



LINE

SEASON X

RULE BOOK - WILD CARD



LIME SEASON X

18

Campus Rounds

6

Wildcard Teams

18

Campus Winners – Prizes
(INR 1 Lac + HUL PPI)

2

Winning Teams
(INR 1 Lac + HUL PPI)

Semi-Final

20

Teams

LIME Grand Finale

4

Teams

Prize – INR

10

Lakhs

**Unilever Future Leaders' League
Global Challenge 2019**

THE CONCEPT

HUL & CNBC-TV18 present L.I.M.E. 10, an inter B-school marketing and business challenge to give students an opportunity to stretch their imagination and write the future!

PARTICIPANTS

India's premier B-School students from the below 18 institutes:

- | | | |
|------------------|------------------------------|--------------------|
| 1. IIM Ahmedabad | 7. Indian School of Business | 13. IIFT Delhi |
| 2. IIM Bangalore | 8. XLRI Jamshedpur | 14. MDI Gurgaon |
| 3. IIM Calcutta | 9. SPJIMR Mumbai | 15. SIBM Pune |
| 4. IIM Lucknow | 10. FMS Delhi | 16. NMIMS Mumbai |
| 5. IIM Kozhikode | 11. JBIMS Mumbai | 17. MICA Ahmedabad |
| 6. IIM Indore | 12. NITIE Mumbai | 18. IMT Ghaziabad |

This contest is open to all first and second year students from these institutes irrespective of their specializations.

WILD CARD ENTRIES

The success of L.I.M.E. over the past few years has catapulted our initiative to another level. We have received an overwhelming number of requests to expand the number of colleges that can participate in L.I.M.E. Thus, to make L.I.M.E. truly competitive and encourage participation of B-Schools students across the country, we introduced a concept called the 'Wild Card Entry' in the third edition of L.I.M.E. and will be continuing with the same tradition this year. Like in the past, a marketing challenge will be given to students who will then enter the competition directly in the semi-finals on equal grounds with the other 18 B-Schools.

Students who register for the Wild Card Entry will have access to one exclusive HUL Case Study.

Of all the entries received in this section, HUL reserves the rights to shortlist 6 teams. These teams will then come to the HUL Campus/CNBC-TV18 Studio in Mumbai for presentations and the top 2 teams will enter the semi-finals along with campus finalists from the 18 B-Schools.

TEAM RULES

- Students must register in team of 3
- HUL & CNBC-TV18 reserve the right to check the validity of the registration information submitted at any point of time
- Any deviation from the above will result in immediate disqualification of the entire team
- Modification of team post registration will not be allowed

THE PROCESS

For Registrations, Timelines & Case Submissions, log on to www.Dare2Compete.com
Results of the all L.I.M.E. Rounds will be declared exclusively on the Unilever Dairies India Instagram page

KEY DELIVERABLES

- **Idea on a slide** – One slider succinctly presenting the team's solution
- Teams are requested to upload the same on Dare2Compete website

ELIMINATION: ROUND 1A - HUL EVALUATION

- HUL team will evaluate the submissions and will shortlist 6 best entries to compete in the Wildcard round in Mumbai (Results to be declared on Instagram page)

ELIMINATION: ROUND 1B – WILDCARD ROUND

- The 6 shortlisted teams will be invited to the CNBC-TV18 studio in Mumbai
- Each team will be required to present their detailed PPT to the jury comprising of senior leaders from HUL, CNBC-TV18
- The jury will evaluate the performance based on the 7 mins presentation + 3 mins Q&A and a 30-second video or any prototype relevant to the case solution (optional)
- Top 2 teams will then qualify to enter the semi-final
- Travel & stay arrangements for the 6 teams travelling to Mumbai will be provided.

ROUND 2 - SEMI-FINALS

- Each team will be assigned a mentor to assist for semi-final presentations

KEY DELIVERABLES

1. A power point presentation
 2. A 30-sec video (optional) (format: mpeg)
 3. Any prototype relevant to the case (optional)
- Teams are requested to share the same with the L.I.M.E. team (details to be shared later)

ELIMINATION: ROUND 2A - JURY EVALUATION

- The winning teams from all 18 B-Schools and top 2 wildcard teams will be invited to present to a special jury at the CNBC-TV18 Studio/ HUL Campus in Mumbai
- The jury will evaluate the performance based on the 7 mins presentation + 3 mins Q&A
- The travel and stay for each of the semi-finalists teams will be provided

THE PROCESS

GRAND FINALE

- The final presentation will be a 20-min long interaction per team (5 mins presentation + 15 mins Q&A)
- The 4 finalist teams will present to the final jury consisting of the most revered names among India Inc.'s Advertising & Marketing specialists and academicians
- The HUL Category Heads, Marketing Managers and Faculty members who mentored the top teams would be invited to attend the Grand Finale
- The auditors will collate the final score and the final results will be declared on the same day

PRIZES

- **Campus Rounds:** The winning team will be awarded a cash prize of **INR 1,00,000** and each member will be fast-tracked to the prelim interview round of the Unilever Future Leaders Programme to be a Management Trainee (Sales & Marketing) for 2nd year students and Unilever Leadership Internship Programme (Sales & Marketing) for 1st year students during campus placements
- **Grand Finale winners:** The winning team in the Grand Finale wins a grand prize of **INR 10,00,000**
- A cash prize of **INR 3,50,000** would be awarded to the 1st runner up team, **INR 2,00,000** to the 2nd runner up team and **INR 1,50,000** to the 3rd runner up team
- L.I.M.E Season 10 also gives the National Winners a ticket to the global stage – a chance to participate and be first amongst equals at an international level in the Unilever Future Leaders' League (FLL) – the Unilever case study challenge, where teams represent their respective countries at a global level. Further, if the winning team make it to the top 10 at the FLL, HUL will sponsor the team for an international immersion/exposure ranging from 2-4 weeks post the International Finale!

Please Note:

All Timelines & Deadlines at all stages will be updated on Dare2compete and Unilever Dairies India Facebook page.

Results for each of the L.I.M.E. rounds will be shared exclusively on Unilever Dairies India Instagram page.