



MANIPAL UNIVERSITY
JAIPUR

FACULTY OF ENGINEERING

**SCHOOL OF AUTOMOBILE MECHANICAL AND
MECHATRONICS ENGINEERING**

DEPARTMENT OF AUTOMOBILE ENGINEERING

Expert talk on “Digital Marketing of Electric Vehicles”

14-Aug.-2020



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1. Introduction of the Event

This event is organized by Automobile engineering department. It is interaction of Alumni with students

2. Objective of the Event

This event is aware scope of automobile engineering in Digital Marketing of Electric Vehicles

3. Beneficiaries of the Event

It is beneficial for all student, faculty those are interested to start carrier in Digital Marketing of Electric Vehicles

Details of the Guests

Mr Divyank Pandey (Speaker)

MBA, Sydney Business School.

Phone no:- 7014533920

Email id:- divyank.pandey@gmail.com

4. Brief Description of the event

Department of Automobile Engineering, MUJ has successfully organized a webinar on “**Digital Marketing for Electric Vehicles in INDIA**” at Manipal University Jaipur, Rajasthan on **14th August 2020**. The talk was delivered by Mr. Divyank Pandey, alumni of Dept. of Automobile Engineering, batch 2012-2016. He explained about opportunities in Digital Marketing field in general and how electric vehicle industry is using it to improve their sales. Since Covid19 pandemic has disrupted the entire automotive industry, digital marketing has come to the rescue in such pandemic situation when social distancing has become a norm. It is crucial that our students must be aware of the new job opportunities in this domain. 15 participants from MUJ attended this webinar.

5. Photograph of event

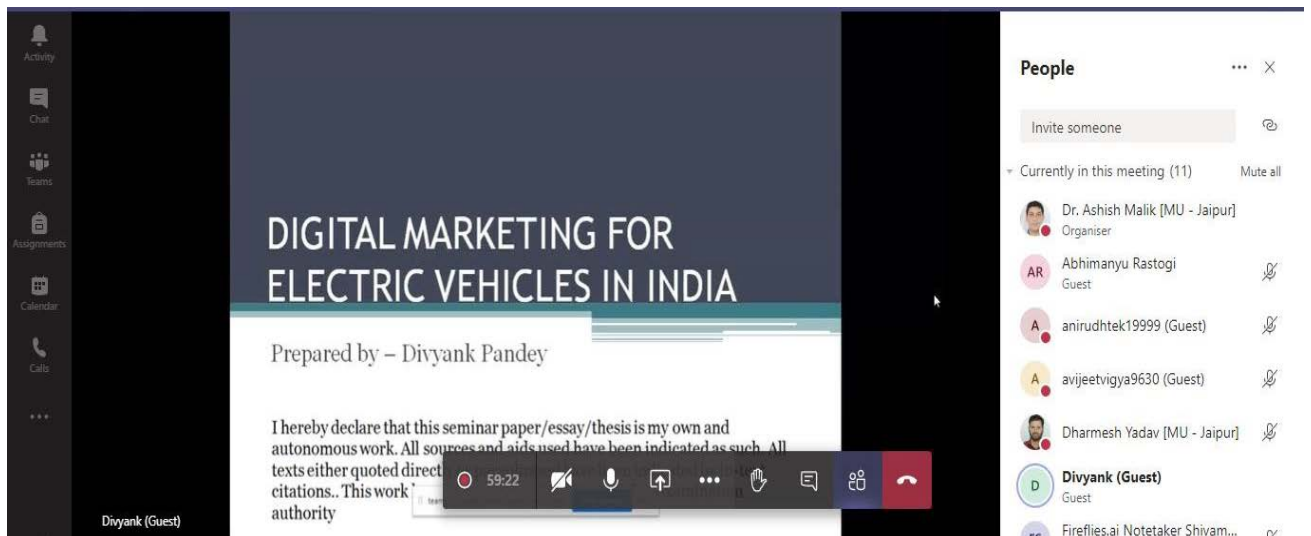


Fig – 1. Digital Marketing for EVs in India

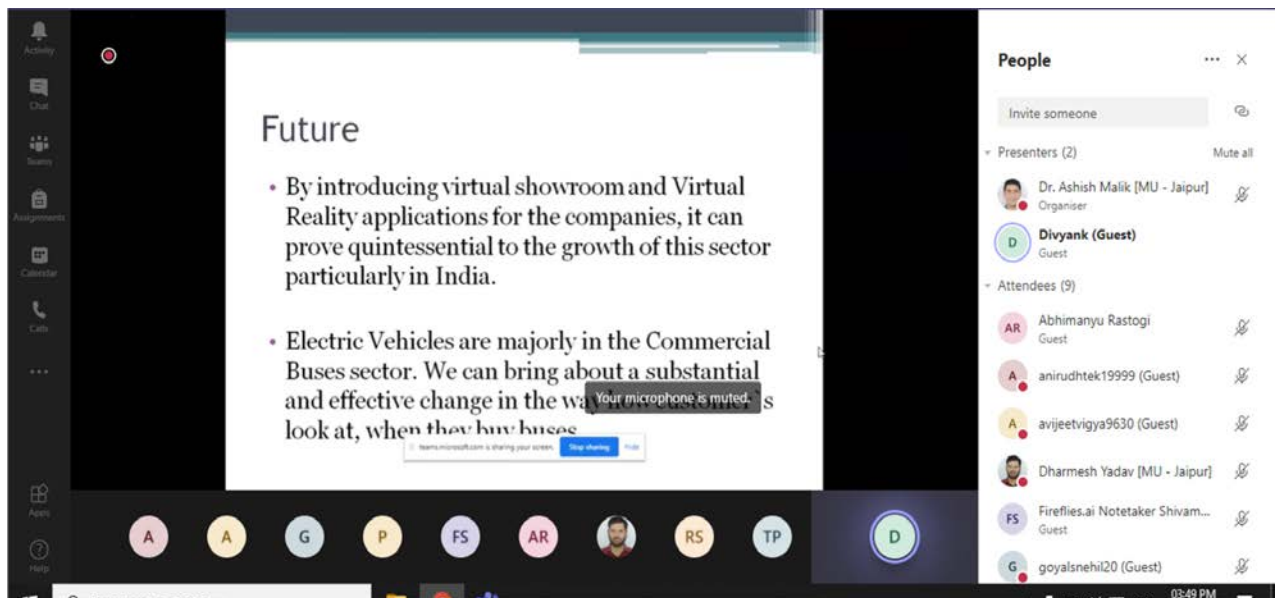
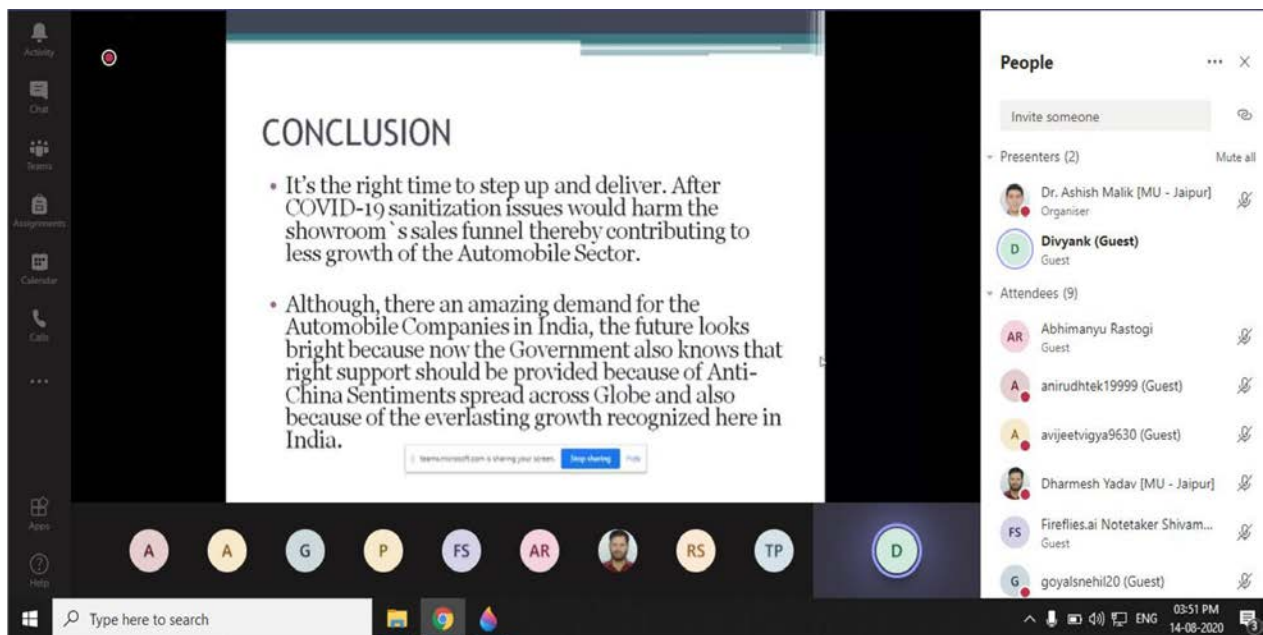


Fig – 2. Future scope of EVs in India



CONCLUSION

- It's the right time to step up and deliver. After COVID-19 sanitization issues would harm the showroom's sales funnel thereby contributing to less growth of the Automobile Sector.
- Although, there an amazing demand for the Automobile Companies in India, the future looks bright because now the Government also knows that right support should be provided because of Anti-China Sentiments spread across Globe and also because of the everlasting growth recognized here in India.

Fig – 3. Concluding remarks

6. Brochure or creative of the event.



**MANIPAL UNIVERSITY
JAIPUR**

**INDIA STATE PRIVATE UNIVERSITY IN INDIA
A+
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DEPARTMENT OF
AUTOMOBILE ENGINEERING

ALUMNI WEBINAR
ON
**DIGITAL MARKETING
FOR ELECTRIC VEHICLES**

August 14, 2020 (Friday)
03:00 to 04:00 PM

DIVYANK PANDEY
B.TECH, AUTOMOBILE ENGINEERING, MUJ (BATCH 2012-16)
MBA, SYDNEY BUSINESS SCHOOL, UNIVERSITY OF WOLLONGONG

Convenor:
Dr. Ashish Malik
ashish.malik@jaipur.manipal.edu
+91-9602869369

Registration Link: <https://forms.gle/6baupi4BLIJGw9tN6>



7. Schedule of the event

Date 14 August 2020

Timing :- 3:00 pm – 4:00 pm

8. Attendance of the Event (insert in the document only)

Total attendee-30

S. No	Name of Institute	Place of institute	Reg. no/ emp. code	Name of attendee	Name of department
1	Manipal University Jaipur	Jaipur	179401044	Vaibhav Saini	Automobile Engineering
2	Manipal University Jaipur	Jaipur	189401001	Ansh Mehra	Automobile Engineering
3	Manipal University Jaipur	Jaipur	189401003	Akshat Rampal	Automobile Engineering
4	Manipal University Jaipur	Jaipur	189401004	Simar Verma	Automobile Engineering
5	Manipal University Jaipur	Jaipur	189401005	Mukund Vats	Automobile Engineering
6	Manipal University Jaipur	Jaipur	189401008	Ujjawall Agarwal	Automobile Engineering
7	Manipal University Jaipur	Jaipur	189401009	Jaskaran Singh Kang	Automobile Engineering
8	Manipal University Jaipur	Jaipur	189401010	Aditya Gosh	Automobile Engineering
9	Manipal University Jaipur	Jaipur	189401012	Navneeth Reddy	Automobile Engineering
10	Manipal University Jaipur	Jaipur	189401013	S.S.Vishalnithin	Automobile Engineering
11	Manipal University Jaipur	Jaipur	189401015	Akshat Mittal	Automobile Engineering
12	Manipal University Jaipur	Jaipur	189401016	Gitesh Khankhare	Automobile Engineering
13	Manipal University Jaipur	Jaipur	189401018	Ripanjot Singh	Automobile Engineering
14	Manipal University Jaipur	Jaipur	189401024	Somya Thakkar	Automobile Engineering
15	Manipal University Jaipur	Jaipur	189401025	Kush Garg	Automobile Engineering
16	Manipal University Jaipur	Jaipur	189401026	Veda Prasad R	Automobile Engineering
17	Manipal University Jaipur	Jaipur	189401028	Bhandare Pradnya Udhav	Automobile Engineering
18	Manipal University Jaipur	Jaipur	189401029	Rahul Shukla	Automobile Engineering
19	Manipal University Jaipur	Jaipur	189401030	Anyunj Jangde	Automobile Engineering
20	Manipal University Jaipur	Jaipur	189401031	Dhruv Vinayak Choudhary	Automobile Engineering
21	Manipal University Jaipur	Jaipur	189401032	Paras Rana	Automobile Engineering
22	Manipal University Jaipur	Jaipur	189401033	Abhishek Manish Wankhede	Automobile Engineering



23	Manipal University Jaipur	Jaipur	189401034	Yogesh Tanwar	Automobile Engineering
24	Manipal University Jaipur	Jaipur	189401035	Cakrin Vaideswaran	Automobile Engineering
25	Manipal University Jaipur	Jaipur	189401036	Aakrit Nagari	Automobile Engineering
26	Manipal University Jaipur	Jaipur	189401037	Gaurav Sharma	Automobile Engineering
27	Manipal University Jaipur	Jaipur	189401038	Prithvi Raaj Kakati	Automobile Engineering
28	Manipal University Jaipur	Jaipur	189401039	Megha Choudhary	Automobile Engineering
29	Manipal University Jaipur	Jaipur	189401041	Aarush Sharma	Automobile Engineering
30	Manipal University Jaipur	Jaipur	189401045	Raghav Bahl	Automobile Engineering
31	Manipal University Jaipur	Jaipur		Prof. Anjaiah Devneni	Automobile Engineering
32	Manipal University Jaipur	Jaipur	Muj0152	Dr Dalip Singh	Automobile Engineering
33	SKF Pvt. Ltd	Jaipur		Dr Maruti khaire	Bearing department

9. News Publication- News printed in newspaper or online links if any for news – insert images)

NA

10. Feedback of the Event (if obtained)

NA

13. Link of MUJ website stating the event is uploaded on website.

NA