



**Raj Kumar Goel Institute of Technology**  
5 K.M. Stone, Delhi-Meerut Road, Ghaziabad, U.P.



## **Webinar on Various pricing strategies in Marketing**

**Date: 09<sup>th</sup> June'2022**

**Target Participants: MBA I yr Students**

Webinar/Guest Lecture on “Various pricing strategies in Marketing” was organized by Department of Management Studies (MBA) RKGIT, GZB for 1<sup>st</sup> year students on 9<sup>th</sup> June'2022.

Mr. Faiz Hasan (Former Academic Associate) from Indian Institute of Management (IIM, Indore) was the speaker of the day.

Participants were introduced to the current corporate challenges related to Product pricing and how to convert those challenges into opportunities.

Speaker introduced Participants to the existing various pricing models and strategies that are used by the corporates to tap the customers and creation of new information based innovative pricing strategies, and in the process, leading the Organisation towards sales maximisation and profitability.

Webinar was very interactive and informative for all the participants. It ended with Question and Answer session followed by vote of thanks.

**Speaker: Mr. Faiz Ahamad , IIM-Indore**

**Date: 9th June 2022.**

**Time: 12:00 Noon Onwards.**

**Venue: Online**

Faiz hasan is presenting



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Faiz hasan	anshika tomar
Ashish Kumar Singh	prateek sharma
Ashish Kumar Singh	Nimisha
40 others	You

11:05 | ksd-dics-rfa



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11:05 | ksd-dics-rfa

38°C Haze 11:05 AM 6/9/2022

THE RING SHE WANTS

THE RINGS I WANT

THE RINGS I CAN AFFORD

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Participants:

- Faiz hasan
- anshika tomar
- Ashish Kumar Singh
- prateek sharma
- Ashish Kumar Singh
- Nimisha
- 40 others
- You

11:05 | ksd-dics-rfa

Are you talking? Your mic is off. Click the mic to turn it on.

Participants:

- Faiz hasan
- Himanshu Sharma
- Ashish Kumar Singh
- Shweta Chaudhary
- Nimisha
- shivam
- 35 others
- You

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UP TO 40% OFF

SALE 20% - 40% off

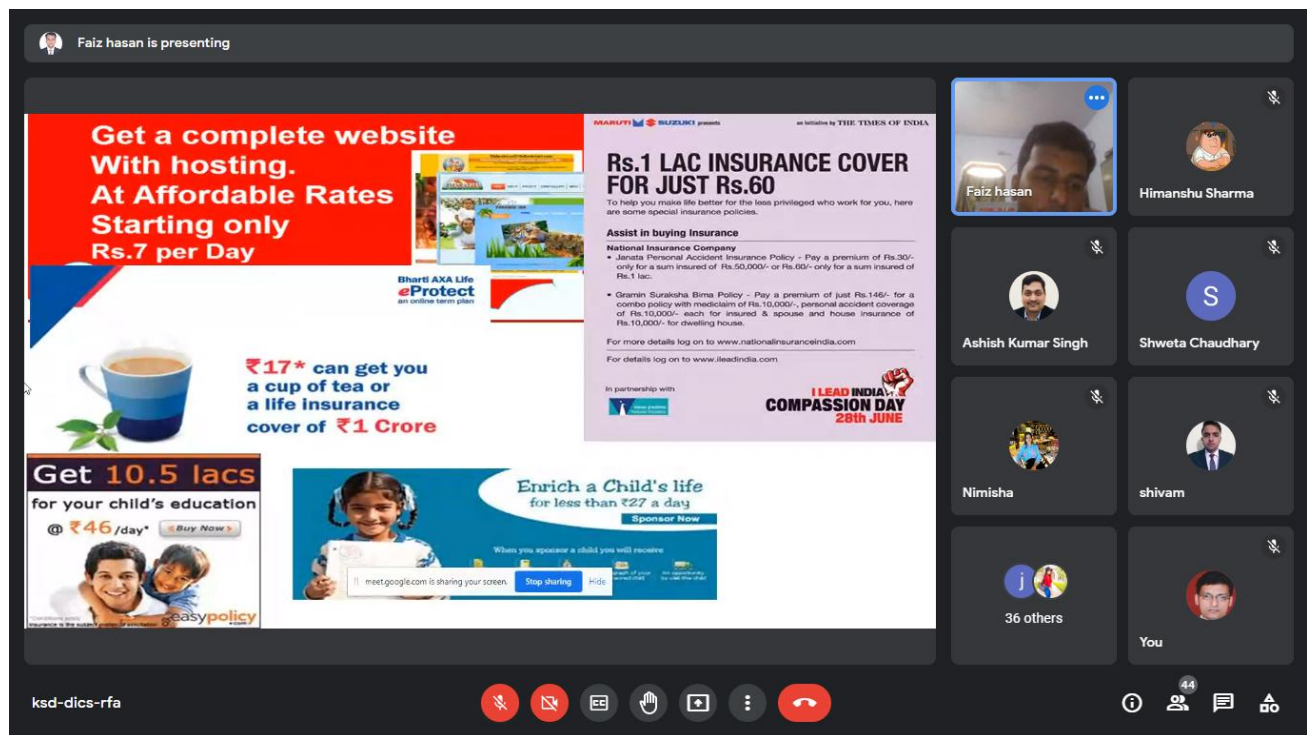
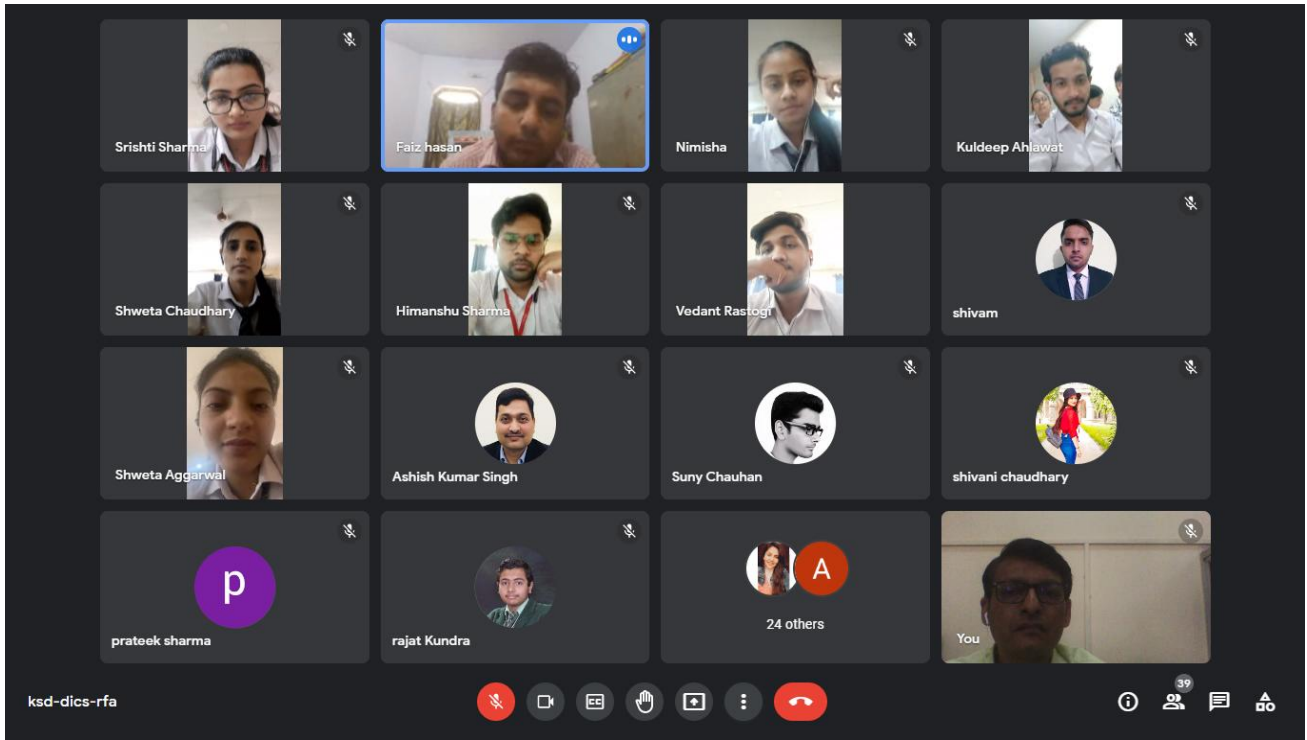
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Faiz hasan is presenting

# Price

- Revenue (3Ps ~ Cost)
- Flexible
- Px Competition



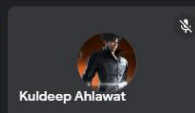
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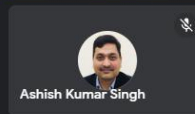
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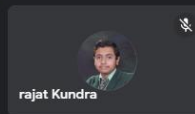
Faiz hasan



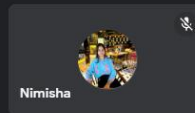
Kuldeep Ahlawat



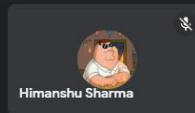
Ashish Kumar Singh



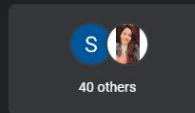
rajat Kundra



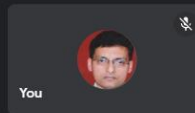
Nimisha



Himanshu Sharma



40 others



You

