



PRESIDENCY
UNIVERSITY

PRESIDENCY SCHOOL OF MANAGEMENT

PRESENTS



CEREBRUM

2026

A NATIONAL LEVEL MANAGEMENT FEST

WHERE STRATEGY MEETS AMBITION

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ABOUT PRESIDENCY UNIVERSITY

Presidency University is a leading NAAC 'A' accredited, NIRF-listed, and Times Higher Education-ranked state private university committed to excellence in education, research, and innovation. With a vibrant campus and a learner-centric approach, the University nurtures creativity, critical thinking, and leadership among its students.

Offering over 70 diverse programmes across disciplines such as computer science, engineering, law, media studies, liberal arts, commerce, management, and allied health sciences, Presidency University serves a dynamic community of more than 20,000 students. Guided by experienced faculty, strong industry collaborations, and an AI-integrated learning pedagogy, the University empowers learners to explore their potential and build successful, purpose-driven careers.

With state-of-the-art infrastructure—including smart classrooms, modern libraries, conference and seminar halls, advanced computer labs, studios and media labs, an incubation centre, and well-equipped sports facilities—alongside dynamic cultural activities and active NCC, NSS, and Rotaract units under the Department of Student Affairs, the University ensures a holistic and enriching academic experience.

Built on a strong foundation and guided by a global outlook, Presidency University continues to shape the leaders of tomorrow, setting new benchmarks in education that resonate beyond borders.



ABOUT SCHOOL OF MANAGEMENT

Presidency School of Management is committed to developing responsible, innovative, and future-ready business leaders through a rigorous, industry-relevant MBA programme. With a strong focus on academic excellence, experiential learning, and ethical leadership, the School integrates contemporary management theories with real-world business practices.

The curriculum is designed to equip students with critical thinking, analytical abilities, and strategic decision-making skills required to thrive in today's dynamic global business environment. Supported by experienced faculty, strong industry partnerships, and a collaborative learning ecosystem, the School of Management provides students with opportunities for internships, live projects, industry interactions, and leadership development initiatives.

The programme emphasises holistic growth by fostering entrepreneurial thinking, digital competency, and global perspectives, ensuring that graduates are well-prepared to create meaningful impact in organisations and society.

CEREBRUM 2026

CEREBRUM is the flagship management event – the “Nerve Centre” for India’s top B-Schools. The theme of Cerebrum 2026 is COSMORA: Empire of the Infinite.

COSMORA is derived from “Cosmos”, representing infinite possibilities and limitless ambition. Just like the universe continues to expand, growth never stops here.

Under the theme COSMORA, it envisions the corporate world as a boundless galaxy where:

- Every entrepreneur is a star
- Every enterprise is a constellation
- Every breakthrough is a supernova

Strategy, innovation and leadership orbit each other like celestial bodies, creating a dynamic equilibrium of success.

COSMORA is where dreams expand beyond boundaries and future leaders claim their place among the stars.

FEST HIGHLIGHTS

10
Elite Events

₹1.5L
Prize Pool

03
Realms

02
Days of Glory

MEMORIES FROM CEREBRUM 2024



CLAIM YOUR REALM

REGISTRATION & ENTRY DETAILS

EVENT	CATEGORY	TEAM SIZE	FEE (₹)
LEADERSHIP TRACK			
IMPERIUM	Best Manager	1	₹500
HARMONIX	Best Management Team	3	₹900
DOMAIN TRACK			
MAGNEX	Marketing	2	₹700
VALORA	Finance	2	₹700
PEOPLIX	Human Resources	2	₹700
PREDIX	Business Analytics	2	₹700
INTELLEX	Business Quiz	2	₹700
VORTEX	Startup Innovation	2	₹700
VISIORA	Management Reel Making	1	₹350
SHOWCASE FLAGSHIP EVENT			
GRAVITAS	Corporate Walk	6 to 10	₹2,000

COMBOS - (excluding GRAVITAS)

Combo 1 – Any 5 events · ₹3,000

Combo 2 – Any 7 events · ₹4,200

Combo 3 (contingent) – All 9 events · ₹5,000



IMPERIUM

BEST MANAGER

IMPERIUM tests all-round management skills through real-world scenarios in strategy, communication, negotiation, crisis management, and leadership. Participants face challenging rounds, with the final one earning the title of Best Manager of Cerebrum 2026.

RULES

- › Register online before the deadline. No on-spot registrations.
- › Valid college ID and confirmation is mandatory at the venue.
- › Mobile phones and external aids are strictly prohibited during rounds.
- › Business formals with blazers are mandatory. No college logos on attire.
- › Judges' decisions are final and binding.

REGISTRATION

Fee : ₹500 per team

PARTICIPANTS

1 person

PRIZE

₹7,500

EVENT COORDINATORS

STUDENT

Swaroop - 9902430631
Sumukh B K - 9900370310
Sri Lakshmi K - 6362715943

FACULTY

Dr. Mohan Cherian
Dr. Aurobindo Klriyakere



HARMONIX

BEST MANAGEMENT TEAM



IN ASSOCIATION WITH PROJECT MANAGEMENT INSTITUTE, BANGALORE CHAPTER

Like stars that form a constellation, great teams create patterns of success that no individual can match alone. HARMONIX challenges teams to demonstrate unified leadership, cross-functional thinking, and collective decision-making in high-stakes business simulations. The team that aligns their constellation perfectly claims dominion over the empire.

RULES

- › Register as a team before the deadline. No on-spot team changes.
- › All three members must be present for every round.
- › All work must be original. Plagiarism leads to immediate disqualification.
- › Business formals with blazers are mandatory. Judges' decisions are final.

REGISTRATION

Fee : ₹900 per team

PARTICIPANTS

3 per team

PRIZE

Winner - ₹7,500
Runner - ₹5,000

EVENT COORDINATORS

STUDENT

Sai Sangeetha - 7349696343
Aftab - 8088453345
Akshay s - 8951136964

FACULTY

Dr. Ramesh Muthuswamy
Mr. Shivaprasad S



MAGNEX

MARKETING

MAGNEX is a high-octane marketing challenge where participants craft disruptive campaigns for real brand briefs, decode consumer behaviour, and pitch breakthrough go-to-market strategies. From guerrilla marketing to digital disruption — only the sharpest strategists prevail.

RULES

- › Register before the deadline. Brand briefs released only on event day.
- › All campaign work must be original. Laptop and pen drive are mandatory.
- › Adhere strictly to all time limits during presentations.
- › Business formals with blazers are mandatory. Judges' decisions are final.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

2 per team

PRIZE

Winner - ₹7,500
Runner - ₹5,000

EVENT COORDINATORS

STUDENT

Midhat - 8383029852
Likitha B U - 9739886137
Inamual Hussain - 9080161859

FACULTY

Dr. Akhila R Udupa
Dr. Sonal Manik Gursahani



VALORA

FINANCE

Dark matter constitutes most of the universe's mass, yet remains unseen. Similarly, the forces driving financial markets often lurk beneath the surface. VALORA challenges participants to navigate stock markets, decode financial statements, build investment portfolios, and devise M&A strategies under extreme time pressure. Only the sharpest financial minds will uncover the hidden dividends.

RULES

- › No financial apps and calculators.
- › All data is provided on event day. No external resources permitted.
- › Laptop and pen drive are mandatory for presentation rounds.
- › Business formals are mandatory.
- › Maintain professional behaviour at all times.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

2 per team

PRIZE

Winner - ₹7,500
Runner - ₹5,000

EVENT COORDINATORS

STUDENT

Sumanth Reddy - 9390655183
Roshni Pandian - 7483593839
Shravan Shetty - 8792975130

FACULTY

Dr. Anitha S. Yadav
Dr. Kushini Prasad



PEOPLIX

HUMAN RESOURCES

Like planets held in perfect orbit by gravity, organisations thrive when people are engaged, aligned, and motivated. PEOPLIX is the ultimate HR battleground where participants tackle workforce strategy, conflict resolution, talent management, and organisational design. Can you maintain perfect orbital balance in a dynamic, ever-shifting corporate galaxy?

RULES

- › Case materials distributed only at the venue on event day.
- › All responses must be original. Pre-sourced solutions not permitted.
- › Laptop and pen drive are mandatory. Business formals with blazers mandatory.
- › Judges' decisions are final and binding.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

2 per team

PRIZE

Winner - ₹7,500

Runner - ₹5,000

EVENT COORDINATORS

STUDENT

Sahana Dongre - 9945097580

Shreya - 9019834536

Ankan Ghosh - 9380571581

FACULTY

Dr. Anni Arnav

Dr. Nandhini Sinha



PREDIX

BUSINESS ANALYTICS

Enter Predix, a cosmic battleground where data, strategy, and intuition collide – challenging the sharpest strategists to decode signals, navigate chaos, and dominate high-stakes decisions.

The cosmos rewards only the smartest. Will you survive... or conquer?

RULES

- › Datasets are provided at the venue. No prior access to data.
- › Laptop with pre-installed analysis tools is mandatory.
- › AI-generated models or pre-built scripts are not permitted.
- › Submissions after the cut-off will not be evaluated.
- › Use of mobile phones, smart devices or external help is strictly prohibited.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

2 per team

PRIZE

Winner - ₹7,500
Runner - ₹5,000

EVENT COORDINATORS

STUDENT

Adams Ryan Ebenezer 9363348912
Varun Sharm-9803339666
Diya Cauveramma - 9019110044

FACULTY

Dr. P Mary Jeyanthi
Dr. Hariharan R



INTELLEX

BUSINESS QUIZ

The cosmos rewards the curious. INTELLEX is an elite business quiz spanning current affairs, corporate history, brand stories, economics, technology, science, and pop culture. Rounds escalate in intensity from written prelims to lightning buzzers, audio-visuals, and rapid-fire. Only the sharpest galactic intellects will claim the cosmic trophy.

RULES

- › Mobile phones and internet are strictly prohibited during the quiz.
- › Both members must be present for all rounds.
- › Teams caught using external aids are immediately disqualified.
- › Quizmaster's decision on answers and scores is final.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

2 per team

PRIZE

Winner – ₹7,500
Runner – ₹5,000

EVENT COORDINATORS

STUDENT

Lakshmitha – 6381294788
Arun – 9159400802
Shivakumar A Navalgatti – 6364415280

FACULTY

Dr. Mohamad Imrozuddin



VORTEX

STARTUP INNOVATION

IN ASSOCIATION WITH PRESIDENCY LAUNCHPAD



A singularity is where the laws of physics break down and extraordinary things become possible. VORTEX is Cerebrum's entrepreneurship stage where participants pitch groundbreaking startup ideas to a panel of investors and industry veterans. From ideation to business modelling, from market sizing to financial projections, build your empire from the ground up.

RULES

- › The startup idea must be original. Previously funded ventures are ineligible.
- › Presentation must cover: business model, target market, revenue model, GTM.
- › Laptop and pen drive with presentation mandatory.
- › Q&A follows every pitch. Both members may respond.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

2 per team

PRIZE

Winner - ₹7,500
Runner - ₹5,000

EVENT COORDINATORS

STUDENT

Nithin N S - 9611818706
Neha Rathnakar Pai - 9448328664
Hisham Abdussalim - 9747757209

FACULTY

Dr. Sushma Muralie
Dr. Lathangi R



VISIORA

MANAGEMENT REEL MAKING

At Cerebrum 2026, every frame tells a story of strategy and vision. VISIORA is a unique management event that blends visual storytelling with business acumen. Participants will capture compelling photographs around a given management theme, craft a creative presentation around their visual narrative, and deliver it to the judging panel proving that great managers see the world differently.

RULES

- › Participation is strictly individual only, and bringing a laptop is mandatory for editing and presentation.
- › The event includes photography, videography, and presentation; participants must complete all components.
- › All content must be captured during the event; only basic editing is allowed, and AI or heavy manipulation is strictly prohibited.
- › All submissions must be original and must follow the assigned theme and round-specific rules.

REGISTRATION

Fee : ₹700 per team

PARTICIPANTS

1 person

PRIZE

Winner - ₹5,000
Runner - ₹3,000

EVENT COORDINATORS

STUDENT

Akash M Nair - 7012751535
Jordan Johnson - 9744999495
Ignasius Rahul Lobo - 9606606394

FACULTY

Dr. Jagdeep Singh
Dr. Virupaksha Goud G



GRAVITAS

CORPORATE WALK

When a star reaches its peak luminosity, it radiates presence that cannot be ignored. GRAVITAS is Cerebrum 2026's premier corporate walk where professional elegance meets stellar confidence. Participants showcase their corporate presence, grooming, and personality on the cosmic runway. This event celebrates the professional identity of tomorrow's leaders where how you carry yourself is as powerful as what you know.

RULES

- › Business formals are compulsory for all team members. No college logos or branding on attire.
- › Report backstage 45 minutes before the event begins.
- › Professional accessories only. No casual or themed accessories.
- › Grooming, presence, and team synchrony evaluated by judges.
- › Judges' decisions on scoring and rankings are final.

REGISTRATION

Fee : ₹2000 per team

PARTICIPANTS

6 - 10 per team

PRIZE

Winner - ₹15,000
Runner - ₹10,000

EVENT COORDINATORS

STUDENT

Disha Gowda - 7892772787
Chaman K R - 9513099239
Jayanth K T - 8088193131

FACULTY

Dr. Farhat Ali Syed | Dr. Kamarapu Suresh
Dr. Abirami Arunachalam | Ms. Tejeshwini

OFFICIAL DIRECTIVES

GENERAL PARTICIPANT GUIDELINES

01 REGISTRATION & ELIGIBILITY

- ▶ **Online Registration Only** — Registrations are accepted exclusively through the official Cerebrum 2026 portal. Walk-in or on-spot entries will not be permitted.
- ▶ **Fees Non-Refundable** — Registration fees are non-refundable under any circumstances once payment has been confirmed.
- ▶ **Team Limit Per Event** — A maximum of three teams from the same institution may participate in a single event.
- ▶ **Eligibility** — Participation is open to currently enrolled undergraduate and postgraduate students only. ID verification will be conducted at check-in.

02 ENTRY & CHECK-IN PROTOCOL

- ▶ **Check-In Opens at 8:00 AM** — Participant check-in commences at 8:00 AM on both fest days. Early arrival is encouraged.
- ▶ **Report 15 Minutes Prior** — All participants must be present at their designated event hall at least 15 minutes before the scheduled event start time. Late arrivals may forfeit their slot.
- ▶ **College ID as Entry Pass** — A valid college ID card serves as the official entry pass. It must be presented at check-in and carried at all times on campus during the fest.

03 TECHNICAL REQUIREMENTS

- ▶ **Laptop + USB Pen Drive** — A fully charged laptop and USB pen drive are mandatory for all participants across all events without exception.
- ▶ **Network Connectivity** — Wi-Fi access will be provided at the venue. Please ensure your devices are independently configured for reliable internet access, as we can't guarantee connectivity for all devices at once.
- ▶ **Software Preparedness** — All required software, tools, and files must be pre-installed and tested before arrival.
- ▶ **Device Responsibility** — Participants must bear full responsibility for the working condition, charge, and security of their own devices throughout the fest.

OFFICIAL DIRECTIVES

GENERAL PARTICIPANT GUIDELINES

04 DRESS CODE & APPEARANCE

- ▶ **Business Formals with Blazer** – Formal business attire, inclusive of a blazer, is compulsory for all participants across all events and throughout the duration of the fest.
- ▶ **No Institutional Insignia** – Clothing bearing college names, logos, crests, or any institutional markings is strictly prohibited.
- ▶ **Non-Compliance** – Participants appearing in violation of the dress code may be denied participation in their respective events. No refund will be applicable in such cases.

05 CONDUCT & INTEGRITY

- ▶ **Plagiarism** – Any form of plagiarism, reproduction of existing work, or academic dishonesty will lead to immediate disqualification. No appeals will be considered.
- ▶ **AI-Generated Content** – Submission of AI-generated content without explicit prior disclosure as required by individual event rules will be treated on par with plagiarism.
- ▶ **No External Assistance** – Mentors, faculty, or external guides are strictly prohibited from entering event halls or communicating with participants during a live competition.
- ▶ **Misconduct** – Any participant found engaging in disruptive, hostile, or unsportsmanlike behaviour will be expelled from the fest immediately. Fees will not be refunded.

06 JUDGING & DECISIONS

- ▶ **Decisions Are Final** – All rulings made by judges and event coordinators are final, conclusive, and binding. They are not subject to challenge or review.
- ▶ **Disputes Must Be Raised Immediately** – Any concern regarding the conduct of an event must be brought to the attention of the event head before results are formally announced.
- ▶ **Core Command Override** – In exceptional or unforeseen situations, the Core Command holds final authority to intervene, amend, or override any decision.

Outstation participants may avail accommodation at an additional charge – contact us to reserve your stay.

COMMAND CENTER

GET IN TOUCH WITH THE CEREBRUM TEAM

STUDENT COORDINATORS

Harish N - 88673 44539

Vedaprakash P R - 81299 08763

Virushigaa R - 80728 63440

Rituraj Sahani - 97779 12019

Aarnav Warriar - 78999 24711

Saakshi Jain - 91821 56322

STUDENT ADVISORS

I Mohammed Ismail 9933255122

Purabi Sahoo 8778338979

Anupam James Tirkey 7038603951

FACULTY CONVENOR

Dr. Edwin T S

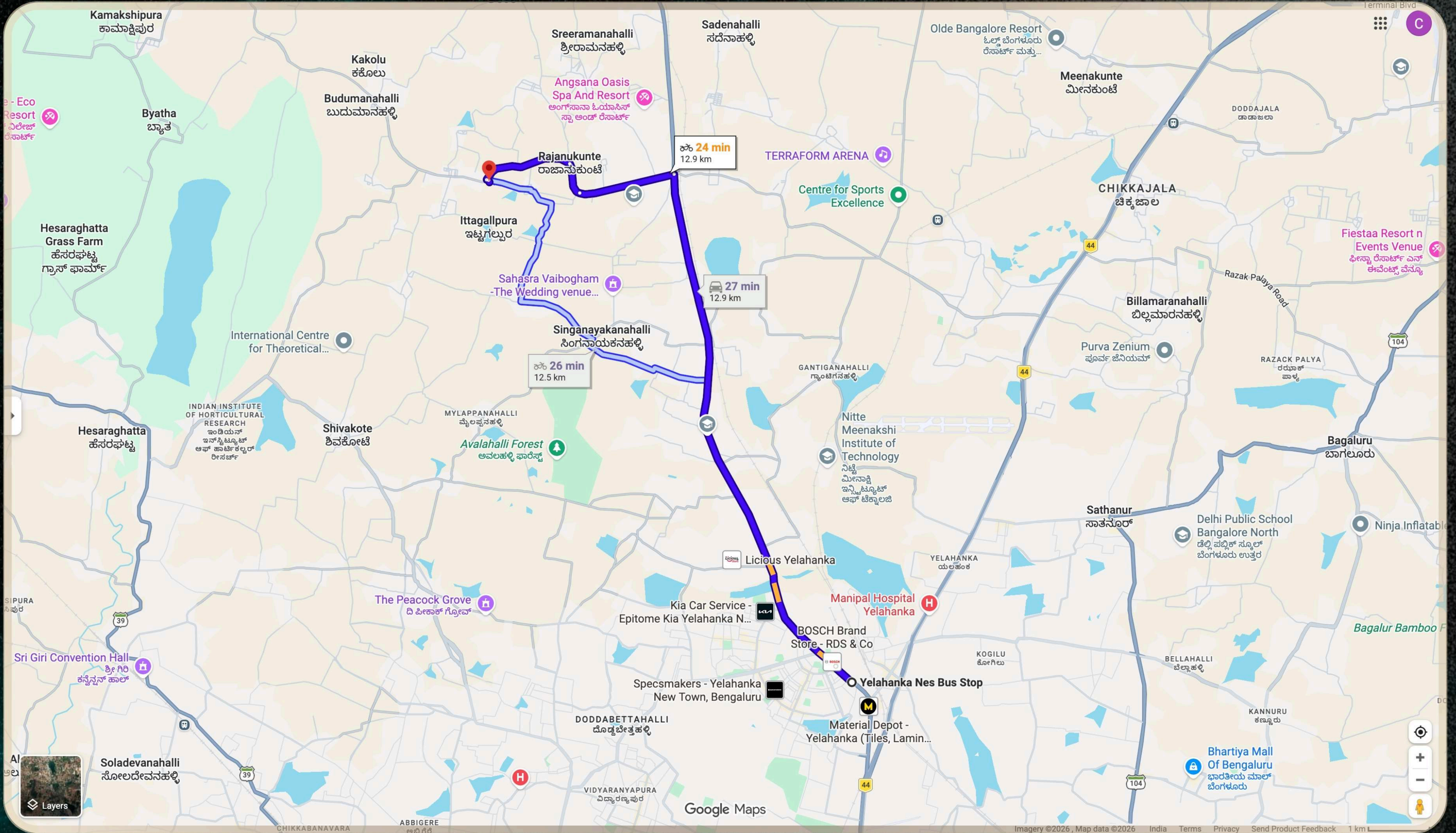
FACULTY COORDINATORS

Dr. Ranjith P.V - 98208 39432

Dr. Varalakshmi Dandu - 91001 47144

GETTING HERE

<https://maps.app.goo.gl/ydmQUvWvgbrBnU9A7>



By Air
 Kempegowda International Airport (BLR) – approx. 23 km from the venue.
 Taxis and app-based cabs are easily available.

By BMTC Bus
 BMTC buses connect Yelahanka and nearby areas frequently. You can get down at Yelahanka / Doddaballapur Road stops.

By Cab
 Located on NH-44 / Doddaballapur Road. Well connected via cabs, autos, and private vehicles. Follow signboards towards Presidency University.

By Metro
 Nearest metro station: Nagasandra (operational – 18 km). From there, take a cab or BMTC bus.

OFFICIAL CHANNELS

✉ cerebrum2026@presidencyuniversity.in 📷 [@cerebrum2k26](https://www.instagram.com/cerebrum2k26)

ENTER THE ARENA

Open to all college students across India.

Join the most ambitious management minds and compete across 10 elite events for a total prize pool of ₹1,50,000.

FEST DATES

April 23-24

10 EVENTS

3 Realms

PRIZE POOL

₹1,50,000

NATIONAL

Intercollegiate

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**ARE YOU READY TO CLAIM
YOUR EMPIRE?**



PRESIDENCY
UNIVERSITY



NAACA
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CEREBRUM 2026 · APRIL 23-24

PRESIDENCY UNIVERSITY, BENGALURU

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