**sweta jhunjhunwala**

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**Education**

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| Year of Passing | Particulars | Grades |
| 2016 | [Post Graduate Program in Business Marketing](https://www.linkedin.com/title/post-graduate-program-on-business-analytics?trk=mprofile_title),  Praxis Business School | 4.73/8 |
| 2012 | Bachelor in commerce, Smt JD Birla Institute  (Jadavpur university) | 63% |
| 2009 | Intermediate-Auxilium Convent School | 84.43% |
| 2007 | Matriculation- Auxilium Convent School | 69.70% |

**Area of exposure**

Corporate Communication, Marketing Research, Retail Management, Marketing, Sales, Branding, Promotion and Financial Research

**Experience**

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| KALOLWALA AND ASSOCIATES | Research Analyst | May 2017- Present |
| TRISYS COMMUNICATIONS PVT. LTD. | Research Analyst | July 2016 – April 2017 |
| KWALITY METALS & PLY | Administrative Personnel | May 2012 – May 2014 |

**KALOLWALA AND ASSOCIATES**

* Global and Indian economy research
* Industry research like home loan finance, textiles, real estate, etc..
* Analyzing quarterly results and yearly results for companies like Can Fin Homes Ltd, Gati, Gravita Ltd, TeamLease Ltd., HIL Ltd., Suryalakshmi, Solar Industries, Suryalata, RSWM, etc.
* Back-end research of companies like Can Fin Homes Ltd, Gati, Gravita Ltd, TeamLease Ltd., HIL Ltd., Suryalakshmi, Solar Industries, Suryalata, RSWM, etc.
* Writing and managing the annual report of companies like Can Fin Homes Ltd, Gati, Gravita Ltd, TeamLease Ltd., HIL Ltd., Suryalakshmi, Solar Industries, Suryalata, RSWM, etc.
* Coordinating with the other departments of the organization to provide the best quality of annual report before the delivery schedule by following all the requirements of the clients.
* Preparing different ways of corporate communication like websites, brochures, presentations, etc. for different companies like Solar Industries, etc..
* Marketing to companies and new IPO companies for their corporate communication

**TRISYS COMMUNICATIONS PVT. LTD.**

* Understanding industries like pharmaceutical, textiles, real estate, etc. by secondary research.
* Analyzing different companies like Orient Cement, Adhikar Microfinance, HSIL Ltd, Emami Infrastructure, Zydus Wellness, Cadila Healthcare, Lux Innerwear, Kolte Patil Developers, etc. by secondary research.
* Conducting primary research of companies like Orient Cement, Adhikar Microfinance, HSIL Ltd, Emami Infrastructure, Zydus Wellness, etc.
* Writing and managing the annual report of companies like Orient Cement, Adhikar Microfinance, HSIL Ltd, Emami Infrastructure, Zydus Wellness, Cadila Healthcare, Lux Innerwear, Kolte Patil Developers, etc.
* Coordinating with the other departments of the organization to provide the best quality of annual report before the delivery schedule by following all the requirements of the clients.
* Preparing different ways of corporate communication like websites, brochures, presentations, etc. for different companies like Dalmia Cement, AUM Capital, etc.
* Marketing to companies and new IPO companies for their corporate communication

**KWALITY METALS & PLY**

* Notifying the company about the requirements of the products to fill the inventory
* Handling and meeting the demands of different types of customers
* Maintaining the inventory by checking it on a daily basis and managing the delivery system to avoid delays

**Internship: Tata Steel April 2015-May 2015**

**Research on industry segments for the expansion and brand awareness of Tata Bearings**

* Major players of different industry segments
* Top five players of some industry segments and their production capacity and manufacturing facility
* Keeping a record of the number of mechanics and retailers met, the number of canopy’s set-up, the number of orders collected in different regions by the Sales Force of Tata Bearings

**Projects**

**Brand Dossier on Amul Ice-cream**

* Detailed review on certain aspects regarding the brand
* Formulating a Research Proposal for the brand and Conducting the research
* Analysing the data, summarizing the findings and net take away

**Detailed Analysis of the Indian Tyre Industry**

* Overview of the Indian Tire Industry and its segmentation in B2B and B2C markets
* Different ways of segmentation of Tires and prominent brands in certain industry segments
* Positioning for B2B Institutions of MRF Tires and certain recommendations for its growth in the future

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| **Market Research on the product Category-Beer** |

* Collecting data from the existing sources and using an appropriate technique
* Knowing the market penetration, brand health and brand comparison
* Findings from the female samples, male samples and preferred occasion region-wise

**Understanding the buying behavior of the consumers for the product category-Contact Lens**

* Taking in-depth interview of the consumers who purchase Contact Lens
* Analysing the findings on the basis of external influences, Consumer decision making and post-decision behavior

**Key skills**

Basic knowledge in MS Office, AUTOCAD 2D and 3D

**Awards &Activities**

* Bagged a medal and a certificate for being the topper of my school in the subject Commerce in ISC
* House Captain (Praxis Business School)
* Coordinating the different cultural events and sports events with the house members
* Part of the Sponsorship Team of the B-School Fest of Praxis
* Participated in the dance competition organized by IIM Calcutta in 2015
* Participated in the spelling competition of Shri Shikshayatan College in 2015
* Content Writing