



Kartikay Dahiya

Masters in Business Administration
Indian Institute of Technology, Kanpur

+91-9817676626

kartikayd24@iitk.ac.in

[linkedin.com/in/kartikayd24](https://www.linkedin.com/in/kartikayd24)

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.52 (Aggregate)	2026
B.Tech., Electrical	J.C. Bose UST, YMCA, Faridabad	8.39	2024
Senior Secondary	C.B.S.E.	84.40%	2020
Secondary	C.B.S.E.	91.60%	2018

EXPERIENCE

- Y&I Wellness Pvt. Ltd.** May 2025 - Aug 2025
Business Development - Internship Gurugram, India
 - Brand & Product Development: Led the creation and positioning of Y&I Wellness as a premium wellness brand, including the ideation, naming, and packaging of the product.
 - Market Research & Strategy: Conducted consumer research and competitor analysis to guide product strategy and launch planning.
 - Partnerships & Distribution: Initiated outreach to manufacturers and distributors, building strategic supply and distribution networks in Delhi NCR.
- Falcon Autotech Pvt. Ltd.** Jan 2024 - Jul 2024
Electrical Designing - Internship Noida, India
 - Offered Full-Time Role Post-Internship.
 - From Concept to Implementation, worked on a total of 9 projects for Flipkart, Delhivery and Amazon.
 - Contributed to the design, development, testing, and troubleshooting of automation systems and developed a deeper understanding of industry trends.

PROJECTS

- Review Paper on Smart Grid Cybersecurity (ISFT2024)** Jan 2024
Skills: [Smart Grid, Cyber Security, Power Systems]
 - Presented a paper on "Detection Strategies for Preventing Cyber Attacks in Smart Grids" at the ISFT-2024 international symposium. Conducted a comprehensive study on advanced detection mechanisms for smart grid cybersecurity, combining academic insights with real-world case studies.
- Car Parking System Using PLC** Sep 2023
Skills: [PLC, HMI, Sensors]
 - Developed an automated car parking system using PLC and sensors to manage vehicle flow, control entry & exit barriers, and guide cars to available spots, enhancing space utilization and operational efficiency with minimal human intervention.

SKILLS

- Technical Skills & Tools:** Excel, MS Office, Power BI, Canva
- Management Skills:** Marketing, Digital MArketing, Product & Business Development, Consulting

CERTIFICATIONS

- Data Visualization with Power BI**, Great Learning May 2025
- Digital Marketing**, Simplilearn & Skillup Nov 2024
- Introduction to MS Excel**, Simplilearn & Skillup Nov 2024

ACHIEVEMENTS

- Special Mention in the committee Open Forum at DPS Panipat City Intra MUN

POSITIONS OF RESPONSIBILITY

- Prabandhan Committee Coordinator**, Prabandhan Committee, IITK
Sep 2024 - Present

INTEREST AND HOBBIES

Content Creation Poetry Singing Cooking