

A Lakshmi Pradeep

Mats School of Business & IT 17th cross, 25th main, J P Nagar 6th Phase, Bangalore – 560078.

My Brand Statement

Working smart is more important than working hard to climb up the ladder of success.

Area of Interest

B2B Marketing, e-commerce and Customer Relationship Management.

Educational profile

- Pursuing PGDBM in **International Business** having dual specialization in **Finance** and **Marketing** from MATS School of Business.

Qualification	Year	Institute	Percentage	Board/University
PGDBM	2008	MATS School of Business	63%	JGI
B.E.	2006	Dr. MGR Engineering College	69 %	Anna University
12 th	2001	Vignan Vidyalayam Junior College	87%	Board of Intermediate
10 th	1999	Siddartha Residential School	71%	CBSE

Projects undertaken

- ORGANISATIONAL STUDY at **Avantel Softech Ltd.** (Duration 15 days)
- SUMMER INTERNSHIP PROGRAMME in Religare Securities Ltd. and submitted Research paper on “**A study on investor’s perception towards online trading**” (Duration 2 months)

Global Excellence Trail

- Ten day Global Excellence Trail to ASEAN countries (Thailand, Malaysia and Singapore).
- I had this opportunity of visiting the developed South East Asian countries popularly known as ASEAN. It would be wrong if I say that I have not learnt about the country, people, international work culture, the business model on which the companies operate.
- Company Visited –Proton, Bursa Malaysia, Teknion and Tiger Breweries.

Workshop & Seminar attended

- Retail Summit- A two day intense program on emerging Retail sector. Attended by renowned speakers from the Industry.
- Workshop on Presentation Skills – by Prof. Shiv Kumar
- Workshop on Business Etiquettes – by Mr. Shridhar
- Workshop on Creativity – by Mr. Pavan Soni
- Seminar on Learning Leadership – by Mr. Roger Hamilton
- Market Research – Conducted market research on Advertising Effectiveness.
- Day Out at ‘VIVEKS’– Analysis on consumer behavior towards various products/appliances in store and also customer perception based on store location and layout.

Hobbies

Listening to music, Reading books, Socializing and Blogging

Personal Information

Date of Birth : 5th April, 1984

Place : Hyderabad

Languages Known : English, Hindi, Telugu and Tamil
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17th Cross, 25th Main,
J. P. Nagar, 6th Phase,
Bangalore – 560078.

Date :

Place : Bangalore

(A Lakshmi Pradeep)