



Ganesh Bodakhe

Masters in Business Administration
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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.05 (Aggregate)	2026
B.Pharmacy	BVCOP, Kolhapur	8.60	2024
Senior Secondary	Residential Junior College of Science	74.76%	2020
Secondary	New English School, Kharadgaon	88.00%	2018

WORK EXPERIENCE

P9 Farms Private Limited

May - July 2025

Sales & Marketing Intern

On-site

- Led on-ground BTL marketing campaigns across 20+ premium gyms and fitness events, generating 500+ high-intent leads and contributing to a 15% increase in subscriptions for Provilac's HP Milk
- Engaged with 200+ customers through structured interviews and product demos to identify friction points, helping streamline the onboarding journey and boost app retention
- Managed lead tracking and follow-ups using CRM, enabling personalized outreach and achieving a 30% conversion rate from event-generated leads

Prasuta Ventures Pvt. Ltd.

Feb - Mar 2025

Finance Research Intern

Remote

- Conducted secondary research and financial statement analysis of 10+ manufacturing companies
- Compared companies across revenue, cost, and profitability metrics to generate actionable insights

ACADEMIC PROJECTS

Financial Feasibility Analysis of Bengaluru Suburban Rail Project

IIT Kanpur

- Built financial models using MS Excel to project revenues, estimate operational costs, and conduct multi-scenario NPV and IRR analysis for the Bengaluru Suburban Railway Project, identifying key risks and evaluating financial feasibility.

SKILLS

Technical Skills: Excel, Power BI, CRM

Management Skills: Marketing, Project Finance, Six Sigma

Tools: Canva, Microsoft Office

CERTIFICATIONS

'Lean Six Sigma Certification' by KPMG

'Marketing Analytics- Stand Out by Becoming an Analyst Pro!' by Udemy

'Microsoft Excel-Excel From Beginning to Advance' by Udemy

'Microsoft Power BI Desktop for Business Intelligence' by Udemy

ACHIEVEMENTS

Awarded TFWS scholarship for top 5% academic performance.

Awarded 'Best Volunteer' at NSS camp for leading community initiatives.

POSITIONS OF RESPONSIBILITY

Manager, PG Academics and Career Council, IIT Kanpur

2025 - Present

Secretary, PG Academics and Career Council, IIT Kanpur

2024 - 2025

Class Representative, BVCOP Kolhapur

2020 - 2021

INTERESTS AND HOBBIES

Travelling · Networking · Cricket · Reading