

Ratnesh Anand Chaurasia

Marketer

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A MBA graduate with expertise in finance and marketing, with hands-on experience in conducting market research at Amul, financial analysis of Hero MotoCorp, and funding and reviving startups at CCAT Services Limited, aspiring to join the banking sector.

Internships

Marketing Intern (Summer Internship)

04/2023 - 06/2023

GCMMF Ltd. (Amul)

- Digitized distribution, enabled tech adoption, monitored DMS.
- Analyzed market/competitors, filled distribution gaps, enhanced channel.
- Managed sales/billing at booth, prepared sales sheet/invoices.
- Handled complaints, conducted visits, improved satisfaction/loyalty.
- Coordinated with distributors/retailers, ensured product distribution/availability.
- Monitored milk supply chain from tracking to receiving.
- Conducted competitor/retailing analysis, product advertising for marketing.
- Observed production process of pasteurization, homogenization, packaging.

Market Researcher (Summer Internship)

07/2023 - 09/2023

CCAT Services LLP

- Researched startups/industries for CCAT Services LLP.
- Participated in market research, provided insights.
- Prepared reports/presentations summarizing findings/recommendations.
- Developed skills in data collection/management/interpretation.
- Collaborated with team/managers, achieved project goals.

Education

Delhi school of Business

July 2022 - May 2024

PGDM

Marketing and Finance

Dr. Rammanohar Lohia Avadh University

April 2019 - March 2022

Bachelor of Business Administration

Achieved 2nd rank

Kendriya Vidyalaya Amhat, Sultanpur

April 2019

12th

Achieved 3rd rank

Skills

- Microsoft Office
- Team Building
- Leadership
- Communication Skill
- Problem-solving
- Creativity
- Time Management

Certification Courses

NIELIT

Course on Computer concepts

Gmind Institute

Diploma in Computer Apprentice
Typing

Google

Digital Marketing

Grate Learnings

ChatGPT for Microsoft PowerPoint

ChatGpt for Beginners

ChatGPT for Excel

Python Fundamentals for Beginners

Projects

Financial Analysis of Hero Motocorp Ltd.

For the year ended 2020 to 2022

Learning Outcome

- Performed financial analysis of Hero MotoCorp Ltd. using trend and profitability ratios.
- Compared annual results of Hero MotoCorp Ltd. with sector peers and industry benchmarks.
- Assessed COVID-19 impact on Hero MotoCorp Ltd.'s sales, revenue, profit, and market share.
- Prepared reports and presentations with financial analysis findings and recommendations.

Additional Information

- Coordinator and Founder of Sports Club “*Spardha*” of Delhi School of Business.
- Member of Placement Cell of Delhi School of Business.

Events Organised

- Khel Shakti (Intra College Sports Event)
- Khel Shakti 2.0 (Inter College Sports Event)
- Dron Gan (Sports event for the Faculties on the Occasion of Teacher's Day)

languages

- English
- Hindi