

Date **16-Mar-2021**

**Recommendation Letter**

This is to recommend **Amartya Kaviraj** (Emp Id-300064781), who worked as a **Marketing and Business Development Intern** at Myntra Jabong India Pvt. Ltd. from 28-Aug-2020 till 28-Mar-2021.

During his tenure with us, Amartya supported the Business Development and Category teams across initiatives related to category growth, brand partnerships, and marketing execution. He consistently demonstrated a strong work ethic, analytical mindset, and the ability to take ownership of assigned responsibilities.

Amartya contributed to tracking and reviewing key business metrics related to category performance and campaign effectiveness, supporting the team with structured reporting and data-driven insights. His attention to detail and comfort with analytical tools helped improve visibility into ongoing performance and aided decision-making during regular business reviews.

He was also involved in supporting brand and partner engagements, including market research, coordination with vendors and influencers, and execution support for marketing campaigns and sales events. Amartya worked closely with cross-functional teams to ensure timely execution of planned initiatives, particularly during high-impact periods such as sale events.

One of Amartya's key strengths was his problem-solving approach. He proactively identified opportunities to improve existing processes and suggested practical optimizations that helped streamline coordination and reduce turnaround times. His ability to balance analytical tasks with execution support made him a reliable and effective contributor to the team.

Amartya is a hard-working, meticulous, and result-driven individual who approaches tasks with a strong sense of responsibility. He is technology-savvy, quick to learn, and comfortable working in fast-paced environments. His positive attitude, professionalism, and willingness to go beyond his assigned scope were appreciated by both peers and managers.

I am confident that Amartya possesses the skills, discipline, and motivation required to succeed in future academic or professional pursuits. I wish him all the best in his future endeavours and would recommend him without hesitation.



Sincerely,

A handwritten signature in black ink, appearing to read 'Sheik Samdani Basha'.

**Sheik Samdani Basha,**

**Senior Manager – Business Development**

**Myntra Jabong India Pvt. Ltd.**