



31 July, 2019

Sysnet Associates (India) Private Limited

C-11, 56/17, 17th Cross Road, Malleswaram West, Bangalore - 560055

To WHOM IT MAY CONCERN

This is to certify that **Mr. Sudarshan Suryaprakash**, is working with us a **Marketing Executive** from 2nd Jan 2019. He is working on part-time, contractual basis.

I, **Annmalai Krishi**, work at this company as the General Manager. I have a total experience in excess of 20 years in IT field, with a specific responsibility of marketing and general management functions. I handle our company-owned CauveryCloud brand of software products sold through eCommerce sites. Sudarshan works in our Marketing department, which comes under my direct control.

I see him as a capable engineer, with excellent communication skills in spoken and written English. His knowledge of social media aspects is very good. I assigned him the role of designing several digital campaigns for CauveryCloud software products (standing at a count of 8, at present).

He presented well-made posts & campaigns for facebook, twitter and instagram. He made proper Ad listings for these products on the respective eCommerce sites too. He had an opportunity to handle a small team of Interns, who helped him with Ad/Post content preparation. When I discussed with these Interns, they rated him very well on his design skills and team management abilities.

He continues to excel in his assigned work at our company, by including new products in the digital campaigns, tracking of Ad Spend and rigorous monitoring of all the campaigns, ensuring continuity.

To summarise,

Mr. Sudarshan Suryaprakash comes out well as a capable engineer with excellent English. His marketing and design skills are very good. He is a good team person, with a strong leadership trait.

I learn that he plans to pursue his Management Studies (Masters-level) overseas. I believe, he has chosen a good path for his future.

I commend his candidature strongly, to the university concerned.

I wish him well.

Yours faithfully,

For **Sysnet Associates (India) Private Limited**,

A. Krishi
General Manager

