



Global Management Challenge India
The World's Largest Strategy & Management Competition



STUDENT CHAMPIONSHIP

2026 edition

<http://www.gmcindia.in/student-2026>

International Organizing Committee

SDG **Expresso**

For More Information

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Biggest Business Simulation Challenge in the World



Previous Edition - 2025

46

Participating Institutes
(open for Institutes featured
in NIRF rankings only)

3600

students enrolled for
participation

5

Rounds of Business
Simulation including the
national finals

Top 10 Institutes in terms of students enrolled for Participation

1		Indian Institute of Management Udaipur	592 STUDENTS
2		Indian Institute of Management Amritsar	464 STUDENTS
3		Indian Institute of Foreign Trade, New Delhi	356 STUDENTS
4		Indian Institute of Management Nagpur	332 STUDENTS
5		XIM, Bhubaneswar	268 STUDENTS
6		Jamnalal Bajaj Institute of Management Studies	192 STUDENTS
7		Indian Institute of Management Ahmedabad	144 STUDENTS
8		Indian Institute of Management Lucknow	128 STUDENTS
9		Indian Institute of Management Shillong	104 STUDENTS
10		Indian Institute of Management Sirmaur	104 STUDENTS

Top 5 Institutes in terms of nominations to Nationals

		
3 Team	2 Team	1 Team
		
1 Team	1 Team	

EFMD Accreditation



In **2009**, the GMC received significant recognition confirming the simulator's quality as an advanced professional development and training program: the Technology Enhanced Learning (CEL) certification, awarded by the EFMD (European Foundation for Management Development).



In **2018**, it obtained a new certification—EOCCS (Online Course Certification System)—awarded by the EFMD, which internationally certifies the GMC as a high-quality online education course.



The **EFMD (European Foundation for Management Development)** acts as a catalyst for enhancing excellence in management education. The EFMD is globally recognized as an accreditation body for assessing quality and impact in management, offering established accreditation services for business school programs, corporate universities, and online courses.

Introduction to the Challenge

- Global Management Challenge consists of an strategy and management **simulation** that is based on a realistic business situation.
- A number of virtual companies, represented by the teams taking part, compete against one another within a common business environment in making and selling a small range of **desirable consumer products**.
- The task facing each team is to take charge of one of these simulated companies and manage it as if it were a real live business.
- **Each Team is trying to win the competition by managing it's company so that it has the highest Investment Performance at the end of the simulation.**



The Global Management Challenge develops fundamental skills for the job market, which we value, such as analytical skills, teamwork, decision-making, assertive communication, and boldness. The simulator used is complex and allows students to gain perspective on the different areas of a company and the role and contribution of each of its departments to overall performance.

Manuela Vaz (President - Accenture Portugal)

Participated by students and managers in more than 25 countries worldwide

EUROPE

Azerbaijan
Czech Republic
Estonia
Italy
Latvia
Lithuania
Poland
Portugal
Russia
Slovak Republic
Spain

AFRICA

Angola
Benin
Cameroon
Ivory Coast
Kenya
Mozambique
Nigeria
Senegal
Togo

ASIA

China
Hong Kong
India
Kuwait
Macao
Qatar
Saudi Arabia
Singapore
United Arab Emirates

AMERICA

Brazil
Colombia
Ecuador
Mexico
Panama
Peru

OCEANIA

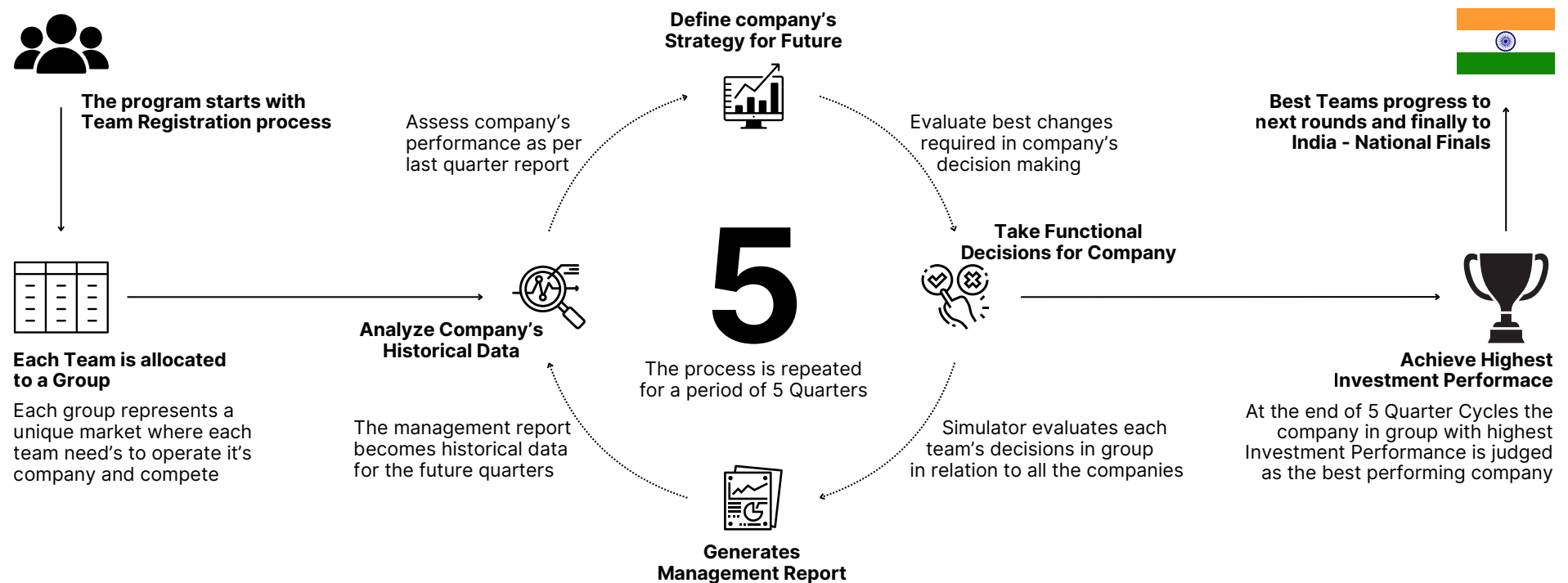
Australia
New Zealand



More than **1 million** participants till date.

Global Management Challenge is based on an interactive & cross-functional Business Simulation

The Simulation exercise is complex and informative, that deeply challenges participants knowledge and managerial ability.



Business Environment

- You represent as senior management of a **manufacturing company** based in **Europe**, so primary currency of business is **Euros**.
- Your market consists of two geographic areas for traditional retail trade -
 - **the Euro-market (€)** - which is most of western and central Europe;
 - **the Dollar-market (\$)** - which is the North America free trade agreement area (Nafta).
 - At the same time, through the **internet (\$)**, you can reach both of the above geographic areas and also the rest of the world.
- Your product range consists of 3 varieties -
 - **Product 1** - higher demand | low cost | low quality
 - **Product 2** - moderate demand | moderate cost | moderate quality
 - **Product 3** - low demand | higher cost | higher quality
- The **manual** explains how to take part. It explains the organisation of the simulation, what your team has to do, how your company works, and how it relates to the other team companies.

Business Environment



Participation Guidelines

MBA / PGDM students (both 1st and 2nd Year) from premier Management Institutes of India, are invited for participation in GMC India – Student Championship 2026.

- Each Team must nominate, 1 member among themselves as Team Captain. By default, the organizers will consider Team Member 1 as Team Captain.
- A participant can only be associated with 1 Team. Registrations with common participants shall not be accepted.
- Once the Competition is started, the members within the team cannot be changed.
- Registration in Global Management Challenge is FREE for all student Teams.
- Only the Teams that qualify for Round 1 of competition must pay a basic competition fee of Rs. 4720 /- per Team for issue of Certificates and further participation in the competition.

Note: All Team members in each Team must be from same Institute.



Competition Format 2026 edition



Qualification Round

Max. 1024 Teams

All registered Teams take part in the Qualification Round.

Teams are divided in **128 Groups** with 8 Teams each.

Top **2 Teams / Group** (or **max. 256 Teams**) are nominated for Round 1.



Round 1

Max. 256 Teams

256 Teams nominated from Qualification Round will take part in the Round 1.

Teams are divided in **32 Groups** with 8 Teams each.

Top **4 Teams / Group** (or **max. 128 Teams**) are nominated for Round 2.



Round 2

Max. 128 Teams

128 Teams nominated from Round 1 will take part in the Round 2.

Teams are divided in **16 Groups** with 8 Teams each.

Top **2 Teams / Group** (or **max. 32 Teams**) are nominated for Student Finals.



Student Finals

Max. 32 Teams

32 Teams nominated from Round 2 will take part in Student Finals.

Teams are divided in **4 Groups** with 8 Teams each.

Top **2 Teams / Group** (or **max. 8 Teams**) are nominated for **GMC India National Finals**.

Qualified Teams are required to complete
Registration for Round 1

Top 8 Teams from Student Championship
qualify for GMC India National Finals.



Benefits for Participating Students

✦ Participating students in GMC earn a minimum of 2 CV Points to build their resume

Students that qualify at Qualification Round earn 2 CV points i.e. achievement in competition and “Training Certificate” equivalent to diploma in management as GMC is accredited by EFMD with EOCCS certification.

✦ Attractive awards and opportunity to represent India at global stage

Experience in GMC is rewarding and fulfilling experience for all participants. The winner of India National Finals gets unique opportunity to represent Team India at GMC International Finals (All costs for the trip is paid by the GMC India organizing team).

✦ GMC is based on a advance business simulation & helps students to enhance managerial potential

Global Management Challenge goes beyond traditional training programs and classroom teaching and helps students to enhance their managerial potential.



Awards

GMC India - National Finals



Winner National Finals

Participation in GMC International Finals.

Winner's Trophy

Training Certificate



1st Runner's Up National Finals

Cash Prize Rs. 75,000

1st Runner's Up Trophy

Training Certificate



2nd Runner's Up National Finals

Cash Prize Rs. 50,000

2nd Runner's Up Trophy

Training Certificate



National Finalists National Finals

National Finalist Trophy

Training Certificate



National Finals - 2025 edition
New Delhi

Winner - NTPC Limited



National Finals - 2024 edition
Mussoorie

Winner - Powergrid Corporation of India Limited



National Finals - 2023 edition
Online

Winner - Jamnalal Bajaj Institute of Management Studies

Global Management Challenge International Finals

The **International Final**, where the winning teams of each country compete for the World Title, is a milestone and prestigious event, which provides a unique experience of contact between different cultures and the reality of competing at an international level.

Nigeria to host GMC International Finals for 2025 edition from 11-13 November, 2026.

Last 5 GMC International Finals:



2024 edition

Host Country:
Macau, China

Winner:
Russia



2023 edition

Host Country:
India

Winner:
China



2022 edition

Host Country:
Angola

Winner:
China



2021 edition

Host Country:
Spain

Winner:
Georgia



2020 edition

Host Country:
Russia

Winner:
Portugal

Participants Coloumn

 Khushi V. • 3rd+ Christ '27 (MBA) Finance and Consulting aspirant 4mo • 6 + Follow ... Ever wondered what really goes on behind the scenes of a company? We did—and that curiosity led us to participate in the Global Management Challenge India, the world's largest strategy and management competition powered by an advanced, EFMD-accredited business simulation. Conducted pan-India on a virtual platform, GMC brought together teams from top B-schools, including the IIMs. After navigating a rigorous Qualification Round and two intellectually stimulating National Rounds, we secured a Rank of 33–56 among 900 teams. Beyond the ranking, the real value lay in the learning. The experience offered a holistic, hands-on view of how organisations operate—spanning pricing and distribution decisions, financial analysis, quarterly performance reviews, and risk identification and mitigation. It sharpened our strategic thinking and gave us meaningful insight into how consulting recommendations translate into real-world execution. None of this would have been possible without the incredible teamwork and late-night brainstorming sessions with Nayana Rejith, Aarohi Kumari K, and Finny Kurian. Grateful for the resilience, collaboration, and spirit we shared throughout this journey.	 Chitransh Jaiswal • 2nd Strategy & Analytics IIM Nagpur MBA'27 LNMIIT B.Tech'24 CSE 1mo • 6 + Follow ... 900+ teams. Hundreds of decisions. No perfect information. No safety net. Representing Indian Institute of Management Nagpur at the Global Management Challenge India, the experience went far beyond a traditional case competition. It was a live business simulation with production constraints, cash flow pressures, pricing dynamics, and competitors making moves you had to anticipate before they made them. Every decision carried the weight of every decision before it. Every move narrowed or expanded what was possible next. You didn't just react to the market. You had to read it, predict it, and stay ahead under pressure, with a clock constantly running. Glad to share that our team secured a Top 3% finish among 900+ teams in the world's largest strategy and management simulation, organized by SDG Group and accredited by EFMD Global (EOCCS). But the rank isn't what stayed with me. What stayed: the ability to move with conviction when the data runs out. To recalibrate after a bad round without losing confidence. To stay aligned as a team when the stakes were highest and time was shortest.	 Akhil S Nair • 2nd B2B Channel Sales & Partnerships Ex-Himalaya Marketing Intern ... 3mo • 6 + Follow ... Our first round of the Global Management Challenge took us nearly 6 hours just to complete the decision sheet. We had the data, we read the reports, but we still didn't really understand the business we were running. The simulation placed us as the management team of a company where every quarter required decisions across pricing, marketing spend, production, financing and distribution. One change in pricing affected demand, which affected capacity, which affected inventory, which affected cash flow — and the results showed up only after the next quarter. In the beginning we were reacting. Later we started thinking. Over the next rounds, something interesting happened. The same decision process that once took 6 hours began taking under 30 minutes — not because we rushed, but because we finally understood how decisions connect. We started estimating consequences before the results arrived and approached problems from a business perspective instead of a subject-wise one.
 Utkarsh Arora • 2nd Media Specialist @ Google Ex-NatWest MarTech Go-To-... 4yr • 6 + Connect ... When the lion takes two steps back, it's not because it is scared, but for making a bigger attack. The same has been for my writing journey. I have been waiting to share something with gravitas. This explains the five months hiatus. Today, I am here not to share a story of a victory but rather the one of valor. A tale dating back to 5 months from today, when five individuals (Advaita Sinha, Ahmed Saif Ali Khan, Rohan Tammina, Tushar Kanti Debnath, and Utkarsh Arora) came together, embarking on a journey to challenge the heavyweights. Yes, it is the world's largest strategy and management competition, the Global Management Challenge India.	No classroom fully teaches that. GMC came close. Grateful to my teammates: Zenil, Ishit, and Nishika, for every hard call, every sleepless recalibration, and the trust that made us sharper together than any of us would've been alone. The global stage is next. 🚀 #GlobalManagementChallenge #GMC #Strategy #Finance #Simulation #Marketing #Operations #Business	 Ashutosh Niraj • 1st Supply Chain Transformation IBP & Advanced Analytics (o9) Python, ML & ... 4yr • Edited • 6 ... Elated to share that our team, with members Gaurav Gulati, Aman Sharma, FRM, Avinash Kumar, Harshit Kalra and I emerged as one among top 5 teams at the National finals of Global Management Challenge-Corporate Championship 2021. The championship was participated by multiple teams from 23 companies and 127 managers across India. Being the youngest team in the corporate championship, had an amazing experience interacting with diverse cohort from cross functional domains, peers and experienced professionals coming from various manufacturing industries across the country.

accept the challenge

<http://www.gmcindia.in/student-2026>



Scan this "QR" for Team Registration



Global Management Challenge



MKG Interactive Services

GMC Authorized Partner - India

Sanskar Educational Group, NH09, Jindal Nagar, Ghaziabad 201015, U.P.

For more information, send your enquiries to info@gmcindia.in

Website: www.gmcindia.in