

EDUCATION			
Year	Degree/Certificate	Institute/School, City	% / CGPA
2013	Master of Management	SJMSOM, IIT Bombay	6.7
2011	B.Tech (Electronics&Communication)	SRM University, Chennai	8.1
2007	Class XII	Chettinad Vidyashram, Chennai (CBSE)	84.8
2005	Class X	Chettinad Vidyashram, Chennai (CBSE)	92.0

PROJECTS & INTERNSHIPS		
Four-S Services	Summer Internship	May 2012-July 2012
<ul style="list-style-type: none"> <li><b>Assisted in acquisition of a K-12 Education Company for a Renowned Indian Conglomerate</b> <ul style="list-style-type: none"> <li>Identified and Profiled potential companies providing digital content for Indian K-12 sector.</li> <li>Provided an extensive analysis based on business description, products &amp; offerings and revenue stream.</li> </ul> </li> <li><b>Research Report on Indian Mobile Entertainment Industry</b> <ul style="list-style-type: none"> <li>Prepared a comprehensive report on the Indian Mobile Entertainment Industry comprising of current industry scenario, growth drivers &amp; challenges, key players, critical success factors and identified opportunities for Indian players.</li> <li>Provided detailed case studies on leading Indian players emphasizing on their modus operandi, core competency and product portfolio.</li> </ul> </li> <li><b>Designing Entry Strategy for a Major Publishing house</b> <ul style="list-style-type: none"> <li>Conducted an extensive research to map the complete Indian Technical Education market structure from scratch.</li> <li>Performed Analytics, identified market segments and generated key insights</li> <li>Prepared a comprehensive report enumerating lucrative opportunities for our client to foray into</li> </ul> </li> </ul>		
Opportunities in Online Matrimony Industry	Project	Jan 2012 – Apr 2012
<ul style="list-style-type: none"> <li>A comprehensive study on the online matrimony classified industry focusing on how design and features of a portal plays a pivotal role in customer acquisition and satisfaction.</li> <li>Conducted exploratory research by interviewing industry experts, academicians and conducting a survey amongst existing users and probable future users</li> <li>Provided key insights as for upcoming challenges and lucrative opportunities in the segment</li> </ul>		
Campus Area Security System using MIWI	Final year Project	Jan 2011-May 2011
<ul style="list-style-type: none"> <li>The project was to build a wireless surveillance network using MiWi, based on Received Signal Strength Indication (RSSI)</li> </ul>		
BSNL, Airport Authority of India, Prasar Bharti	Industrial Training	Jun 2009-Jul 2010
<ul style="list-style-type: none"> <li>Completed a month long training in 'basics of telecommunication' from <b>BSNL</b> Rajiv Gandhi technical center, Chennai</li> <li>Completed a course on Air Traffic services – navigation, communication and surveillance from <b>AAI</b>, Chennai</li> <li>Completed an internship focussing on various communication systems employed in <b>PRASAR BHARTI</b>, Chennai</li> </ul>		

POSITIONS OF RESPONSIBILITY		
Position	Key Achievement	Period
<b>Co-ordinator, Avenues'12</b> , the flagship business school festival of SJMSOM	<ul style="list-style-type: none"> <li><b>Head of sponsorship committee.</b></li> <li>Conflict management between team members and event managers regarding budget allocation</li> <li>The budget was doubled compared to AVENUES'11</li> </ul>	2012-13
<b>Co-ordinator, E-Club</b> , the entrepreneurship club of SJMSOM	<ul style="list-style-type: none"> <li>Organized an entrepreneurship workshop and various talks for the club</li> </ul>	2012-13
Member, <b>SPONSORSHIP team</b> , for college international conference – Eclectik'10	<ul style="list-style-type: none"> <li>Convinced non-technical companies like Saint Gobain, Yamaha to sponsor for the event</li> <li>A budget of 8 lakhs for a first time event</li> </ul>	2009-10
Worked with <b>MARKETING team</b> for Auto rickshaw campaign of <b>bankbazaar.com</b>	<ul style="list-style-type: none"> <li>Convinced 120 auto-rickshaw drivers to stick an ad poster</li> <li>Gained hands on experience in convincing people</li> </ul>	2008-09
Aiding in <b>ADMINISTRATION</b> of father's <b>printing press</b>	<ul style="list-style-type: none"> <li>Real-time management of 40 labor personnel and resources in a highly dynamic and unstructured workplace</li> </ul>	2008-11
<b>Member, Core ORGANISING committee</b> of 'Maithri' – one of Chennai's biggest cultural	<ul style="list-style-type: none"> <li>Event coordinator for Mr. &amp; Mrs. Maithri</li> <li>Over 50 schools participated in and around Chennai</li> </ul>	2006-07

## ACHIEVEMENTS

• Completed all levels of <b>Duke of Edinburgh INTERNATIONAL award</b> for gifted youngsters	2004-07
• Represented SJMSOM in <b>GLOBAL CLASSROOM PROGRAM</b> held at University of Washington, Seattle, <b>USA</b>	2012-13
• Secured <b>3<sup>rd</sup></b> place in <b>BUSINESS SIMULATION game</b> , held during <b>The Entrepreneurship-Summit 2012</b> , IIT-Bombay <b>E-cell's</b> flagship event	2012-13
• Represented SJMSOM in KICC - <b>KPMG INTERNATIONAL Case Competition</b>	2012-13
• National finalists in <b>BUSINESS STRATEGY game</b> , held during “CONFLUENCE 11”, the annual b-school festival of <b>IIM-Ahmedabad</b>	2011-12
• Volunteer, <b>I-QUIZ 2011</b> , SJMSOM's Stand-alone B-quiz, sponsored by Mahindra	2011-12
• Secured <b>1<sup>st</sup></b> place in the event <b>MARKETHICS</b> , an event that tested managerial skills, at “TECHNOCRACY 08 “, a National level Technical symposium conducted by Sathyabama University, Chennai	2007-08
• Secured <b>1<sup>st</sup></b> place in the <b>MOCK INTERVIEW</b> , amongst <b>227 participants</b> at “INNOWIZ'10”. a National level Technical Symposium conducted by Velammal college of engineering, Chennai	2009-10
• Secured <b>1<sup>st</sup></b> place in the <b>ADZAP</b> event held at “PARADOX 09”, Technical symposium conducted by SMIT, Chennai	2008-09
• Secured <b>2<sup>nd</sup></b> place in the <b>LATERAL THINKING</b> , an ‘out-of-the-box’ problem solving competition held at “KRATOS'10”, a National level Cultural fest conducted by Eashwari Engineering College, Chennai	2009-10
• Secured <b>3<sup>rd</sup></b> place in the event <b>BIG FIGHT</b> , a debate competition held at “TECHNOCRACY 08 “, a National level Technical symposium conducted by Sathyabama University, Chennai	2007-08
• Secured <b>3<sup>rd</sup></b> place in the event <b>M-GURU</b> , marketing event held at “ORBITCE2k10”, a National level Technical symposium conducted by SSN College of Engineering, Chennai	2009-10
• Secured <b>3<sup>rd</sup></b> place in the <b>BIZ PLAN</b> event held at “JET-SIGNUM”, a National level Technical symposium conducted by St.Joseph's College of Engineering, Chennai	2009-10
• Completed <b>NCC</b> training at cadet level from NCC TN I Battalion	2003-04

## OTHER INTERESTS

- PC Assembly & Consulting, Gaming Enthusiast, Writing Movie reviews and Tamil Poetry