

ACADEMIC QUALIFICATION

Year	Institute/School	Course/Board	Percentage
2025	Indian Institute of Management Raipur	PGP	64%
2023	Banasthali Vidyapith	B.Tech. – Electronics and Comm.	8.65 CGPA
2019	The Khaitan School, Noida	XII – CBSE	86.4%
2017	The Khaitan School, Noida	X – CBSE	9.2 CGPA

WORK EXPERIENCE

Project Manager – Transformation, Yes Securities India Ltd. Apr 2025 - Present	<ul style="list-style-type: none"> Conducted competitor benchmarking of 10+ leading brokerage platforms, identifying 12 key gaps in product features and customer engagement to guide Omni App growth strategy. Analyzed performance and initiated user reactivation campaigns across 2 sales channels, implementing 5 targeted interventions that drove a 50% increase in logins and a 60% rise in trade activations. Developed and delivered 15+ sales enablement materials — including detailed pitch decks, product guides, and FAQs — used by 200+ RMs nationwide, improving client conversion rates by 30% and reducing onboarding time by 10%. Monitored daily performance reviews with 20+ Relationship Managers to track sales performance and identify low-performing segments across 10 regions to improve login and trade conversions.
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SUMMER INTERNSHIP

Eikonsem Pvt. Ltd. Marketing and Growth Strategy Analyst Apr 2024 – May 2024	<ul style="list-style-type: none"> Executed market research to identify emerging trends & competitor insights to propose strategic recommendations. Generated 500+ qualified leads leveraging tools, surveyed MSMEs & 20+ firms, streamlined business development. Optimized strategies that enhanced customer acquisition & retention, leading to a 10% improvement in key metrics. Developed marketing materials for across digital platforms, driving 30% boost in engagement and brand awareness. Conducted in-depth competitor analysis, benchmarked Eikonsem using primary and secondary research, identifying gaps & opportunities that contributed to a 20% improvement in market positioning & strategic decision-making.
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PROJECTS AND PAPERS

TKC Think Tank Programme, Takshashila Consulting Aug 2024 - Sept 2024	<ul style="list-style-type: none"> Conducted a comprehensive analysis of Rewa District, Madhya Pradesh for development of a district acceleration strategy evaluating 7 key sectors to formulate a plan for increasing GDP fivefold within three to five years. Applied benchmarking & gap analysis across 4 national & international regions to establish 5 metrics for evaluation. Performed thorough research to gather and analyze data leading to valuable observations for strategic recommendations. Leveraged analytical frameworks to derive insights into Rewa district's landscape, challenges and growth potential. Delivered findings for Rewa's growth plan targeting a 10% annual growth rate, aligned with Madhya Pradesh's long-term vision and India's 2047 agenda.
Live Project, TVS Motors Jun 2024 - Aug 2024	<ul style="list-style-type: none"> Utilized the DLOQ framework to assess and identify key dimensions for organizational learning and development. Conducted an extensive and thorough assessment of TVS Motor's practices, examining areas for improvement. Synergized with Senior Leadership & cross-functional teams to understand the feasibility of strategies proposed. Presented strategic recommendations to the HR leadership, focusing on cultivating a culture of continuous learning, development and engagement of employees in the company.
Research Intern, Banasthali Vidyapith Dec 2022 - May 2023	<ul style="list-style-type: none"> Performed comprehensive research and analysis of 100+ research papers, exploring advanced multifaceted dimensions in additive manufacturing and fabrication processes for frequency selective surfaces. Produced exhaustive detailed reports, synthesizing complex data and research findings to deliver valuable insights. Delivered a compelling presentation on "Dual Passband FSS for 5G Shielding using Additive Manufacturing" to senior academic stakeholders of Banasthali Vidyapith, effectively communicating project outcomes and future scope.

POSITIONS OF RESPONSIBILITY

Class Representative, PGP 23-25 IIM Raipur Aug 2023 – Present	<ul style="list-style-type: none"> Executed the Rural Immersion Programme for 370+ students, driving social impact through extensive community engagement and development, in partnership with The Tata Steel Foundation. Facilitated end-to-end organization of orientation programme for PGP 2024-26 & FPM 2024 batch of 300+ students. Orchestrated Batch Preparedness Sessions for 350+ students of PGP 2023-25 Batch for SIP Preparation. Served as the Senior POC between faculty and students, organizing and coordinating 10+ guest lectures and events.
Class Representative, ECE Banasthali Vidyapith Jul 2019 - May 2023	<ul style="list-style-type: none"> Acted as a liaison between 129 students and faculty members, ensuring smooth and efficient academic operations. Organized and facilitated a variety of workshops, actively fostered a supportive environment for student learning. Reported to Placement Coordinators and the Dean of the Electronics Department, overseeing placement activities.

AWARDS AND ACHIEVEMENTS

- Scored **99.02 %ile** in **CAT 2022** among **2.22 Lakh+** candidates with **98.54%ile** in **VARC** and **98.65%ile** in **DILR** section.
- National Semi-Finalist in **GRAD** by Galderma, ranking in the **top 1.36%** among **18,000+ participants**.
- Secured **All India Rank 298** in **NIFT 2019 Entrance Exam (Top 1.19%)** out of 25,000 candidates.
- Published 'Quarantine Verses' with **Verses Kindler Publications** in 2022 and listed the book on **e-commerce platforms** including Amazon and Flipkart.
- National Semi-Finalist in the **Tata Imagination Challenge 2022**, ranking in the **top 0.01%** among **2.2+ lakh participants**.
- Conceptualized captivating content and maintained a professional yet engaging on-air presence as a **Radio Jockey** at **90.4 Radio Banasthali**.

