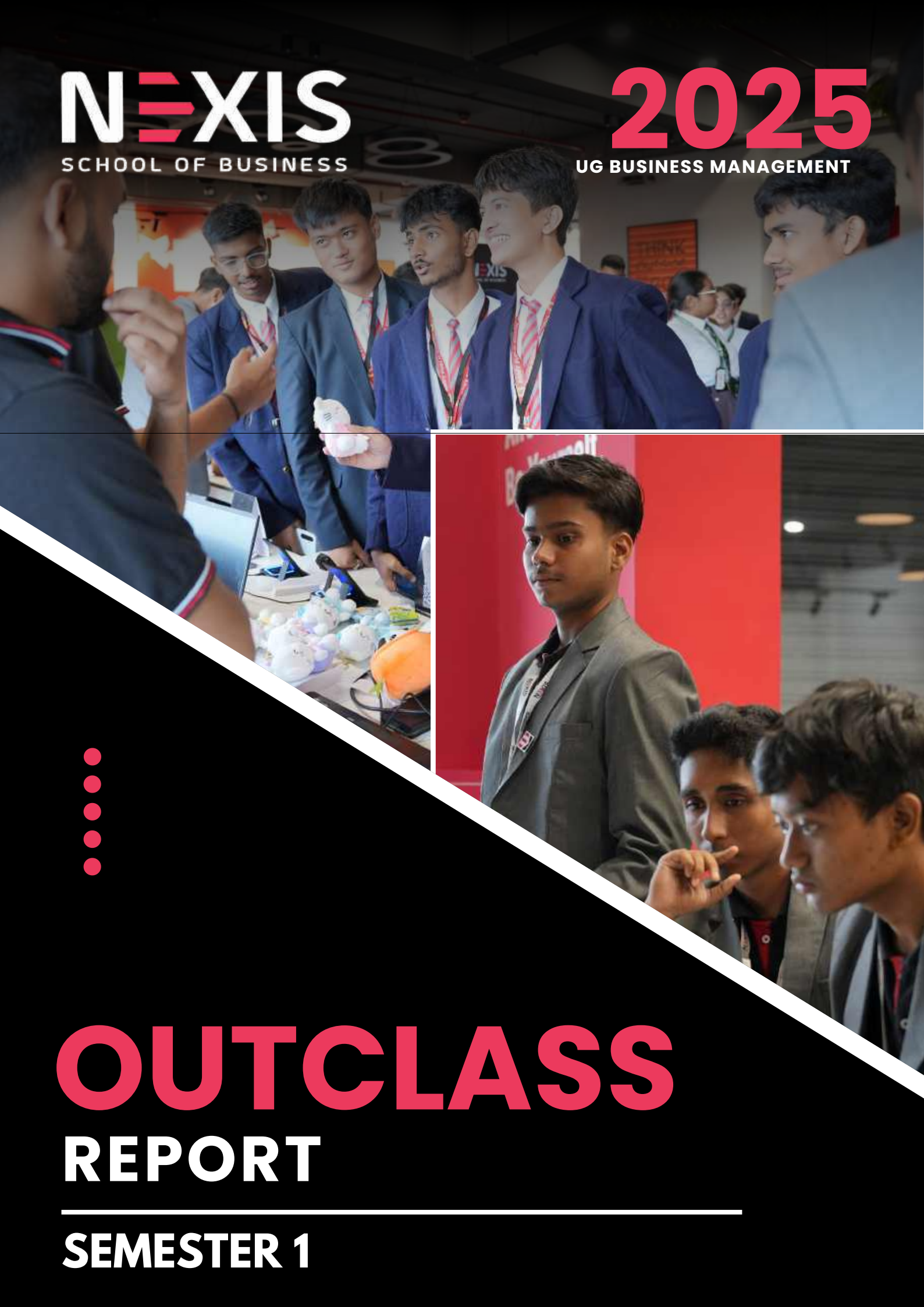


NEXIS
SCHOOL OF BUSINESS

2025
UG BUSINESS MANAGEMENT



OUTCLASS

REPORT

SEMESTER 1

Outclass

At NEXIS School of Business, learning goes beyond textbooks. Through our signature Outclass experience, students bridge classroom concepts with real-world application, building confidence, critical thinking, and business acumen from day one.

DROPSHIPPING CHALLENGE

In the Dropshipping Project, students launched real businesses by creating customized products, executing market strategies, overcoming challenges, and generating actual sales through brands such as Shipsukoon, Plushy Craft, Chupa Rustam, and Toyzilla.

LOCAL BUSINESS CONSULTING

Through Local Business Consulting (LBC), students worked on live problem statements for real organizations including Sohum Linen, Prabin Agarwal Financial Advisory Firm, Voyage Group of Hotels, Kins Hospital, and Ultraviolette Automotive, delivering practical market-aligned solutions.

Together, Outclass equips students with market-ready skills and real business exposure from their very first semester.

“From ideas to impact, Outclass is where journeys begin.”

DROPSHIPPING CHALLENGE 2025-26



Student led businesses



4
Brands

₹50,000+
Revenue

3
Months

SHIP SUKOON

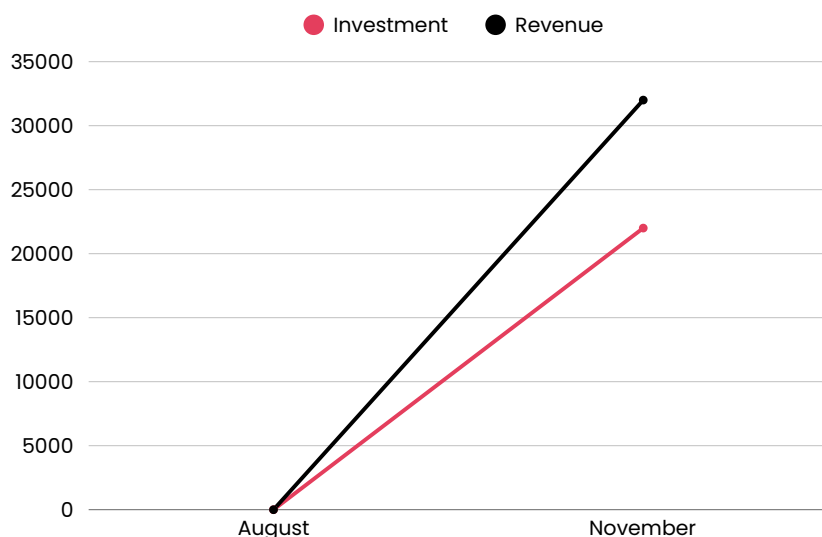


A smart tech accessories brand offering efficient 3-in-1 wireless cable chargers designed for everyday convenience and modern connectivity.



Key Highlight

Financial Performance: Expenditure vs Revenue



Vivek
Krish
Mayank
Udit
Parveen



THE TEAM

HOW THEY PERFORMED

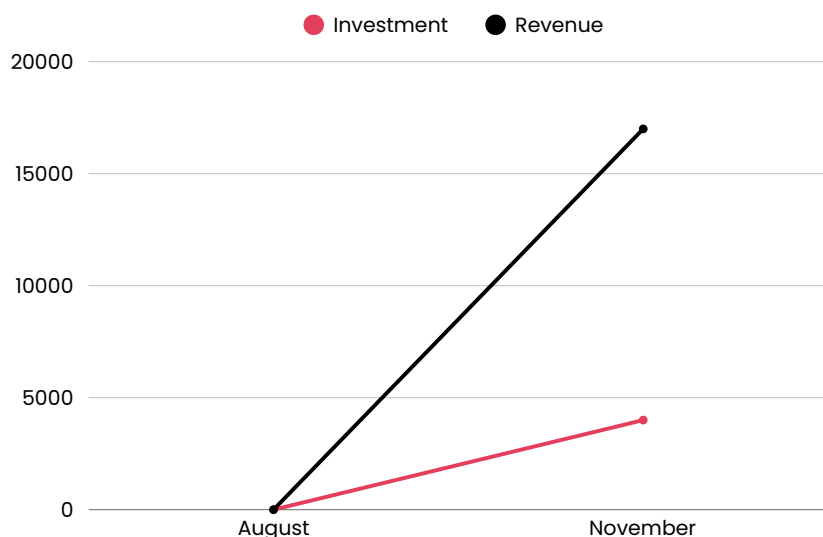
PLUSHY CRAFT

A handcrafted plush toy brand known for its quality, aesthetic, and personalized soft toys perfect for gifting, decor, or personal collections.



Key Highlight

Financial Performance: Expenditure vs Revenue



SAMARJEET
RUPESH
ANGAD
TANAY
JAY



THE TEAM

HOW THEY PERFORMED

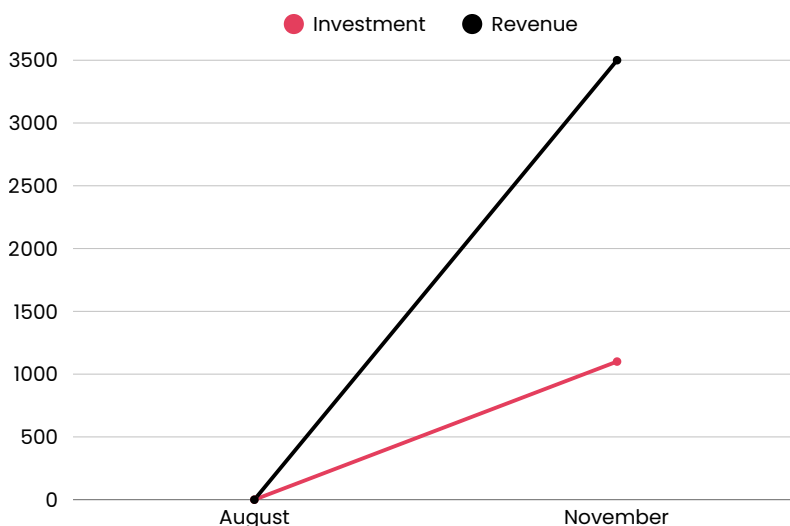
CHUPA RUSTAM

A customized phone cover brand creating personalized, stylish cases that turn memories, ideas, and identities into everyday expressions.



Key Highlight

Financial Performance: Expenditure vs Revenue



Prince
Muskan
Mohit



THE TEAM

HOW THEY PERFORMED

TOY ZILLA

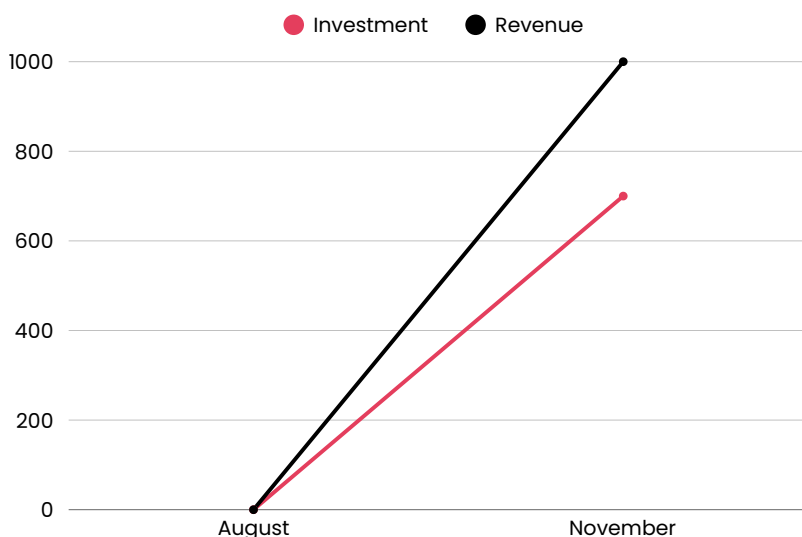


A curated toy brand offering a wide range of engaging and age-appropriate toys designed to entertain, educate, and inspire all age groups.

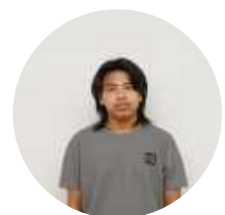


Key Highlight

Financial Performance: Expenditure vs Revenue



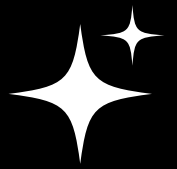
Brian
Dwapaiyan
Satyajit



THE TEAM

HOW THEY PERFORMED

Testimonials



My experience in the Outclass was both dynamic and highly educational. Since I already had a strong interest in sales, this exposure further strengthened my passion and provided me with an opportunity to grow both personally and professionally.

-Krish Agarwal



Outclass helped me in learning how to source suppliers with low MOQs at wholesale prices, while building strong sales, negotiation and customer persuasion skills through experimenting with different selling approaches.

-Tanay Agarwal



Building Chuparustam taught me that strong branding comes from being subtly bold. Through phone case customization, we learned the importance of quality and design. It helped me understand sourcing, marketing, and customer trust.

-Prince Rustogi



LOCAL BUSINESS CONSULTING

Semester 1

Student consultants



5
Brands

4
Months

3
Rounds

SOHUM[®]

Company

Sohum Linen is a premium supplier of luxury bed and bath linen, catering to leading five-star hotel chains across India. Founded in 2015, the company operates with a team of 100+ professionals and a strong pan-India presence, offering high-quality products

The Problem

- Hiring team members remotely without in-person interaction
- Training employees effectively in a virtual work environment
- Managing performance, communication, and accountability remotely



How our students helped Sohum?

- Conducted aptitude assessments using Mercer
- Enabled tracking through connect my world
- Managed hr, crm, analytics, workflows, and attendance via keka
- Implemented secure e-kyc using entry locker / idfy

Company

Voyage Hotels & Resorts is a hospitality management company (founded in 2015) that develops and operates hotels and resorts offering end-to-end services from concept and project planning to full operations.

The Problem

- Resource & Workforce Management
- Digital Transformation (automation, apps, booking systems)
- Guest satisfaction vs operational cost trade-offs
- Competitive positioning in the mid-scale segment



How our students helped Voyage?

- Built a Chatbot to improve efficiency & reduce human operations by 60%
- Proposed an App with a Flagship Loyalty Point feature to have customer retention
- Streamlined solutions for HR

Company

Kins Hospital is a multispecialty hospital in Siliguri offering 24/7 emergency services, ICU/HDU, modular operating theatres, and a broad range of medical treatments from general medicine and surgery to orthopedics, and more.

The Problem

- Lack of defined JD, KRA, and KPIs for roles
- Absence of clear accountability across teams
- Weak digital tracking and reporting systems in the organization



How our students helped Kins?

- Introduced SOPs to improve accountability
- Defined Job Description, Key Result Areas, and Key Performance Indicators for each role
- Initiated a formal performance structure

Company

Prabin Agarwal Empowering Investors is a Siliguri-based mutual fund distribution and investment advisory firm, helping individuals, families, corporates, NRIs, and charitable organizations with goal-based wealth management and transparent financial planning.

The Problem

- Strengthened digital and social media presence to increase youth engagement
- Streamlined team workflows by replacing manual whiteboard systems
- Reduced task overlaps and missed follow-ups through structured processes



How our students helped Prabin Agarwal?

- Conducted surveys and one-on-one interviews to gather client and employee insights
- Assessed 15 digital marketing channels on ROI and feasibility
- Recommended SEO and social media for sustained visibility and audience engagement



ULTRAVIOLETTE

Company

Ultraviolette, India's most premium 2-wheeler EV brand built to European standards, is rapidly scaling from 25+ cities toward 100 by FY 25–26, with global presence in Berlin, London, and Paris. Backed by TVS, Qualcomm, Zoho, and the Ferrari family. Ultramotive now brings this cutting-edge EV experience to Siliguri.

The Problem

- Analyze the adoption of 2-wheeler EVs and consumer shift from petrol (ICE) to electric models
- Address pricing justification for premium and superbike EV segments
- Develop strategies to increase EV market share with effective GTM and marketing approaches



How our students helped Ultraviolette?

- Developed targeted GTM and marketing strategies to improve visibility and lead quality
- Increased test rides to support early-stage dealership growth
- Delivered market-aligned solutions to build first-year momentum and regional presence

Testimonials

The experience was good, and I learned many professional skills that are essential in business. One key takeaway for me was that implementing ideas in business requires a great deal of time and patience.

Aarav Agarwal



Working on a live business helped me understand how a consultant works and bridged the gap between ideas and implementation. As the group POC learned to communicate better and developed important leadership skills.

Viviana Lama



You truly learn by solving real problems. It was a great experience, and the business owners also invested significant time in the project, which helped us arrive at better, more practical solutions that can be implemented in real businesses.

Harman Singh





NEXIS

SCHOOL OF BUSINESS

Where management education
meets real-world execution

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