



Arnav Pandit
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Indian Institute of Technology Bombay

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B.Tech.
Gender: Male
DOB: 20/01/2003

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2025	

Pursuing a minor degree in **Management** from **Shailesh J. Mehta School of Management, IIT Bombay**

SCHOLASTIC ACHIEVEMENTS

- Secured an **AA** grade in **5** academic courses for exemplary performance till date; given to the **top 5%** students of a class [‘23]
- Attained **99.56** percentile in JEE Main exam among **1,200,000+** candidates and ranked in the **top 2%** in JEE Advanced [‘21]
- Ranked **1st** for securing **97.6%** and **95.8%** in grades X and XII on the school level and awarded a merit-based scholarship [‘21]

POSITIONS OF RESPONSIBILITY

Core Group Member | Marketing | 53rd Mood Indigo, IIT Bombay [Apr’23-present]

Asia’s Largest College Cultural Festival | Net Worth: INR 80 Million | 146,000+ footfall | 4,000+ colleges | 240+ events

- Pursuing a target of **INR** - cash through corporate sponsorship and **INR** of media deliverables
- Spearheading a **2-tier** team of **200+** volunteers to ensure seamless on-ground execution and enhanced sponsor experience
- Procured sponsorship worth **INR** till date across EdTech, Apparels, Footwears & nascent sectors like NGOs

Key Initiatives:

- Achieved **125%** increase in sponsor conversions by introducing **ROI-driven** proposals & **asset monetisation** techniques
- Integrating the **Mood Indigo Store**, an e-commerce platform with the MI app, aiming to drive up brands’ RoI by **200%**
- Exploring a **2-tier** College Fest Association as a marketing avenue for pan-India visibility for brands, increasing sales by **24%**

Institute Academic Coordinator | Career Cell | Undergraduate Academic Council, IITB [May’22-Apr’23]

Selected among the 12 out of 150+ applicants after rigorous interviews & addressed the queries of 5,000+ undergraduates

- Revamped **Bluebook** - **100+** placement experiences; **60+** company placement procedure aiding **10,000+** students
- Organised **Learners’ Space** - certified summer workshops; **14** courses; **6,700+** registrations (**40%** y-o-y increase)
- Conducted the **Internship Preparation Program** aiding the preparation of over **2,500** students with **15+** sessions

PROFESSIONAL EXPERIENCE

Research Trainee | Stock Holding Corporation of India Ltd. [Jan’23-Feb’23]

Responsible for curating educational articles for over 50 million clients to facilitate better financial and retirement planning

- Evaluated the benefits of the **National Pension System** for stakeholders by conducting extensive literature review
- Predicted better **market-based returns** compared to the Old Pension System by performing analysis for government employees
- Bifurcated the **user journey** into **6** parts to enable stakeholders to better understand the role of Pension Fund managers

KEY PROJECTS

BCG Ideathon | Case Competition | Boston Consulting Group [Mar’23-May’23]

- Among the **top 9** students from IITB in the national **semi-finals** out of 300+ applicants from premier Indian UG colleges
- Developed a **business model** for a **market entry** case for a cleaning product with penetrative pricing to capture market share
- Suggested an alternate **markdown strategy** in a time-constrained case involving the **profitability** of a retail store

Mama Earth’s Influencer Marketing Strategy | Course Project | Prof. Arti Kalro, SJMSOM [Sep’22]

- Identified **40% marginal increase** in promotional spending by analyzing Mama Earth’s marketing strategy using **4P’s** method
- Tailored a customised **user persona** for Mama Earth and vetted with marketing strategies by conducting extensive research
- Studied Mama Earth’s **BTL marketing** strategy & **Search Engine Optimization** which brought 219.2k paid search traffic

Equity Research | Finance Club, UGAC, IIT Bombay [Aug’22-Sep’22]

- Calculated **28%** revenue growth by performing a TG-focused analysis for IHCL Ltd by studying India’s **wealth demographic**
- Scrutinized the company based on financial ratios such as **P/B, P/E, ROCE** and ascertained it as an **undervalued stock**
- Assessed the impact of COVID on tourism industry, performed **SWOT** analysis & studied tax regulations to suggest **stock position**

EXTRA-CURRICULAR ACTIVITIES

Language & Speaking Arts	<ul style="list-style-type: none">Awarded Excellence Certificate three years in a row for French Olympiad by the French Embassy [‘16]Compered in a 3-day Freshers’ Orientation conducted for 1500+ UG freshers and 2000+ parents [‘22]
Certifications	<ul style="list-style-type: none">KPMG Certified Green Belt in Lean Six Sigma Methodology to improve supply chain & operations [‘23]Successfully completed an 8-term and 4-year long abacus course offered by UCMAS India [‘14]
Quizzing & Awards	<ul style="list-style-type: none">2nd Runner up in the city final of Derek O’Brien’s GK Quiz among 100+ teams across the city [‘14]Awarded All-Rounder Award for exceptional performance in all fields out of 350+ students [‘13]Secured merit recognition in the state level Aryabhat quiz for presenting on the topic ‘Solar Flares’ [‘15]
Culturals	<ul style="list-style-type: none">Bagged 3rd position in the Freshiezza music video-making competition with 2.5K + views [‘22]Participated as a video editor in Glamour Grande 2.0 by StyleUp, IITB and accumulated 3k+ views [‘22]
Academics	<ul style="list-style-type: none">Secured the Maroon Blazer for extraordinary performance in academics for 7 consecutive years [‘18]Worked closely with the school administration as a Head Boy and Spoken English Prefect [‘17]
Social	<ul style="list-style-type: none">Received the outstanding activist award by PETA for contributions towards animal welfare [‘22]Received recognition for creating awareness towards elderly care & raising funds for Help Age India [‘10]