**Press Release**

7th May 2024

**ICFAI Director Mr Sudhakar Rao receives**

**“CK Prahalad Chair for Marketing Award**”

**constituted by MIT ADT University**

The “CK Prahalad Chair for Marketing Award” was conferred on Mr Sudhakar Rao, Director, Branding ICFAI Group, Hyderabad. The Award was constituted by MIT ADT University, Pune which was presented by their Executive Director Prof.(Dr.) Sunita M Karad, in a glittering ceremony organized at its University campus, Pune on 3rd May 2024.

While presenting the Award Prof. Dr. Sunita M Karad said “We are happy to inform you that, MIT Art, Design and Technology University, Pune, has established MIT ADTU Chairs, which is a platform that recognizes and pays gratitude to the eminent academicians, business titans, decision makers and innovators of various fields Viz. Management including HR, Finance, Marketing, Civil & Construction, Mechanical etc.”

Introduced in Academic Year, 2023-24, the aim of the MIT ADTU Chairs is acknowledging the eminent work done by veterans, the Industry and Academic personas, who have done a remarkable work in the respective fields and award them to showcase the gratitude towards the respective Award holders. It also serves to reinstate the good work among the students for further motivation in the respective field.

While receiving the prestigious Award Mr Sudhakar Rao said, “I am truly privileged to be the recipient of the “CK Prahalad Chair Award for Marketing” for the year 2024. This recognition fills me with immense joy and pride, and I am truly elated to receive such a prestigious accolade.

The significance of this award, named after the renowned business strategist CK Prahalad, is not lost on me. It underscores the sincere effort and enthusiasm I've invested in my work within the branding and marketing sphere. To have my efforts acknowledged in this manner is both humbling and deeply gratifying.

I am incredibly thankful to the selection committee constituted by the MIT ADT University, Pune and all those involved in the decision-making process for believing in my contributions to the marketing domain. This award serves as a powerful motivator for me to continue pushing the boundaries of innovation and excellence in my work. I am eager to leverage this honor to further contribute to the advancement of marketing knowledge and practice. Through research, mentorship, and collaboration, I am committed to making a meaningful impact in the field and inspiring future generations of marketers."

**About MIT Art, Design, & Technology University, Pune:**

MIT Art Design and Technology University has been making concerted efforts for taking a leap towards the world class education. It is amongst the leading Government recognized Private University within the ambit of the renowned MIT Group of Institutions, Pune. MIT ADT University is a multi-disciplinary university which is famous for its sprawling lush green campus of 125 acres and picturesque location, spanning over the large area of 125 acres. University is the manifestation of the serenity of Mother Nature and aesthetically built on the banks of Mula-Mutha river.

**ICFAI Group**:

ICFAI was established in 1984 as a not-for-profit society with the broad objective of empowering citizens through world-class quality education. The ICFAI Group has been pioneering professional education for over 40 years. It has carved a niche for itself in delivering quality education through its innovative and in-depth knowledge programs to the students enabling them to compete with the best in the global arena. It is present across India with 11 Universities, 9 Business Schools, 9 Law Schools and 7 Tech Schools.

**Authorized Signatory**

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