



Sri Venkateswara College of Engineering

Autonomous - Affiliated to Anna University

Sriperumbudur-602117

Association of Electrical & Electronics Engineers cordially invites you to attend a Webinar titled

"Growth Marketing and Product Management"

On Jan 16th 2021

Time : 10 am to 11 am

Register here : **[CLICK](#)**

ABOUT THE GUEST SPEAKER



Mr.Amit Singh

Senior Product Manager at
MobiKwik

B. Tech in Electrical Engineering
(2011)

IIT -Bombay

PGDM in General management
(2015)

IIM - Ahmedabad

CONVENER

Dr.KR.Santha,
Vice Principal,
Professor & Head of Dept,
Department of EEE

COORDINATORS

Mr.V.Mohanraj , Asst.Professor
Mr.S.Thamizmani , Asst.Professor
Mr.M.RanjithKumar,Asst.Professor
Mr.S.Kumaravel , Asst.Professor
Dr.M.Sankar, Asst.Professor
Department of EEE

CONTACT US

9943396327

9840777325

9842416145

mohanraj@svce.ac.in

thamizmani@svce.ac.in

mranjith@svce.ac.in

SRI VENKATESWARA COLLEGE OF ENGINEERING

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

16/01/2021

REPORT

ON

WEBINAR - “GROWTH MARKETING AND PRODUCT MANAGEMENT”

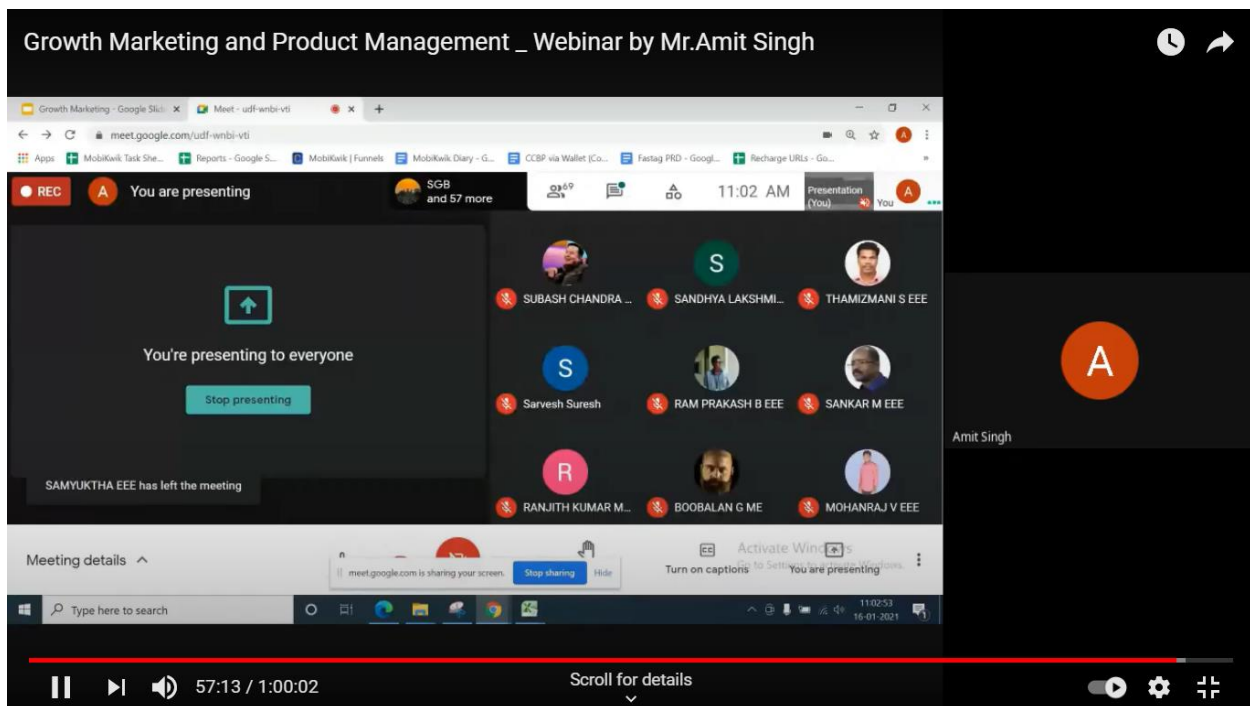
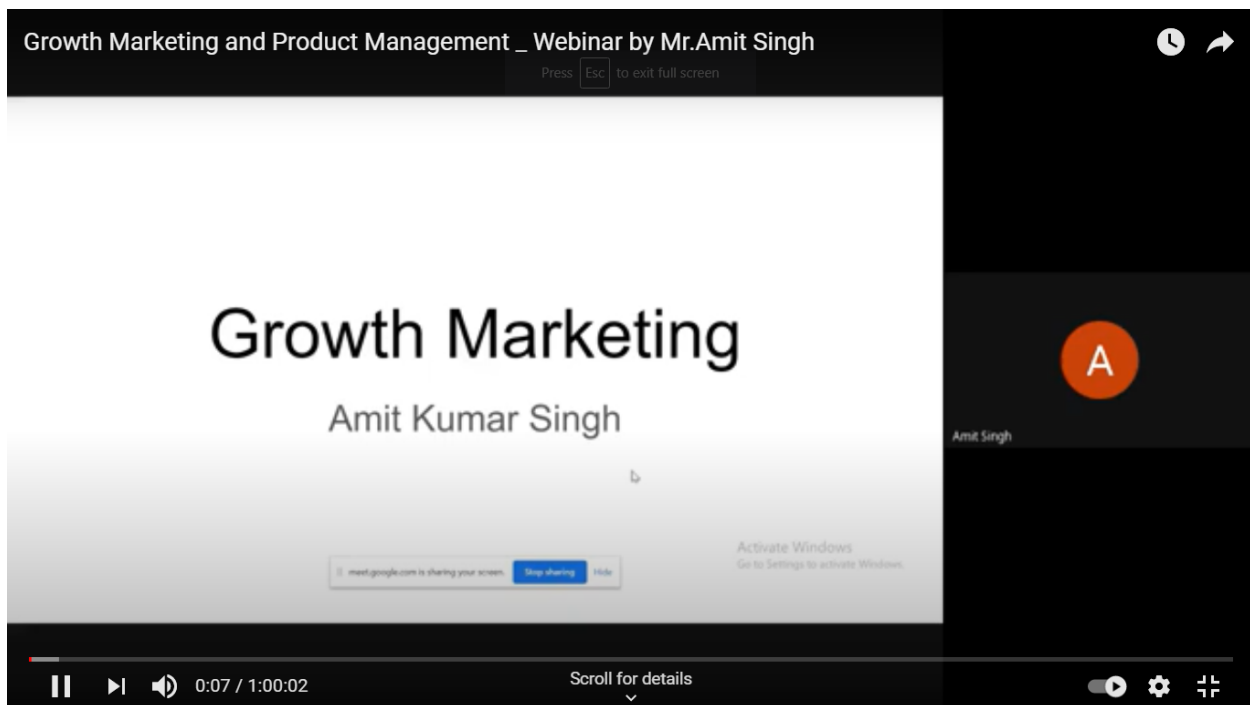
- Mr. Amit Singh

The webinar on “Growth Marketing and Product Management” by Mr. Amit Singh was held on 16th January 2021. The event was conducted virtually through Google meet medium. The event started at 10:00 a.m and lasted for an hour holding about 90 participants which included students as well as faculty members.

The speaker Mr. Amit Singh who is the Senior Product Manager at Mob Kwik pursued his B. Tech in electrical engineering at IIT Bombay and his Post Graduate Diploma in Management at IIM. He has been in the financial services domain for over 5 years and has worked with popular companies like MasterCard, PayU and Paytm. His career path from an electrical engineer to a successful product manager inspired and motivated all the budding electrical engineers who attended the webinar.

The speaker explained how the various e-commerce payment systems and financial technology companies attract users. He also gave the participants great insights on digital payments and marketing. The involvement of the participants towards his lecture was immense. They made the session even more interactive by asking a lot of questions to the speaker. The speaker was very humble and patient in answering the questions. He gave very detailed and exceptional explanations to the participants without any hesitation.

The session ended with the vote of thanks by Dr. Sudhakar K Bharatan, Professor of EEE department.



V MOHANRAJ, AP/EE
Coordinator

Head of the Department
Department of Electrical and Electronics Engineering
Sri Venkateswara College of Engineering
Ponnur, Sriperumbudur Taluk-602 117
Tamilnadu, INDIA