A plane ride, a bumpy drive and 1500 kms later, we reached Bhabhrana, a small rural village in the heart of Rajasthan. Our portfolio company, Karma Healthcare, a new age startup provides assisted healthcare services to rural India. Sitting across two budding and passionate entrepreneurs, reviewing their sales reports for the last quarter we noticed a bearish growth in sales despite the recent equity infusion in the company. As we analyzed the figures we realized that while the marketing budgets had increased, it’s impact on sales was almost negligible. This lead us to conclude that to overcome the real challenge of creating brand awareness in the minds of rural India, our best way forward was to strategize and implement an effective marketing plan. As I witnessed the banter between the entrepreneurs and the investment team, discussing various strategies, I was glad that my Business Administration degree had equipped with me with the relevant business concepts and tools. However, while I was able to able to apply the theoretical knowledge to devise solutions, I lacked an in-depth knowledge and foresight to implement the same at the grass root level in reality.

Similar experiences occurred as I worked with a Clean-tech logistics company to provide them with solutions to their working capital management and with a fintech company to analyze and reduce their loss in efficiency on achieving scale.

These experiences made me realize that though I am adept with the business concepts, I need a stronger foundation in business understanding coupled with practical knowledge, which I wish to gain in LBS.

Having been raised in a business family, dinner table conversations revolved around challenging business situations and solutions to the same. This instilled in me an interest to explore business intricacies and curiosity to understand how companies grow. In the pursuit of the same, I took up various internships during my college days. My first internship at FoxyMoron, gave me exposure to the corporate world and gave me hands on experience in creating engaging media campaigns to meet the objectives of company. To further implement the marketing skills garnered, I pursued my next internship at MBAmonk, as a content developer, which gave me an insight into the exciting, fast paced and dynamic startup ecosystem. Experience in a startup exposed me to the various challenges that hinder the growth of a startup due to lack of adequate capital. With a keen interest to gain an insight into the investors mindset, and further understand the factors important to assess a quality startup, I took up an internship at Edelweiss, Private Equity & Venture Capital. This stint, helped me not only strengthen my knowledge base in Finance but also appreciate the importance of cash flows to a startup for raising funds.

This eventually helped me secure a job at 1Crowd. It’s been an enthralling journey from evaluating multiple investment opportunities from diverse sectors to interacting with companies to implement strategies for growth.

Upon graduation from LBS, I envision myself working as a consultant at Mckinsey, Bain or BCG, working towards getting a deeper understanding of all the functions of a corporate. A role as a consultant would equip me the skills required to solve complex problems that exist at the organization level, and further develop my skills to help companies adapt to challenges and grow at optimum pace. Eventually having gained sufficient exposure as a consultant, I envision joining a reputed PE firm such as Carlyle, Warbug Pincus to play an active role in helping young, high potential companies grow.

A MiM in LBS will provide a conducive atmosphere for my personal growth.

While the core courses which are a blend of finance, marketing and operations will help me build a deeper understanding of business theories, electives such as advanced corporate management and emerging markets will help me meet people from cross sectional experiences, be more industry ready and further accelerate my future professional growth. Additionally, to gain hands-on experience, a live business project will help me apply academic learning to real life business situations and test my mettle in a challenging environment. Further a global immersion field trip to Bay area would help me understand the latest trends in technology and innovation and help me absorb the key aspects of building a successful business. The PE/VC club, consulting club, will help me meet likeminded people, and experiences such as Asia Business forum, will provide a deeper insight into the industry and an opportunity to network.