

Name – Sujay Adhikari  
D.O.B –20.04.1990

Email: sadhikari809@gmail.com  
Ph. + 91 8951137418

## EDUCATION

Degree	Institution	Score % / CGPA	Year
<b>MBA/PGDM</b> (Operation & Marketing)	Indus Business Academy (IBA), Bangalore	5.6 (1 <sup>st</sup> year)	2016
<b>B.TECH</b> (Electronics & Instrumentation)	JIS College of Engineering, Kalyani	7.34	2013

## WORK EXPERIENCE

**Company Name:**EENADU Digital,**Designation:**Media Advertisement Executive , **D.O.J:**07.05.2016

### Roles & Responsibilities:

- Handling advertisements of magazines and feature page
- Research about competitor's advertisements and understand the market demand
- Contact with the clients or their agencies to fix appointment
- Visit to the client for publishing their advertisement and close the deal

## SUMMER INTERNSHIP / PROJECT DETAILS

**Company Name-**Topsel ToyotaPvt. Ltd., **Designation-**Intern, **Duration-** May-2015 to August-2015

Project Title	COMPARATIVE STUDY ON MPV & SUV CARS OF TOYOTA IN KOLKATA	
Project Highlights	Objective	<ol style="list-style-type: none"><li>1. Compare between MPV &amp; SUV cars of Toyota to find out which segment of cars are high demand in the market and why.</li><li>2. Study the people by their income, profession and age to know which categories of people are the main customer of Toyota.</li></ol>
	Outcome	<ol style="list-style-type: none"><li>1. MPV segment of cars are high in demand than SUV segment cars</li><li>2. People 45 to over 50 age are mainly business oriented and over 20 lakhs income, are main customer of Toyota.</li></ol>

## ACADEMIC PROJECTS

- **Consumer behaviour on their purchasing process**
  - It was a survey report to identify which purchasing process (online or offline) has a high demand in market and why
- **Market Research on Sunsilk Shampoo**
  - This report is an overview of the research that conducted in order to identify the market analysis Sunsilk shampoo and preference level of customers towards Sun silk shampoo as a brand.
- **MKE Project on Comic Café.**
  - It was a business proposal where I have kept my idea on a coffee bar whose theme was based on comics.
- **Consumer behaviour on e-branding of Samsung & Apple phone**
  - To identify how e-branding activity can be used to initiate change in consumer behaviour.
- **Final year project in B.Tech on Automatic Flood Detector**
  - Project based on sensing the water and triggering an alarm. The whole experiment is done in bread board & it is fully battery operated.

## ROLES & RESPONSIBILITIES

- Event coordinator during my SIP
- Volunteer in operation sector of college fest

## TRAINING & CERTIFICATIONS

- Project based training on “Power Plant Familiarization” at NTPC, Farakka
- Project based training on “Electronics & Instrument overhaul” in Air India, Kolkata
- Completed a certificate course on C and C++ from CMC India limited, Barrack pore , Kolkata

## EXTRA CURRICULAR ACTIVITIES

- Participated in “KALAKSHETRA” held at phoenix mall, Bangalore
- Completed “Happiness course” from Art of Living (AOL), Bangalore