



CAT 99.51 | IIT-ISM Dhanbad | Co-Founder NGO | Zonal Manager

SUMMER INTERNSHIP

OfBusiness Intern Sales Apr'19 – May'19

Project Details

- Development of Retail Lending and Channel Partnerships
- Performed **Market Segmentation** and **Sizing** for White Goods and Electrical Segment for Bangalore
- Analyzed the available cash discounts and margins along with the **supply chain flow** for above sectors
- Successfully initiated two new **channel partnerships** with a newly created database of **390** distributors

WORK EXPERIENCE 22 Months

Tinker.ly Senior Executive – Operations May'17-Mar'18

Roles & Responsibilities

- Fulfillment and Delivery Operations
- Analyzed **supply chain** and evaluated **resource deployment** & utilization to identify operational gaps
- Reduced the overall **turnaround time** for lab set up ensuring timely delivery and customer satisfaction
- Led a **cross functional team** of **10** individuals to prepare **layouts** and manage logistic flow for project

Initiatives

- Designed an **inventory stock optimizer** and conceived new KPIs to improve the workforce monitoring

Achievements

- Planned, scheduled and executed the delivery operations of products worth **1+ crore** to **26 labs** in Jaipur
- Established **tie-ups with new vendors** in new cities to ensure **cost reduction & delivery optimization**

BOX8 Zonal Manager May'16-Apr'17

Roles & Responsibilities

- Operations Manager, West Zone Mumbai
- Managed **operations** for **5 outlets** in the West Zone of Mumbai realizing a revenue of **INR 5 million**
- Conducted **3 pilot marketing researches** in focused localities and **identified** major **demand clusters**
- Reduced **late order percentage** by **140%**, thus improving the NPS (Net Promoter Score) by **1.8 times**
- Planned & supervised **brand activations** and Corporate **ODC** at **IIT Bombay** & corporate complexes

Initiatives

- Conducted a project to improve **NPS** at city level by scheduling duty card and training product managers

Achievements

- Achieved **INR 0.2 mn revenue** of our **ODCs** (Outdoor Catering) organized at **NH7 Weekender event**
- Recognized by the management for achieving **sales target** for **5 consecutive months** at the **zonal level**

MBA COURSEWORK

Key Courses

- Supply Chain Management
- Data Analytics Using R
- Business Analytics
- Economics of Strategy
- Marketing Management
- Mergers & Acquisitions

ACADEMIC PROFILE

B.Tech. (EE)	IIT ISM Dhanbad	7.66/10	2012-16
Class XII	Lawrence & Mayo Public School, Kota (CBSE)	80.6%	2010-11
Class X	St. Paul's School, Kota (CBSE)	90.8%	2008-09

AWARDS & ACHIEVEMENTS

Academics

- Secured an All India Rank of **4,542** in **IIT JEE** achieved the **Top 1%** amongst **0.5 mn** students 2012
- Secured **A+** and **A grades** in around **25% (19 out of 79)** of academic subjects at **IIT Dhanbad** 2016
- Secured overall of **99.51 percentile** in CAT examination with **99.8 percentile** in LR-DI Section 2018

CERTIFICATIONS, INTERNSHIPS & PROJECTS

KPMG

- Certification - Lean Six Sigma Green Belt - Eliminating waste & reducing process variations 2018

Udemy

- Certification - Complete Digital Marketing course including SEO & social media marketing 2020
- Certification - Digital Marketing Automation covering content creation and email marketing 2020

Saddacampus

- Intern, Operations & Marketing 2016
- Managed the operations and successfully established new tie-ups with **9** local restaurants in Dhanbad
- Executed Marketing activities on **Social Media Platforms** thus **increasing** sales by **50%** in 1 month
- Designed various offers and schemes thus resulting in an increase in the customer base by **80 percent**

Annapara Home Stays, Wayanad

- Project – Analysis of Marketing Campaign
- Identified **MICE opportunities** taking into account the effect of internal and external environments
- Formulated a **digital advertisement campaign** in addition to designing content for email marketing

IIT ISM Dhanbad

- Project – Reduction of overall losses using parallel operations in distribution transformers
- Diagnosed and solved the problem using a new microcontroller which reduced the losses significantly

POSITIONS OF RESPONSIBILITY

IIT-ISM Dhanbad

- Co-Founder, Samitra, NGO** 2016
- Donated **1500** clothes by conducting **10 cloth donation drives** in and around Dhanbad district
- Executed **4 cleanliness drives** in Dhanbad witnessing participation of around **1000** individuals
- Organizer, Basketball Event, Parakram, Annual Sports Festival** 2014
- Secured participation from **12 teams** having around **140** players from different colleges of India

EXTRA CURRICULAR ACTIVITIES

Cultural

- Awarded **2nd Prize** in **Sur Sangram** event, the Singing Competition held during Srijan, Cultural 2014

Quizzing

- Won **2nd Prize** in **Paper Presentation** Competition conducted at **Concetto**, IIT ISM Dhanbad 2014
- Achieved an aggregate of **89%** in the **National Junior GK Test** conducted by the **USO of India** 2004

Management

- Awarded appreciation for being the member of the hospitality team handling a footfall of **1500+** 2013

Others

- Attained **1st** position in the **Case Study** Competition conducted at **Concetto**, IIT ISM Dhanbad 2013
- Hobbies:** Singing, snooker, and e-sport Counter Strike