

AJAY CHAHAL

Male, 24

EDUCATION			
Year	Degree	Institute	%/CGPA
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 AISSCE 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			
Partner, elfreds.com	▪ Build an alternative to advertisements and paywall that enables proportionate charge ▪ Increased digital revenue for media publishers. ▪ Managed the business and regulatory requirements of the project		2018-2021
ACADEMIC PROJECTS			
Project Report on Tyre Recycling Plant	▪ Created a project report to study feasibility of the business of Tyre recycling plant ▪ Collected information about the project through various primary and secondary sources ▪ 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. ▪ Collected data about different sources of revenue from various secondary sources ▪ 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 ▪ Developed an in-depth questionnaire and surveyed a sample population of 30+ ▪ 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 ▪ Examined the facts of the cases and the provisions of law critical to the cases ▪ 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 ▪ Conducted a research on the consumer engagement through an internet survey ▪ 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 ▪ Conducted STP analysis and developed a product positioning strategy		2013
	▪ Participated in a product improvisation competition at Vanijya, Inter DPS Fest ▪ Conceptualized a shoe with interchangeable soles as a planned innovation strategy		2013
Creatives	▪ Secured 2 nd position among 120 participants in story writing competition in school ▪ Secured 1 st position among 120 participants in poem writing competition in school		2009 2011
	Quizzing	▪ Participated in All India Inter-DPS Sports Quiz which saw participation of 15 schools	
POSITIONS OF RESPONSIBILITIES			
Volunteer, HelpAge India	▪ Engaged in door-to-door awareness campaign to increase reach of organisation ▪ Raised funds by way of donations used towards care of elderly citizen		2012
Volunteer, School	▪ Selected as part of 20-member team to assist faculty in conduction of the Annual Day ▪ Coordinated with 10 performance teams during the fest with footfall of 1000+ ▪ Managed hospitality for parents and guests, visiting campus grounds		2011
House Prefect, School	▪ Responsible for maintaining discipline during assemblies and departures ▪ Provided support to juniors by helping with the curriculum and other activities ▪ 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 ▪ Achieved perfect score on every project submission		2018