

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A), HYDERABAD
SCHOOL OF MANAGEMENT STUDIES

Details of IPRs

SI. No.	Title	Application No. & Date of Filing / Publication / Grant	Inventors	Status
1	Business Management Device	Design No.: 476278-001 Date of Registration (Grant): 09/10/2025	Chaitanya Bharathi Institute of Technology; Dr. S. Tulasi Ram; Dr. T. S. Poornachandrika; Dr. Sowmya Kethi Reddi; Dr. Lakshmi Sheerisha Ch; V. Balaji Kesava Rao	Design – Registered
2	Intelligent Search System for Enhancing Supplier Relationship Management	Copyright No.: SW-2025021646 Date of Registration (Grant): 19/09/2025	Dr. B. Neeraja; Dr. B. V. Jayanthi; Venkata Sathya Kumar Koppiseti; Dr. Roopa Shettigar	Copyright – Registered
3	Advanced Marketing Management in Luxury Retail: Building Brand Equity and Customer Loyalty	Date of Filing: 17/06/2025	Dr. Firoz Khan; Dr. D. Venkatesan; Dr. A. N. Christy; Dr. Manmohan Chaudhry; Dr. V. Ramchander Rao; Dr. Ramesh Muthangi; Dr. S. Revathy; Dr. Kala Karuthedath; Dr. Banu Priya; Geetanjali Khurana; Prof. Dr. Harikumar Pallathadka	Patent – Filed (Complete Specification)
4	Advanced Business Process Automation System	Appl. No.: 202541022599 Publication Date: 28/03/2025	Dr. Venkata Sushma Chinta; Dr. Sowmya Kethi Reddi; Dr. T. S. Poornachandrika; Eliganti Ramalakshmi; Dr. Nagini Yarramsetty; V. Sandhya; Dr. A. Navaneetha Dr. S. Saraswathi	Patent – Awaiting Examination

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5	The Valuation Channel of Corporate Social Responsibility in Emerging Markets	Appl. No.: 202541002326 A Publication Date: 24/01/2025	K. Yamini Bhargavi; Dr. B. V. Jayanthi; Dr. Neeraja; Dr. R. Kathavarayan; Dr. G. Meena Devi; Dr. S. Meenakshi	Patent – Published
6	A Method and System for Tailored Product Selection	Appl. No.: 202441030497 A Publication Date: 19/04/2024	Dr. Ch. Ramesh Babu; Dr. Sowmya Kethi Reddi; Dr. Meruva Sreenivasulu	Patent – Published
7	Digital Marketing Display Device	Design No.: 403726-001 Date of Registration (Grant): 03/01/2024	Dr. T. Venkata Ramana; Prof. (Dr.) B. K. Sarkar; Mr. Pawan Kumar Singh; Dr. Reena Singh; Miss Pari Nidhi Singh	Design – Registered
8	Intelligent Securities Management System with Trade Order Processing and Qualification Parameters	Appl. No.: 202341089159 A Publication Date: 12/01/2024	Dr. Sowmya Kethi Reddi; Dr. Venkata Sushma Chinta; Dr. Razia Nagina; Dr. M. V. S. Sudhakar	Patent – Published
9	Advanced Business Process Automation System	Appl. No.: 202541022599 Date of Filing: 13/03/2025	Dr. Venkata Sushma Chinta; Dr. Sowmya Kethi Reddi; Dr. T. S. Poornachandrika et al.	Patent – Filed
10	Intelligent Securities Management System with Trade Order Processing and Qualification Parameters	Appl. No.: 202341089159 A Date of Filing: 27/12/2023	Dr. Sowmya Kethi Reddi; Dr. Venkata Sushma Chinta; Dr. Razia Nagina; Dr. M. V. S. Sudhakar	Patent – Filed

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