



M-Fiesta'26

The Management Marvel of RKU City Campus
12th September, 2026

**Event Name: DARE TO BID (LIVE
AUCTION)**

Event Name: Dare to Bid (Live Auction)

Event One-liner: An opportunity to experience live auction

Event Date: 12th September, 2026

Event Venue: RKU City Campus, Rajkot

Event Coordinator: Dr. Manish Vankani (9824044425)

Mr. Rutvik Shingadiya (9712321189)

Dr. Riddhi Khara (7878166257)

Ms. Arati Kakadiya (9099480170)

PRIZES:

Winner: Cash Prize + Trophy + Winning Certificates + Gift hampers

1st Runner up: Cash Prize + Trophy + Winning Certificates + Gift hampers

2nd Runner up: Cash Prize + Trophy + Winning Certificates + Gift hampers

Event Brief

Team Formation:

Each team should consist of three members from the same college/University

Round 1 (Bidding Round):

In this round 20 articles/ items from the consumer market will be shown to all teams. Each team has to bid its MRP through a live interactive online platform. Each team will get Rs.10 cr in their purse (auction kitty) for matching the exact bid. And if not matching exact MRP then each team will get the money in purse as per below given table.

Variation between bid price and MRP	Money Received
Right price	Rs.10,00,00,000
10% change	Rs. 9,00,00,000
20% change	Rs. 8,00,00,000
30% change	Rs.7,00,00,000
40% change	Rs.6,00,00,000
50% change	Rs.5,00,00,000
More than 50% change	No Money

Top 6 teams from the quiz will get qualified to play the next round.

Round 2 - Auction Round

- **Teams will act as Portfolio Managers** participating in a simulated stock market investment competition.
- Money accumulated from Round 1 (Valuation Quiz) plus some additional funds will be provided to all Portfolio Managers as the Purse Kitty for each team.
- A list of **available listed companies/stocks**, along with their company profiles, base prices, and other required information, will be shared with all registered teams **at least 3 days prior to the event**.
- The list will include the following key information for each company:
 - **Company Name**
 - **Share Price**
 - **Market Capitalization**
 - **Scrip Name**
 - **52-Week High & Low**
 - **3-Year Absolute Return**
 - **Profit After Tax (PAT)**
 - **Dividend Declaration**
 - **Number of Years of Dividend History**
 - **Earnings Per Share (EPS)**
- Teams will analyze the available stocks and develop their **investment strategy** based on risk, return, valuation, growth prospects, financial performance, and sector outlook.
- The winners will be determined based on the **overall portfolio performance, strategic decision-making, risk-adjusted returns, diversification, and quality of investment analysis**.