



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



Online Training Program on Pricing Strategies for Profit



10 Day Weekend MDP | IIPM Bengaluru
28th December 2025 to 17th January, 2026

Indian Institute of Plantation Management Bangalore
Jnana Bharathi Campus P.O. Malathahalli
Bengaluru - 560 056

ABOUT THE PROGRAM

Given that a small increase of 1% in realized prices can lead up to 11% increase in profits, getting the right price point and then rolling it out well is naturally important. Pricing is the one marketing decision that directly impacts both, the top line and the bottom line of firms and pricing decisions, the world over, are considered critical decisions for management.

However, many firms and managers lack a structured way to think about and implement pricing in their firms. Pricing decisions tend to be based on a seat of the pants approach, or be cost led or competitor led; this may work up to a point but leads to a dead end. Thus, firms need to understand and adopt well thought through pricing approaches in an increasingly competitive environment where a rising proportion of goods and services in India are sold in a 'free' market. Even administered prices in some industry sectors provide some leeway in pricing.

In this milieu, it is important to develop and deepen managerial understanding of best practices in pricing, different approaches to pricing and customer responses to prices.

PROGRAM OBJECTIVES

- To understand how consumers think about prices and to improve participants understanding of pricing approaches.
- To develop a systematic framework for assessing, formulation and implementing pricing approaches.
- To develop a proactive approach to pricing.

BENEFITS OF THE PROGRAM

- Develop personal frameworks for approaching pricing in firms/ organizations.
- Learn various tools to use in pricing-given customer response to pricing.
- Understand which pricing approach to use in what circumstances and why.
- Develop the ability to stage and roll out pricing from an implementation viewpoint.

PROGRAM DAYS (WITH TIMINGS)

Date	28 th Dec	2 nd Jan	3 rd Jan	4 th Jan	9 th Jan	3 rd Jan	10 th Jan	11 th Jan	16 th Jan	17 th Jan
Time	4:30 – 6 PM	6 – 8 PM	6 – 8 PM	4 – 6 PM	6 – 8 PM	6 – 8 PM	4 – 6 PM	6 – 8 PM	6 – 8 PM	4 – 6 PM

CONTENTS

- Determining value and price response models.
- How customers view and react to prices.
- Neurophysiological insights into pricing
- Costing, breakeven analysis and reacting to high volatility in costs.

- Different approaches to pricing
 - Value-based pricing
 - Dynamic pricing
 - Bundling
 - Two-part pricing
 - Pricing on a platform and online pricing
 - Everyday low price (EDLP) and promotions
 - Pricing in the organized retail context
 - Sales force and pricing
 - Price framing, signaling and price wars
 - What is the 'right' approach and 'right' price level
 - Organizing for and implementing the right pricing

PEDAGOGY

The primary pedagogical tool will be case studies, the programme would be a mix of other methods as well, such as:

- Exercises
- Data analysis and Interpretation
- Presentations in class
- Brief hands –on topics

WHO SHOULD ATTEND

Managers of private and public sector firms toward setting and managing the right price levels for their products and services within the framework of marketing and corporate objectives.

Managers could be from the marketing, finance, information technology areas or from general management.

Managers who are engaged in developing pricing systems and approaches in consumer markets and industrial markets would find this programme useful.

Industries include Agribusiness, Food business, hotels, airlines, energy, cruise liners, automobiles, fast moving consumer goods, switchgears, restaurants, internet service providers, consume appliances, computers, bulk drugs, retailing and petroleum products, among others, who would find this programme especially useful.

PROGRAM FEES: Rs. 20,000 + GST

HOW TO APPLY

Kindly visit our website www.iipmb.edu.in for more information

Filled-up forms to be sent to; mdp@iipmb.edu.in

For Registration and payment, click the link or Scan QR Code below

<https://portal.vmedulife.com/public/admission/#/form/iipmb-bengaluru/NTMxMA==>



Alternatively, you can also make NEFT to this account:

Bank Name: Punjab National Bank

Bank Branch: IIPM Campus Branch, Bangalore Account Number: 1586050000611

IFSC Code: PUNB0158620 (Fifth character “0” read as Zero)

Swift Code: PUNBINBBPHM, MICR NO: 560024073

Note: If the amount is transferred through NEFT, UTR Number should be mailed to MDP office

FOR MORE DETAILS CONTACT

MDP Office: E mail: mdp@iipmb.edu.in | Phone: 080-23211716

ABOUT IIPM

IIPM Bengaluru was established in November 1993 by the Ministry of Commerce & Industry (MoC&I), Government of India, as an autonomous educational institute of higher learning. During the initial years, the institute closely worked with the plantation industry and Commodity Boards of India (CBI) for the development of the Agri-plantation sector. IIPM conducted industry need-based short-duration capacity building and training programs for the stakeholders of the Agri-plantation sector that included planters, corporate managers, executive members of planter associations, small and medium entrepreneurs, officials, and scientists of the CBI, Ministries of Government of India, and officials of the State Development departments.

To meet the demand of the fresh graduates for customized academic programs in the Agri-plantation sector, IIPM introduced a 15-month PG program on Agribusiness and Plantation Management in that academic year 2001-2002 for new entrants in the plantation sector, which was later converted into a 24-month AICTE-approved Post Graduate Diploma in Management (PGDM) in Agribusiness and Plantations Management (PGDM-ABPM). Since then, it has introduced two other PGDM programs: (a) Food Processing and Business Management (PGDM-FPBM), and (b) Agricultural Exports and Business Management (PGDM-AEBM). The institute also offers Fellow Program in Management (FPM) aimed to develop accomplished and ethical researchers in the field of agribusiness, plantation, food and allied areas.

PROGRAM COORDINATOR

Dr. Nabirasool D is an Assistant Professor in the Marketing, Entrepreneurship and Economics area at Indian Institute of Plantation Management. His primary area of interest lies in Marketing with a focus on issues in Consumer Analysis, advertising, Positioning and corporate branding. He uses empirical and theoretical framework tools in his research. In a series of working papers, he is exploring the role of culture, and microfinance on economic outcomes in the context of self-help groups.

In the field of marketing, his work explores the use of consumer lifestyles on consumer decision-making, brand preferences and other instruments by firms to influence the firms learning process about consumers to their advantage. Some of his work has been published in journals like the Empirical Economic Letters, Academy of Marketing Studies Journal, and the Journal for Study of Research.

Email: nabirasool.d@iipmb.edu.in

Last Date to Confirm Participation: 25th December 2025