



Zonal Manager | IIT-ISM Dhanbad | Co-Founder NGO | Six Sigma Green Belt

SUMMER INTERNSHIP

OfBusiness	Intern Sales	Apr'19 – May'19
Project Details	<ul style="list-style-type: none"> Development of Retail Lending and Channel Partnerships in Northern Karnataka Region Performed Market Segmentation and Sizing for White Goods and Electrical Segment for Bangalore Analyzed the functioning of the market with a revenue of more than INR 30bn in Karnataka Region Worked on 2 additional departments, viz., Automobile Parts Manufactures and FMCG Distributors 	
Achievements	<ul style="list-style-type: none"> Created a database of 390 distributors in and around Bangalore in addition to 33 face to face meetings 	

WORK EXPERIENCE

11 Months

BOX8	Zonal Manager	May'16 – Apr'17
Roles & Responsibilities	<ul style="list-style-type: none"> Operations Manager, West Zone Mumbai Handled operations for 5 outlets in West Zone of Mumbai having a revenue of INR 5 million Carried out 3 pilot marketing researches in focused localities and identified major demand clusters Planned and supervised brand activations and Corporate ODCs at IIT Bombay and corporate complexes Reduced late order percentage by 140%, resulting in improved customer service and satisfaction Key Member of the Hiring team for delivery masters and product associates at the Zonal and City Level 	
Initiatives	<ul style="list-style-type: none"> Initiated a project at improving NPS at city level by planning the duty cards and training product managers Improved reporting from outlet to ZM by designing spreadsheets resulting in improved efficiency of outlet 	
Achievements	<ul style="list-style-type: none"> Achieved the sales target for 3 consecutive months and 5 months in total at both outlet and zonal level Improved NPS by 1.8 times in 2 months, followed by mentoring other city's PMs for NPS improvement Supervised ODCs at NH7 Weekender, Pune which had an estimated footfall of over 45,000 individuals Appreciated for 0 iterations for 2 consecutive months and maximum retention for a total of 4 months 	

PGDM COURSEWORK

Key Courses	<ul style="list-style-type: none"> Economics of Strategy Project Management Integrated Marketing Comm Supply Chain Management Data Analytics Using R Marketing of Services
Academic Projects	<ul style="list-style-type: none"> Hospitality & Tourism Project to analyze the marketing of Annapara Homestays in Wayanad

2020

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	<ul style="list-style-type: none"> Secured an All India Rank of 4,542 in IIT JEE and was among the Top 1% of 0.5 mn Students Achieved All India Rank of 11,050 in AIEEE and was among the Top 1% of 1.15 mn students Secured overall of 99.51 percentile in CAT examination with 99.8 percentile in LR-DI Section Attained A+ and A grades in around 25% (19 out of 78) academic subjects during Graduation 	<p>2012</p> <p>2012</p> <p>2018</p> <p>2016</p>
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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
Udemy	Certification - Digital Marketing Automation including content creation and email Marketing	2020
Saddacampus	<ul style="list-style-type: none"> Intern, Marketing Analyzed and Handled the Operational Activities and tie-ups with 9 local restaurants in Dhanbad Executed Marketing Activities on Social Media Platforms increasing sales by 50% in 1 month Designed various offers and schemes, resulting in an increase in the customer base by 80 percent 	2016

POSITIONS OF RESPONSIBILITY

IIT-ISM Dhanbad	<ul style="list-style-type: none"> Co-Founder, Samitra, NGO Organized Arise Lantern Festival to Celebrate Diwali with Divyang children of "Jeevan" NGO Executed 4 cleanliness drives in Dhanbad witnessing participation of around 1000 individuals Attracted people towards the Campaign and collected clothes to be distributed to local people Donated 1500+ clothes by volunteering in 10 cloth donation drives in and around Dhanbad Organizer, Basketball Event, Parakram, Annual Sports Festival Secured participation from 12 teams having around 140 players from different colleges of India Volunteer, Kartavya Taught a batch of underprivileged children and was a member of the School Management Team 	<p>2015-16</p> <p>2014</p> <p>2013-16</p>
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EXTRA CURRICULAR ACTIVITIES

Cultural	<ul style="list-style-type: none"> Awarded 2nd Prize in the event Sur Sangram, the Singing Competition in Srijan, Cultural Won 3rd Prize in the event Paridhan, the Fashion Show Competition in Srijan, Cultural Festival 	<p>2014</p> <p>2014</p>
Social Service	<ul style="list-style-type: none"> Appreciated for my efforts as Volunteer of Fast Forward India as a part of Dhanbad Chapter 	2016
Quizzing	<ul style="list-style-type: none"> Won 2nd Prize in Paper Presentation Competition conducted at Concetto, IIT ISM Dhanbad Achieved an aggregate of 89% in the National Junior GK Test conducted by the USO of India 	<p>2014</p> <p>2004</p>
Management	<ul style="list-style-type: none"> Awarded appreciation for being member of hospitality team managing footfall of 1500 individuals 	2013
Others	<ul style="list-style-type: none"> Awarded 1st position in Case Study Competition conducted at Concetto, IIT ISM Dhanbad Hobbies: Singing, playing snooker and online game Counter Strike 	2013