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सिद्धिं प्रवृत्तम्
भा. प्र. सं. इन्दौर
IIM INDORE

Operations coordinator, Utsaha		Summer Intern, Dalmia (Bharat)Cement Limited	Distinction, NIT C	
EDUCATIONAL QUALIFICATIONS				
MBA	IIM Indore	2.48/4.33	2020	
B.Tech, Biotechnology	NIT Calicut	8.18/10	2017	
Class XII, AP. BOARD	Sri Chaitanya Junior College, Vijayawada	96.00%	2013	
Class X, CBSE	Gowtham concept school, Krishna, A.P.	95%	2011	
Major Electives	Retail management, Brand Management, Marketing research, Sales and distribution management, Rural Marketing, Advanced Marketing Analytics, Data Visualization, Mergers & Acquisitions.			
ACADEMIC & CO-CURRICULAR ACHIEVEMENTS				
▪ Successfully completed a course on Advanced Strategic Corporate Management based on Marketplace simulations			2019	
▪ Awarded First class with distinction certificate for Undergraduate program in Biotechnology from NITCalicut			2017	
▪ Achieved top grade in 11/58 courses during engineering including a top grade in both major & minor projects at NIT Calicut			2017	
▪ Awarded certificate of merit for excellent academic performance in class tenth board exams conducted by C.B.S.E.			2011	
▪ Acquired full marks in the mathematics paper-A in 12 th class conducted by Board of Intermediate Education, A.P.			2013	
WORK EXPERIENCE				
▪ Territory Business Head with FIITJEE Ltd, responsible for Sales, Branding and Strategy in the respective territory			Oct '20--	
INTERNSHIPS				
DALMIA(Bharat), Chennai	Finding key levers to increase sales of Dalmia DSP(premium) cement	Apr '19 – Jun '19		
▪ Surveyed 120+ IHB's and Influencer' in key markets of Chennai (TN) and Thrissur (KL), Ernakulam (KL) in the trade channel segment.				
▪ Analyzed consumer and channel partners (including influencers) behavior towards the offerings of premium cement in the market.				
▪ Identified four key levers and recommended them to the management to increase the sale in both TN and Kerala markets				
IIM LUCKNOW	Marketing Management	Jun'16 – Jul '16		
▪ Performed extensive research on marketing strategies and executed SWOT analysis towards the development of an android app.				
▪ Developed the marketing plan for an android app called Eat o Fit which caters to the needs of food and fitness enthusiasts.				
▪ Proposed two marketing strategies based on surveys, free and premium versions for app, targeting different consumer segments				
PROJECTS & RESEARCH PAPERS				
Academic Projects	Safest school bus configuration by a Private Commercial Vehicles Manufacturer		Jan'19 - Mar '19	
	▪ Conducted 5+FGD's, 10+ IDI's and 40+surveys to identify stakeholders' preferences of safest school bus. ▪ Recommended improvements based on competitive safety perception evaluation among stakeholders. ▪ Analyzed the data and used SPSS tool to recommend changes in the existing model of Volvo Eicher			
Live Projects	Inventory tracker model, Supreme colors roofing and decking private limited		Dec'18-Mar'19	
	▪ Created an inventory management system to track raw materials, work in progress finished goods and scrap. ▪ Reduced the in-hand inventory of steel rolls by 20% leading to holding cost savings of Rs20 L per year			
Major Project	Finding new drug targets for malaria treatment		Dec '16-Mar'17	
	▪ Understood metabolic pathways in plasmodium falciparum to identify new target sites for antimalarial drugs. ▪ Obtained the nonconventional receptors and new for effective targeting by ligand molecules. ▪ Determined new ligands and docked them upon the target receptor using software and online databases			
POSITIONS OF RESPONSIBILITY				
IIM Indore	Coordinator, Operations Vertical, Utsaha		Aug '19 – Mar'20	
	▪ Supervised a team of 24 members and managed complete event logistics to ensure smooth conduct of the fest. ▪ Liaised with other vertical teams & negotiated with suppliers to procure the required inventory at lowest cost. ▪ Handled permissions by being the POC between the Institute and village administration for Rural Utsaha.			
NIT Calicut	Senior member, Operations Vertical, Udaan		Aug '19 – Mar'20	
	▪ Ensure branding of the event and sponsors to ensure greater reach and better sponsor relationship. ▪ Coordinated with the district and institute administration for permissions, managed and procured inventory			
NIT Calicut	Organizing committee member, National Inter-NIT Tournament (NITC)		Mar'16	
	▪ Managed the event which reported the biggest ever participation of 1000 athletes and 150 officials ▪ The committee directed budget of 35 lakh rupees towards accommodation, prizes and food for participants			
EXTRA-CURRICULAR ACTIVITIES				
Sports	▪ Won Volleyball championship of Sprint (SP Jain) & were awarded overall champions of the fest during Jan.			2019
	▪ Won Gold medal in the inter year Cricket tournament conducted at NIT Calicut during the year March.			2016
	▪ Bagged a Silver medal in Javelin throw in the Inter Year sports meet held at NIT Calicut during the year			2015
	▪ Member, Handball College Team for Inter-NIT sports competition held at NIT Surat, March.			2015
	▪ Completed 10km marathon organized by IIM Kozhikode, the largest student marathon in Kerala.			2016
Interests	▪ Participated in the CBSE cluster VII volleyball tournament in the under-19 category, held in Hyderabad			2008
	▪ Travelling, Playing Basketball, watching NBA and Pro-Kabaddi league, etc.			