

## INTERNSHIPS

### MARKETING AND PUBLICITY, PLANCESS EDU-SOLUTIONS PVT LTD, MUMBAI [Dec 2011]

- Developed a strategy along with 5 team members to get a **market entry** for the innovative products created by Planceess
- Organized and Delivered counselling sessions to a total crowd of about **2000 potential college students** in 10 days
- Contacted and Coordinated with distributors and retail book stores in Mumbai **reaching the target supply** of almost 5000 notebooks in a period of 3 months
- Organized and initiated **meetings with School Principals** and Director of Coaching Institutes proposing them a mutual benefit tie-up with Planceess

### QUANTITATIVE RISK FORECASTING, MAGMA FINCORP, KOLKATA [July 2011]

- Analysed **past 5 years** data over 2 different categories and 4 different portfolios, with the help of trends, charts, formulas, correlations and statistics
- Forecasted the **default risk at maturity** of a working portfolio by establishing the correlation and **regression equation**

### BUSINESS DEVELOPMENT AND MARKETING, EASYSIGNMOBILE, BANGALORE [May – June 2011]

- Marketed EasySign, an iPhone/iPad App, preparing **case studies** of more than 40 customers
- Reformed the mailing terminal changing the way of interaction to customers economizing at least 50-60% time each day
- Prepared **3 professional pitches** for realtors, legal and PRs, sorted and analysed customer feedback from a database of more than 600 customers, fabricated an action plan and reached out to **34 companies**
- Coordinated with programmer of EasySign, making the App design more user friendly and tested case specimens introducing **3 evolved versions of EasySign App**

### BENCHMARKING, MOTILAL OSWAL SECURITIES LTD, MUMBAI [Dec 2010]

- Dealt with **6 companies** (ICICI Securities, Kotak Securities, ShareKhan, Religare, India Infoline and MOSL) along with 5 other interns comparing processes of each one
- Created a list of **122 benchmarking parameters** including continuous, discrete and ordinal data types
- Enquired, collected, analysed and numerized data with each member of team taking responsibility for 1 of above 6 companies
- Surveyed different samples of people to get 90-95% close to emotional parameterization analysing public's behaviour and **investing capability**

## PROJECTS

### REGENERATIVE AUTOSUCTION FOUNTAIN

Mechanical Department, IIT Bombay

[Jan'11 - Mar'11]

- **Ensured timely meetings** and smooth functioning of a project as a **Team Manager** that helped team construct a scale 10 model of fountain which works iteratively for **10 minutes without energy supply** implementing the technique of autosuction to increase system's efficiency by **5 times** over existing models

## SCHOLASTIC ACHIEVEMENTS

- Secured **AIR 410** in **IIT-JEE** 2009 among 3,85,000 applicants (2009)
- Secured **State Rank 4** and **AIR 125** in **AIEEE** 2009 among 9,62,000 applicants (2009)
- Achieved **1<sup>st</sup> rank** in School in **KVPY** examination organized by Department of Science and Technology, Government of India (2007)
- Obtained **50<sup>th</sup>** rank in **COMED-K**, **152<sup>nd</sup>** rank in **VITEEE** and a **score of 395** in **BITSAT** (2009)

## POSITIONS OF RESPONSIBILITY

### MARKETING EXECUTIVE, PLANCESS EDU-SOLUTIONS LTD [Jan'12–ongoing]

- Secured a Full Time post-internship position in Planceess, hereby planning to acquire **title and media sponsors** for the counselling sessions to be held by Planceess across different cities
- Working on establishing a **successful tie up** with Coaching centres meeting the Directors of Coaching Institutes of Mumbai

### HOSTEL DRAMATICS SECRETARY [Jul'10–Jul'11]

- Organized 3 intra-hostel events and a workshop by 2 times winner and director of plays in **Prithvi Theatre**
- Executed making of **biggest set productions** along with all other secretaries in Inter Hostel Dramatics General Championship

### COORDINATOR, Marketing Department, E-CELL [Jul'10–Jul'11]

- Led a team of **12 organizers** acquiring the sponsorship of about **USD \$50,000** for 3 best start-up ideas showcased through EUREKA, an event of E-CELL
- Accomplished meetings with Human Resource Department of **Havells** and received positive responses from **ING Vysya, MetLife, Nokia and Samsung**

### VOLUNTEER, World Alliance for Youth Empowerment [since Jul'09]

- Has organized **Youth Empowerment and Skills Workshop** dealing with soft skills and personality development

## EXTRA ACTIVITIES AND INTERESTS

### SOCIAL SERVICE

- Surveyed in **Surgana village** for setting up educational institutes and hospitals under National Service Scheme, IIT Bombay
- Volunteered for youth workshops conducted by WAYE, an alliance of **5 million youths** till date

### DRAMATICS

- Participated in Freshie Prod (2009), Ad Making GC (2010) and Main Dram GC (2010)
- Acted in PAF 2010 (Antaragini), biggest set productions till date and PAF 2011 (The Golden Quadrilateral), winning PAF with special mention in **Hindustan Times**

### SPORTS AND GAMING

- Led Hostel team to **2<sup>nd</sup>** position in Sophie Hockey and Sophie Crossy
- Participated in Carrom GC, Crossy GC, Volleball GC and Tug of War GC
- Fascination for Age of Empires, Minesweeper, Mindbender (in Times Of India) and Sudoku

## COMPUTER AND SOFTWARE SKILLS

- Programming Languages known: C, C++
- Operating Systems: Windows, Linux
- Software Packages: MS Office, Adobe Photoshop, Sony Vegas