

Q.1. Why do you want to study this course or subject?

Growing up in an agribusiness family, conversations about supply chain management, crop price volatility and technological advancements were customary. During one such table talk, my father mentioned the need to increase dairy and poultry production to meet the rising demand for protein. While I understood the need to supply what's being demanded, the significance of protein remained questionable. He clarified that rising health awareness and growing fitness trends in the Western FMCG market had led to a surge in Indian consumers' demand for protein. That discussion elucidated that market shifts in India weren't arbitrary, rather significantly influenced by global nutrition trends. This helped me examine the growing demand for sugar-free energy drinks abroad and the absence of comparable options in India. Consequently, I launched 10X Energy, a health-focused energy drink, to test if global trends could be localised for Indian consumers.

Fascinated with consumer behaviour, I began researching protein trends, identifying a lack of affordable, clean-label protein bars. Leveraging local sourcing and healthier positioning, I created gluten-free jaggery-based rice protein bars. We sold 3,900+ samples to our target audience in boarding schools. Reading *The Culture Map* gave me the theoretical vocabulary to describe what I had been experiencing: the manner in which cultural communication influences branding, market diffusion, and purchase patterns. This cemented my resolve to pursue higher education in International Management.

Q.2. How have your qualifications and studies prepared you?

Studying Economics HL and Business Management HL at the IB level has been especially useful. Learning about price elasticity, market equilibrium, and exchange rate implications has enabled me to analyse globally emerging markets and developing economies. Whereas organisational structure, stakeholder analysis and cross-cultural leadership taught me how companies adapt structures when entering foreign markets. Studying statistics, probability and matrices in Mathematics is helpful for global market forecasting, risk evaluation and financial modelling. Understanding life cycle analysis and sustainable development indicators in ESS gave me insights into how global sustainability regulations shape MNC operations. 'Becoming an Entrepreneur' by MIT shed light on opportunity mapping and behavioural economics, making me adept at pioneering cosmopolitan thinking.

I published a research paper on "India's Emerging Energy Drink Market", analysing global consumer trends and evaluating emerging markets. The paper assisted me in learning how to conduct international analysis with a focus on global comparison, market structure analysis and demand forecasting. At the University of Waterloo's Fermat Mathematics Contest '25, I ranked in the top 25% globally. Tackling time-bound advanced non-routine problem-solving, number theory, and algebraic reasoning highlights my problem-solving and quantitative reasoning abilities, qualities crucial for this course.

Q.3. What else have you done to prepare outside of education, and why are these experiences useful?

Beyond academia, my desire to grasp international enterprises prompted me to found the Economics club at school. What started as spreading economic literacy led to learning about (multi)national corporations, discussing case studies, and debating policies. Furthermore, I was appointed chief editor of the business magazine at my school. This leadership role gave me practical insights into corporate communication and content management. To deepen understanding, I participated in the Yale Global Essay Competition '25, which led me to undertake in-depth research exploring international relations and sustainable development.

Applying global sustainability and corporate responsibility regulations, I led the family agribusiness to switch from single-use plastic to bioplastics made from corn starch and sugarcane. This reduced trash footprints. After a macro environment analysis, I organised a community campaign to explain how burning crop residue affects air quality. Besides this, playing competitive tennis and completing certified skiing programs has instilled discipline and resilience in me.

This course presents unparalleled opportunities for international exposure and immersive learning. Studying in the UK, with its research-intensive pedagogy and ethnically rich networking opportunities, will be both eye-opening and perspective-shifting. With learning international management comes a vast set of skills, and learning at university will send mine to perfection.