



**NALLA NARASIMHA REDDY EDUCATION SOCIETY'S GROUP OF INSTITUTIONS**  
**INTEGRATED CAMPUS**

**School Of Management Sciences**

**Guest Lecture on "Overview, opportunities and Challenges of Advertising Industry in India"**

**Speaker: Mr. Rajiv Mathews**

**Date: 01-08-2015, Time: 11.00 AM**

**Venue: MBA Class Room, 3<sup>rd</sup> Floor, NNRG**

The School of Management sciences, NNRG organized a guest lecture on "Overview, opportunities and Challenges of Advertising Industry in India" for the students of MBA — I and II Year on 1<sup>st</sup> August, 2015 at 10AM. The Speaker for the lecture was Mr. Rajiv Mathews.

Mr. L. Srikant, Assistant Professor from MBA department introduced the speaker to the students and management faculties.

Mr Mathews spoke about the opportunities and Challenges of Advertising Industry in India. He gave examples where the advertisement strategy has produced corporate success.

Mr. Suresh Kumar Nayak, Guest lecturer in charge gave vote of thanks and the session was closed at 4.00pm.

**Guest Lecturer in Charge**

**Dean**

**DEAN**  
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