

Pruthviraj Thorat



ABOUT ME

An outgoing, ambitious & confident individual, who believe that pursuing a degree in Marketing is something sort of responsibility that I owe to myself, as well as form of commitment to others. I view it as a personal responsibility since I also have a positive, proactive viewpoint in life, making me seek actively & search for things that I want to achieve in life

Date of Birth : 14-02-1996

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INTERNSHIP DETAILS

- Name of Organization - Asian Paints Ltd.
- Project title -Increasing the penetration of epoxy category in projects and retail segment
- Duration - 25th May 2020 – 04th July 2020

RESEARCH PAPER

Title : A study on factors affecting purchase decision of retailers in case of epoxy adhesive with reference to Satara

Objectives :- 1) To find out factors affecting purchase decision of retailers in case of epoxy adhesive

2) To identify impactful marketing practices impacting purchase decision of retailers

Analysis Method :- Factor analysis

Analysis Tool :- SPSS (Statistical Product & Service Solutions)

CO-CURRICULAR ACTIVITIES

- Completed industrial training program at JSW Energy Ltd. Toranagallu, Karnataka
- AIR 13 – at Electric vehicle championship, New Delhi
- Organized webinar on Financial Freedom.
- Organized Webinar on Life design for Better Result

LANGUAGES KNOWN

English, Hindi, Marathi, Sanskrit

EDUCATION

Class 10th

Institute : Bharatmata Vidyalaya , Mayani

Year of passing : 2012

% of marks : 90.4 % (Honors)

Class 12th

Institute : Willingdon college, Sangli

Year of passing : 2014

Discipline : Science

% of marks : 58%

Bachelor Of Engineering

University : University of Mumbai

Year of passing : 2018

Subjects/Discipline : Electrical Engineering

CGPA(out of 10) : 6.95

Master of Business Administration (Pursuing)

University : Sri Balaji University,Pune

Year of passing : 2021

Subjects/Discipline : Marketing

% of marks : 67.78%

HOBBIES & INTERESTS

