Adarsh Laad 101030015
Aerospace Engineering UG Third Year (B.Tech.)
Indian Institute of Technology, Bombay Male
Specialization: B.tech DOB: 26-07-1992

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2013	8.80

Academic Achievements

- Recipient of **Charpak Scholarship,** awarded by French government for research.
- **Department Semester topper** for the year 2012 with a SPI of **9.74**
- Pursuing a **minor** degree in the **School Of Management**, IIT Bombay.
- Ranked among the **top 80 students** of the country who cleared the first phase of **KVPY 2010** which is given to the students having **exceptional attitude for research**.
- Among the **top 32 students** (out of 880 students) of IITB-2010 batch who had their branch upgraded.
- Recipient of MCM scholarship awarded to the **top 25% students** of IIT-Bombay based on merit.
- Ranked **first** at district level in MBD Talent Search Exam.

Positions of Responsibility

Institute Student Mentor [May'13-Present]
Selected by the institute to help the freshmen with their academics and stay at IIT Bombay and to serve as a role model to them.

Internship Coordinator, Placement Cell [Jul'12-Apr'13]
- Part of a 25 member IC team in Placement Cell, responsible for securing internships of 1,400+ students through 300+ companies; contacted company recruitment team for smooth internship process.

Department Academic Mentor [Jul'12-Present]
- Mentoring 8 undergraduate students; providing necessary academic guidance by conducting help sessions

Teaching Associate-Differential Equation-II [Sep'12-Nov'12]
- Teaching a class of about 40 students consisting of 2nd year undergraduates.

Internships

PRATHAM Satellite Project: Calculation of TEC from data Acquisition Chain [May'13–Present]
Guide: Prof. Philippe Lognonne, Institut de Physique du Globe de Paris, France
- Developed Matlab codes to calculate the Total Electron Content of the Ionosphere from the data emitted by Pratham Satellite.
- Setting up the Data Acquisition to collect the emitted signals from Satellite.

Recursive Star Identification using Star Neighbourhood Catalogue [Dec'12]
Guide: Sc. R.S. Chandra Sekhar, **Defence Research Development Organisation, Hyderabad**
- Designed an optimal star catalogue for use in Star Trackers to increase the probability of correctly identifying the stars and hence increase the accuracy of attitude determination.
- Developed Matlab codes to recursively identify stars in a star tracker to determine attitude, hence cutting down the time of Image processing used in Lost in Space Attitude Determination.

Public Policy Project: Pharmaceutical Industry [May'12-Jul'12]
Guide: Prof. Dheeraj Sharma, Marketing Dept. **IIM-Ahmedabad**
Identified the share of marketing costs in deciding the prices of medicines and various channels available for execution of marketing strategies. Analysed the data from India by taking into consideration the existing policies in Malaysia, Australia and suggested changes in policy to **Department of Health, India.**

Marketing Strategies of Newspapers [May'12-Jul'12]
Guide: Prof. Dheeraj Sharma, Marketing Dept. **IIM-Ahmedabad**
- Analysed the marketing strategies of different newspapers by figuring out their **brand positioning** in market through an **Ethnographic Qualitative Research.**
- Studied their key selling factors and response of society towards it.

Academic Projects

Supervised Learning Project on Study of parallel compressor theory for analysis of inflow distortion in axial compressors
Guide: Prof. A. M. Pradeep, IIT Bombay [Jan'13-present]

Analysis of a Company's Annual Report [Jul'12-Nov'12]
Guide: Prof. Varadraj Bapat, SJMSOM, IIT Bombay
- Analysis and interpretation of annual report of **Bharat Forge** including **financial statements** and familiarization with the method of calculating **Corporate Governance Score (CGS)** and **Accounting Standards** in India and also implemented a checklist.

SWOT Analysis of Amul [Jan'12-Apr'12]
Guide: Prof. Dinesh Sharma, SJMSOM, IIT Bombay
- Detailed a current situational analysis of the company's product line-up, its market segmentation and marketing mix using **SWOT**(strength, weakness, opportunities, threats), and **4P**(price, product, place, promotion) technique.
- Conceptualized the development of a new product and formulated a marketing strategy of the same