



Kartikay Agarwal

4th Year Undergraduate,

Metallurgical Engineering and Materials Science, IIT Bombay

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Examination	Institute	Year	CPI / %
Graduation	IIT Bombay	2013	7.47

Entrepreneurial Experience

Co-Founder, Zure-Pro Services Pvt. Ltd.

Nov '12- Present

An online Warranty Claim solution provider, offering multiple warranty programs for customers, like Extended Warranty Packs and annual maintenance contracts

- Presence on 2 e-commerce platforms, 50+ multistorey retail outlets, 70+ small retail outlets across Mumbai and 100 new stores, 3 retail chains and 2 e-commerce giants coming by the end of 1st QTR 2014
- Zure-pro App is a Daily Feature Application for different mobile platforms for Claiming the Warranty, Data Back-up, Anti-theft, GPS locator, Diagnostic features for hardware and software testing

Co-Founder, Automate

Sep '13- Present

Technology-based social enterprise which aims to enable auto-rickshaw booking through mobile along with social and financial empowerment of auto-rickshaw drivers

- Placed in top-3 at MIT AITI (an **MIT-Google funded start-up accelerator**) and in top-5 at **IE Venture Day**, an inter-IIT-IIM B-Plan competition

Co-Founder, Motideals.com

Jun '12- Oct '12

Shopping guide to find hot deals and coupons online

- Developed a business model and market positioning strategy based on India's e-commerce ecosystem
- Successful exit with a total profit of **INR 1.5lakh**

Industrial Experience

Intern at Burckhardt Compression-India Limited, Pune

May '13- Jul '13

- Designed a new process line-up for steel cylinders and liners to decrease the ovality developed during heat treatment
- Rejection rate went from 75% to an estimated 15% which saved about **INR 1.5 million** to the company

Intern at BOSCH Limited, Jaipur

May '12- Jun '12

- Worked on decreasing the **uncertainty in chip & dirt process** and time required to attain a certain carbon potential during heat treat of steel parts

POSITIONS OF RESPONSIBILITY

Marketing and Media Manager, Padarth '13

Jul '12- Apr '13

Part of the 16 member managerial team responsible for conceptualization and execution of Padarth 2013, Asia's largest Material Science Festival, which had a budget of over half million and footfall of over 8,000

- Responsible for raising a sponsorship amount of more than **INR 5lakh**
- First ever marketing manager to bring **foreign university collaborations** (France and UK)
- Handling the media content and coverage of the festival by various media houses
- Responsible for initiating **Liter Of Light**, a nationwide campaign to install plastic bottles as a substitute for bulbs

PROJECTS

FINANCIAL INCLUSION IN INDIA, SJMSOM, IIT BOMBAY

Dec '13- Present

- Developing an index of the state-wise financial inclusion in India
- Analyzing the effect of government measures from time to time on the progress of financial inclusion state-wise and nation-wise

ANALYSIS AND B-PLAN OF CONDUCTING CARBON NANOTUBES THIN FILMS INDUSTRY

Jul '13-Present

- Comprehensively researched on applications of conducting carbon nanotubes in thin films touch screens
- Developing a B-Plan to set-up CNT based touch screens industry in India

INSTRUCTION DESIGN DOCUMENT for IITB's OPEN SOURCE REPOSITORY, MHRD, INDIA

Apr '11- Apr '12

- Contributed to the IITB's repository www.oscar.iitb.ac.in by detailed analysis and documentation of 5 different topics under Physical Metallurgy and Material Science, used as an instruction aid by professor

EXTRA CURRICULAR ACTIVITIES AND SPORTS

- Keen interest in learning languages, completed language course in **French**
- Second in **Debating** at Institute level in IIT Bombay in the academic year 2010-2011
- Played basketball in **National Sports Organization(NSO)** team