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Links- [LinkedIn](#) Portfolio
MBA (Full Time)
Marketing
Business Analytics
EDUCATIONAL QUALIFICATIONS

Qualification	College, University/ School, Board	Year of passing	% of marks
MBA	HBTU Kanpur	2026	7.96 (SGPA till 1 st 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 extensive field research across 200+ retail outlets in Tier-2/3 cities (Allahabad, Jhansi, Lalitpur, Orai, Jalaun, Farrukhabad) to identify potential Distributors and dealers through direct interaction with retailers. Evaluated product-market fit of Havells Smart Home solutions for urban and semi-urban consumers . Designed 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 mini-projects simulating real-world business scenarios, enhancing problem-solving and analytical skills.		

PROFESSIONAL QUALIFICATIONS/ CERTIFICATIONS

- McKinsey and Co. Forward program. | Google Digital Garage in Fundamentals of Digital Marketing, Google
- Microsoft Power BI Desktop for Business Intelligence, Udemy.| Elements OF AI Certification by University of Helsinki.

PROJECTS (ACADEMIC PROJECTS/ INDUSTRIAL TRAININGS)

A Market-Driven Approach on Havells Distributor Channel Development and Product Strategy for Emerging Smart Home Solutions in Urban & Semi-Urban India
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

- Market Research, Marketing Analytics, Digital Marketing

Specialization-Business Analytics

- Visual Analytics and Applications, R in Business Analytics

ACHIEVEMENTS & AWARDS

Secured All India Rank 24 in HBTU MBA based on entrance exam.
Campus Winner -TPS Product Management Case Competition Participated in Strategysphere Competition as part of Comet'25
Participated and advanced to round 2 for KPI Kombat 3.0 (National Product Management Competition).
Completed the Barclays LifeSkill Programme by GTT Foundation.

POSITIONS OF RESPONSIBILITY

- Core Member ,Placement committee, DoMS HBTU, 2024 | Marketing Head ,NSS sub Council HBTU (2024-2026)
- Class Representative MBA Batch(2024-2026) | Member Cultural Committee, Jagran College ,2022

EXTRA CURRICULAR ACTIVITIES

- As a Core Member , Placement committee, DoMS HBTU -POC for conducting 10+ drives with 200+ students participating.
- Coordinated Sport event at Departmental level attracting teams from different department in HBTU.

ADDITIONAL INFORMATION

- Technical Skills: Python (Numpy,Pandas), Power BI, Microsoft Excel, Microsoft Word, Microsoft Powerpoint.
- Database Management (DBMS): SQL.
- Image/video processing: Adobe Premiere Pro, Adobe Photoshop, Figma.
- Areas of Interest: Photography | Hobbies: Travelling