

IIM Ranchi wins Cummins' REDEFINE 2025 with bold energy-shift strategy

At Cummins India's REDEFINE 2025 B-school competition, IIM Ranchi's "Team Crow" takes the top prize with a focused energy transition strategy driven by young talent.

 by **Staff Writer** November 15, 2025

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REDEFINE 2025 Grand Finale Winner - Team Crow from IIM, Ranchi with Cummins India Jury

Cummins India concluded its annual B-school case competition, REDEFINE 2025, with IIM Ranchi's "Team Crow" emerging as winners. The contest focused on the theme "From Backup to Backbone: Driving the Energy Shift." ISB Mohali's "Team Visioneers" was named runner-up, while IIM Ranchi also won the social media challenge for their LinkedIn introduction video.



REDEFINE 2025 Grand Finale finalist teams with Cummins India leadership and employees

High stakes at the energy-shift challenge

REDEFINE 2025 drew participation from 6,453 students forming 2,151 teams across 19 premier business schools. The finalists were whittled down to six teams, who competed over two days at Cummins India's Pune campus. The finale included leadership sessions, networking opportunities, and tours of the Cummins Technical Center India and Kothrud Engine Plant. Final evaluations were carried out by a jury of senior Cummins executives and live company voting.

Winning strategy rooted in sustainability

Team Crow impressed judges with a proposal centred on sustainable energy-business models. Their solution aligned with Cummins India's broader goals in energy transition, showing how firms might move from backup power sources to becoming a backbone of clean energy infrastructure.

In the social media contest, the same team topped engagement metrics on LinkedIn. Their short, well-crafted video secured the highest participation and further strengthened their win.



REDEFINE 2025 Grand Finale Runner Up: Team Vioneers from ISB, Mohali with Cummins India leaders

Leadership applauds new-age thinking

Anupama Kaul, HR Leader at Cummins India, praised the contestants' creativity and practical solutions, saying their ideas reflected "boldness, responsibility and purpose." Subramanian Chidambaran, Chief Strategy Officer, added that REDEFINE lets Cummins tap into the strategic insight of tomorrow's leaders, especially when addressing real-world energy challenges.

The jury included top technical and business leaders from Cummins India. Their assessment covered both innovation and operational feasibility. Finalists, apart from IIM Ranchi and ISB Mohali, also included teams from IIM Shillong, IIM Tiruchirappalli, IIM Lucknow and IIFT Delhi.

Cummins India said the competition fosters talent that understands the evolving energy landscape. The company continues to view REDEFINE not only as a case contest, but as a platform for future change-makers in sustainable power.

Business

Indian Institute of Management (IIM), Ranchi wins Cummins India's Flagship B-School Case Study Competition REDEFINE 2025

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Cummins in India (“Cummins India”), a leading power technology provider, successfully concluded ‘REDEFINE 2025’, the eighth edition of its prestigious annual B-school case study competition. Team Crow from Indian Institute of Management (IIM), Ranchi emerged as champions, winning the coveted winner’s trophy and cash prize, while Team Visioners from Indian School of Business, Mohali earned the runner-up title.

This year’s theme, “From Backup to Backbone: Driving the Energy Shift,” encouraged participants to explore innovative and sustainable models that address critical challenges across the energy value chain. The competition, facilitated a dynamic exchange of ideas and collaboration, drew participation from 6453 students across 2151 teams from 19 premier B-schools across the country. Following multiple competitive

rounds, six finalist teams advanced to the grand finale held at the Cummins India Office Campus, Pune.

The two-day finale was a rich learning experience, featuring engaging leadership sessions, networking opportunities, and guided tours of Cummins Technical Center India (CTCI) and Kothrud Engine Plant (KEP). The event culminated with a jury evaluation and live voting session by employees. In addition to the main competition, all finalist teams participated in a fun social media contest. They created short, engaging team introduction videos that were uploaded on LinkedIn. Team Crow from IIM, Ranchi achieved the highest engagement for their video and was declared the contest winner.

Congratulating the winners, Anupama Kaul, Human Resources Leader, Cummins India, said, " REDEFINE celebrates the power of young minds to challenge conventions and think beyond boundaries. I am incredibly proud of the talent, creativity and problem-solving spirit demonstrated by the participants. Their ideas are bold, practical and rooted in purpose and responsibility. It's inspiring to see how these young changemakers are addressing real-world energy challenges with remarkable intent and innovation. Nurturing next-gen talent is integral to Cummins India's commitment to powering a stronger, more sustainable future for all."

Subramanian Chidambaran, Chief Strategy Officer, Cummins India, added, "Each year, REDEFINE offers us a front-row view into how the next generation bridges real-world challenges with academic excellence. This year, participants displayed remarkable strategic thinking and a nuanced understanding of how to build a resilient, future-ready business model. We were particularly impressed by their ability to combine innovation with practicality. Congratulations to all the winning teams and participants for their incredible efforts and outstanding performances."

A distinguished jury panel of Cummins India leaders, including Srinivasa Raghavan, Executive Director - Engineering and Chief Technical Officer; Jameson Mendonca, Power Generation Business Leader; and Sachin Simant, Director – Strategy, Product Planning and Digital, Power Systems Business Unit, evaluated the finalists' presentations.

Leading up to the grand finale, Cummins India hosted interactive leadership sessions and quizzes to help participants prepare and understand the company's mission, vision and the evolving energy landscape.

The six finalist teams that competed in the grand finale were:

1. GASx3 from the Indian Institute of Foreign Trade, Delhi
2. Dynamic Dreamers from the Indian Institute of Management (IIM), Shillong
3. Crow from the Indian Institute of Management (IIM), Ranchi
4. Visioners from the Indian School of Business, Mohali
5. Team 7 from the Indian Institute of Management (IIM), Tiruchirappalli
6. Ninja Turtles from the Indian Institute of Management (IIM), Lucknow

To learn more about REDEFINE, visit - Cummins Redefine | Cummins Inc_ and follow Cummins India on LinkedIn, Facebook, Instagram, and YouTube for the latest updates and insights.

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