

# AJAY CHAHAL

Male, 21

| EDUCATION                              |  |                           |           |
|--|--|---------------------------|-----------|
| Year                                   | Degree   | Institute                 | %/CGPA    |
| 2019-2021                              | Masters in Economics   | Kurukshetra University    | 68.2%     |
| 2017                                   | PGP  | IIM, Lucknow              | Drop out  |
| 2014 – 2017                            | B.Com. (Hons.)   | SRCC, University of Delhi | 82.48%    |
| 2014                                   | Class XII  | DPS, Hisar                | 96%       |
| 2012                                   | Class X  | DPS, Hisar                | 10 GP     |
| ACADEMIC ACHIEVEMENTS                  |  |                           |           |
| Awards & Recognition                   | ▪ Felicitated with award Student of the year by DPS, Hisar in collaboration with LIC   |                           | 2014      |
|  | ▪ Ranked 1st in Class XII across all streams in the school out of a batch of 150   |                           | 2014      |
|  | ▪ Awarded Scholar Badge for 7 consecutive years by DPS for academic excellence   |                           | 2014      |
|  | ▪ Achieved 1st rank in Class X in a batch of 80  |                           | 2012      |
|  | ▪ Awarded Merit Certificate by CBSE for being in top 0.1% in Business Studies (100)  |                           | 2014      |
|  | ▪ Scored 98% in two subjects, Mathematics and Accountancy, in Class 12th   |                           | 2014      |
|  | ▪ More than 90% in 6/6 subjects in AISSE examination, CBSE   |                           | 2014      |
|  | ▪ One of the 20 students shortlisted for ABG Scholarship out of 400 students in IIML   |                           | 2017      |
| Academic Exams                         | ▪ Achieved AIR 171 in Unified Cyber Olympiad organised by Unified Council, India   |                           | 2008      |
|  | ▪ Scored a 99.99%ile in Qualitative & 97.3%ile in Qualitative Reasoning in PSA, CBSE   |                           | 2013      |
| Competitive                            | ▪ Secured an overall 99.25%ile in CAT out of 2.3 lakhs students; 99.19%ile in VA   |                           | 2016      |
| EXPERIENCE                             |  |                           |           |
| Lead, exyz.me                          | ▪ An alternative to advertisements and paywall that enables proportionate charge<br>▪ Novel economic model to increase digital revenue for media publishers.<br>▪ Used Python, AWS, JavaScript, CSS, HTML, SQL in development.   |                           | 2018-2021 |
| Manager, hisarfresh.com                | ▪ Managed the day-to-day operations of hyperlocal grocery delivery service.<br>▪ Lead customer support and marketing efforts to achieve 100% customer satisfaction.<br>▪ Lead staff recruitment, relations, and dispute resolution.  |                           | 2019-2021 |
| Partner, elfreds.com                   | ▪ Looked over projects including exyz.me and hisarfresh.com<br>▪ Took part in decision making of different projects.<br>▪ Looked over legal and tax compliance of the LLP and its ventures.  |                           | 2019-2021 |
| ACADEMIC PROJECTS                      |  |                           |           |
| Project Report on Tyre Recycling Plant | ▪ Created a project report to study feasibility of the business of Tyre recycling plant<br>▪ Collected information about the project through various primary and secondary sources<br>▪ Analyzed the operational and financial data collected; business is economically feasible |                           | 2014      |
| Revenue models for IT Companies        | ▪ Researched revenue generating models of 8 IT companies such as Google, Uber, etc.<br>▪ Collected data about different sources of revenue from various secondary sources<br>▪ Identified trends and performed a comparative analysis of the revenue models                      |                           | 2017      |
| Consumer Survey                        | ▪ Conducted a survey on consumption behavior for FMCG products among middle class<br>▪ Developed an in-depth questionnaire and surveyed a sample population of 30+<br>▪ Analyzed the behavior trends and derived deductions on the consumer preferences                          |                           | 2017      |
| Corporate Tax – Cases and Rulings      | ▪ Studied major landmark corporate cases of India such as Vodafone-Hutchison Deal<br>▪ Examined the facts of the cases and the provisions of law critical to the cases<br>▪ Analyzed the incidence of judgements and further actions taken by relevant authorities               |                           | 2016      |
| Digi-Marketing in Financial Services   | ▪ Studied academic papers on the role of digital marketing for financial services<br>▪ Conducted a research on the consumer engagement through an internet survey<br>▪ Reported the findings of the research and analyzed the key research variables                             |                           | 2017      |
| EXTRACURRICULAR ACTIVITIES             |  |                           |           |
| Business Plan Competitions             | ▪ Formulated an innovative marketing strategy for jaggery at DPS Commerce Fest   |                           | 2013      |
|  | ▪ Conducted STP analysis and developed a product positioning strategy  |                           |           |
|  | ▪ Participated in a product improvisation competition at Vanija, Inter DPS Fest  |                           | 2013      |
|  | ▪ Conceptualized a shoe with interchangeable soles as a planned innovation strategy  |                           |           |
| POSITIONS OF RESPONSIBILITIES          |  |                           |           |
| House Prefect, School                  | ▪ Responsible for maintaining discipline during assemblies and departures<br>▪ Provided support to juniors by helping with the curriculum and other activities<br>▪ Acted as a link between the students and authorities for complaints and suggestions.                         |                           | 2012      |
| CERTIFICATES                           |  |                           |           |
| CS50, HarvardX                         | ▪ Learned C, Python, JavaScript, SQL, and other programming concepts<br>▪ Achieved perfect score on every project submission   |                           | 2018      |