank you for being an integral part of our PSG family.

Stay connected, and stay proud!



Reminisce the events of September 2025

Greetings, PSGIM Alumni!

September was a chapter of celebrations, achievements and new beginnings at PSGIM community! So, in this letter, we are excited to take you through the unforgettable "bookmark moments" to rejoice and share.

PSGIM's Foundation Day 2025:

PSG Institute of Management celebrated its Foundation Day on September 10, 2025. The celebration recognized accomplished alumni, whose achievements of merit and positive societal impact exemplify the institution's founding values. PSGIM congratulates the recipients of the Distinguished Alumni Awards:



- Mr. T. Velsankar - Chairman, The Vikasa Group of Schools (Graduated MBA in 1977)
- Mr. Adka K. Sreesh - CEO, Ideal Stores (Graduated MBA in 1989)
- Mr. T. Rajkumar - Chairman, CITI Standing Committee on Cotton (CITI-CDRA), New Delhi, and Director, Sakthi Group of Companies, Coimbatore (Graduated MBA in 1991)
- Mr. Stany Pothen - Former Vice Chairman, Spices Board India; Chairman, Cardamom Planters Federation; Member, Plantation Business Advisory Committee, Govt. of Kerala (Graduated MBA in 1999)

In his address, the Chief Guest, Mr. Raghuvir Srinivasan, Editor, BusinessLine (The Hindu Group), traced India's economic journey to demonstrate how challenges often open doors to innovation. He called on students to dream and contribute meaningfully to the nation's progress.

The Guest of Honour, Dr. Pankaj Mittal, Secretary General, Association of Indian Universities (AIU), inspired the audience with her emphasis on curiosity-driven learning, the importance of native language in education, and the need to internationalize higher education.

The event was presided over by Shri. G. R. Karthikeyan, Founder Trustee, PSG & Sons' Charities.

Annual General Body Meeting (AGM) 2025:



PSG Management Alumni Association's Annual General Body Meeting (AGM) was held on September 12, 2025, where the new governing body members of the association were selected.

PSGIM is grateful to Ms. Preetha S Priyadarsini, Founder and CEO, Richmond Talent Solutions Pvt. Ltd. and the outgoing team for a vibrant three-year tenure, characterized by dedicated leadership and meaningful contributions to the Alumni Association.

PSGIM congratulates the new governing body members:

- Chairperson: Mr. T. Rajkumar, Chairman, CITI Standing Committee on Cotton (CITI-CDRA), New Delhi, and Director, Sakthi Group of Companies, Coimbatore
- Vice Chairperson: Ms. Yamini Vijay, Proprietrix, Shree Naga HP Gas
- Vice Chairperson: Mr. C. R. Shivakumar, CEO, DVIPL
- Treasurer: Mr. S. Prasanna Krishna, Director, Career Zone Worldwide
- Secretary: Dr. V. Harish, Faculty, PSGIM
- Joint Secretary: Ms. J. Praveena, Founder, Bakeroe
- Joint Secretary: Ms. Saranya, Executive Director, Rathna Group

Week of Wonders (WoW) 2025:

PSG Institute of Management conducted its flagship event, Week of Wonders (WoW), from September 8 to 13, 2025. Participating as jury panelists in the event's Grand Finale, the following alumni enriched the event by sharing their industry expertise, mentoring participants, and offering valuable feedback to the students.

- Alumna, (MBA '11) Ms. Saranya Palaniappan, Executive Director, Rathna Group
- Alumnus, (MBA '19) Mr. Robin Pal V., Product Marketing Specialist, Moxo Solutions
- Alumnus, (MBA '21) Ms. Durka, Marketing Strategist, Arangk

Alumnus, (MBA '23) Mr. Ramakrishna J. R., Co-Founder, Visvasa Parks and Partner, Sri Ramakrishna Dyeing Works



Talent Night 2025:

PSGIM held its Talent Night 2025 on September 18, 2025. Serving as jury panelists for the event, the following alumni added value by sharing their professional insights and inspiring students toward excellence.

- Alumna, (MBA '08) Ms. Soundarya, Founder, Zabfit
- Alumnus, (MBA '15) Mr. Rathan Ramesh, Managing Director, Topnet Yarns LLP



Alumni Visits:

In September, PSGIM welcomed back alumni from the Class of 2014 to 2024, who stopped by campus to engage in lively interactions with faculty and students, also offering glimpses into the world of business.

- Sharanya Gayathri A. C. - Presales Consultant, Photon
- Renga Sree K. - Risk Analyst, Innocap
- R. Dhivya - Client Partner, High Places International



Alumni in the photo: R. Dhivya - Client Partner, High Places International

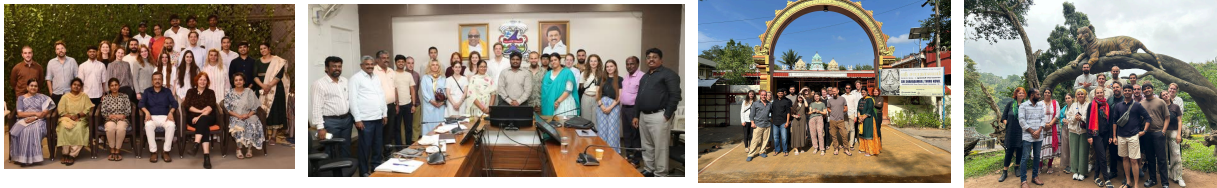
Institutional Events

India Study Abroad Program 2025:

PSG Institute of Management hosted students and faculty (total of 14) from German universities for a comprehensive India Study Abroad Program from September 7-19, 2025, combining

academics, corporate exposure, and cultural immersion.

The program featured sessions on the Indian Business Ecosystem, Digital Transformation, Holistic Living, and Indo-German Business Relations, along with project-based learning. Participants visited the PSG Centre of Excellence, top Coimbatore organizations, and cultural landmarks in the Nilgiris and Kerala. A field trip to a cardamom plantation and an e-auction session in Thekkady offered insights into India's agriculture and trade. The program received excellent feedback for its balanced blend of learning, culture, and hospitality.



Onam:

PSGIM community celebrated Onam, a festival that symbolises unity, culture, and prosperity, with the bloom of the Pookalam and the joy of togetherness on September 5, 2025.



We look forward to your active participation and involvement in the PSG community. Together, we can continue to uphold the legacy of excellence that the PSG Institute of Management represents, where you can leverage the opportunity to reconnect with old friends, forge new connections, and contribute to the growth of PSGIM's vibrant alumni community.

Thank you for being an integral part of our PSG family.

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