



LIME
SEASON XI

RULE BOOK



L.I.M.E. SEASON XI



L.I.M.E. GRAND FINALE

4

TEAMS

Winning Team INR 10 Lacs

1st
RUNNER UP

INR 3.5 Lacs

2nd
RUNNER UP

INR 2 Lacs

3rd
RUNNER UP

INR 1.5 Lacs

THE CONCEPT

HUL & CNBC-TV18 present L.I.M.E. 11, 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 20 Institutes:

- | | | |
|--------------------|-------------------|-------------------------------|
| 1. IIM Ahmedabad | 8. JBIMS Mumbai | 15. MDI Gurgaon |
| 2. IIM Bangalore | 9. NITIE Mumbai | 16. MICA |
| 3. IIM Calcutta | 10. NMIMS Mumbai | 17. Indian School of Business |
| 4. IIM Kozhikode | 11. FMS Delhi | 18. IMT Ghaziabad |
| 5. IIM Lucknow | 12. IIFT Delhi | 19. SCMHRD Pune |
| 6. IIM Indore | 13. SIBM Pune | 20. XIM Bhubaneswar |
| 7. XLRI Jamshedpur | 14. SPJIMR Mumbai | |

Campus Round is open to all first and second year students from the above mentioned 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 institutes that can participate in L.I.M.E. Thus, to make L.I.M.E. truly competitive and to encourage participation of B-school students across the country, we introduced a concept called the 'Wild Card Entry' and will be continuing with the same this year. 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 20 B-schools.

Of all the entries received for the Wild Card round, HUL reserves the right to shortlist 6 teams. These teams will then come to the HUL Campus/CNBC-TV18 Studio for their presentation and the top 2 teams will enter the semi-finals along with campus finalists from the 20 B-schools.

TEAM RULES

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

L.I.M.E. FOR STUDENTS GOING ON EXCHANGE

Students going on exchange programs can register for L.I.M.E. provided they register as part of a 3-member team, in which not more than one member is going on an exchange.

THE PROCESS

For Registrations, Timelines & Case Submissions, log on to [Dare2Compete/ LIME Website \(limeonline.org\)](https://Dare2Compete.com)
Results of the all L.I.M.E. Rounds will be declared exclusively on the [Unilever Diaries India](https://UnileverDiariesIndia.com)

REGISTRATION AND CASE STUDY ALLOCATION

- Teams to register on the Dare2Compete website
- Case study will be released for all institutes along with the timelines on **L.I.M.E. Website (limeonline.org)** and Dare2Compete

ROUND 1 – CASE LANDING

- An HUL representative will visit the campus to launch the case challenge
- All case briefs and mentor video clips can be downloaded from the L.I.M.E. website
- Each team will get a period of 3-4 weeks to perform their research, analysis and come up with a one-slider

KEY DELIVERABLES

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

ELIMINATION: ROUND 1A - HUL EVALUATION

- HUL team will evaluate the submissions from each institute
- The jury will then shortlist the 5 best entries (to be declared on the Instagram page) to represent the institute in the campus round
- **First-year students in every campus** will win an exclusive slot in the top 5 campus teams

ELIMINATION: ROUND 1B – CAMPUS ROUND

- The 5 shortlisted teams (per institute) will present their detailed PPT to the jury comprising of senior leaders from HUL, CNBC-TV18 and the Campus marketing faculty
- The jury will evaluate the performance based on the **7 mins presentation + 3 mins Q&A** and a 30 seconds video or any prototype relevant to the case solution (optional)
- The campus round will be conducted at the respective institutes at a mutually agreed date and time, keeping the academic schedule in mind

THE PROCESS

ROUND 2 - SEMI FINALS

- Each team will be assigned a mentor to guide for the Semi-finals presentation

KEY DELIVERABLES

1. A power point presentation
 2. 30 secs video (optional)
 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 20 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-finalist teams will be provided

GRAND FINALE

- The final presentation will be a 20-minute-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 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 for 2nd year students and Unilever Leadership Internship Programme to be a Summer Intern for 1st year student
- **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** to 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.
- The Winning Team would also win a ticket to the global Unilever case study competition- **Unilever Future Leaders' League** organized in 2020

Please Note:

All Timelines & Deadlines at all stages will be updated on LIME Website, Unilever Diaries India Social Media pages and Dare2Compete.

Results for each of the LIME rounds will be shared exclusively on Unilever Diaries India Instagram page.