

Chowman Story now a Curriculum at IIM

Chowman Story becomes a part of 1 year MBAEx Curriculum



West bengal, India Jan 7, 2024 ([Issuewire.com](https://www.issuewire.com)) - Kolkata, and now the nation's leading Chinese chain of Brands, Chowman has left a mark over the last 13 years not just as a food brand, but as an epitome of a successful venture by a Kolkata-based first gen entrepreneur, DebadityaChaudhury with various accolades and achievements received all across India. Other than its major highlights as a brand; Chowman this time makes a major leap as it becomes a Case Study for Digital and Social Media Elective course for MBAEx students at IIM, developed by the esteemed faculty member, Professor Saravana Jaikumar, Marketing Group, IIM Calcutta.

The Case Study is a curriculum for a one-year elective course targeted at experienced professionals centering around the rise of Chowman & it's way forward with a focus on the social media and marketing aspects. The case study caters to the 10 Case Method Workshop with working professionals, faculty members from different renowned Business Schools in Pan India, such as IIM Udaipur & Shillong, ShivnadarUniversity, IIIT, Bharathidasan University, IIFT and many more. Speaking on this new feather to the cap, ChowmanMD, Debaditya Chaudhury also the founder of Oudh 1590 & Chapter 2 expresses, "This is a milestone for us to become a part of a curriculum for such a prestigious institution like IIM renowned across the nation. We have all grown up knowing how people aspire to be in this institution and it's an honour for us altogether! I hope that all the working professionals who will be taking this up will find our brand story interesting and take back with them something that is just not restricted to bookish knowledge. I am equally thankful to my team and Professor Saravana who has put in their tireless efforts for the last four months working on this case-study and penning down the journey of Chowman wonderfully."

Professor Saravana Jaikumar, Associate Professor, Marketing Department, IIM since 2016 has

developed this case study with his 7 years of expertise, in collaboration with the team. He has got insights drawn on Chowman's various segments and brand development as a whole in terms of its journey, delivery, digital and social media marketing, Human resources, Marketing & PR as well as the technological side, with talk points of Chowman App. Professor Jaikumar has shared his experience stating, "It's been a pleasure to delve into the compelling journey of Chowman. I chose Chowman as a case study because it stands as a testament to the innovative entrepreneurial spirit, strategic growth, and dynamic use of digital platforms in the evolving landscape of the culinary industry. Chowman's story provides rich insights into the challenges and triumphs of building a brand that resonates deeply with customers. I'm excited for the students and readers to engage with and learn from Chowman's journey."

About Chowman:

Chowman was inceptioned as a young artist's dream to bring authentic, traditional Chinese dishes onto the plates of the Bengalis. Meticulously conceptualised with warm lights and a cozy ambiance; Chowman is all about Chinese ethos, food and culture. Currently, Chowman has massively expanded with 21 outlets in Kolkata, 6 in Bangalore 4 in Delhi-NCR & 2 in Hyderabad; with many more to come.

With numerous accolades received nationally, Chowman has made its tie-ups with popular delivery outlets like Swiggy and Zomato and channelised its own delivery services with its exclusive Chowman app. Backed by a proficient team of managerial efficiency, and master-chefs acing knowledge of traditional Asian cooking, Chowman looks forward to bringing forth many more decennial ventures in the coming days.

About IIM:

The Indian Institute of Management Calcutta (IIMC) since 1961 has grown into a mature institution with a global reputation, imparting high quality management education. It has been playing a pioneering role in professionalising Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities.

Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. The mission of the Institute is to develop innovative and ethical future leaders and to advance the theory and practice of management.

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