

ASM Group of institutes bags a double at Kotler Awards 2020

Dr. Sandeep Pachpande awarded 'India Achiever Academician' in Excellence category, ASM Group bags 'Best in Global Orientation' in Institutional Excellence category

Pune, Apr 22, 2020 (Issuewire.com) - Audyogik Shikshan Mandal (ASM) Group of Institutes, Pune has bagged two awards at the prestigious Kotler Awards 2020 held recently in New Delhi. Dr. Sandeep Pachpande, Chairman of ASM was awarded the 'India Achiever Academician' award in the Excellence category and ASM Group bagged the 'Best in Global Orientation' in the Institutional Excellence categories. The awards were presented by Laura Ries- Author of Marketing books and co-founder of the advertising consultancy firm Ries & Ries.

Speaking on the occasion **Dr. Sandeep Pachpande, Chairman, ASM** said, *"It is a great honor to be recognized by such an august institution like Kotler. We are humbled and will continue to strive in providing our students with the best global learning experience that is industry-relevant and career-oriented."*

The winners were selected by an imminent panel of jury which comprised of distinguished Marketing professionals such as **Dominique Hanssens**, Distinguished Research Professor of Marketing, UCLA Anderson School of Management, **Kozo Takaoka**, President & CEO, Nestle Japan, **Luiz Moutinho**, Marketing & Management Future cast, Bioscience & Neuroscience in Marketing Futures Research, **Fahim Kibria**, CMO, World Marketing Summit Group, **Pradeep Mehra**, Professor (Professor of Practice) Shiv Nadar University, CEO Atal Incubation Center among others.

The award winners were evaluated based on stringent criteria. The criteria developed were based on organizational or individual contributions to the industry and their significance. These included achievements, effectiveness, innovation, resource management, sociality, strategy & foresight, delivery & impact and personal vs professional qualities.

About Kotler Awards: The Kotler Awards in honor of the Father of Modern Marketing - Prof. Philip Kotler is designed to unfold and value the true excellence and top professionals in the field of marketing and business management across the globe. It recognizes and honors prominent players from different agencies and individuals who had demonstrated remarkable and sensational practices in the industry. At the same time, it is an avenue to raise awareness of the creativity and originality delivered by practitioners of the various sectors, who are at the forefront of their professions.

About Audyogik Shikshan Mandal (ASM): Established in 1983, ASM Group offers learning options from KG to Ph.D. It has persistently turned out well-rounded professionals, who have gone on to become leaders in their spheres. ASM's IBMR has been consistently ranked amongst the top b-schools in India and is known for its consistent calendar of events that imbues students with unmatched industry experience/exposure. It boasts state-of-the-art infrastructure - wi-fi enabled campuses, sporting facilities, well-stocked libraries, computer centers, and classrooms equipped with the latest technology. ASM placement cell has a stellar track record with 70,000+ alumni already working with top-notch MNCs and leading corporations in India and abroad (TATA, UB Group, Aditya Birla Group, Colgate, Godrej, Mercedes Benz, Johnson & Johnson, General Motors, MTS, Toshiba, ICICI Securities, Deloitte, etc.) in various sectors, functions and levels. Do visit to know more www.asmedu.org.

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