



OFFROAD

You still have to play by some rules



Now that you have cracked case studies, designed strategies & pitched project plans, it's time to get creative and give voice to the storyteller within.

Weave a gripping story that'll help us sell any one of the following Brands to their intended audience.


- KTM Duke 390
- Avenger Cruise 220
- Pulsar NS200
- Dominar 400

(More on our Brands in **Meet the Cast**)

Who can Participate?

This contest is open only to first year students from IIM A, IIM B, IIM C, IIM L and XLRI, irrespective of their specialization.

Rules of the game:

1. Register in **teams of two** [Click Here](#)
2. The ideas, content & material emerging out of  would be solely owned by Bajaj Auto
3. **Do Not** post any content on any digital media platform or in print without prior approval
4. **Do Not** denigrate any Brands including our Competitors' Brands

Act One

Send us a **One page story** featuring any one of the above Brands. The submitted story should not be a copy of any of the existing TVC / Print / Marketing campaigns of Bajaj Auto or its competitors.



What are we looking for in your story?

- Crisp & Concise content: No longer than **350 words**
- Brand positioning
- Target audience
- Why will it appeal to them?

Your narrative should lead to an Ad brief.

Act Two (On your campus)

- Translate your story into a **print (up to 3 versions) and a video (≤1 minute)** campaign
- Narrate it to our jury at your campus
(10 min Narration + 5 Min Q & A)

Rewards

- Campus winners receive **PPIs** and a **cash prize of ₹ 1,00,000**
- Campus winners get to fly to Bajaj Auto HQ and meet Senior Leadership
- Top teams on your campus receive a sur-prize!

Stay Connected

- Follow us on [BajajCampusChronicles](#) for timelines, shortlists and deadlines

Timelines

- Register your team by **Sep 24, 2017, 11:59 PM**
- Submit *Act One* entries by **Sep 26, 2017, 11:59 PM**

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MEET THE CAST

KTM DUKE 390



Ready to race? 'Cause I am. One look at my predatory stance and you know I am **brutal, raw and edgy**. I am simple, intuitive and light as a feather. With one little twist of the wrist, I leave the rest behind.

Know more about me at [KTM 390](#)

PULSAR NS200

I am aggressive, muscular – I am an international street fighter. I can conquer any turn in the road with astounding ease. I have been rocking hard for well over half a decade, and boy, have I got groupies. I am the showstopper at stunting events across the country, and that doesn't even begin to cover just how many people love me, across the globe.

I am keen, mean and definitely male.

Know more about me at [Pulsar NS200](#)



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AVENGER CRUISE 220



I exist for those who believe salvation lies on the open road, for those who believe the journey is the destination and for those who seek liberation with the twist of a throttle. I give riders the control they crave..

I am low slung, relaxed and dependable, regardless of the terrain. Whether you're stuck in traffic or on that month long trip to Ladakh, I am the one you can count on.

I turn humans into gods

Know more about me at [Avenger Cruise 220](#)

DOMINAR 400

I am here to dominate! I am sophisticated but built like a beast. I have a massive presence and a dominating form but I offer hyper control and hyper agility. What's more, I bring modern motorcycling technology & performance to long distance and leisure touring.

Because what is size without performance?

Know more about me at [Dominar 400](#)

