



Prakriti Mehta

Mechanical Engineering

Indian Institute of Technology Bombay

Specialization: Computer-Aided Design and Automation

19D100013

Dual Degree (B.Tech. + M.Tech.)

Gender: Female

DOB: 16/10/2001

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2024	
PROFESSIONAL EXPERIENCE				
MAHINDRA LOGISTICS LIMITED Business Analyst	Black Belt Six Sigma project Supply chain management & mobility solutions firm (Jul'23–Present) <ul style="list-style-type: none">Revamping vendor payment process to achieve 50% TAT reduction, mitigating service disruption risksIdentifying 8+ root causes and suggesting quick wins via RCA frameworks (GEMBA, 4W1H, Why-Why)Conducting 10 site visits to ensure process conformance thus fostering consensus among stakeholders			
	JEE Nexus YouTube channel Viewership: 5 Million+ 100K+ subscribers (Jun'23–Aug'23) <ul style="list-style-type: none">Led 2 documentaries & a contest; acted as mediator for 4 teams including ops, finance, design & mediaDelivered project within INR 0.15M (60% budget) via negotiation and efficient tour planning in 9 citiesCrafted a 4-stage contest including interviews, attracting 600+ registrations, to amplify YT viewership			
UNACADEMY Project Manager	Awarded LoR Worked for the Zunpulse segment: a smart home automation brand (May'22–Jun'22) <ul style="list-style-type: none">Fine-tuned e-commerce media mix, reducing cost-per-impression by 20% via revenue-cost regressionBoosted engagement by 11x QoQ through SEO, influencer partnership and enhanced brand messaging			
	ZUNROOF Marketing & Relations			
VEDANTU Growth & Strategy	Awarded LoR Enhanced V nurture: a product to develop IQ and EQ of school students (Jul'21–Aug'21) <ul style="list-style-type: none">Identified 15+ white spaces such as alignment with NEP through market research on 25+ competitorsPiloted MVP on 1000+ users; developed data pipelines for A/B Testing and transitioned to MMP stage			
	POSITIONS OF RESPONSIBILITY			
OVERALL COORDINATOR NSS, IIT Bombay	Awarded LoR Largest volunteer body of IITB serving 1 Million+ people nationwide (May'22–Apr'23)			
	Milestones	<ul style="list-style-type: none">1st to sign sponsorship deals (PNB & Piramal) worth INR to fund annual flagship eventFundraised INR 0.2M via business exhibits by marginalized sections, attracting 3K+ footfallCurtailed 400 kg/yr plastic junk by enabling 100 women to adopt menstrual cups at 0 cost		
	Operations	<ul style="list-style-type: none">Led a 3-tier team of 6 divisions & 450 members; administered annual budget of INREstablished relations with 5 state governments, ministries, 30+ public figures and 10 NGOsAdministered 2 courses for 500 students, interweaving 38K+ hrs of impactful social service		
	Initiatives	<ul style="list-style-type: none">Orchestrated campus wide donation drive, amassing 4mt clothes to benefit 1.5K+ familiesLed carbon-negative tenure, upcycling waste into décor used across all ambience materialAided JEE preparation of 100+ underprivileged Bihar aspirants with 31 IIT & NIT selections		
ISMP MENTOR SMP, IIT Bombay	Selected among 143/386 applicants via rigorous interviews, SOPs, & peer reviews (Jul'23–Present) <ul style="list-style-type: none">Nurturing group of 12 freshmen to overlook induction, skill development, academics & mental health			
TEACHING ASSISTANT Chemistry & Machine Design, IIT Bombay	Awarded LoR by Prof. R B Sunoj for exemplary work and contribution for 3+ years (Nov'20–Present) <ul style="list-style-type: none">Upskilled 3K+ freshmen with weekly tutorials, clarifying concepts & offering last-minute crash coursesManaged thorough course support, platform logistics and queries; ensured system readiness for exams			
ACADEMIC PROJECTS				
SWIGGY	<ul style="list-style-type: none">Maximized Swiggy Instamart's EBITDA in a selected catchment, maintaining sub-15 minute deliveriesOptimized hub locations, considering capacity scenario, ensuring profit & stock maintenance using LPP			
CORPORATE GOVERNANCE	<ul style="list-style-type: none">Identified post-M&A corporate governance issues via the case study of Zomato's acquisition on BlinkitFound correlation of future performance & over-investment wrt CAR post lock-in period via regressionExamined Byju's LDGS association, sales tactics, and strategies to reduce product market competition			
EXTRACURRICULARS				
YOUTUBE Content Creator	<ul style="list-style-type: none">Founder: Prakriti Unplugged Featured on channels like Vedantu & Being IITian gaining 0.7 M viewsContributing author to Prepsera, wordpress blog with 0.4M+ page views, 70k+ visitors and 200+ blogsPiloting 'Outliers' to tailor personalized training for 50 students pan India for personality development			
WEB & TECH	<ul style="list-style-type: none">Scraped 500+ LinkedIn profiles using Selenium to automate evaluation of Mood Indigo'20 participantsDeveloped the front end of the internal portal for Mood Indigo's Competitions and LYP using Angular			
SCHOLASTIC	<ul style="list-style-type: none">AIR 969 in JEE Main97.4% in Class 12Awarded Certificate of Honor by ABVP, ChandigarhSilver in Informatics Olympiad (State Rank 10)State Level qualified in International Spelling Bee			
SPORTS	<ul style="list-style-type: none">Awarded a Bronze in Table Tennis (Freshiesta)Trekged Skandagiri Peak, KN with 4760 ft elevation			
CULTURALS	<ul style="list-style-type: none">1st in Rangoli makingOpen mic performerScripted and acted for 2 short films (6k+ YT views)			
INTERESTS	<ul style="list-style-type: none">Photography Poetry & Storytelling Video editing Mental Health & Psychology Travel Cooking			