

**IIM Jammu gears up for the most awaited Annual Fest, “EMPYREAN'23”!**



The banner for EMPYREAN'23 features the following details:

- Logos:** IIM JAMMU, G20, sunburn, and social media icons for Facebook, Email, and Instagram.
- Event Schedule:**
  - 3rd March, 7 PM:** EDM Night by PROBROS.
  - 4th March, 6 PM:** Comedy & International EDM by DEVESH DIXIT and KEVU.
  - 5th March, 7 PM:** Bollywood Night by Meet BROS.
- QR Code:** A QR code with the text "SCAN TO BOOK TICKET" and "Scan Me".
- Sponsors & Partners:** TATA MOTORS, IndianOil, Child Rights and You, Audi, Benelli, Union Bank of India, Amang Jammu, Canara Bank, Mirchi Pubs, Hero, Kawasaki, and ESPA Events.
- Contact:** 8789480664, 9689225527.

**02<sup>nd</sup> March 2023 Jammu:** Indian Institute of Management (IIM) Jammu under the leadership of Prof. B.S. Sahay, Director, IIM Jammu is all set to host its annual cultural and management extravaganza, “EMPYREAN'23” from March 3-5, 2023. The event promises to be a unique blend of entertainment and learning, showcasing the brightest minds in the nation.

The three-day extravaganza will feature a plethora of cultural events such as Battle of the Bands, Solo Singing, Fashion Show, Group and Solo Dance performances, and an exciting Gaming Arena. During the 03<sup>rd</sup> to 5<sup>th</sup> March 2023, the event will feature an EDM Night by Pro Bros, comic opera by Shri Devesh Dixit, International EDM by Kevu, and Bollywood night by a popular music duo Meet Bros from the Indian Entertainment sector. These events will provide a platform for participants to showcase their business acumen and compete with like-minded individuals from different backgrounds. Participants will have the opportunity to showcase their talents and compete with the best of the best from IIMs, IITs, and other institutes across the country. The event is gonna be graced by dignitaries and esteemed personalities from the union territory of J & K.

In addition to the cultural events, EMPYREAN'23 will also feature an array of management games ranging from Buzz HR, AgriQuiz, Consulenza, Healthbuzz, Story Telling, Adflix, IPL Auction, Entrepreneur Quiz, BizzQuiz, and Entrepreneur.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said, “Empyrean, the annual cultural festival of IIM Jammu, is an event that brings together a diverse group of individuals to celebrate and appreciate the various cultures represented within the institute. The festival is filled with a range of activities that are sure to excite and engage attendees of all interests.”

Speaking on the occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu said, “*Empyrean is a fun and memorable experience that brings the community together to celebrate the rich diversity within the institute. So, mark your calendars and come join us in celebrating the vibrant cultures of IIM Jammu at Empyrean.*”

The entire event is being coordinated by the Empyrean-Student committee of IIM Jammu in close coordination with Dr. Ashish Kumar, Chairperson, Student Affairs, Dr. Apurva Yadav, Co-Chairperson, Student Affairs, and Student Affairs office, IIM Jammu.

The event will witness performances by renowned artists, and participants will have the chance to interact with industry experts and academicians through various talks and panel discussions.

With a wide range of events on offer, EMPYREAN'23 promises to be a one-of-a-kind experience that combines entertainment and learning. The event is supported by Tata Motors, Audi, Hero, Benelli, Central Bank of India, Union Bank of India, Canara Bank, Indian Oil Corporation, Cry Foundation, JK Tourism, Campus Express, Radio Mirchi, Kailas Fashion Studio.

For Press/Media inquiries please contact:



: [pro@iimi.ac.in](mailto:pro@iimi.ac.in)



: +91-8000121616