



Aayushi Baheti
Chemical Engineering
Indian Institute of Technology Bombay

160020065
UG Second Year
Female
DOB: 28-02-1997

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2018	8.46

SCHOLASTIC ACHIEVEMENTS

- Pursuing **Minor in Management**, currently doing a course in Marketing Management [17]
- Secured **All India Rank 1415** in **JEE Advanced** among 0.2 million candidates [16]
- Scored **99.2** percentile in **JEE Mains**, B.Tech among 1 million candidates [16]
- Awarded **certificate of merit** for excellent performance in class 12th CBSE Boards [15]

POSITIONS OF RESPONSIBILITY

Institute Design and Creatives Convener | *IIT Bombay Sports* [Apr'17 – present]

- Part of a **4** member team selected from 20 applicants based on skill, interviews and peer reviews
- Conceptualizing and designing online and offline visuals for **100+** institute wide events
- Designed an **Yearbook** for 100+ passing out sports persons as a token of gratitude

Cultural Secretary | *Hostel 15* [Oct'16 – Mar'17]

- Awarded **Hostel Cultural Color** (6 out of 900) for exemplary performance in multiple genres
- Worked in a team of 5 to conduct and ensure participation of hostel mates in institute wide events
- Micro managed a budget of **INR 50K** for the conduction of Hillside Carnival, the annual hostel fest

Girls Sports Mentor | *IIT Bombay Sports* [Apr'17 – present]

- Mentoring 12 undergraduate freshmen; actively engaged in providing them with able guidance regarding all sports events in the institute and clearing their notions related to the same
- Conceptualised and managed a Pool Party catering to around 90 freshmen
- Assisted in organization of Freshmen Sports Orientation'17 which saw a turnover of **500+** people

Competitions Coordinator | *MOOD INDIGO 2017* [Apr'17 – present]

- Conceptualised and organised **7 multicity competitions** pan India thus increasing outreach
- Revamped the governing rules and regulations of **50+** competitions in various cultural genres
- Negotiated deals with cultural institutes to provide the winners a platform to showcase their talent

COURSE PROJECTS

Case Study: Maruti Suzuki | *Guide: Prof. Arti D. Kalro* [Apr'17 – present]

- Performed a comparative study of **product portfolio** of MSIL and that of its competitors
- Built **perceptual maps** of products to understand segmentation, targeting and positioning
- Studied the recent repositioning of MSIL in high end segment with premium cars

TECHNICAL SKILLS

- Design : Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro
- Programming : C/C++, MATLAB
- Softwares : Microsoft Office, AutoCAD, SolidWorks

EXTRA CURRICULAR ACTIVITIES

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|----------|---|------|
| SPORTS | Member of the Institute Kho-Kho team since freshmen year ; representing IIT Bombay at Udghosh , the annual sports fest of IIT Kanpur | [17] |
| | Won Silver medal in Kho-Kho at Aavhan, the sports fest of IIT Bombay | [17] |
| | Secured 2nd position in Inter Hostel Kho Kho General Championship | [17] |
| | Awarded Bronze medal in Inter Hostel Triathlon General Championship | [16] |
| CULTURAL | Contributed artworks in Kaladarshan, the annual fine arts & photography festival | [17] |
| | Secured 3rd position in street play and short film competitions in Freshiezza | [16] |
| | Hosted the main dramatics general championship in front of 200+ people | [16] |