



CONCEPT

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

Chanakya
Business Simulation



STRATEGY



BUILD

34th National Management Games (NMG - 2025)



ADVERTISE



MARKET



FINANCE

Growing Business Should
Now Be The Tendency In
The Competition



ANALYSE



COMPETE



WIN!

<http://simulation.aima.in>

About National Management Games (NMG)

NMG is a unique platform for Corporate Managers to experience the thrill of Managing Business in competitive mode. It is one of the most awaited and prestigious annual event based on Business Management Simulation, organised by AIMA. The participants get exposed to the intricacies of running a company with a focus on resource management, market trends, cost analysis, product positioning, production planning, inventory control etc.

- A team of maximum 2-3 members participate in preliminary round on both the days.
- Functional heads are appointed by the team to adopt the roles of CEO, COO, CFO or CMO.
- Each team represents an enterprise.
- A hypothetical business case is presented to each team with economic data and financial reports.
- Each team works out a strategy in operations, marketing, finance and product development with an aim to reach the pre-set goal.
- This is done using AIMA's sophisticated software, 'Chanakya' that simulates an economic environment for all the teams.

How To Enter The NMG?

A team of maximum 2-3 members from different functional areas can be nominated by the Corporate and Institutional faculty. Multiple teams can also be nominated.

1. Send the enclosed Registration Form to AIMA or access website <http://simulation.aima.in>
2. All Registration Forms must accompany participation fee by NEFT/DD/Cheque favouring "All India Management Association" payable at New Delhi.
3. Participant Manual (Soft Copy) will be sent to familiarise participants with Management Simulation on requirement basis on receipt of participation fee.
4. Participants nominated for the competition may be changed before registering for the prelim round. No change is permitted after the team is registered on the day of Prelim Round.
5. Decisions of the Games Administrator during competition will be final and binding on all participating teams and sponsoring organisations.

Your Takeaways

- Understand the working relationships in management functions
- Hone operative and strategic decision making skills
- See the financial implications and impact of decisions taken by various functional areas
- Understand the importance of team work



Competition Format

- All the participating teams are required to report online at 9:30 am (sharp) for registration.
- The teams registered will participate in the Prelim Round of the two days.
- Only qualifying teams of Prelim Round will participate in the Regional Final.
- The teams qualifying Regional Finals will participate in Semi Finals & then National Finale as per details given in this brochure.
- Participants must have at least two laptops in a Team. Laptop must have administrator rights to remove any settings and have Google Chrome or Mozilla Firefox as browser.
- Each laptop should have internet connection. If you are using office internet then you should have permission to access the portal <http://chanakya.aima.in/interface> and have right to upload and download of excel and pdf files.

Dates and Regions

REGIONS	ROUNDS	DATES
Regional Round 1 (Delhi)	Training Round	24 June
	Prelim Round	25-26 June
	Regional Final	27 June
Regional Round 2 (KOLKATA)	Training Round	1 July
	Prelim Round	2-3 July
	Regional Final	4 July
Regional Round 3 (BLR/HYD/CHN)	Training Round	8 July
	Prelim Round	9-10 July
	Regional Final	11 July
Regional Round 4 (MUMBAI)	Training Round	To be announced
	Prelim Round	To be announced
	Regional Final	To be announced
Regional Round 5 (Online)	Training Round	To be announced
	Prelim Round	To be announced
	Regional Final	To be announced
Regional Round 6 (Delhi NCR)	Training Round	To be announced
	Prelim Round	To be announced
	Regional Final	To be announced
Semi- Finale & Grand Finale : August, 2025 at AIMA office, Delhi		

Teams Nomination

- The nominating authorities may send the teams' nomination through email indicating choice of venue and participant's contact details.
- The Cheque/DD for participation fee may be sent by courier immediately after nomination. AIMA will confirm nomination only on receipt of the fee.
- Fee once paid, cannot be withdrawn or adjusted against any other programme of AIMA. However, on dropouts, an alternative team may be nominated.
- The fee must be paid to AIMA latest by a week before the start of the regional round.
- The nominating authorities must intimate the participants about the competition format and venue details.

Training Round

Teams nominated under Premium Slab (participation with extra training) are entitled to go through brief training on the

Some Prominent Past Champions

Year	Winners	Runner's-up	Runner's-up I
2024	NTPC	Maruti	NTPC
2023	NTPC	SAIL	NTPC
2022	NTPC	NTPC	NTPC
2021	NTPC	NTPC	Maruti Suzuki
2020	NTPC	SAIL RSP	SAIL ISP
2019	IOCL	SAIL-RSP	Tata Steel
2018	IOCL	SAIL	Maruti
2017	Power Grid	HPCL	NTPC
2016	Power Grid	NTPC	ONGC

Standard Slab - Participation Fee

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 40,000 per team	₹ 42,000 per team
4 – 6 Teams	₹ 35,000 per team	₹ 37,000 per team
7 Teams & above	₹ 30,000 per team	₹ 32,000 per team

Premium Slab - Participation Fee (With Extra Training)

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 50,000 per team	₹ 52,000 per team
4 – 6 Teams	₹ 45,000 per team	₹ 47,000 per team
7 Teams & above	₹ 42,000 per team	₹ 44,000 per team

- AIMA GSTIN No. 07AAATA1644A1ZH • AIMA PAN No.: AAATA 1644 A
- 18% GST will be charged extra
- The programme would be conducted digitally on a secured platform meeting the security measures as suggested by CERT-IN and MHA Advisories
- Registrations are confirmed upon receipt of payment only
- Log-in details for joining the programme will be shared with the participant(s) only after the receipt of the participation fee
- Bank or any other charges will be extra on remittances
- All India Management Association (AIMA) reserves the right to postpone events or amend the programme if necessary
- Participation Fee through NEFT/DD/Cheque should be sent in favour of "All India Management Association", payable at New Delhi.
- For online registration [CLICK HERE](#)

Prizes

Champion Team: Rolling Challenge Trophy & Certificates
 Runners Up I : Trophy & Certificates
 Runners Up II : Trophy & Certificates



Glimpses of past NMGs



For Registration Contact:

Dr. Chandrashekhar Rastogi

Astt. Director -CMD

M- 9769219138

E- crastogi@aima.in

Saumya Kushwah

Manager - CMD

M- 9205507301

E- skushwah@aima.in

AIMA, Management House, 14, Institutional Area, Lodi Road, New Delhi – 110 003

D - (+91) 011 24608241

Website : <http://simulation.aima.in>