



Great Lakes Institute's management fest - L'Attitude 13°05' concludes with success

Chennai, January 27th, 2020: Great Lakes Institute of Management, a premier B School in India inaugurated its flagship annual inter B-School festival L'Attitude 13°05'. Shaped on a new theme every year, this year's L'Attitude was based on the theme "IKIGAI", the Japanese concept meaning - '**A reason for being**'. The two-day annual inter B-School festival featured a mélange of events and competitions that encompassed various spheres of management education, followed by a cultural night.

At the inaugural ceremony, Dr **Bala V Balachandran, Founder, Chairman & Dean Emeritus, Great Lakes Institute of Management**, welcomed the chief guests and participants from various B-Schools in India. In his welcome address, Dr Bala said, "***This is the first time we have a galaxy of different speakers from various fields for L'Attitude. We welcome all students to our flagship event which is for the students, by the students, of the students***"

Before delivering the vote of thanks, **Dean, Dr Suresh Ramanathan** elaborated on the theme of the event and said, "***Ikigai goes hand in hand with humility in one's passion and all the speakers here expressed their immense passion with humility and will inspire many of those present here.***"

The inauguration ceremony was graced by top-honchos from the industry such as **Lakshminarayanan**, Ex-Chairman and Ex-CEO, Cognizant Technologies, **Chary Mudumby**, CTO, HTC Global Services, **Shekar Swamy**, CEO, Hansa Marketing Services and R K Swamy BBDO, and **SB Reddy**, Managing Director, Accenture – Operations.

L'Attitude hosted participants from premier B-Schools, engineering and arts colleges in India, who competed in various competitions at the fest. The competitions included Data Tales (Analytics), Invader (Marketing), Rational Exuberance (Finance), SCInnovatia (Operations and Strategy), Excelsior (Consulting), and Sukriti (Social Entrepreneurship).

L'Attitude also featured **Legends of Tomorrow** - a one-of-a-kind workshop where aspiring MBA Students got a taste of life at a B-school, **Quiz Pro Quo** - the flagship Corporate Quiz event which was hosted by **Dr Navin Jaykumar**, Co-founder, Quiz Foundation of India, and **Quizology** - a quiz which was exclusively for participants from Chennai colleges, hosted by Mr John Benny, an alumnus of Great Lakes.

The fest also saw the participants interact with **Rajiv Menon**, the noted cinematographer, film director and producer, **Dr Uppiliappan Gopalan**, Global CEO & Sales Head, KALS Group of Breweries, and **Laxman Sivaramakrishnan**, former Indian National Team Cricketer and cricket commentator.

Ace comedian Rahul Subramanian entertained the participants with a stand-up show on the 25th.

About Great Lakes Institute of Management:

Great Lakes Institute of Management, founded in 2004 by Padma Shri Dr Bala V. Balachandran is one of the premier B-schools in India. Great Lakes has, within a short span of 15 years, emerged as a top-ranked business school. Great Lakes has 50+ full-time faculty and 150+ visiting faculty including over 25+ international faculty from top global schools like Yale, Kellogg, Stanford, and Harvard. Further collaborations with the world's leading institutions like Illinois Institute of Technology, Chicago USA; Bauer College of Business University of Houston, USA; University of Bordeaux, France; Hong Kong University of Science & Technology (HKUST), Hong Kong; University of Missouri at Kansas City, USA; Babson College, USA and others have helped Great Lakes in benchmarking its programs globally.

Great Lakes, Chennai was accredited by the Association of MBAs (AMBA), the UK in 2014 and became the youngest B-school in India to receive this prestigious international accreditation. In 2015, Great Lakes, Chennai also received international SAQS accreditation and in 2017, its two-year PGDM program was accredited by National Board of Accreditation (NBA) for the years 2017-2019 since extended till 2022. Great Lakes was ranked No.1 in India by Analytics India and 3rd in the world by Analytics insights for its Analytics program. Great Lakes, Chennai was ranked 4th among standalone institutions by Outlook India & 4th by Business World. Has been ranked 9th by Business India and 18th by NIRF among Indian B-Schools.

Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has been constantly innovating to stay ahead of the needs of our businesses and community. It is the first B-school in India to offer full-time specialization in Analytics and also the first to introduce AI and Machine Learning specialization. Great Lakes has a 30 acre LEED Platinum rated green campus in Chennai and a second campus in Delhi-NCR.

Great Lakes offers One Year full-time MBA (PGPM) for experienced professionals, Two-Year full-time MBA (PGDM), Part-Time Executive MBA for senior managers (PGXPM) and Weekend Executive MBA Program (PGPM-Flex). Great Lakes alumni currently numbering 8800+ work at world-renowned organizations both in India and overseas across 30 countries.

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