



The World's Largest Strategy  
and Management Competition !!!

Corporate Championship  
India – 2022 edition

More than

40 years



We are partners of the Global Management Challenge and this was one of the starting points for the creation of an internal initiative, which was intended to be personalized, 100% digital and adapted to the remote context. In experiences like these, staff learn to be flexible, to make concerted decisions, to confront mistakes and to be aware that any decision taken will have a long-term consequence. Skills that improve “the way you work, think and act in your daily life ...



**Rui Sales Rodrigues**

Director – Marketing & Communications, Accenture

# World's Largest Business Strategy & Management Competition

More than 35 Countries Worldwide



India



Russia



China



Spain



Portugal



Poland



Australia



Brazil



Macao



Qatar



Czech Republic



Colombia



Mexico



Ecuador



Italy



Panama



Kenya



Peru



Argentina



Ukraine



Romania



France

and more...

# World's Largest Business Strategy & Management Competition

## Managers from SAIL represents India at World Finals



स्टील अथॉरिटी ऑफ इण्डिया लिमिटेड  
STEEL AUTHORITY OF INDIA LIMITED

Managers from SAIL  
(Prakash Chandra Sahoo,  
Biswajit Jena, Bikrant  
Kumar) represent India at  
GMC International Finals  
2021 – **Nizhny Novgorod,  
Russia.**

India finished at **3<sup>rd</sup> Place** at  
the Finals.





# Introduction to the Challenge

## World's Biggest Business Simulation Challenge

- Global Management Challenge is the world's largest strategy and management competition for university students and young managers. **30,000 participants from more than 35 countries** around the world take part in the competition every year.
- It consists of an interactive **Business Simulation** in which each management team manages a company, just like real life, in a virtual environment with the aim of obtaining the best investment performance for their company in the market in which it operates.
- After its debut in Portugal, in 1980, and following its success and recognition among companies, the competition became exportable and quickly expanded throughout the world. Over the course of several editions, it gained more and more prestige and more participation.
- The competition runs over **3 Rounds** where the winning teams in each round proceed to the next round and eventually the winning team across India proceeds to an **International Final** to compete against the country winners of over 30 countries to determine the winner of the world title.



Global Management Challenge is Accredited by European Foundation for Management Development (EFMD) with **EOCCS Certificate**.

As of 2021-22, there are only **80 Management Development Programs** that have received this recognition from EFMD.

## How it Works ?



### 1. Team Organization:

To Participate in GMC, staff members must first organize themselves in a team of **3-5 members**. Each Team represents Senior Management of a company.

The team members in their capacity as Senior Management, will be responsible for functional departments of the company such as Marketing, Production, Human Resource and Finance.



### 2. Analyze Company History:

Each team is provided with a set of Company's History (**Management Report for last 5 Quarters**), that outlines company's performance in the past.

The team must study the report in detail and outline a corporate strategy to work for their company in the near future.

For example,



Year 2016 – Quarter 3



Year 2016 – Quarter 4



Year 2017 – Quarter 1



Year 2017 – Quarter 2

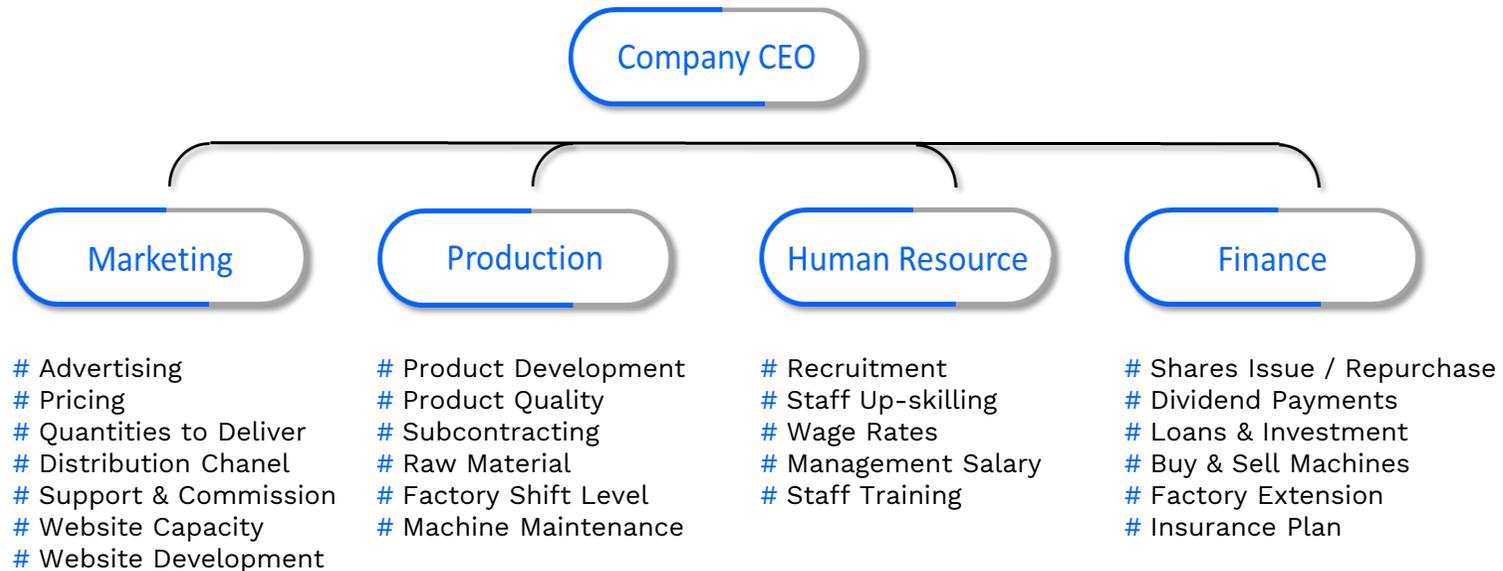


Year 2017 – Quarter 3



### 3. Take Decisions for the Company:

Based on the assessment of company's history, and in their capacity as company Senior Management, the team must consider **75 Decisions** for their respective company, as mentioned below:



## How it Works ?



### 4. Evaluation & Management Report:

The company is simulated based on the decisions taken by the team. The Simulator evaluates each company's decisions in relation to company itself and in relation to other companies within the market.

The Simulator then develops a report (called **Management Report**), that outlines company's performance in the recent past and in relation to other companies within market (results are based on more than **300 parameters**).



### 5. Final Results:

The process is continued for 5 Cycles of Business Simulation i.e. each team will take decisions for their company for 5 consecutive Quarters.

At the end of 5th Cycle, the team that achieves the highest **Investment Performance** for it's company will be judged as the best performing company in the market.

Team Nr	Team Name	Invest Perf.	Net Assets	Market Value	Share Price
3	Eagles	6362164	5.273.423	5.732.100	1,9107100
8	Udyamee	4506214	4.812.854	4.903.404	1,3508700
2	CHANAKYAS	4426864	3.323.175	3.911.700	1,3039600
1	Beasts	4374720	3.542.498	4.051.840	1,2662400
5	Infinity	4105286	3.852.695	3.839.220	1,1634300
6	Strategy Shmoops	3970157	3.743.193	3.712.759	1,1606300
4	Five Senses	3784909	3.416.260	3.353.472	1,1645000
7	Trend Addicts	3442017	4.244.634	4.082.298	1,1246900

# Competition Format

Organization > National > International

## Organization Rounds

1-3 Rounds of Competition  
(September – December' 2022, Online)

The First Phase of the competition is Intra – Company, where teams from company will compete against teams from same company for a place in National Finals.

Team No.	Group 1 Company A	Team No.	Group 2 Company B
1	Team A	1	Team A
2	Team B	2	Team B
3	Team C	3	Team C
4	Team D	4	Team D

Team No.	Group 3 Company C	Team No.	Group 4 Company D
1	Team A	1	Team A
2	Team B	2	Team B
3	Team C	3	Team C
4	Team D	4	Team D

Best Teams from each Company will qualify for GMC India - National Finals

## National Finals

2 Rounds of Competition  
(27-29 January' 2023, Delhi NCR)

Based on their performance in the Organization Phase, a total of **64 Teams** (1 Team from each company) will be nominated for National Finals.



1 Best Team from GMC India - National Finals will qualify for GMC International Finals

## International Finals

2 Rounds of Competition  
(April' 2023, International Location)

National Winners from more than 35 countries will come at an International Location for a 3-4 days event to participate in GMC International Finals and compete for **World Title**.



# International Final

Best Teams from national competitions compete for World Title



## Doha, Qatar

International Final 2017



## Dubai, UAE

International Final 2018



## Yekaterinburg, Russia

International Final 2019



## Nizhny Novgorod, Russia

International Final 2020



The International Final for 2021 edition is scheduled in the beautiful city of **Santiago de Compostela, Spain** (June' 2022)



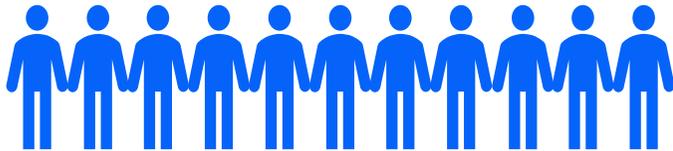
# Global Management Challenge India Corporate Championship

# Global Management Challenge India

4552 Managers and Students participate in 2021 edition



**1549**  
Female Participants



**3003**  
Male Participants



**738**  
Male Team Leader



**295**  
Female Team Leader

Managers from 23 Companies participated in 2021 edition



# Global Management Challenge India

4552 Managers and Students participate in 2021 edition



## Managers from NTPC win Corporate Championship – 2021 !!!

National Finals of GMC India Corporate Championship – 2021 were scheduled on 18<sup>th</sup> December 2021 featuring the best 8 Teams. After an intense round it was Team Sangam from NTPC that were declared the winner of 2021 edition.

The Team will now represent “Team India” at the 42<sup>nd</sup> Global Management Challenge International Finals – scheduled in the beautiful city of Santiago de Compostela Spain (June’ 2022).



## Maruti Suzuki nominates Team in GMC India and bags 2<sup>nd</sup> Place !!!

It was for the 1<sup>st</sup> time that a team of managers from Maruti Suzuki participated in Global Management Challenge. The team of 4 managers from Maruti Suzuki was one of the strongest performers in the challenge and ultimately finished 2<sup>nd</sup> in a closely competed National Finals.

The team was awarded with a Cash Prize of Rs. 75,000 /- on their achievement.



## IIM Kozhikode wins GMC India Student Championship !!!

Students from more than 55 premier Management Institutes of India, nominated a team in Global Management Challenge – Student Championship.

The competition consisted of 4 Rounds and spanned over a period of 3 months, and the final standings were as follows:

- 1<sup>st</sup> Place – IIM Kozhikode
- 2<sup>nd</sup> Place – IIM Udaipur
- 3<sup>rd</sup> Place – IIM Visakhapatnam



### Dedicated Challenge

For Companies

Companies can nominate staff members for participation in GMC India through a dedicated challenge for their respective organization.

**Winner of this intra-company will be directly nominated for GMC India National Finals.**



### Mixed Challenge

For Individuals & Entrepreneurs

The mixed challenge is open to participation for professionals, individuals, executive students and entrepreneurs – in a team of 3-5 members.

**The winner of Mixed Challenge (4 Teams) will be nominated for GMC India National Finals.**



### Faculty Challenge

For Institute Faculties

The faculty challenge is open to participation for teachers and faculties from management background – in a team of 3-5 members.

**Best performing Teams from Faculty Challenge (4 Teams) will be nominated for GMC India National Finals.**



### Alumni Challenge

For GMC India Alumni

The alumni challenge is open to participation only for GMC India past participants. 1 member in Team must be a GMC India alumni for participation.

**Best performing Teams from Alumni Challenge (4 Teams) will be nominated for GMC India National Finals.**

Nominate Your Team for [World's Largest Strategy and Management Challenge](#)

[accept-the-challenge](#)



### **Winner** National Finals

- Participation in International Finals as Team INDIA. All expenses for travelling / lodging / food will be paid by Competition Organizers.
- Winner's Trophy
- EFMD EOCCS Certified Training Certificate
- GMC India Alumni Community Membership



### **2<sup>nd</sup> & 3<sup>rd</sup> Place** National Finals

- Cash Prize of Rs. 75,000 /- & Rs. 50,000 /- respectively
- GMC India Trophy (with Rank)
- EFMD EOCCS Certified Training Certificate
- GMC India Alumni Community Membership



### **4<sup>th</sup> – 8<sup>th</sup> Place** National Finals

- GMC India Trophy (with Rank)
- EFMD EOCCS Certified Training Certificate
- GMC India Alumni Community Membership



### **Other Teams** National Finals

- EFMD EOCCS Certified Training Certificate
- GMC India Alumni Community Membership
- Any other prize nominated by sponsoring company, in case of dedicated challenge



### **Top 8 Teams** Organization Rounds

- EFMD EOCCS Certified Training Certificate
- GMC India Alumni Community Membership
- Any other prize nominated by sponsoring company, in case of dedicated challenge



### **Other Teams** Organization Round

- EFMD EOCCS Certified Training Certificate
- GMC India Alumni Community Membership

# Why Participate ?

## Benefits for Companies

### 1. Corporate Event and Employer's Branding

Corporates that sponsor their staff members to take part in GMC are seen as progressive companies that provide innovative learning experience to their staff members and benefit from being part of a prestigious initiative.

In addition, the teams that do well in the competition and their sponsoring companies benefit from awards in the event with an opportunity to represent India at a global stage.

### 3. Benchmark Staff & enhance Productivity

GMC places teams from one company against those of other companies. The layout of the competition provides excellent opportunity for companies to assess their teams' performance against other teams from their own company & against teams from other companies.

This enables staff members to better co-operate with their colleagues benefiting in improved decision making, better teamwork and enhanced productivity.

### 2. Competition Driven Cost-Effective Training

Traditional training programs revolve around faculty lead instructions with limited participant involvement and focus on developing specific, pre-determined competencies.

GMC goes beyond traditional programs by providing the participants complete control over a company operating in a competitive market. This directly helps the sponsoring corporates by building broad based skills of their staff.

### 4. Marketing and Business Development

Companies that participate in GMC India through the medium of Dedicated Challenge will be entitled as "Associated Partners" for the Student Championship.

GMC India - Student Championship is one of the biggest B-school events in country participated by more than 5000 students from more than 55 institutes.

GMC allows companies to promote their products and services among students.



# Why Participate ?

## Benefits for Company Managers / Faculties / Executives

### 1. Enhance Managerial Potential

GMC helps managers to enhance their managerial potential by working on Business Simulator and developing Cross - Functional knowledge.

GMC allows managers to practice working for a company with global operations in a highly competitive and simulated environment.

Clearly GMC allows participants to "Learn by Doing" !!!

### 3. Represent India at Global Stage

Best performing Teams in GMC are eligible for lucrative awards such as Cash Prize worth Rs. 1.25 Lacs.

The winner of the National Finals - India will get unique opportunity to represent "Team India" at GMC International Finals and compete for World Title.

All expenses for participation in World Finals (such as Tickets, Lodging etc.) will be paid by competition organizers !!!

### 2. Diploma in Management

GMC is certified by EFMD with EOCCS Certificate. As of 2021, there are only 80 Management Development Programs to be recognized with EOCCS Certificate.

Participants in GMC are eligible for "Diploma in Management" issued by SDG - Simuladores e Modelos de Gestao, Portugal.

An unique opportunity to upgrade your Personal Resume !!!

### 4. Business Development and Networking

The platform of GMC allows managers and professionals from different backgrounds and regions to compete against one another.

Events during the competition allow participants to connect with another and forge long lasting business relationships.

Additionally, participants in GMC will become part of GMC India Alumni community !!!

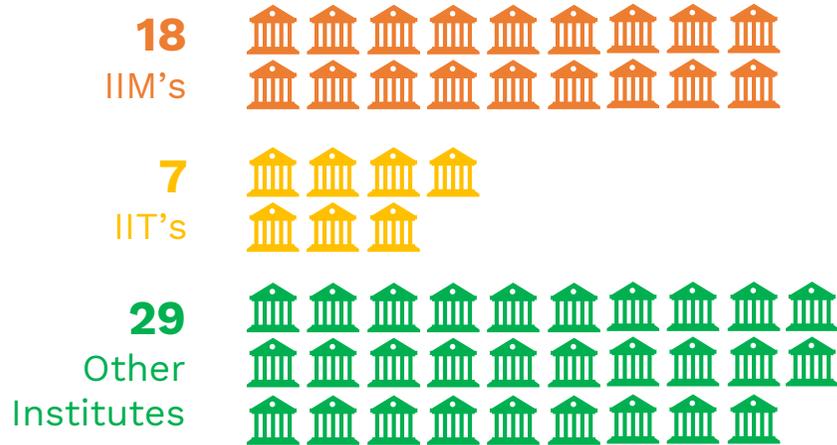




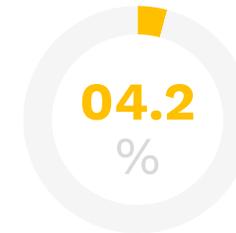
# Global Management Challenge India Networking & Business Development

# Companies with Dedicated Competitions in GMC get access to Global Management Challenge India – Student Championship

## Participants Statistics – Student Championship 2021



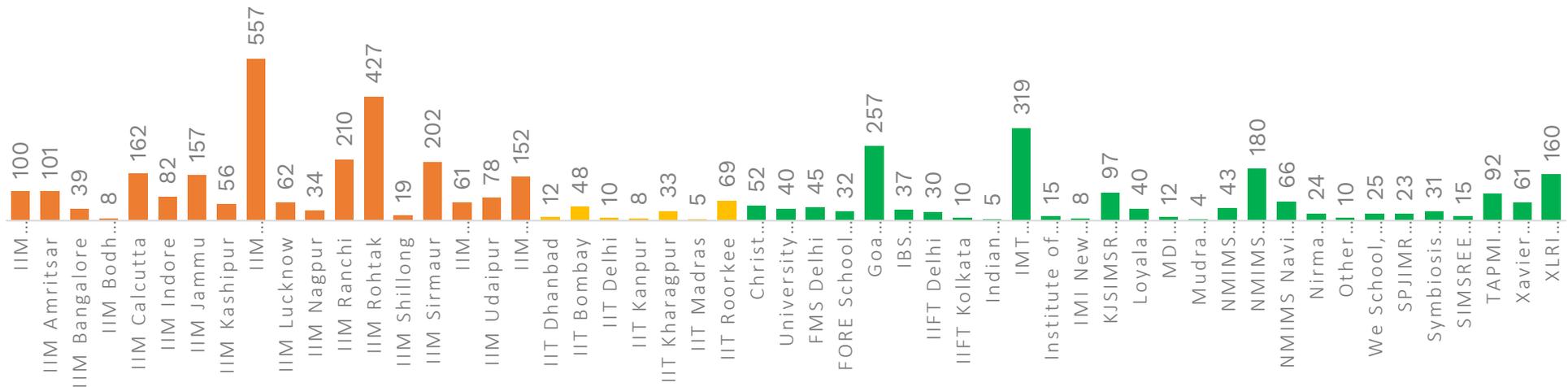
**2507**  
Participants from IIM's



**185**  
Participants from IIT's



**1733**  
Participants from Other Institutes



# Companies with Dedicated Competitions in GMC get access to Global Management Challenge India – Student Championship

## Final Standings – Student Championship 2021



भारतीय प्रबंध संस्थान कोपिक्कोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

1<sup>st</sup> Position  
Team Eagles



भारतीय प्रबंधन संस्थान उदयपुर  
Indian Institute of Management Udaipur

2<sup>nd</sup> Position  
Team Udyamee



IIM  
भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam  
विद्या परं देवतम्

3<sup>rd</sup> Position  
Team Chanakyas



DoMS  
Department of Management Studies  
Indian Institute of Technology Roorkee

4<sup>th</sup> Position  
Team Beasts



IIM JAMMU  
सा विद्या या विमुक्तये  
भारतीय प्रबंध संस्थान जम्मू  
Indian Institute of Management Jammu

5<sup>th</sup> Position  
Team Infinity



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT BANGALORE  
तेजस्वि नावधीतमस्तु

6<sup>th</sup> Position  
Team Strategy Shmoops



भारतीय प्रबंध संस्थान कोपिक्कोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

7<sup>th</sup> Position  
Team Five Senses



IIM KASHIPUR  
भारतीय प्रबंध संस्थान काशीपुर  
Indian Institute of Management Kashipur

8<sup>th</sup> Position  
Team Trend Addicts

# Events during the Competition

## Global Management Challenge India – 2022 edition



### Briefing Sessions !!! (Online)

Briefing Sessions are a very important part of training and format of the competition associated with the Global Management Challenge.

During the competition, GMC Organizers will schedule several Briefing Sessions (all online) at before each stage of the competition.

These session allow all participating teams to develop key fundamental business principles, to help them perform well in the competition and further in real life.



### National Finals !!! (New Delhi)

National Finals is the pivot event of the competition which will see the best teams from all national competitions, compete for the championship.

The National Finals will be a 3 day event schedule in National Capital – New Delhi.

- Day 1 – Welcome & Opening Ceremony
- Day 2 – Semi Final & Friendship Dinner
- Day 3 – City Tour & Final

Finals for 2022 edition is scheduled for 27-29 January, 2022



### Award Ceremony !!! (New Delhi)

The National Finals of each challenge completes with our main event – Award Ceremony.

During the event, the Organizers of GMC will announce the final results and winner of the current edition. They will also reveal the city which will host the International Finals for the current edition.

The event provides a great opportunity for GMC India Team to acknowledge the contribution and support of all companies and sponsors for the event.

# Media Coverage

## Global Management Challenge

Expresso, 18 de dezembro de 2020 ECONOMIA 15

### COMPETIÇÃO

## Competição na Índia atinge as 768 equipas

Cerca de 3500 estudantes e quadros integraram a edição de 2020 da prova neste país



MARILeia FREITAS

A edição do Global Management Challenge 2020 na Índia terminou recentemente, com a vitória de uma equipa formada por quadros. A final nacional realizou-se em meio de uma pandemia, numa edição que contou com a participação de 3500 estudantes e quadros, distribuídos por 768 equipas.



**Classificação após a 1ª decisão — 2ª volta**

1ª VOLTAS	2ª VOLTAS
1) Seculim (Indonésia)	1) Deloitte Management Team
2) SECULIM (Indonésia)	2) SECULIM (Indonésia)
3) Fidelity (Indonésia)	3) Fidelity (Indonésia)
4) Fidelity (Indonésia)	4) Fidelity (Indonésia)
5) Fidelity (Indonésia)	5) Fidelity (Indonésia)
6) Fidelity (Indonésia)	6) Fidelity (Indonésia)
7) Fidelity (Indonésia)	7) Fidelity (Indonésia)
8) Fidelity (Indonésia)	8) Fidelity (Indonésia)
9) Fidelity (Indonésia)	9) Fidelity (Indonésia)
10) Fidelity (Indonésia)	10) Fidelity (Indonésia)

**ARRANQUE DA SEGUNDA VOLTA** Começa esta semana a segunda volta do Global Management Challenge 2020, com a participação de 55 equipas. As formações estão distribuídas por oito grupos e no quinto e último dia revelados os nomes das que após a tomada da primeira decisão, esta semana, ocupam o primeiro e segundo lugares do seu grupo. Esta segunda etapa da competição comporta mais quatro semanas de decisões de gestão, e na quinta e última decisão são as equipas que estiverem na liderança do seu grupo irão integrar a final nacional, agendada para fevereiro do próximo ano. Para já, a IT Sector é a entidade com mais equipas na liderança, com um total de duas.

Na última final internacional, a equipa da Índia não passou da semifinal. Mas a edição de 2020 na Índia terminou recentemente, com a vitória de uma equipa formada por quadros. A final nacional realizou-se em meio de uma pandemia, numa edição que contou com a participação de 3500 estudantes e quadros, distribuídos por 768 equipas.

160 confirmaram que esta iniciativa os ajudou a desenvolver competências de comunicação e trabalho em equipa. Já 75% revelaram que a prova lhes permitiu perceber como os vários departamentos de uma empresa integram os seus objetivos, bem como o modelo de negócios. Uma das principais aprendizagens do Global Management Challenge é desenvolver conhecimentos no que diz respeito à análise de dados financeiros, e isso

foi confirmado por 80% dos participantes. Lar Agarwal acredita que para os estudantes esta competição se assume como uma oportunidade de se colocarem no lugar de um gestor e de tomar decisões num ambiente competitivo. "A maior parte do currículo académico na Índia foca-se na análise de estudos de caso e na resolução de problemas. Portanto, trabalhar num simulador de negócios fornece um novo formato para aprender

Expresso, 18 de dezembro de 2020 ECONOMIA 17

## Desafio português cresce na Ásia e Leste europeu

Depois da Rússia, Quirguistão, Bielorrússia e Taquistão, a vez de esta prova chegar ao Azerbaijão e voltar à Ucrânia.

A partir da Rússia esta competição tem-se estendido a outros países asiáticos. Após ter chegado ao Quirguistão, Bielorrússia e mais recentemente ao Taquistão, o objetivo agora é conquistar o Azerbaijão e voltar a ter este desafio presente na Ucrânia.

Em 2019, a Rússia organizou a primeira edição do desafio, com a participação de 3500 estudantes e quadros, distribuídos por 768 equipas. A competição foi organizada pela primeira vez em Portugal em 2020, com a participação de 3500 estudantes e quadros, distribuídos por 768 equipas.



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**Geeta A K** • 1st  
IIM Kozhikode 23 | National Winners - GMC21 | HPE | RVCE 19  
Rashed from Indian Institute of Management, Kozhikode • 2mo •

I'm highly grateful for having had the opportunity to work with an incredible team and emerge as the National Winners in the Global Management Challenge India @GMC #IMK

**National Winners TEAM EAGLES**

Aishika Gupta, Devendra Meena, Geeta AK, Kanishk Sharma, Tinish Gupta

90 • 12 comments

**Gaurav Gulati** • 1st  
Business Consultant | Logistics | WMS | IIM | NIT | 3mo •

Excited to share that our team finished among top 5 teams at the National Finals of Global Management Challenge-Corporate Championship 2021 India Chapter held at IMT Ghaziabad. Throughout the competition we had an amazing ...see more

103 • 28 comments

**Argha Das** • 3rd  
National Finalist Cummins Redline '21 | National Semi - Finalist  
...National Semi-Finalists, I would once again like to thank Global Management Challenge India for this one-of-a-kind opportunity. It was a terrific learning...

**CERTIFICATE OF ACHIEVEMENT**  
Argha Das  
Student Championship 2021 Global Management Challenge  
The World's Largest Strategy & Management Competition

3rd Place - National Semi Finals

60 • 19 comments

**Competition Cell, IIM Rohtak** • 3rd+  
Indian Institute of Management Rohtak

Dear Connections, Competition Cell, IIM Rohtak is very elated to announce that the Indian Institute of Management Rohtak is getting the opportunity to participate in Global Management Challenge India. Global Management ...see more

**GLOBAL MANAGEMENT CHALLENGE**  
The world's largest Strategy & Management Competition !!!

Accepts the Challenge !!!

For more information & participation visit: [www.gmcindia.in](http://www.gmcindia.in)

50 • 4 comments

**Prayaas IBS Hyderabad** • 3rd+  
The Official Inter-B-School and Corporate Events Club of IBS ...

...competition !!! Represent Team India at Global Management Challenge International Finals Come as a team and join the league of 75000+ participants from 35+ countries worldwide while gaining the insights from an inter...see more

**GLOBAL MANAGEMENT CHALLENGE**  
THE WORLD'S LARGEST STRATEGY AND MANAGEMENT COMPETITION !!!

7,500,000 PARTICIPANTS  
35 COUNTRIES WORLDWIDE

25th August (11:59PM)

Participation Certificate

24 • 1 comment

More than 600 Companies have nominated their staff members in GMC worldwide

**Deloitte.**





For more information & participation, please contact

## Global Management Challenge India

M.: 9971188800 | E.: [info@gmcindia.in](mailto:info@gmcindia.in)

For Corporate Participation, please write to [lav@gmcindia.in](mailto:lav@gmcindia.in)