



**N. L. Dalmia®**

**Institute of Management  
Studies and Research**

*(A School of Excellence of N. L. Dalmia Educational Society)*



# DECODE X 2025

DATA TO DECISIONS

Turning Insights Into Action

14<sup>th</sup> - 15<sup>th</sup> February 2025



**N. L. Dalmia®**  
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5 Years



'A+' Grade  
NAAC Accredited



NBA Accredited  
PGDM Program



AIU Approved  
PGDM Program



AICTE  
Approved



ISO 9001:2015

N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) was founded in 1995 on the principles of academic excellence and holistic development laid by our visionary founder, Shri. Niranjanalal Dalmia. His vision was to create an Institution that not only imparts knowledge but also shapes leaders of tomorrow.

The Institute holds the approval of the All India Council for Technical Education (AICTE), signifying its adherence to quality standards in management education. Our PGDM program is NBA accredited and has AIU equivalence. Additionally, it has been accredited with an A+ Grade by the National Assessment and Accreditation Council (NAAC) in the 2<sup>nd</sup> Cycle and South Asian Quality Assurance System (SAQS) for 5 Years attesting to its overall academic excellence and infrastructure.

Each program is crafted to blend theoretical knowledge with practical application, equipping our students with the skills demanded by today's dynamic and competitive business landscape.

Asia's largest standalone Bloomberg lab with 24 terminals is a testament to our commitment to giving our students a unique advantage and a competitive edge. We are also recognised as the 1<sup>st</sup> Bloomberg Experiential Learning Partner (ELP) Program in India.

NLDIMSR stands as a reflection of the unwavering dedication to shaping futures and fostering a legacy of lifelong learning.

# Our Campus



Auditorium



Activity Area



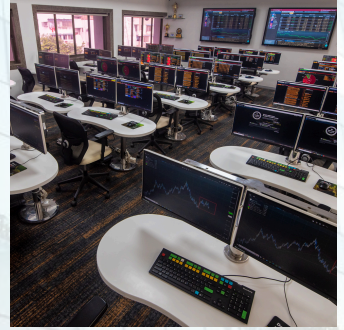
Classroom



Library



Management  
Development Centre



Bloomberg Lab

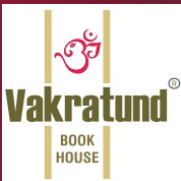
# Sponsors



Banking Partner



Corporate Partner



Knowledge Partner



# DECODE X 2025

DATA TO DECISIONS

Welcome to DecodeX, a groundbreaking **24-hour Hackathon Competition** that transcends geographical boundaries and unites analytical minds from every corner of India. This **Pan India** event serves as a unique platform for students to showcase their analytical skills on a national stage, fostering an environment of innovation and data-driven decision-making.

At the heart of DecodeX lies a commitment to real-world applicability. Unlike traditional competitions, DecodeX propels participants into diverse business domains, challenging them to unravel complex scenarios spanning **finance, marketing, healthcare and technology**.

Moreover, competition goes beyond theoretical knowledge, offering participants a hands-on experience. Participants will leverage cutting-edge tools integral to the industry, gaining practical insights into data analysis, visualisation and presentation techniques.



Rs. 50,000



Rs. 1,00,000



Rs. 25,000

## Eligibility Criteria

- Open exclusively for students.
- Participants must be pursuing Masters or Bachelors.

## Highlights

- **Top 10 Teams:** Unlock Corporate Doors with Exclusive Opportunities for Interviews, Internships, Placements and Live Projects.
- **DJ Night:** Elevate with the mesmerizing music and amplify your experience.
- **Stand-up Comedy Show:** A Laughter-packed evening of entertainment.

# Competition Structure

Round 1

## **Quiz Competition**

Mode: Online

20 MCQs

Duration: 20 Minutes

Round 2

## **Business Use-Case**

Mode: Offline

One Use-Case Per Team

Duration: 24 Hours

# Schedule

Day - 1

Registration & Refreshments  
*Common Area*



Briefing & Commencement  
of Case Studies  
*Auditorium*

Decoding the Case Studies  
*Auditorium*



Lunch  
*Common Area*

Bloomberg Skills Training  
*Bloomberg Lab*



Storytelling with Data  
*MDC Room*

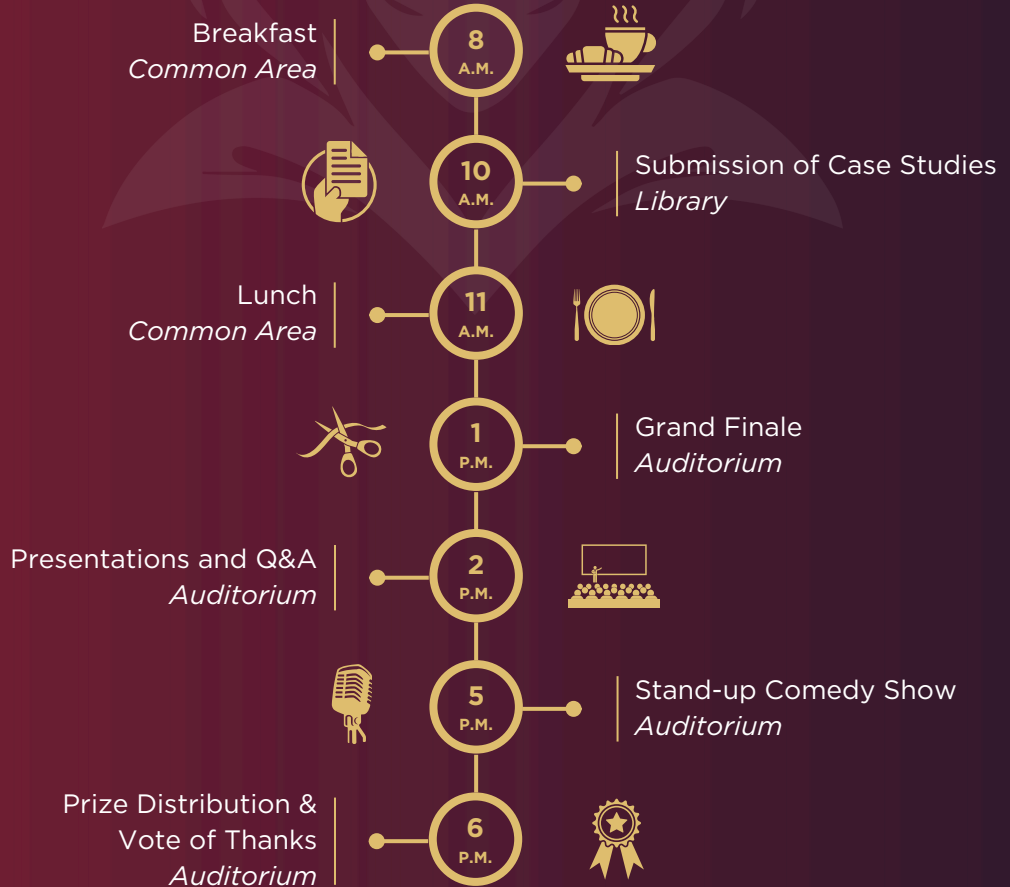
DJ Night  
*Common Area*





# Schedule

Day - 2



# Workshops



## Decoding The Case Studies

**Mr. Amul Desai** has over 25 years of experience solving complex problems across industries. From demand forecasting to telecommunications and insurance analytics, he delivers data-driven solutions that drive growth.



## Bloomberg Skills Training

**Mr. Prakash Rathod** with over 16 years of experience, specializes in Bloomberg, Alternative Investments, Fund Accounting, and Operational efficiency. He is an expert in simulation-based training and digital SOPs for Private Equity, and Investment Banking Operations.



## Storytelling with Data

**Mr. Awesh Bhornya** is a Microsoft Excel Specialist, and Corporate Trainer with over 10 years of experience in Data Analytics. He specializes in MS-Excel, Tableau, and Power BI, and is proficient in R, Python, SPSS, and SQL for advanced data analysis and insights.



# Entertainment

*DJ Night*

Rihya Percy



*Stand-Up  
Comedy*

Raunaq Rajani

# DECODE X 2024

DATA TO DECISIONS

DeodeX 2024, a 24-hour Analytics Hackathon hosted by N. L. Dalmia Institute of Management Studies and Research on 2<sup>nd</sup> and 3<sup>rd</sup> March 2024, brought together over 5000 participants from prestigious universities across India. The event, which featured 3 compelling rounds—Quiz, Case Studies and Hands-on Analytics Challenges, allowed participants to tackle real-world issues like 'Fraud Detection in the Stock Market' and 'Electricity Demand Forecasting'. Industry experts provided on-site guidance. A vibrant mix of workshops, interactive sessions and entertainment, including influencer Nikita Thakur, comedian Abijit Ganguly and Rock Band YUGAANT made the event truly dynamic. With a prize pool of ₹1,75,000. DecodeX resonated far beyond its conclusion, inspiring minds and future leaders, showing that every analytical construct and insight gained had the power to transform industries.



Meet the Team behind the success of DecodeX 2024!

# Roadmap to Glory



SOCIAL MEDIA  
IMPRESSIONS  
**20K+**

TOTAL  
REGISTRATIONS  
**5100+**

QUALIFIED  
TEAMS **38**

COLLEGES  
PARTICIPATED  
**1900+**

**TOP 5  
TEAMS**

WINNERS  
**3 TEAMS**



DATA TO DECISIONS

2024



# Glimpses



Sharp analytical minds working overnight to solve complex case studies

## Analytics Ninja Wins Big!

Team Analytics Ninja from **IIM Mumbai** emerged victorious with their exceptional case study on **'Electric Demand Forecasting.'** Demonstrating a deep understanding of predictive analytics, they provided insightful solutions to optimize electricity distribution and usage. Their innovative approach emphasized the importance of energy sustainability in today's world and earned them the **₹1,00,000** first prize.



# Glimpses



**MBA Entrance Exam Insights:** Mr. Vivek Sarda shared tips to excel in MBA exams and interviews, preparing participants for success.

**Data Analytics & AI/ML:** Mr. Awesh Bhornya introduced the fundamentals of Data Analytics and the Basics of AI/ML.



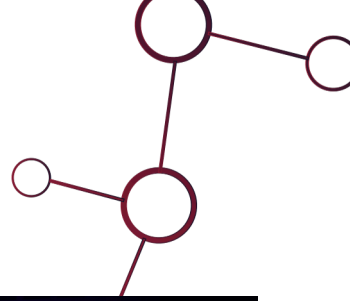
**GPT in Everyday Life:** Mr. Riddhik Rathod demonstrated how GPT can enhance daily productivity with real-life applications.



**Stock Market Insights:** CA Dhawnik Shah explored NSE/BSE, guiding participants through market dynamics and investment strategies.



# Glimpses



## Rock 'n' Roll

Last year, **Yugaant Official** set the stage ablaze with an electrifying performance that had the entire crowd on their feet. From powerful riffs to unforgettable rock anthems, the band created an atmosphere of pure energy and excitement. It was a night where music connected with the audience, leaving lasting memories.



## The Comedy Hour

**Mr. Abijit Ganguly** took the stage and brought the house down with his witty humor and hilarious stories. His impeccable timing and sharp wit had the audience roaring with laughter. From everyday situations to clever observations, Abhijeet's performance made the evening one to remember, leaving everyone in high spirits and eager for more.





# Feedback from DecodeX 2024 Participants:

“Everything was perfectly managed.  
Great work by the team.”



“The experience was really  
unexpectedly satisfying, we were  
comfortable. It was overall a really  
nice experience.”



“Everything from food to  
accommodation were well arranged.”





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**We Nurture. We Transform. We Create Global Business Leaders.**



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*Institute's Website Link*



*Registration Link*

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