

Academic Achievements

MBA(Marketing)	2025	Bharathidasan Institute of Management, Trichy	6.96/10
B.Sc. (Economics)	2019	Amity School University, Kolkata	5.9/10
Class XII	2016	DBMS Kadma High School, Jamshedpur (CBSE)	62.4%
Class X	2014	DBMS Kadma High School, Jamshedpur (CBSE)	64.6%

Internships

Yugma.ai, Mumbai India **Research Associate** **04/2024-05/2024**

- **Conducted** primary research, interviewing 107 stakeholders, identifying employability gaps in tier 2 & 3 colleges.
- **Developed** insights that enhanced product solutions, addressing 5+ critical skill gaps.
- **Collaborated** with marketing to optimize strategies, increasing student and institution participation by 20%

ICICI Lombard, Mumbai, India **Operational Efficiency Intern** **06/2018 -08/2018**

- **Streamlined** QC by implementing 10% random sampling, reducing processing time from 3-4 months to weeks.
- **Conducted** quality checks for 50,000+ applications, ensuring data accuracy and compliance in insurance payments.
- **Collaborated** with legal and payment teams to resolve pending cases, improving localized claims efficiency.

Gionee Phones, India **Market Research Analyst** **06/2017 - 07/2017**

- **Conducted** market research, interviewing 50+ retailers, identifying trends and competition against ViVo & OPPO.
- **Analyzed** HR strategies by surveying 40+ employees, identifying gaps and recommending process improvements.
- **Proposed** data-driven marketing strategies, optimizing retail penetration and boosting brand competitiveness

Professional Experience**18 Months**

Vidas Technologies **Sales Manager** **07/2020 - 01/2022**

- **Expanded** B2B sales, managing Quick Heal sales for T2 & T3 dealers, increasing engagement by **30%**.
- **Boosted** direct sales by conducting **cold calling campaigns**, converting **20%** of expiring users.
- **Optimized** corporate client support, leading a service team and reducing resolution time by 40%.
- **Led** monthly stock audits, reconciling inventory, identifying discrepancies, and improving accuracy by 15%.

Academic Projects

- Contributed to faculty research with literature reviews on Product Service System (PSS) and Sustainability.
- Presented a paper on **ESG and Sustainability** at the **Strategic Management Forum, IIM Trichy (2023)**.
- Presented a paper on **“Brand Valuation and Sustainability score: Empirical evidence from India’s most valuable brands”** at the **ICCBP, MDI Murshidabad (2025)**.

Leadership Positions**Ideated and worked on Minimum Viable Products in various industries:**

- **Check-it** - Developed and worked MVP for an app connecting after-sales service centers and local garages to users to solve the challenges faced by people in getting of road assistance in dire need. **(2019-2021)**
- **Aakar**-Developed and worked MVP for a website helping in diagnose mental health status and also to spread awareness on mental health and its impact on extreme phases like depression, suicide etc. **(2019-2021)**
- **Business Word Web**- Developed and worked on MVP of a gamified version with the aimed to enhance communication and presentation skills for graduates and freshers. **(2020- 2021)**
- **Waste Management Solution**- Spearheaded a project to convert waste materials into eco-friendly products, managed product development stages, including prototyping and sustainability analysis. **(2020- 2021)**

Extra-Curricular Activities

- **Pre-Finalist @Chanakya** – The Mastermind 2024 (MMA), competing for Best Management Student of the Year.
- **Blogger**, The Free Voice, attracting **150-200 readers**, covering business case studies, current affairs, and market trends
- **Co-Created**, The Conversations, a YouTube channel on current affairs and communication, with 150 subscriber.
- Active Member, *Kolkata Debating Circuit*, specializing in persuasive communication and public speaking.
- Volunteer, Swachhata Pukare (NGO focused on environmental awareness campaigns), in - **02/2019**