



Reg No: IIMVIPANAN57



2025
IIM VVIPANAN

CERTIFICATE OF PARTICIPATION

This is to certify that *Mr. Mayukh Mukhopadhyay* presented a paper entitled
Sonic Branding: Podcast Marketing as A Startup Growth Catalyst in Emerging Markets
in the
International Marketing Conference – VIPANAN 2025, organized by
Indian Institute of Management Visakhapatnam
9th – 10th May 2025

A handwritten signature in black ink, reading 'Preeti Viridi'.

Prof. Preeti Viridi
Conference Chair

A handwritten signature in black ink, reading 'Vijaya Bhaskar Marisetty'.

Prof. Vijaya Bhaskar Marisetty
Dean (Academics), IIM Visakhapatnam

A handwritten signature in black ink, reading 'Pankaj Vishwakarma'.

Prof. Pankaj Vishwakarma
Conference Co-Chair