

## Navigating New Horizons: Ashok Leyland's Strategic Leap into New Markets

This project invites MBA/BTech/Economics & other students to devise an all-encompassing market entry blueprint for AL.

Teams can come up with multiple ideas (maximum 3) from which one or more can be chosen to be worked on in the next round.

## **Click Here to Apply**

Registration Deadline: 10 June, 2024