

Driving Business Growth through Sales, Marketing & Branding Excellence



**HOSUR INDUSTRIES
SKILL DEVELOPMENT
ASSOCIATION**

presents a two-day management development programme on

Transform Mindsets: From Making Products to Marketing Them

offered by **PSG Institute of Management, Coimbatore**

Duration: 2 Days | Dates: 22 & 23 August 2025

Venue: Hosur Industries Association, SIPCOT Industrial Complex, Hosur

Time: 10.00 am to 05.00 pm



Lead Faculty:
Prof. SB Srinivasan
Faculty in Marketing, PSGIM

Associate Faculties:
Dr. K Arul Rajan
Adjunct Faculty in Marketing, PSGIM

Click to register



Limited Seats Available

Reserve your spot early to ensure participation.

Registration Assistance

0422 430 4400 | + 91 88701 98283 (Narendren SD)

email: mdpcell@psgim.ac.in



Programme Overview

In today's business landscape, growth depends not just on production excellence but also on how well your teams engage markets and customers. This intensive 2-day MDP explores the interconnected roles of sales, marketing, and branding in driving business performance. Through expert-led sessions and activity-based learning, participants will develop confidence in selling, gain insights into consumer behaviour, and understand the strategic role of branding at every touchpoint—from planning to people.

Who Should Attend

Sales & Marketing Managers | Business Development Executives | Product Managers
Brand and Communications Teams | Team Leaders or Supervisors responsible for client engagement and promotions | Entrepreneurs or Senior Staff from MSMEs

Learning Objectives:

Participants will:

- Understand how sales, marketing, and branding functions converge to build business value
- Build confidence in industrial selling through proven techniques and customer-centric narratives
- Explore tools and strategies to boost incremental sales through promotions
- Develop strategic market plans aligned with buying behaviours of customers
- Recognize employees as brand custodians and align internal communication for external impact

Schedule

Day 1 – August 22, 2025

Time	Session	Facilitator
09:30 – 10:00 AM	Inaugural Session	HIA
10:00 – 11:15 AM	Sales, Marketing & Branding – The Confluence	Prof. S.B. Srinivasan
11:15 – 11:30 AM	Refreshment Break	
11:30 – 12:45 PM	Selling Better, Selling with Confidence	Dr. K. Arul Rajan
12:45 – 01:00 PM	Q&A for Session 1 & 2	
01:00 – 02:00 PM	Lunch Break	
02:00 – 03:15 PM	Sales Promotion as a Tool for Sustained Incremental Sales	Dr. K. Arul Rajan
03:15 – 03:30 PM	Refreshment Break	
03:30 – 05:00 PM	Workshop Activity on Sales	Dr. K. Arul Rajan

Day 2 – August 23, 2025

Time	Session	Facilitator
09:30 – 11:00 AM	Strategic Market Planning & the Planning Cycle	Prof. S.B. Srinivasan
11:00 – 11:15 AM	Refreshment Break	
11:15 – 12:45 PM	Consumers & Consumer Buying Habits	Prof. S.B. Srinivasan
12:45 – 01:00 PM	Q&A for Session 1 & 2	
01:00 – 02:00 PM	Lunch Break	
02:00 – 03:15 PM	The Employee as a Custodian of Brand	Prof. S.B. Srinivasan
03:15 – 03:30 PM	Refreshment Break	
03:30 – 05:00 PM	Branding Activity	Prof. S.B. Srinivasan
05:00 – 05:30 PM	Valedictory & Certificate Distribution	HIA

Methodology:

Expert-Led Concept Sessions | Case-Based Discussions | Demonstrations & Frameworks | Hands-On Activities & Group Work | Q&A and Experience Sharing | Interactive Simulations

Programme Fees

Category	Fees	GST @18%	Total
Individual Participant	₹ 4,200	₹ 756	₹ 4956
Group Registration (3 Members)	₹ 12,000	₹ 2,160	₹ 14,160
4 or more members from one company (Each)	₹ 3,750	₹ 675	₹ 4425

Note: Includes programme materials, lunch, and refreshments for both days.

Certification

Participants will receive a **Certificate of Participation** issued jointly by HIA & PSG Institute of Management upon successful completion of the programme.

Digital Payment Details:

Name of the Account : **Hosur Industries Association**
Name of the Bank : Indian Overseas Bank
Branch : Hosur Industrial Complex, SIPCOT, Hosur.
Account No. : 059902000000213
IFS Code : IOBA0000599
GST : 33AABAH7971H1ZL
PAN : AABAH7971H

Trainer Profiles



Prof. S.B. Srinivasan,

Professor in Marketing & Strategy | PSG Institute of Management

With over three decades of academic and consulting experience, Prof. S.B. Srinivasan is known for his pragmatic approach to marketing strategy and brand development. He has worked closely with industry leaders to align business objectives with market realities, particularly in the B2B and industrial sectors apart from FMCG brands. His sessions are known for translating theory into hands-on models that participants can readily adopt in their organizations.

Areas of Expertise: Strategic Marketing, Brand Positioning and Value Architecture, Consumer Insights and Planning Cycle, Internal Branding and Employee Alignment.



Dr. K. Arul Rajan

Professor in Sales & Business Development | PSG Institute of Management

Dr. Arul Rajan combines his rich academic grounding with corporate training and sales enablement experience. A dynamic resource person for sales excellence programs, he specializes in building selling confidence, designing promotion strategies, and training sales professionals to perform in high-pressure industrial markets.

Areas of Expertise: Industrial Sales & Selling Skills, Sales Promotions for B2B Markets Customer-Centric Selling Models, Sales Workshops & Role-Based Training.

About PSG Institute of Management (PSGIM)



PSG Institute of Management (PSGIM), a premier business school in India, is part of the renowned PSG & Sons' Charities Trust, established in 1926. With a legacy of excellence in education, PSGIM offers a range of management programs designed to develop business leaders and entrepreneurs. Known for its emphasis on experiential learning, industry collaboration, and social responsibility, the institute integrates academic rigor with practical insights. PSGIM's curriculum focuses on innovation, ethics, and sustainability, ensuring students are well-prepared for dynamic business environments.

Through Management Development Programs (MDPs) and partnerships with industry, PSGIM supports continuous learning for professionals and fosters a culture of lifelong growth.

Venue



HOSUR INDUSTRIES ASSOCIATION (Regd. No. 7/1981) (Location QR)

Plot No. 159-A, Phase I SIPCOT Industrial Complex

HOSUR - 635 126. Tamil Nadu

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