

EDUCATIONAL QUALIFICATIONS			
Qualification	College, University/ School, Board	Year of passing	% of marks
MBA	HBTU Kanpur	2026	7.96 (SGPA till 1 <sup>st</sup> year)
BCA	Jagran Institute of Arts Science And Commerce	2022	75.10
XII	Shree Sanatan Dharm Education Centre	2019	81.20
X	Shree Sanatan Dharm Education Centre	2017	83.60

Internship		
Havells India Pvt Ltd	Marketing Intern-Product Strategy	(June-July 2025)
Conducted <b>extensive field research across 200+ retail outlets in Tier-2/3 cities</b> (Allahabad, Jhansi, Lalitpur, Orai, Jalaun, Farrukhabad) to identify potential Distributors and dealers through direct interaction with retailers. <b>Evaluated</b> product-market fit of Havells Smart Home solutions <b>for urban and semi-urban consumers</b> . <b>Designed</b> Go-to-Market (GTM) recommendations including channel incentive , dealer workshops, and Actionable strategies a sugesstions.		

Internship		
Accenture	Application Development Associate	(September – December 2022)
Completed structured training on Java, web technologies, and database management systems as part of the onboarding process. Gained hands-on experience in application development, database design, and system architecture. Worked on <b>mini-projects</b> simulating real-world business scenarios, enhancing problem-solving and analytical skills.		

PROFESSIONAL QUALIFICATIONS/ CERTIFICATIONS
<ul style="list-style-type: none"><li>McKinsey and Co. Forward program.   Google Digital Garage in Fundamentals of Digital Marketing, Google</li><li>Microsoft Power BI Desktop for Business Intelligence, Udemy.  Elements OF AI Certification by University of Helsinki.</li></ul>

PROJECTS (ACADEMIC PROJECTS/ INDUSTRIAL TRAININGS)
<i>A Market-Driven Approach on Havells Distributor Channel Development and Product Strategy for Emerging Smart Home Solutions in Urban &amp; Semi-Urban India</i> Project Details: Formulated business expansion strategies by analyzing distributor networks and market gaps across Tier-2/3 cities; delivered GTM and channel optimization recommendations to strengthen Havells smart home product presence and strategic market penetration.

Specializations-Marketing
<ul style="list-style-type: none"><li>Market Research, Marketing Analytics, Digital Marketing</li></ul>

Specialization-Business Analytics
<ul style="list-style-type: none"><li>Visual Analytics and Applications, R in Business Analytics</li></ul>

ACHIEVEMENTS & AWARDS
<ul style="list-style-type: none"><li>Secured All India Rank 24 in HBTU MBA based on entrance exam.</li><li>Campus Winner -TPS Product Management Case Competition   Participated in Strategysphere Competition as part of Comet'25</li><li>Participated and advanced to round 2 for KPI Kombat 3.0 (National Product Management Competition).</li><li>Completed the Barclays LifeSkill Programme by GTT Foundation.</li></ul>

POSITIONS OF RESPONSIBILITY
<ul style="list-style-type: none"><li>Core Member ,Placement committee, DoMS HBTU, 2024   Marketing Head ,NSS sub Council HBTU (2024-2026)</li><li>Class Representative MBA Batch(2024-2026)   Member Cultural Committee, Jagran College ,2022</li></ul>

EXTRA CURRICULAR ACTIVITIES
<ul style="list-style-type: none"><li>As a Core Member , Placement committee, DoMS HBTU -POC for conducting 10+ drives with 200+ students participating.</li><li>Coordinated Sport event at Departmental level attracting teams from different department in HBTU.</li></ul>

ADDITIONAL INFORMATION
<ul style="list-style-type: none"><li>Technical Skills: Python (Numpy,Pandas), Power BI, Microsoft Excel, Microsoft Word, Microsoft Powerpoint.</li><li>Database Management (DBMS): SQL.</li><li>Image/video processing: Adobe Premiere Pro, Adobe Photoshop, Figma.</li><li>Areas of Interest: Photography   Hobbies: Travelling</li></ul>