

**International Management Institute, Kolkata New**  
**Venture Development**  
**2024-25**

S. No	Team Name	Product/ Service Name	Sector	About Business Idea
1	Sillora	Sillora	Jewellery	<p>Sillora celebrates the beauty and individuality of all bodies, genders, and styles, redefining jewellery as a universal expression of self. Breaking free from traditional norms, Sillora creates pieces that empower everyone to embrace their true identity. From intricate rings inspired by ancient Indian warriors to delicate anklets echoing the grace of royal dancers and sleek pendants reflecting cosmic geometry, each design is a testament to personal stories and timeless artistry. Sillora blends heritage with modernity, offering jewellery that transcends boundaries.</p> <p>In this new era, your identity becomes your crown, and Sillora provides the gems to shine unapologetically. Rooted in the legacy of ancient kingdoms and crafted for contemporary streets, the brand connects tradition with the present. Sillora's jewellery is more than adornment—it's a celebration of individuality, empowering you to define beauty on your terms while carrying a piece of history into the future.</p>

2	The Circle	The Circle	Perfume	<p>The Circle is an Indian fragrance brand redefining affordable luxury with thoughtfully crafted perfumes that celebrate individuality. We believe fragrance is more than a product—it's an extension of personality and a means to create lasting impressions. Our mission is to offer premium-quality scents that cater to diverse lifestyles, made with the finest ingredients for rich, long-lasting experiences. With a rare 40% concentration, our perfumes deliver unmatched depth and intensity, perfect for both personal use and the art of layering. A standout from our debut collection is <b>Adapt</b>, a versatile layering perfume that enhances any scent from our animal-inspired range while also shining as a standalone fragrance.</p> <p>Beyond personal perfumes, The Circle is set to expand into car fragrances, club and hotel scent dispensers, and other innovative aromatic solutions. Every launch is thoughtfully curated, with exclusive drops and personality-driven themes, ensuring relevance and excitement. <b>Find Yourself in The Circle.</b></p>
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3	Mrittika Shailya	Mrittika Shailya	Handcrafted Clay items	<p>We are a brand dedicated to bridging tradition and modernity while championing sustainability and style. Rooted in India's rich cultural heritage, we bring eco-friendly, handcrafted clay products to homes worldwide. Our vision is to reintroduce the beauty of traditional artistry into modern living, creating pieces that blend elegance with functionality. By crafting with natural, biodegradable materials, we strive to inspire an environmentally conscious lifestyle while celebrating the timeless charm of clay art.</p> <p>Sustainability lies at the heart of everything we do. Each product is thoughtfully designed to minimize ecological impact while enhancing everyday life. We proudly source directly from skilled artisans, supporting their craft and uplifting their communities. This partnership not only preserves traditional techniques but also ensures fair livelihoods for those who create these unique pieces. With every product, we aim to foster a deeper connection between people, culture, and the environment.</p>
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4	Frizzki	Frizzki	Food (Beverages)	<p>Frizzki blends nostalgia with innovation, offering naturally flavored, preservative-free chuskis in beloved flavors like Kala Khatta, Aam Panna, and Nimbu Paani. Catering to urban youth and families, Frizzki aligns with the growing trends of eco-friendly consumerism and unique culinary experiences. With a mission to deliver a guilt-free indulgence, the brand prioritizes high-quality, natural ingredients sourced locally, ensuring a frozen treat that's both nostalgic and innovative. By combining novel packaging and targeted marketing, Frizzki aims to establish itself as a benchmark for frozen desserts.</p> <p>In its quest to capture the niche popsicle market within two years, Frizzki plans to achieve a monthly revenue of ₹20,000 by the next month. The brand is also focused on forming partnerships with over 50 cafes and event caterers, enhancing product visibility and accessibility. Through strategic collaborations and innovative offerings, Frizzki seeks to redefine frozen fun while fostering long-term customer engagement.</p>
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5	Selene	Selene	Chandlery	<p>Selene, inspired by the Greek goddess of the moon, redefines personalized gifting with a focus on beauty, mystery, and sustainability. Offering handcrafted soaps and candles, the brand addresses modern consumer needs for affordable, eco-friendly, and customizable gifts. Using materials like soy wax and biodegradable dyes, Selene combines artisanal craftsmanship with thoughtful design to create unique products like Rose Soap, Bubble Candles, and Donut Soaps. These items cater to diverse occasions, from personal celebrations and festivals to corporate events, making every gift meaningful and memorable.</p> <p>Guided by a vision to blend sustainability, artistry, and individuality, Selene fills market gaps with innovative, customizable options. Customers can personalize fragrances, shapes, and packaging to suit their preferences, ensuring gifts that reflect care and creativity. By prioritizing eco-conscious practices and affordability, Selene meets the growing demand for meaningful, sustainable gifting solutions. With purpose-driven designs and a commitment to quality, Selene aspires to lead the personalized gifting industry.</p>
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6	SnackOwls	SnackOwls	Food	<p>SnackOwls is an innovative brand redefining the snacking experience in India with guilt-free, healthier options at value pricing. We cater to the modern Indian lifestyle by addressing the growing demand for nutritious yet delicious snacks. From traditional favorites like makhana and khakhra to creative, health-focused innovations, SnackOwls combines taste and well-being, ensuring every bite is both satisfying and wholesome. Our mission is to make snacking enjoyable without compromising on health, offering products that seamlessly fit into busy lives.</p> <p>With a vision to become a trusted household name, SnackOwls is committed to delivering quality, convenience, and customer satisfaction. As we expand our product range, we remain dedicated to maintaining the perfect balance of flavor, nutrition, and affordability. By prioritizing taste and health, we aim to inspire smarter snacking choices, helping individuals embrace a lifestyle of indulgence without guilt. SnackOwls is your partner in healthier, happier munching.</p>
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7	Snap N' Serve	Snap N' Serve	Food Ordering App	<p>Snap N' Serve is an innovative QR-based food ordering solution designed to modernize dining experiences in institutional and commercial setups. By addressing inefficiencies like manual order-taking, physical menus, and long queues, the platform provides a seamless and contactless ordering process. Customers can scan a QR code to access digital menus, place orders, and receive real-time updates on their order status, all without the need for app downloads or registrations.</p> <p>The solution is designed for easy integration into existing setups, offering minimal infrastructure requirements and ensuring smooth adoption by service providers. Its successful pilot implementation at IMI Kolkata's mess demonstrated significant improvements in order accuracy, reduced processing times, and enhanced customer satisfaction. With features like real-time order tracking, automatic queuing, and customizable menu options, Snap N' Serve is not only scalable but also adaptable to diverse environments such as college messes, corporate cafeterias, and quick-service restaurants.</p>
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8	Glassify	Glassify	Glass Water Bottle	<p>We Provide durable, stylish and customizable glass water bottles that promote sustainable living, reduce plastic waste, and inspire healthier lifestyles for individuals who care about both the environment and personal well-being. We also offer customised water bottles for gifting and to add a personal touch to every glass bottles.</p> <p>We also try to generate employment for local artists by giving them our bottles as a blank canvas to present their arts on the bottles according to the needs of the customers.</p> <p>Our target market includes -</p> <ol style="list-style-type: none"> <li>1. Corporate clients for branding purposes</li> <li>2. Individual consumers for gifting needs and personal use</li> <li>3. Cafe's, restaurants and hotels</li> </ol>
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