

## **Urban Illumina 2024 at MDI Gurgaon Illuminates Insights, Entertainment, and Engagement through Disguised Market Research**

*India, November 13, 2024* – Management Development Institute (MDI) Gurgaon celebrated its flagship event, Urban Illumina 2024, on November 9, with a Bollywood-themed extravaganza that combined vibrant festivities and cutting-edge consumer insights. Hosted by the renowned Illumina Club, the 28-year-old student-run market research initiative, the event attracted over 2,250 participants, setting a new milestone in engagement and research-driven interaction. The event is renowned for its vibrant mix of marketing competitions, star nights, market research games, and lively gatherings. This year's theme, *“Dil Se Illumina,”* with the tagline *“Lights! Camera! Illumina!”* was a tribute to Bollywood, engaging a diverse audience through an immersive exploration of consumer insights.

Embracing the mantra, *“Research is to see what everybody else has seen, and to think what nobody else has thought,”* Illumina has stood out as a premier platform, enabling companies to delve into consumer behavior innovatively and cost-effectively.

Conducted under the guidance of Dean Prof. Avinash Kapoor and Student Affairs Chairperson Prof. Vidhu Gaur, the event offered corporate brands an authentic, cost-effective way to capture consumer preferences across age groups, ranging from 20 to 55 years, using interactive, bias-free games.

**Professor Avinash Kapoor, Dean-Graduate Programs** beautifully summarized and said, *“When student enthusiasm meets corporate partnership, a disguised research mela becomes more than data collection—it transforms into a shared journey of discovery, insights, and lasting impact. Through creativity and a festive atmosphere, Urban Illumina beautifully captures real world consumer insights which help companies shape their strategies”*

**Professor Vidhu Gaur, Student Affairs Chairperson** captured the essence of the event and stated, *“Urban Illumina is more than a Market Research Event. It is its ability to make it feel like a festival, where every interaction unfolds naturally, and every participant leaves with more than they came for. It's about transforming research into celebration, where authentic insights emerge from joyful engagement. The companies that have partnered with us in this initiative with their projects are a clear symbol of the fact that academic excellence is at the heart of our event.”*

For over 28 years, Illumina has pioneered disguised market research, gathering authentic insights in a festive environment with multiple formats:

- Urban Illumina: MDI's marquee event during Diwali, blending festivity with consumer insight collection on campus.
- Indulge: Held in malls, targeting urban shoppers through talent hunts and fashion shows.
- Rural Illumina: Conducted in Pataudi village, bringing market research to rural consumers as a social initiative and understanding the market of mass brands.
- Expressions: Tailored for children aged 6-16, with activities like painting and essay writing, drawing over 1,000 young participants the objective is to conduct research on certain topics centered around innovation in education at school level.
- E-Illumina: Workshops led by industry veterans from top market research agencies like Nielsen, preparing students with skills in data-driven decision-making.
- Live Projects: Real-world challenges with brands like Swiggy, Amul, HCL, Airtel India allowing students to experience business dynamics first-hand.

### **Corporate Partnerships and Event Highlights:**

This year, MDI's Illumina proudly partnered with industry leaders including Philips India Ltd., EaseMyTrip Ltd., Mars Inc., Dabur India Ltd., Bira 91, O'Cean Beverages, Creya Learning & Research, and Happilo International Pvt. Ltd., showcasing their latest offerings.

The night's highlight was a captivating performance by Bollywood singer **Monali Thakur**, whose soulful voice added glamour and excitement, truly embodying the theme of Bollywood celebration.

Urban Illumina 2024 reinforced MDI Gurgaon's academic excellence and solidified its standing as a leader in experiential, disguised market research and innovative student engagement.

For more information, visit –

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For event snippets, visit -

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