

CAREER FOCUS

An IIM Ahmedabad Graduate with ability and willingness to learn in various environments and industries

Summary of Skills

- Strategy Consulting
- New Product Development
- Market Research and Analysis
- Proficient with various programming tools

EDUCATION

Year	Degree	Institution	CGPA/ %
2012	PGP	Indian Institute of Management Ahmedabad	2.66/4.33
2010	B.E (Electronics and communication)	College of Engineering, Guindy – Anna University	8.16/10
2006	Std XII (TN State Board)	D.A.V., Chennai	93.0 %
2004	Std X (C.B.S.E)	D.A.V., Chennai	91.4 %

PROFESSIONAL EXPERIENCE

FINO PayTech Ltd – Assistant Manager

Jun 2012 – Present

Responsible for product and marketing management and new product launch on **Mobile Commerce** space for Alpha Payment Services, a subsidiary of FINO PayTech Ltd

- **Developed a new Product portfolio** by performing customer/market research and demographic profiling and capitalized on the unmet market needs ahead of the curve
- Handled Profits and loss of Products and marketing team
- Defined **brand guidelines** for online marketing and designed web page for a new product. Developed a web portal as a separate channel for sales
- Designed and **implemented CRM** through Customer care, feed SMS, Website, Social Media
- Maintained relationship with all third party and streamlined the process flow
- Developed web and print content for corporate communication as well as advertisement.
- Forecasted the demand and **modeled operation flow** of marketing and logistics of product materials.
- Initiated **banking operation** in major districts of Rajasthan, India and set infrastructure for future growth
- Evaluated feasibility and **estimating potential** for customers at various location
- Exceeded monthly target by acquiring 22,000 customers in a new market in a span of 2 months through innovative product marketing campaign

Notable accomplishments

- **Increased** the number of **customers** onboard **by 140%** through live campaigns
- Recognized as the **best market analyst** in the organization by CEO for understanding the current market trends
- Led market launch of 4 new products which generated about Rs. 10 million in quarterly sales.
- Reduced the cost of logistics by 12% by creating nodal points for local dispatch

SUMMER INTERNSHIP

Office of Dr. APJ Abdul Kalam, Former President of India – Summer Intern

Apr 2011 – May 2011

- **Researched and Analysed the status of Indian rural society** and provided a strategy for creating an efficient infrastructure to remove the blockheads hindering the growth of the society
- A Comprehensive study and Analysis on the operation of cooperative model in Indian rural segment
- Developed business strategy and laying foundation in **formation of PURA** as an enterprise.
 - Made a **hybrid model** to pool micro level knowledge and capital resources into a sustainable development at macro level
- An extensive research on 'Reforming the Judicial system of India for transparent and corrupt free nation'.

POSITION OF RESPONSIBILITIES

- **Coordinator** of Fine arts club of IIMA, Finesse
 - Conducted workshops for all IIMA students, faculties and their family members in various forms of art
 - Organized an exhibition to showcase paintings and sketches of students of IIMA
 - Organised a drawing competition for both kids as well as for adults.
- **Vice President** of a social service club, "Vision 2020, Chennai", a non profit club founded in the year 2010, to understand and encourage the development of youth in community
- **Event organizer** in Akhil Bharathiya Bhavsar Kshatriya Maha Sabha, 23rd conference held in Chennai, in 2003

PROJECTS

- Worked on a live project titled '**Feasibility study** of the Business Automation Service initiative' [Sep'11-Nov'11]
for 'AID India' as part of 'Forum for Industry Interaction'.
 - To understand and explore the **market for database and MIS** management for NGO's
 - Calculate the financial and technical feasibility of each component that could be delivered
- **Consumer Behaviour & Business Strategy** – Project on developing strategy for automobile industry [Mar'12]
to target new segment based on consumer behaviour
- **Logistic Management** – Project on third party logistics and use of Information technology in [Dec'11]
delivery system
- **Market Research and Information System** – Use of factor analysis and conjoint analysis to determine [Aug'11]
the most influential component in 3G telecom technology and deriving pricing model in accordance
- Final year project – **Smart Shirt**, CEG, Chennai [June'09-Mar'09]
 - Developed a cheap reliable technology to measure non-invasively the vital signs of an individual such as heart sound, ECG, position, temperature.

ACADEMIC ACHIEVEMENTS

- **99.91** %ile in Tamil Nadu Engineering Entrance Exam, and a score of 289.07 out of 300.
- Secured **100%** in mathematics in Standard XII examination out of 5.75 lakh candidates.
Secured **97.5%** in physics, **97%** in chemistry and an over all of 93% in the XII examination
- Got **A1** (highest grade) in English, Mathematics, Science, Social in Standard X examination
Secured **99%** in Mathematics and **98%** in Science in X standard CBSE examination
- Scored **99.81** percentile (top 0.19%) in CAT'09 out of about 241582 candidates
- Among top **2.1%** of students who appeared for AIEEE 2006

AWARDS

- Awarded by then **Prime Minister**, Mr. Atal Bihari Vajpayee for creativity in painting [1999]
- Awarded Swami Vivekanadhar **Award for excellence** in Painting [2008]
- Consistently won awards from Southern Railway Women's Welfare Organization [2000-2003]
for drawing and painting in Madras division
- Stood 3rd in face painting in Interhouse competition in School [2004]
- Won 1st prize at Kriya, a Technical Symposium, conducted by PSG college of Technology in Bot Race [2009]
- Won 2nd prize in **management games** in Resonance 2008, an intra-college level symposium [2008]
- Won 3rd prize in I.Q. competition held by Sree Lalitha Kalakshetra [2000]

SOFTWARE SKILLS

- Analysis tools – MS office, Minitab, SPSS
- Simulation tools – R, Processing, Matlab
- Languages – VB, C, C++, C#, Microprocessor languages