



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Marketing Club- TRIOC's

Presents: Product Rebranding

Report of the Event Conducted

Department: BBA

Date of Report: 10-09-2025

Sl. No.	Particulars	Event related Details			
1.	Event*	Marketing Club- Trio C's			
2.	Title of the Event	"Product Rebranding"			
3.	Date of Event	08/09/2025	4.	Time	2.00PM-3:00 PM
5.	Venue	Building No 13; Room No: 212			
6.	Resource Person 1 Details (Profile to be enclosed)	N/A			
7.	Topics Covered	NA			
8.	Resource Person 2 Details	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants	Internal:	NA	External:	NA
11.	No. Student Participants	Internal:	54	External:	NA
12.	Faculty Coordinator/s	Full Name	Prof. Vidyashree, Prof. Rajendra Kumar, Prof. Jayashree, Prof. Lokeshwari		
		Department Designation	BBA/ B.Com Assistant Professor		
13.	Student Coordinator/s	Full Name	Bhagya Kirana, Amrutha, Madhumitha		
		Department Designation	BBA/ BCOM Student Coordinator		
14.	Total Expenditure	NA	NA	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	Yes	19.	Report sent to Newspapers? If yes, provide cuttings/images:	
20.	Certificates Printed? (Attach a copy**)	NA	21.	Feedback Collected?	Yes
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event	yes
24.	Summary of the Event	Dayananda Sagar college of Arts Science and commerce has organized Product Rebranding from the Marketing Club on 8/09/2025 in Building No 13, Room No 212 which was organized and led by student members. The event highlighted the importance of rebranding as a powerful tool for businesses to stay relevant, connect with new audiences, and adapt to changing market trends. Participants explored real-world examples of successful rebranding campaigns, analyzed the strategies behind them, and took part in interactive activities where they redesigned and pitched fresh brand identities for existing products. The workshop not only sparked creativity but also strengthened teamwork, critical thinking, and presentation skills among the participants. The winner of the event is: Anagha and team. Runner up of the event is: Vaibhav and team.			

Nidhyat
Event Coordinator

Devi S
HOD-BBA

R. G. Hall
IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara my Layout Bengaluru - 560 111

Isala. C
Principal
07/09/2025



Participants Discussing about the product rebranding



Participants were divided in team of 4 to participate



Participants actively taking part in the session



All the Participants of the event.





DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE



(AFFILIATED TO BANGLORE UNIVERSITY)

SHRIVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT BANGLORE-560078

DEPARTMENT OF MANAGEMENT -BBA

TRIO C'S



THE MARKETING CLUB



IS HONORED TO HOST

PRODUCT REBRANDING

Date

8/9/2025



BRAND
VENUE

Time

2-3pm

ROOM NO : 212

2FLOOR, BUILDING NO 13

FACULTY COORDINATORS

PROF. VIDHYA SHREE . S

PROF. JAYASHREE . C

PROF. LOKESHWARI . D V

PROF. V R . RAJENDRA KUMAR

STUDENT COORDINATORS

MS. BHAGYA KIRANA . S

MS. AMRUTHA . M

MS. MADHUMITHA . S

MS. HITHASHREE . N

MS. HIMABINDU . P G



Dayananda Sagar College of Arts , Science and Commerce

Kumaraswamy Layout, Bangalore-560078

Department of Management – BBA

Marketing Club –Trio C's

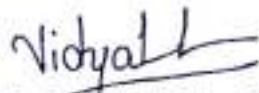
Circular

Date: 05-09-2025

The Marketing Club is organizing a “Product Rebranding ” on September 08 2025, at 2:00 PM in Room No. 212, Building No. 13. The program will introduce students to the objectives and activities of the Marketing Club and highlight the importance of marketing skills for academic and career success. It encourages participation in workshops, competitions, and future initiatives of the club.

We encourage all students to participate and make the most of this opportunity.

Looking forward to your enthusiastic participation.



Marketing Club-Coordinator



HOD-BBA



Principal

Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Marketing Club- TRIOC's

PRODUCT RE-BRANDING

Sl. No	NAME	UUCMS NO	CLASS & SECTION	SIGNATURE
1.	Shakti . B	U03CJ23M0156	BBA 5 th 'C'	Shakti
2.	Polem Bruno	U03CJ23M0132	BBA 5 th 'C'	Polem Bruno
3.	Lavish	U03CJ23M0130	BBA 5 th 'C'	Lavish
4.	Abhay	U03CJ21M0113	BBA 5 th 'C'	Abhay . A
5.	Mahitha	U03CJ23M0143	BBA 5 th 'C'	Mahitha
6.	Sai Kanth	U03CJ23M0155	BBA 5 th 'C'	Sai Kanth
7.	Hareesh P. S.	U03CJ23C0022	BCom 5 th 'A'	Hareesh
8.	Shoban Armed	U03CJ25M0110	BBA 5 th 'C'	Shoban
9.	Yogesh Babu	U03CJ25M0066	BBA 5 th 'C'	Yogesh
10.	Mekshith . V	U03CJ25M0063	BBA 5 th 'C'	Mekshith
11.	Srikanth . P			
12.	Diimpal	U03CJ23M0118	BBA 5 th 'C'	Diimpal
13.	Rohith . M		BCom 1 st 'A'	Rohith . M
14.	Chinanthan K S	U03CJ25C0065	BCom 1 st 'A'	Chinanthan
15.	Dhanush Yadav		BCom 1 st 'F'	Dhanush
16.	Ananya Vijay		BCom 1 st 'F'	Ananya
17.	Vansha . M . K		BCom 1 st 'C'	Vansha . M . K
18.	Vani Shree . K		BCom 1 st 'C'	Vani Shree
19.	Sudevi B . S.		BCom 1 st 'C'	Sudevi
20.	Usha . K . M		BCom 1 st 'C'	Usha
21.	Deepthi . B . G	0074	BCom 1 st 'A'	Deepthi
22.	Bhumika . S	0045	BCom 1 st 'A'	Bhumika
23.	Hemanth Kumar	U03CJ25C0109	BCom 1 st 'A'	Hemanth
24.	Hansha Vaidyan O . A	U03CJ25C0106	BCom 1 st 'A'	Hansha
25.	Gowtham Kumar	U03CJ25C0095	BCom 1 st 'A'	Gowtham
26.	Dhanush . K	U03CJ25C0072	BCom 1 st 'A'	Dhanush . K
27.	Chiranjeeve . M	U03CJ25C0064	BCom 1 st 'A'	Chiranjeeve
28.	Shubh . R		BCom 1 st 'C'	Shubh . R
29.	Tanishka . V		BCom 1 st 'C'	Tanishka
30.	Prithvi . M . S . M	U03CJ25C0085	BCom 1 st 'A'	Prithvi
31.	Samarth . B . N		BCom 1 st 'C'	Samarth
32.	Vassha . C		BCom 1 st 'C'	Vassha
33.	Sinchana . J		BCom 1 st 'C'	Sinchana
34.	Tejas . S	U03CJ25C0355	BCom 1 st 'C'	Tejas
35.	Puneeth . G . V	U03CJ25C0952	BCom 1 st 'B'	Puneeth

36	Saritha S.	U03CT25C0297	B.com 'C'	Saritha
37	Tharun Phree S	U03CT25C0359	B.com 'C'	Tharun
38	Yuktha Ravi		B.com 'C'	Yuktha Ravi
39	Baby Taj		B.com 'C'	Taj
40	V. Anand		B.com 'C'	Anand
41	Kalyani N		BBA 'A'	Kalyani N.
42	Rohini Gouda K N		B.com 'C'	Rohini
43	Sandeep S		B.com 'C'	Sandeep
44	V. Rakesh		B.com 'C'	Rakesh
45	Jyoti R		B.com 'C'	Jyoti
46	Anurag Shastri		BBA 'A'	Anurag
47	Adarsh H	U03CT24H0031	BBA 'A'	Adarsh
48	N. Harsha Vardhan	U03CT24H0141	BBA 'A'	Harsha
49	K Dheer Reddy		BBA 'A'	Dheer
50	Gaganesh		B.com	Gaganesh
51	Yashas R		B.com 'C'	Yashas
52	Chakrith		B.com 'C'	Chakrith
53	Rohun. Tus		B.com 'C'	Rohun
54	Bhanu Nandan S.V		B.com 'C'	Bhanu
55	Tejas J		B.com 'C'	Tejas
56	V			

id: Raw Lemon.

Team members : Anagha V
: Dharkush Yadav
: Chiranthan K.S
: Rohit H

Product: Lemon juice (Soft drinks)

USPs : Preservative free, Artificial sweetener free, Affordably
priced clean food

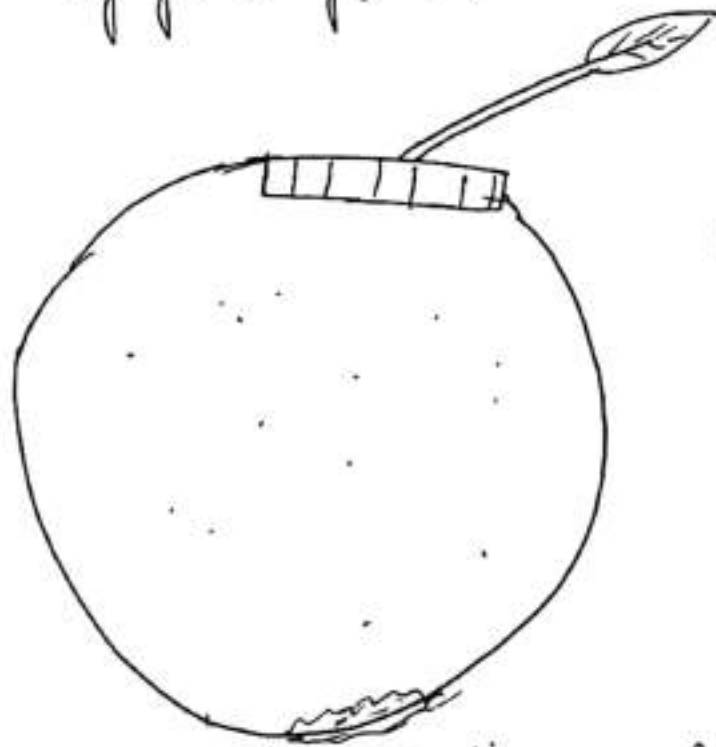
Pricing: ₹30 for 100 ml

Positioning: Mass brand.

Tagline :

Design : colors : Yellow, dark green

Target market: people who want to consume clean food
kg fitness freaks, athletes



To ~~show~~ give the realistic feeling a slice of lemon
pg

EAT 'N' ICE CREAM



Packaging :-

- cone shaped
- light green, cream, brown (Depends on flavour)
- cover prepared for room temperature

Yashika

Kolara

Vellore

11/06/2023



edhack Marketing Club Event

Event :- Product Rebranding

The event was very insightful, we were engaged and the student coordinators encouraged us to be more interactive. The event was very helpful and useful. We feel would like to come more to the marketing events.

The event was about Product Rebranding which was an unique event and interesting.

Sudani BS 'I'st B.COM 'C'



Feedback:- It was so meaningful and knowledgeable. It was very good experience and useable for us.

Event:- Marketing club

Name:- Yuktha, Taj, Antony

Sec:- Blom, 'C'

Feedback:- It was so meaningful and knowledgeable. It was very good experience and useable for us. We learnt and gained a knowledge by this activity

