MALLA REDDY UNIVERSITY
(As perTelangana Private Universities Act No. 13 of 2020 &
G.O.Ms.No. 14, Higher Education (UE) Department)
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Branding withAi

Date: 11,12 September2026

Venue: Malla Reddy University, SoE2, AIML Department, 2-110 Lab.

Event Overview:

Branding with AI was an innovative event that introduced students to the use of Artificial Intelligence in branding and marketing. Participants worked in teams to create unique brand ideas using AI tools and presented their concepts creatively. The event helped students improve their creativity, teamwork, communication, and understanding of how AI can be used in modern branding and business.



Theme Selection:

The theme "Branding with AI" was selected as part of TechSpark to encourage students to explore how Artificial Intelligence can be used creatively in branding, marketing, and business. The theme allowed participants to develop innovative brand ideas using AI tools while combining technology, creativity, and entrepreneurial thinking.

Mission and Vision of Contest: The mission of the Branding with AI contest is to encourage students to combine creativity, branding skills, and artificial intelligence to develop innovative brand ideas, solve real-world problems, and create impactful marketing concepts.





The contest witnessed enthusiastic participation from students across various academic levels (2nd,3rd year) within the AIML Department.

Event Highlights:

Opening Address:

The event commenced with an inspiring address by the Faculty Coordinators, Dr. R. Sivasubramaniam and Mrs. Kadamuthala Sushma, who emphasized the importance of creativity and innovation in the field of Artificial Intelligence and Machine Learning. They highlighted how innovative design, branding, and visualization play a crucial role in conveying complex concepts effectively. They encouraged the participants to explore their creativity, embrace AI-driven ideas, and actively participate in the Branding with AI contest, setting an enthusiastic and inspiring tone for the event.

Encouragement and motivation:

The Branding with AI contest encouraged students to explore their creativity, innovation, and imagination by combining artificial intelligence with branding concepts. The event provided an opportunity for students to learn through practical experience, work as a team, and understand how AI can be used to create innovative and impactful brands.



Acknowledgments:

We also express our heartfelt gratitude to our Faculty Coordinators, Dr. R. Subramaniam and Mrs. Sushma, for their valuable contributions and dedicated support in making the Branding with AI contest a successful and enriching experience.

We sincerely appreciate all the participants and members of the organizing committee for their enthusiastic involvement and valuable contributions in making the contest a memorable event.



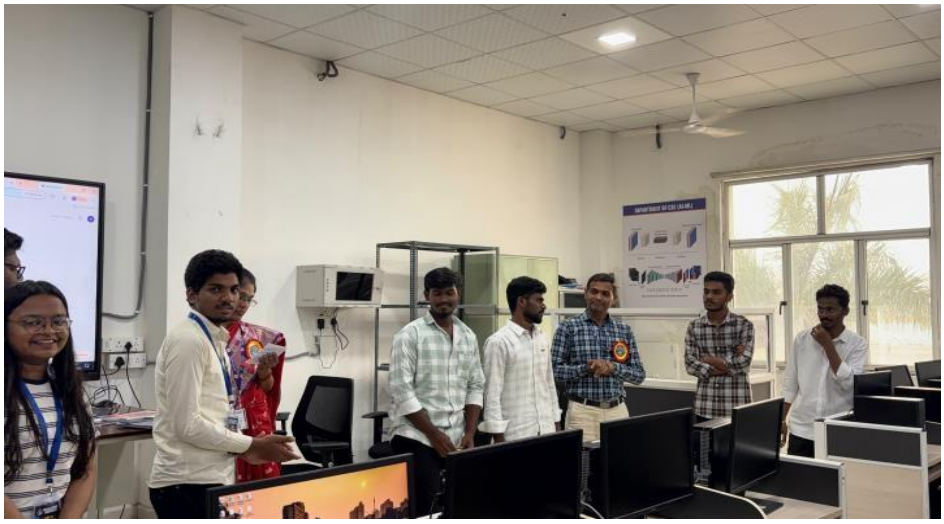
A special thanks to Mrs. Rajeshwari Mam for her constant encouragement, support, and contribution towards the successful conduct of the event.

Conclusion:

The Branding with AI contest provided students with an excellent opportunity to explore the combination of artificial intelligence, creativity, and branding. It encouraged participants to develop innovative ideas, work collaboratively, and understand how AI can support modern branding and marketing strategies. The event successfully promoted creativity, practical learning, and confidence among students while highlighting the growing role of AI in the business world.

Future Scope:

The future scope of Branding with AI is vast, as AI continues to transform branding, advertising, and digital marketing. Students can further explore AI-powered content creation, personalized marketing, customer analysis, brand design, social media strategies, and automated advertising. Similar events can be organized in the future with advanced AI tools, real-world business challenges, workshops, and industry interaction to provide students with greater practical exposure and prepare them for emerging career opportunities.



Winners:

1st Winner:



Topic:Eco friendly packaging

k.Lokesh

Roll No:2511CS020464

Ontari nanda kishore reddy

Roll No:2511CS020524

Dept:AI/ML



2nd winner:

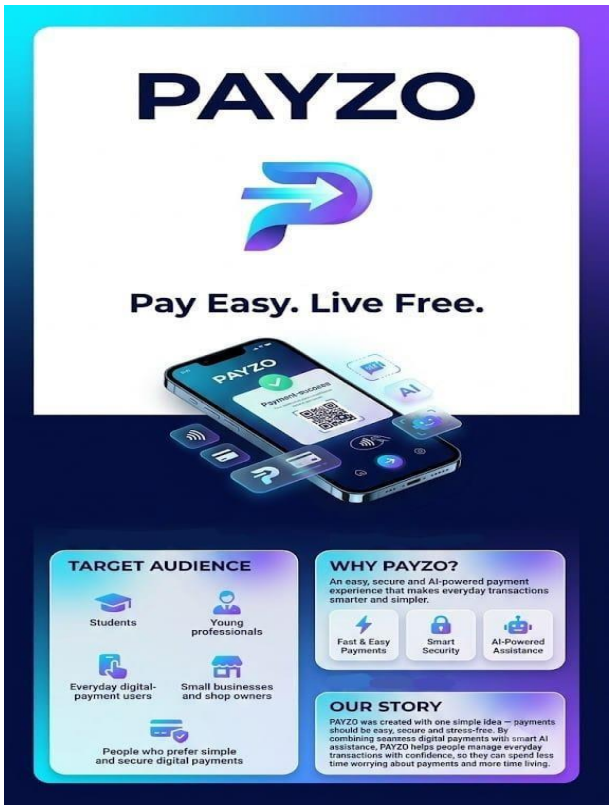
Topic : Luxury HomeName :



M.Ashok Reddy
Roll no : 2511CS020336
Dept : AI/ML



3rd winner:



Brand name: PayzoName:
Sathwika Vijayagiri
Roll no: 2511CS020269 Name:
Ashwitha Galla
Roll no: 2511CS020325
Dept:AI/ML

