

Education

GMAT: 730

Year	Institute	Degree	CGPA
2012-13	Indian School of Business (ISB)	PGP	3.20/4.00
2005-09	Indian Institute of Technology, Banaras Hindu University (IIT-B.H.U.)	B.Tech	7.61/10.00

- Cleared **IIT-JEE** with a rank in **top 1.5%** of 250,000 students appearing for the exam
- Among **top 5%** to be awarded **tuition waiver** of INR 5L at ISB based on professional and academic excellence

Experience**1: Manager- Strategic Planning**

New Delhi, India

JK Lakshmi Cements Limited (JKLC)

Jun'13 to Present

*Formulated the **growth strategy** for company's Ready Mix Concrete(RMC) business in India; Devised the **optimal distribution area** for the cement business to re-align company's **sales and marketing strategy**; Working on company's **market entry strategy** to enter into precast concrete business and differentiated products in India*

Growth Strategy: Prepared a report on the growth strategy for RMC business of the company

- Estimated the **market size** of concrete in India from **supply and demand side** and did **Benchmarking** studies
- Did **customer segmentation** and assessed market size of each segment and bottlenecks in serving them
- Conducted the **value chain analysis** to assess the possibility of backward/forward integration

Recommendations:

- Emphasizing a shift in **product mix** toward high margin high expertise products to differentiate from small players
- Ideated a separate "**Technical Services Cell**" in RMC to make the sales team proactive and responsive
- Diversification of customer base across segments and geographies to reduce **credit limits** and **bad debt** cases
- Introducing **new, differentiated products** such as bucket concrete to cater to the needs of different segments
- Forming a "Regulatory Association" with big players to assure IS norms adherence to gain customer's trust
- Set a cut-off limit of **6M³** for supplying RMC; creating an engineers' pool to control the lost sales due to attrition
- Recommended **backward integration** into aggregate business to boost the margins and erect higher entry barriers
- Suggested an increased use of Fly Ash decrease the **logistic** and **material cost** and increase **net sales realization**

Sales and Marketing Strategy: Drafted a report on company's district wise sales and marketing strategy

- Built an excel model to rank order all Indian districts based on their attractiveness from company's perspective
- Ranked all the districts in India based on Sirohi plant's logistical competitive advantage over competitors
- Prepared a district level forecasting model for annual cement demand in India for 2014-18
- Devised a scoring system for all Indian districts as per their attractiveness for JKLC, depending upon five drivers - market size, expected growth, distance from JKLC plant, competitiveness and distance of nearest plant from district
- Compared company's present distribution zone with the model and aligned distribution network with priority list

Strategic B-Plan: Preparing reports to formulate market entry strategy for selected markets & products

- Delivered a presentation on the market landscape of differentiated products by various brands in eastern India
- Conducting profitability analysis across categories such as segments, geographies, channels and products

2: Analyst, Interest Rate Trading and Research

Jul'09 to Mar'12

Futures First- a proprietary trading firm

Gurgaon/Jaipur, India

Macroeconomic Research and Analysis: Co-authored fortnightly reports on **US Fixed Income instruments**

- Built **predictive models** for the 3 month US LIBOR and prepared **regression models** to predict the trading range
- Carried out **scenario analysis** of all the asset classes for possible outcomes of events affecting **Euro Debt Crisis**
- Published a group report "10 Winning Trades in 2012" and successfully **predicted the bullish trend in Euro**

Trading and Risk Management: Traded strategies such as *Outrights, Calendar spreads and Butterflies etc.*

- Tracked *S&P, DAX, Bunds, Gilts, Oil, Gold, EU CDSs* and major data releases to find the trading opportunities
- Conceptualized the idea of technical trading group and specialized in **Bloomberg and Reuters**
- Coined the use of strategies based on principles of **Value at Risk (VaR)** for individual risk management

Projects

- Formulated the **growth strategy** for an education consulting start up to achieve a revenue **CAGR of 50%**
- Worked with the **Corporate strategy team** of one of India's largest consumer product firm to devise a **hedging strategy against currency risk** for its recently acquired African unit, as a part of post-merger integration exercise
- Analyzed and compared deals between **Viacom and Paramount; Cisco and WebEx; and, Cisco and Cerent**
- Built **LBO models**, calculated IRRs for PE firm and lenders and hence, found out the maximum price to be paid

Leadership Positions and Extracurricular Activities

- **Coordinator, Sales and Trading, Finance Club, ISB:** Coordinated "*Trade Mogul*", the trading competition
- Hosted a few of the most renowned names of Indian Financial Services industry at "*ISB Finance conclave*"
- **VP, Dance club, ISB; Joint Secretary, Dance, IIT-BHU:** Led a team of **12 members** and won **first ever national level prize** in dance for IIT-BHU at IIT Kharagpur