



Joydeep Bhattacharya



CONTACT



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Gandhinagar, India



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<https://joydeep555.github.io/joytechnical.github.io>

TECHNICAL SKILLS

Growth Analytics Frameworks



Go-to-Market (GTM) Analytics



Revenue Modeling



Pricing Analytics



Experimentation & A/B Testing



Conversion Optimization



Competitive Intelligence



Stakeholder Analytics



SOFT SKILLS

Leadership



Adaptability



Creativity



Natural Networker



Team Management



JOYDEEP BHATTACHARYA

Head of Growth – Analytics & Business Strategy

CAREER OBJECTIVE

I am a results-oriented **Head of Growth – Analytics & Business Strategy** with a proven ability to drive business expansion through analytics-led strategy, revenue optimization, and performance management. My core strength lies in aligning data, market intelligence, and commercial strategy to build scalable growth engines that improve customer acquisition, retention, and long-term profitability.

I seek leadership roles where I can **own growth strategy end-to-end**, partnering with executive teams to define go-to-market approaches, pricing and revenue models, market entry strategies, and performance frameworks. My objective is to influence enterprise strategy by translating insights into decisive actions that create measurable business value across sales, marketing, operations, and finance.

With extensive experience in **growth planning, KPI architecture, funnel optimization, and business performance analytics**, I specialize in identifying high-impact opportunities, mitigating risks, and accelerating decision-making through data-backed narratives. I bring a strong execution mindset, enabling strategy to convert into tangible results through cross-functional alignment, structured experimentation, and continuous optimization.

EXPERIENCE

Indobright Services Pvt Ltd : Head of Growth | Business Strategy & Analytics

📍 Ahmedabad, Gujrat, India 2024 – 2026 ⌚ Still Date

- **Growth Leadership & Revenue Ownership:** Own the end-to-end growth, strategy, and analytics charter for a startup-focused consultancy serving MSMEs and early-stage enterprises across India, directly contributing to 35–45% growth in quarterly revenue run-rate through structured, analytics-led initiatives.

- **Business Strategy & Growth Planning:** Design and execute data-driven growth strategies across incorporation, compliance, digital marketing, and consulting service lines, improving overall contribution margins by 18–22% and enabling scalable business expansion.

- **KPI Architecture & Performance Management:** Define and govern enterprise-wide KPI frameworks covering CAC, LTV, conversion funnels, retention, churn, revenue cohorts, and unit economics, reducing leadership decision turnaround time by ~30% and strengthening performance accountability.

- **Market Intelligence & Pricing Strategy:** Lead market sizing, TAM–SAM–SOM analysis, competitor benchmarking, and pricing optimization initiatives, driving a 15–20% increase in average deal value and supporting the launch of high-margin service offerings.



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- **Go-to-Market (GTM) Strategy & Cross-Functional Alignment:** Partner with Sales, Marketing, Operations, and Finance leaders to refine go-to-market strategies and acquisition channels, improving lead-to-conversion rates by 28% and accelerating revenue realization.

- **CRM Analytics & Sales Effectiveness:** Implement CRM analytics and lead intelligence frameworks to improve lead scoring precision, pipeline predictability, and sales velocity, reducing average sales cycle duration by ~20%.

- **Leadership, Mentorship & Data Culture:** Mentor analytics and business teams on data literacy, KPI ownership, and strategic storytelling, embedding a data-driven culture that enhances cross-functional alignment and execution effectiveness.

- **Executive Advisory & Strategic Decision Enablement:** Translate complex analytical insights into clear, actionable recommendations for leadership, enabling informed decision-making that improves profitability, operational efficiency, and long-term business scalability.

ClearDu Pvt Ltd : Senior Data Strategist

📍 Ahmedabad, Gujarat, India 2023 ➡ 2024

- **Data Strategy & Business Alignment:** Spearheaded the design and execution of enterprise data strategies aligned with organizational objectives, enabling data-driven decision-making and measurable business outcomes.

- **Advanced Analytics & Modeling:** Utilized MATLAB for advanced data analysis, statistical modeling, and algorithm development, applying numerical computing techniques to solve complex business and operational problems.

- **Business Intelligence & Visualization:** Implemented Qlik Sense to deliver interactive dashboards and analytical reports, simplifying complex datasets into intuitive, decision-ready insights for business and leadership stakeholders.

- **CRM & Data Integration:** Integrated Salesforce CRM into enterprise data workflows, ensuring seamless data synchronization across systems to enhance customer intelligence, reporting accuracy, and relationship management effectiveness.

- **Database Management & Optimization:** Leveraged advanced SQL for database design, performance optimization, and complex query development, ensuring efficient data retrieval, scalability, and data integrity across analytical systems.

- **Stakeholder Collaboration & Insight Delivery:** Partnered closely with cross-functional stakeholders to translate business requirements into analytical solutions and actionable recommendations that supported strategic and operational decision-making.

- **Strategic Advisory & Analytics Leadership:** Acted as a strategic advisor to leadership teams by translating complex analytical findings into clear, actionable insights that informed business planning, performance optimization, and long-term strategy.



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Qarmatek Pvt Ltd : Senior Data Analyst

📍 Ahmedabad, Gujrat, India 2022 ➡ 2023

- **Pricing & Revenue Analytics:** Collaborated with pricing and commercial teams to define optimal price points using competitive benchmarking, elasticity analysis, and market trend insights, contributing to improved profit margins and enhanced customer value perception.
- **Sales & Inventory Optimization:** Led data-driven sales and inventory optimization initiatives by analyzing historical demand patterns, improving demand forecasting accuracy, reducing inventory carrying costs, and supporting sustained sales growth through optimal stock planning.
- **Customer Behavior & Conversion Analytics:** Performed in-depth customer behavior analysis to identify purchasing trends, preferences, and segmentation opportunities, enabling targeted marketing campaigns, personalized product recommendations, and improved conversion rates.
- **Predictive Analytics & Quality Optimization:** Developed predictive models to monitor electronic device performance and proactively identify potential defects, reducing product returns, improving quality metrics, and enhancing overall customer satisfaction.
- **Business Intelligence & Data Visualization:** Designed and delivered intuitive Power BI dashboards providing real-time visibility into sales performance, inventory health, and customer behavior, enabling data-driven decision-making across business and operational teams.

BSNL : Junior Data Analyst

📍 Ahmedabad, Gujrat, India 2018 ➡ 2019

- **Network Performance Analysis:** Analyzed telecom network performance data to identify connectivity bottlenecks, signal degradation, and efficiency gaps, supporting initiatives that improved network reliability and reduced service downtime.
- **Predictive Modeling & Demand Forecasting:** Assisted in developing predictive models to forecast network demand and anticipate potential service disruptions, contributing to proactive maintenance planning and improved service continuity for end-users.
- **Customer Behavior & Conversion Analytics:** Performed in-depth customer behavior analysis to identify purchasing trends, preferences, and segmentation opportunities, enabling targeted marketing campaigns, personalized product recommendations, and improved conversion rates.
- **Technical Collaboration & Issue Resolution:** Worked closely with network engineers by presenting data-backed insights and performance reports, helping expedite troubleshooting efforts and reduce incident resolution time.
- **Reporting & Data Visualization Support:** Supported the creation of periodic performance reports and basic dashboards to track network KPIs, service availability, and customer experience metrics, enabling teams to monitor trends and make informed operational decisions.



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CDAC : Junior Data Analyst Trainee

📍 Mohali, Punjab, India 2017 ➡ 2018

- **Reporting & Data Support:** Assisted in generating, validating, and distributing regular data reports, ensuring accuracy and timely availability of insights to support day-to-day operational and analytical decision-making.
- **Data Preparation & Quality Management:** Supported senior data analysts by cleaning, organizing, and structuring datasets, contributing to reliable analysis and the generation of meaningful business insights.
- **Collaborative Problem-Solving:** Worked closely with team members to identify and address data-related challenges, participating in collaborative troubleshooting and solution implementation under guidance.
- **Database & Technical Assistance:** Provided hands-on support for database operations by assisting in query execution, troubleshooting basic performance issues, and resolving data retrieval challenges.
- **User Support & Data Accessibility:** Assisted internal users with data access, storage, and retrieval processes, helping ensure efficient and correct usage of organizational data resources.

Alliance Pvt Ltd : Business Analyst Intern

📍 New Delhi, NCR, India 2016 ➡ 2017

- **Sales & Inventory Analysis:** Analyzed sales data to support inventory planning and management activities for a client organization, helping identify demand trends and stock optimization opportunities.
- **Market Research & Opportunity Identification:** Conducted in-depth market research to identify potential product opportunities, competitive positioning, and emerging customer needs.
- **Project Documentation & Scope Definition:** Assisted in defining project scope, objectives, and deliverables to ensure alignment with organizational strategy and stakeholder expectations.
- **Business Analysis & Recommendations:** Gathered and analyzed market data and business metrics to support recommendations on product initiatives and business activities.
- **Agile Support & Process Improvement:** Supported the implementation of agile ideation and planning processes, contributing to streamlined development workflows and a 12% reduction in overall project costs.
- **Stakeholder & Marketing Collaboration:** Worked closely with marketing partners and cross-functional stakeholders to support the delivery of integrated business and marketing plans.
- **Process Analysis & Documentation:** Assisted in documenting business processes, workflows, and requirements, supporting analysis, process improvement initiatives, and knowledge transfer across teams.



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EDUCATION

MBA specialization in Business Analytics 2024 – 2026

📍 [Kurukshetra University \(India\), Haryana, India](#)

Degree Classification: [First Class still now](#) **GPA:** [N/A](#)

Relevant Modules:

- Business Environment & Legal Aspects of Business
- Financial Accounting for Managers • Software Development
- Optimization Models for Business Decisions
- Quantitative Techniques for Managers
- Data Visualization & Descriptive Analytics
- Predictive Analysis for Business Decision
- Entrepreneurship Development
- Emerging Technologies in the Global Business Environment
- Business Ethics & Corporate Governance

BSc (Hons) Business Information Technology 2019 – 2022

📍 [Staffordshire University \(UK\), APIIT, Kuala Lumpur, Malaysia](#)

Degree Classification: [First Class with Distinction](#) **GPA:** [4.0 \(Perfect\)](#)

Relevant Modules:

- Business Information Systems in Organization
- Business Systems Analysis, Design and Construction
- Software Development
- Publishing for the WWW
- Relational Database Systems Development
- Networked Computer Systems
- Information Systems Organization & Management
- Quantitative Tools for Computing

Diploma in Computer Science & Engineering 2014 – 2017

📍 [Maharishi Markandeshwar University, Haryana, India](#)

Degree Classification: [First Division with Distinction](#) **CGPA:** [8.46](#)

Relevant Modules:

- Data Structure with C
 - Programming with Java
 - Network Security
 - Operating System
 - Distributed Computing
 - Entrepreneurship Development and Management
-



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CERTIFICATIONS

• Certified Scrum Master (CSM)

 [The Scrum Alliance](#)

▶ Credential ID: [001692867](#)

▶ Issuance Date: [October 2024](#)

▶ Expiration Date: [June 2026](#)

• Lean Six Sigma Black Belt Certification

 [The Council for Six Sigma Certification \(CSSC\)](#)

▶ Credential ID: [GG/LSSBB/23/02241](#)

▶ Issuance Date: [November 2023](#)

▶ Expiration Date: [N/A](#)

• Business Strategy Management Certification

 [Global Institute of Business Studies \(GIBS\)](#)

▶ Credential ID: [26184-160-814-6348](#)

▶ Issuance Date: [December 2020](#)

▶ Expiration Date: [N/A](#)

• Project Manager Certification

 [LinkedIn Learning, California, USA](#)

▶ Credential ID: [Ae8yoFYTwhVJvyiw_6DuARcnG_7Y](#)

▶ Issuance Date: [July 2020](#)

▶ Expiration Date: [N/A](#)

• Google Cloud Platform Business Professional Accreditation

 [Google Cloud, New Jersey, USA](#)

▶ Credential ID: [N/A](#)

▶ Issuance Date: [July 2020](#)

▶ Expiration Date: [N/A](#)

• Cloud-Native Database for Fintech

 [Alibaba Group](#)

▶ Credential ID: [CDW038200600021592](#)

▶ Issuance Date: [June 2020](#)

▶ Expiration Date: [June 2022](#)

• Data and Application Security for Fintech

 [Alibaba Group](#)

▶ Credential ID: [CDW040200600021598](#)

▶ Issuance Date: [June 2020](#)

▶ Expiration Date: [June 2022](#)

• SEMrush SEO Toolkit Certification

 [SEMrush](#)

▶ Credential ID: [5efa104bfc8bfca8bc4ee7c33bl5](#)

▶ Issuance Date: [June 2020](#)

▶ Expiration Date: [June 2022](#)



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PROJECTS

• Customer Acquisition & Growth Funnel Optimization

- ▶ **Project Description:** Designed and executed a growth analytics initiative to optimize the customer acquisition funnel across digital and referral channels. The project focused on identifying conversion bottlenecks and improving funnel efficiency through structured experimentation and data-driven prioritization.
- ▶ **How It Was Achieved:** Analyzed funnel drop-offs, conducted cohort analysis, prioritized growth initiatives, and validated improvements through controlled experimentation.
- ▶ **Frameworks & Business Tools Used:** AARRR Metrics Model, Growth Funnel Framework, ICE Prioritization Framework using Power BI, Salesforce CRM, SQL, and Excel.
- ▶ **Business Impact:** Improved conversion rates by 25–30% and reduced CAC by 18%.

• Revenue Forecasting & Strategic Growth Planning

- ▶ **Project Description:** Developed a revenue forecasting and scenario-planning model to support leadership decision-making and long-term growth planning.
- ▶ **How It Was Achieved:** Built multi-scenario revenue models, conducted sensitivity analysis on growth levers, and aligned forecasts with quarterly OKRs.
- ▶ **Frameworks & Business Tools Used:** Revenue Modeling Framework, Scenario & Sensitivity Analysis, OKR Planning using Power BI, Excel, and SQL.
- ▶ **Business Impact:** Improved revenue forecast accuracy by ~25%.

• Pricing Strategy & Unit Economics Optimization

- ▶ **Project Description:** Optimized pricing strategy and unit economics to improve profitability and average deal value across service offerings
- ▶ **How It Was Achieved:** Analyzed contribution margins, performed price elasticity and competitor benchmarking, and redesigned pricing and bundling strategies
- ▶ **Frameworks & Business Tools Used:** Unit Economics Framework, Value-Based Pricing Model, Competitive Benchmarking using Excel, Power BI, and market research platforms.
- ▶ **Business Impact:** Increased average deal value by 15–20% and improved contribution margins.

• Market Expansion & Growth Opportunity Assessment

- ▶ **Project Description:** Identified high-potential markets and service expansion opportunities to support scalable business growth.
- ▶ **How It Was Achieved:** Built market sizing models, assessed competitive intensity, and evaluated operational feasibility of expansion scenarios.
- ▶ **Frameworks & Business Tools Used:** TAM–SAM–SOM Market Sizing, Porter's Competitive Analysis, Strategic Opportunity Assessment using Excel, Power BI, and market intelligence tools.
- ▶ **Business Impact:** Enabled data-driven market entry and expansion decisions..



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SEMINAR/ CONFERENCE ATTENDED

• UPTIME 2021 – The Annual Private 5G & LTE World Community Conference

▶ Attended two (2) day conference on “UPTIME 2020 – The Annual Private 5G % LTE World Community Conference” organized by Athonet (Fondazione Guglielmo Marconi) dated from 17th November – 19th November 2020.

• Data Analytics and Contemporary Security: AI, Optics & Ethics

▶ Attended conference on “Data Analytics and Contemporary Security: AI, Optics & Ethics” organized by Insight SFI Research Centre for Data Analytics dated on 21st December 2020.

• Virtual Impact Circle 2020 Start-up Hacks

▶ Attended conference on “Virtual Impact Circle 2020 Start-up Hacks: Surviving the Digital Era” organized by AIESEC (UIN Jakarta) dated on 19th December 2020.

• PGPMAX Masterclass: Promise on Blockchain

▶ Attended seminar on “PGPMAX Masterclass: Promise on Blockchain” organized by Indian School of Business dated on 19th December 2020.

• Virtual Impact Circle 2020 Start-up Hacks

▶ Attended conference on “Virtual Impact Circle 2020 Start-up Hacks: Surviving the Digital Era” organized by AIESEC (UIN Jakarta) dated on 19th December 2020.

INDUSTRIAL TRAINING

• Industrial Training on Network and Cyber Security

≡ Bharat Sanchar Nigam Limited (BSNL), Ghaziabad, India

▶ Credential ID: **ALTITNB331-2016-1701006**

▶ Issuance Date: **December 2016** ▶ Expiration Date: **January 2017**

• Industrial Training on Networking Technologies

≡ Center for Development of Advanced Computing (CDAC)

▶ Credential ID: **16-17/ST-NT/ 14066**

▶ Issuance Date: **June 2016** ▶ Expiration Date: **July 2016**



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EXTRA- CURRICULAR ACTIVITIES

- Worked as Volunteer with Fusionex Employees to set-up the event and monitor registration in Fusionex Data Challenge, 2019.
- Organized and delivered workshop on “Artificial Intelligence and Machine Learning” for foundation and Diploma students at Asia Pacific University, Kuala Lumpur, Malaysia 2019.
- Performed as Assistant Project Manager in Sport Carnival 2019 to organize the on-campus event successfully and advertise the activities & opportunities to students and faculties for getting involved in the event.
- Elected as Chapter Representative (Computer Society of India) in Maharishi Markandeshwar University, India for establishing and maintaining effective coordination and working relationships with interested students and Management.
- Organized multiple Bootcamps and managed the Database for Leader for Tomorrow (LFT) during 2016 - 2017, a non-profit Youth Leadership Organization.
- Captained Cricket Team of M.M University, Haryana, India in Interstate Competition 2016, India.

SOCIAL CAUSE

- ▶ Volunteered at Fingers Crossed NGO, Kolkata, India for working in Community Mobilization and healthcare for underprivileged sections of society.
 - ▶ Got Paramedic and First Aid Certification from St John’s Ambulance, New Delhi to assist our already stretched First Line of Defence from Covid-19 Virus.
 - ▶ Handled the Blood Donor Registration for a Blood Donation Camp which was organized by Kolkata Municipality Corporation (KMC).
 - ▶ Volunteered as a Primary Teacher (Subject: English) at the Need to Feed the Need Charity Organization based at Kualalumpur, Malaysia.
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REFeree

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 - Name: **Tanveer Khaleel Shaikh**
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 - Name: **Dr Debashish Das**
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 - Name: **Deepak Shakyavanshi**
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 - Name: **Vision Raval**
Designation: **Head of Business & Growth**
Organization: **Qarmatek Services Pvt Ltd**
Contact No: **+91 9898330717**
Email ID: vision.raval@qarmatek.com
 - Name: **Hitendu Sharma**
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PERSONAL DETAILS

Topic	Details
Name	Joydeep Bhattacharya
Current Address	Parshwanath Atlantis Park, Palm C – 203, Sughad, Gandhinagar, Gujarat, Pin – 382424.
Permanent Address	Gitanjali Apartment, Flat No - 3B, Kalyanpur Housing Estate, Asansol, District: Paschim Bardhaman, West Bengal, Pin – 713305.
Contact Details	+918515831851 +60 164251925
Email ID	joydeep5.asn@gmail.com tp054326@mail.apu.edu.my
Sex	Male
Nationality	Indian
Marital Status	Married
Passport Number	P9005128
Passport Issue Date	30/03/2017
Passport Expiry Date	29/03/2027
Language Known	English, Hindi, Bengali, Tamil, Punjabi, French, Bahasa Melayu.

This is to certify that the above information is true to the best of my knowledge.

Date: 15th January 2026

Place: Gandhinagar, India

Joydeep Bhattacharya

(Joydeep Bhattacharya)