

## InstaRem #CrackTheBigIdea

This document will brief you about the session of InstaReM during Techfest at IIT Bombay

**AIM:** To share an Internet-breaking viral marketing idea for an online remittance business.

### Structure of the session

**Last Date of Submission : Dec. 20th, 23:59**

### Problem Statement

With the increase in Foreign jobs for Indians, there is a simultaneous increase in need for transfer of money overseas. Flex some grey cells and come up with a viral digital marketing plan for an online remittance business. The ideas should be Offbeat/ quirky/ unique, yet something that's feasible. **Your word file can cover the following:**

1. What will customers expect from a marketing idea? How would your company differentiate and delight customers?
2. How will the alteration in the exchange rates of the currencies affect the company?

### Guidelines

- Each participant has to make a word file containing a maximum of 5 pages.
- The word file should contain the following details on the first page :
  - Name
  - College
  - Student ID No.
  - Contact No.
- Email the word file to the following email id : [sourabh@techfest.org](mailto:sourabh@techfest.org)

### Eligibility

All students of age above 18 years, living in India, with a valid Student Identity Card(s) of their respective educational institutes are eligible to participate

**Prize:** 2 month paid Summer Internship at InstaReM

### Note:

1. Only one plan per participant will be considered valid.
2. By entering this Draw and winning, Participant(s) consents to the use of their name and profile picture, if needed, on social media for posting Winner Announcements.
3. Failure to comply with any of the terms and conditions may result in disqualification of the entry in the promotion.
4. InstaReM India Pvt. Ltd. reserves the right to the winner selection process and does not owe any clarification to any individual(s) or organization(s)
5. In case of any discrepancy, the final decision would rest with InstaReM India Pvt. Ltd.
6. Once the required details are provided, the details of the gratification will be provided to the winner on the email ID provided by the winner. However, InstaReM can choose another winner in case it is unable to contact the first winner within 48 hours of first mail.
7. Prizes cannot be claimed by third parties.