

# Mr. Aniket S. Reddy

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## Career Objective

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"To be a part of a banking organization and prove myself as an excellent marketing professional by using all my interpersonal skills and achieving my corporate and personal goals."

## Work Experience

13<sup>th</sup> July 2013 to Till date

Organization: 99 Acres.com

**Designation:** Assistant Manager – Corporate sales

**Department:** Business Development

- To develop new business opportunities by **marketing Online Property based solutions**.
- Developing constructive and cooperative working relationships with real estate dealers.
- Knowledge of principles and methods for **Showing, Promoting, and selling products or services**.
- **Developing marketing strategy and tactics, Product Demonstration, sales techniques, and sales control**.
- maximize profitability volume growth, market share and client preference in the assigned market.

## Summer Internship Project

2<sup>nd</sup> May to 2<sup>nd</sup> July 2012 (2 months)

Organization: Abbott Healthcare Pvt. Ltd.

**Designation:** Summer Trainee

**Department:** Business Development

**Project:** "Designing A blue print for Abbott Healthcare to achieve market leadership in oral healthcare."

- Conducting Extensive **Primary Market Research** to **analyze and assess** market Potential
- **Analyzing competitive environment** of oral healthcare products.
- Evolving market **Segmentation, Targeting and Positioning**
- Find out **new promotional activities** to promote products.

## Additional Project

MMS – Marketing

**Project:** Store Management of **Food Bazaar** (Big Bazaar) on Big Days.

### Responsibilities:

- Crowd Management
- Warehouse Management. Conflict Management
- Co-ordination between different sections

## Key Academic Projects at MET

### Amul's success story

- Latest developments of Amul
- 4 P's of Amul, **SWOT** Amul logistics

### Distribution of coco-cola

- Distribution channels of coco cola Promotion mix
- Above the line and below the line promotion strategies. Coke rural initiatives

### Retail Management of Zara

Study of **SCM**

- Current **promotional strategies** Study of **product management**
- Recommendation of new strategies to improve sales by at least 10 percent

## Key Academic Project

*B.M.S. – Marketing*

### Banking Industry in India:

- Analysis of Banking Industry
- STPD & PEST of banking industry .

## Core competencies

- Communication Skills
- Strong Relationship Building & Negotiation Skills
- Persuasive

## Educational Qualifications

Year	Degree	Institute	Board / University	Result ( % )
2013	MMS	MET Institute of Management	Mumbai University	63.00
2011	BMS (Marketing)	K.E.S. College of Commerce	Mumbai University	62.67
2007	HSC	K.E.S. College of Commerce	Mumbai University	51.33
2005	SSC	I.E.S. New English School	Mumbai University	51.33

## Additional Information

Technical Skills : Maharashtra State Certificate in Information and Technology.  
Softwares : Tally, Basics of SPSS  
Hobbies : Sports, Reading.  
Languages spoken : English, Marathi, Hindi

# Personal Details

- Permanent Address: 2/46 Gulmohar, New MIG colony, khernagar, opp. rationing office, Bandra (E.), Mumbai 400 051.
- Date of Birth: 27th May 1989
- Marital Status: Unmarried

I hereby affirm that the information in this document is accurate and true to the best of my knowledge. If given opportunity I will prove myself.

Place: Mumbai

Date: 

(Aniket S. Reddy)