



Pranjal K. Tiwari

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Languages: English, Hindi.

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MBA 2015-17

OBJECTIVE: - Currently pursuing MBA from the **Department of Management Studies, BITS-Pilani**. My primary field of interest is **Marketing**. I look forward to joining a value-driven organization with job profiles including **Market Research/ Strategic Management/ Brand Management**.

EDUCATION

YEAR	DEGREE	INSTITUTION	BOARD/UNIVERSITY	PERCENTAGE/CGPA
2015-17(Pursuing)	MBA	BITS Pilani	BITS Pilani	Pursuing
2010-14	B. Tech	Jaypee University of Engineering & Technology, Guna	Jaypee University	69.0%
2009-10	HSC	Evergreen Public School, New Delhi	CBSE	60.2%
2007-08	SSC	Ahlcon International School, New Delhi	CBSE	72.8%

ACADEMIC PROJECTS

Analyzing Trends of Telecom Infrastructure Establishments	<ul style="list-style-type: none"> Analyze the trends of telecom infrastructure establishment and apply the assignment problem, optimization technique of operation research in mathematics, to figure out the optimal utilization of the existing telecom infrastructure. 	2015
Sales Force Automation Techniques	<ul style="list-style-type: none"> Proposed Sales Force Automation Techniques for cement industry(ULTRATECH) using Porter's 5 Forces Model and to analyze its viability. 	2015
B.O.S.S – BITS Online Selling Service	<ul style="list-style-type: none"> To Check the feasibility of the Business Model. 	2015

INTERNSHIPS AND PROJECTS UNDERTAKEN

HINDALCO Limited – CPD, Aditya Birla Group	<ul style="list-style-type: none"> Benchmarking Freshrapp's distribution network in the cities of Gujarat and Maharashtra vis-à-vis competition. 	2015-2016
HINDALCO Limited – CPD, Aditya Birla Group	<ul style="list-style-type: none"> State wise Mapping of Freshrapp's Distribution Network with reference to FY16 and for FY17. 	2015-2016
TATA Motors	<ul style="list-style-type: none"> WORLD CLASS QUALITY implementation 	2013

WORKSHOPS AND SKILLS

Insight-2015 IIM-Ahmadabad	<ul style="list-style-type: none"> Nielsen Neuro – Reading Consumer Minds by AC Nielsen. Advertising and Branding Workshop by Prahlad Kakkar. Marketing Research in the brave new world by IPSOS. 	2015
BITS Pilani	<ul style="list-style-type: none"> Workshop on "Business Process Simulation" by Prof. D.S Broca from XLRI, Jamshedpur. 	2015

POSITIONS OF RESPONSIBILITY

Core Member Vishwast Club BITS PILANI	<ul style="list-style-type: none"> Core team member in the Vishwast Marketing Club of BITS Pilani. Responsible of making monthly Newsletters for the club Event Manager for AD-MANIA 2016 in MBA Fest INTERFACE 2016 	2015 - Present
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EXTRA CURRICULAR ACTIVITIES

Institution of Engineers India (IEI)	<ul style="list-style-type: none"> Associate Member, Institution of Engineers India (IEI). 	2014-Present
American Society of Mechanical Engineers (ASME)	<ul style="list-style-type: none"> Member of ASME. 	2011-2014
Art & Event Management, Jaypee University of Engineering & Technology (JUET)	<ul style="list-style-type: none"> Organized art and management events in the University. 	2011-2012

HOBBIES

Writing, Movie Direction, Acting, Sketching, Football, seeking information on latest Technologies in Smart Phones and Automobile Technologies, socializing: interacting with people, Photography