

## 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

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

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

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

## POSITIONS OF RESPONSIBILITY

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

## 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**.

