

Work Experience		18 months (ongoing)
Ernst & Young LLP, Strategy Consulting		April 2015 - Present
Title: Growth and marketing strategy to enhance adoption of a seed segment Client: A leading MNC in crop care segment		
<ul style="list-style-type: none"> Proposed integrated approach to identify key drivers of growth based on quantitative and qualitative research Critically assessed usage patterns, awareness level and perception of different product varieties Identified triggers and barriers for adoption of the product segment, and relative positioning of client vis-à-vis competition Proposed engagement plan for key opinion leaders and influencers for market activation in rural areas Recommended alternate channels of sales & marketing and other institutions for rapid growth in market penetration 		
Title: Market entry considerations and strategy in 'Over The Counter' drugs Client: A large global pharmaceuticals player		
<ul style="list-style-type: none"> Conducted assessment of target market, industry trends & drivers, entry barriers, regulatory requirements, challenges, risks Examined the opportunity, growth patterns in key product segments and competitive landscape of the target market Critically analysed client's product portfolio, current capabilities and positioning in the target market Conducted benchmarking against successful business models, identified best practices and critical success factors Identified and assessed strategic options for market expansion, and advantages, risks and challenges associated with each Recommended approach for client's entry and growth in the OTC market in the country 		
Title: As-is assessment and action plan development for Sales & Marketing Client: A large chain of tertiary care hospitals		
<ul style="list-style-type: none"> Assessed synergy of organization structure, policies procedures defined for S&M to operationalise annual plans and goals Identified and examined focus areas, enabling processes and variations in structure and roles of functions at 5 key units Identified issues in the matrix organisation structure, process frameworks and monitoring and control mechanisms Co-developed action plan and mitigation strategies for identified gaps and risks to improve functional effectiveness Recommended the approach for alignment of sales & marketing strategy with overall business strategy 		
Title: Post-merger integration of an acquired hospital Client: A large super specialty healthcare network		
<ul style="list-style-type: none"> Identified key objectives and guidelines for integration management office for the acquired hospital Recommended plan to communicate acquisition by assessing positioning of acquired entity through market research Created high level organogram and planned employee engagement activities to achieve people alignment Ensured achievement of compliance to statutory standards as well as standards of the healthcare network Achieved alignment of MIS and internal communication, and integration of Hospital Information System Ensured realization and reporting of synergies in procurement of consumables and equipment Achieved alignment for clinical excellence and governance of the integrated entity 		
Title: Commercial due diligence and strategy development for a tertiary-care hospital Client: An international PE firm		
<ul style="list-style-type: none"> Assessed market size, quality of catchment and healthcare infrastructure in NCR through primary and secondary research Identified key drivers of growth along with market volumes and share for key specialties and procedures Modelled demand and supply patterns in healthcare infrastructure over next 5 years to identify potential opportunity areas Conducted survey and comparative assessment of financial performance, pricing and perception of key competitors in NCR Identified opportunities to close revenue gaps and developed action plan required for change 		
Title: Market assessment for super-specialty performance chemicals Client: An international chemicals manufacturer		
<ul style="list-style-type: none"> Critically analysed the current business model, product portfolio, current capabilities and market positioning of the client Identified major market segments, applications and key customers for the current product portfolio Assessed market size, modelled growth trends and the key growth drivers in each segment Conducted assessment of critical customer requirements and buying behaviours, product-wise demand and supply situation Identified areas of opportunity in end-user industries for achieving rapid top-line and bottom-line growth 		
Title: Reengineering Indian Healthcare Thought Leadership: EY & FICCI		
<ul style="list-style-type: none"> Analysed the key factors for catalysing the reengineering of the current healthcare system in India Created framework for emerging consumerism in healthcare and actions needed for building holistic healthcare experience Analysed on the need for shifting from a 'disease-focused' model to a customer-centric model and actions required Identified challenges in the business aspects of healthcare and areas for achieving and sustaining operational efficiency 		
Summer Internship		Mars Inc : Sales & Marketing
		Apr 2014-Jun 2014
Project Title: Design Go - To - Market Strategy For Premium Markets - Wrigley		
Key Responsibilities	<ul style="list-style-type: none"> Market feasibility analysis of Wrigley's upcoming premium segment products via primary research Benchmarking of annual sales data with historic data to deduce improvements in sales post STAR Gap analysis of STAR model by studying consumer behaviour; Competitive analysis of DSMs 	
Achievements	<ul style="list-style-type: none"> Derived relationship between average call time of STAR DSM & merchandising on average sales Conducted pilot of STAR model in tier 1 city, achieved increase of 83% in sales revenue (2 months) Recommended sales & distribution enhancement & sustainability plan that Wrigley should adopt 	

Internships and Live Projects				
Nutritious Foods	Retail sector analysis and identification of new medium for sales of in-house brands		Strategy	
MBASKool	<ul style="list-style-type: none">Comprehensive analysis of 50 brands of Life Science & Healthcare sector: UK, AustraliaPublished brand analysis, STP, study of intrinsic/extrinsic environment on website		Market Analysis	
HCL Technologies	BSNL- ERP SAP Implementation in Human Capital Management Module <ul style="list-style-type: none">Critically analysed implementation of SAP ERP - HCM for BSNL by HCL Examined the business benefits to BSNL due to implementation of ERP Suite		Telecom Mgmt.	
Projects				
FMS, Delhi	Marketing u ese across Geographical boundaries (Case Examples - Coke, McDonald's) <ul style="list-style-type: none">International Marketing, Global Branding and Domestic Market ExtensionIn-depth analysis: Controllable & Uncontrollable factors for critical success of brands		Market Research	
FMS, Delhi	Distribution channels of Microfinance Institutions (MFI) in India <ul style="list-style-type: none">Analyzed MFI networks in India; Studied corporate tie-ups for HUL, Emami (4A model)		Marketing Channels	
Academic Profile				
Class X (CBSE)		2007	Ramjas School, R. K. Puram	91.4%
Class XII (CBSE)		2009	Ramjas School, R. K. Puram	82%
B. Tech. (Electronics & Communication)		2013	IGIT, GGSIPU Delhi	67.60%
MBA (Major: Marketing, IT Minor: Strategy)		2015	FMS, Delhi	67.8%
Academic Achievements	<ul style="list-style-type: none">Achieved a preliminary score of 640/800 in Bloomberg Aptitude Test (BAT)			2013
	<ul style="list-style-type: none">Awarded Gold Certificate of Merit for 5 years for academic excellence in school			2003-08
	<ul style="list-style-type: none">Certificate Of Excellence for highest in Mathematics in Global A+ Challenge			2004
	<ul style="list-style-type: none">Secured more than 85% in 9 subjects in engineering subjects in college			2009-13
	<ul style="list-style-type: none">Top scorer in English with 95% marks in Ramjas School in Class XII			2009
	<ul style="list-style-type: none">Secured more than 90% in 4 subjects in Class X, CBSE Board exams			2007
	<ul style="list-style-type: none">100 percentile - English, 98 percentile - Logical Ability; AmCAT, Aspiring Minds			2012
	<ul style="list-style-type: none">Campus Placement Offer from TCS for the post of Assistant Systems Engineer - Trainee			2012
Workshops	<ul style="list-style-type: none">Certified workshop on Pillars of Equity Investments by ICICI Direct in FMS, Delhi			2013
	<ul style="list-style-type: none">Attended day long workshop Market Research & Consumer Insights, General Mills			2013
Positions of Responsibility				
Team / Society / Club	<ul style="list-style-type: none">Placement Coordinator, Training and Placement Team, IGIT			2011-12
	<ul style="list-style-type: none">General Secretary, Co-Founder- Synergy Sports Club, 1st Sports Club, IGIT			2011-12
	<ul style="list-style-type: none">Campus Ambassador, Intaglio, the business summit of IIM Calcutta			2014
	<ul style="list-style-type: none">Member, IEEE Student Branch of Indira Gandhi Institute of Technology			2012
	<ul style="list-style-type: none">Event Manager - Decoration Team for the Annual Function of Ramjas School			2008
	<ul style="list-style-type: none">Supervisor, Designing Team - Bulletin Board Wall Magazine, Ramjas School			2007
Technical / Cultural Festivals	<ul style="list-style-type: none">Core Member of Formal Team in Impulse'12, the Annual Technical fest of IGIT			2012
	<ul style="list-style-type: none">Coordinator for Theatre in Cultural fest; Received Certificate of Appreciation			2010
Intra-school	<ul style="list-style-type: none">Captain of Throw ball Team, Mercury House in Ramjas School, R. K. Puram			2007-08
	<ul style="list-style-type: none">Elected as Deputy House Captain for Mercury House in Ramjas School			2007-08
Extracurricular Activities				
Cases/Papers	<ul style="list-style-type: none">Case on Customer Specific Service, published in Economic Times Casebook			2015
	<ul style="list-style-type: none">Leadership and Adaptive Challenges: Case of NPNL, GSMC, IIM Raipur			2014
	<ul style="list-style-type: none">Role of Emotions in B2B Relationships : A Literature Review; IIM Calcutta			2014
Competitions/ Events	<ul style="list-style-type: none">1st Position– 'IPL Brand Manager' Sports Marketing Event, FMS			2013
	<ul style="list-style-type: none">1st Runner Up, Fuente (Leadership Event Design Competition), Fiesta FMS Delhi			2013
	<ul style="list-style-type: none">National Finalists (Top 5) in Praudyogiki, the IT event of IIM Rohtak			2014
	<ul style="list-style-type: none">1st Position – Chakravyuh, Impulse '13, the annual technical fest of IGIT-IEEE			2013
	<ul style="list-style-type: none">National Finalists (Top 5) Consilium, the B-Plan event at RGIPT			2014
	<ul style="list-style-type: none">Published a premiere article in NMIMS Marketing magazine			2013
Declamation	<ul style="list-style-type: none">1st Position – Inter-House English Debate Competition in Ramjas School			2007
	<ul style="list-style-type: none">1st Position – Inter-House Throw Ball Competition in Ramjas School			2007
	<ul style="list-style-type: none">Scouts and Guides Annual Training Camp at Ramjas Mountaineering Institute			2002
Social Service	<ul style="list-style-type: none">Started the 'I Love Chocolate' initiative for helping neighbourhood Orphanage			2012
	<ul style="list-style-type: none">Initiated a Collection Drive to help underprivileged children in college vicinity			2011
	<ul style="list-style-type: none">Peer Leader for Project MYTRI for sensitizing against tobacco usage			2006
Hobbies and Interests				
Writing personal blog Aerobics Glass Painting Reading English fiction				