

Ankur Agrawal

Academic Qualifications

Degree	Board/University	Year	%
PGDM (MARKETING)	Xavier Institute of Social Service	2019-21	64.75 (Till 5th Trimester)
BBA	Birla Institute of Technology, Mesra	2016-19	69.8
Class XII (CBSE)	DAV Public School, Hehal, Ranchi,	2016	74.4
Class X (CBSE)	DAV Public School, Gumla	2014	76.0

Summer Internship

Wonderchef Home Appliances Private Limited (6-Weeks)

- **Objective:** How to make the Wonderchef Brand more competitive in the market?
- **Project Scope:**
 - **Competitive analysis** of the **Product-Price Matrix** of Wonderchef
 - Determine Direct and Indirect Competitors (India & Overseas)
 - Analysis of the competitors **Marketing Campaigns (Offline & Online)**, Digital content strategy and the **level of engagement (website & social media)**
 - Perform SWOT analysis and Identify Areas of improvements
- **Key Learnings:**
 - **Experience of Direct Line working with Wonderchef C-Level Executives**
 - Impact and importance of **Digital Marketing** in the current market
 - Understanding Market Trends and Insights for **developing new products**.

Key Projects Undertaken

- **MahaBazaar - Khushiyon ki Bauchaar**
 - Fallen leaves, an 'NGO' has been conducting this event for underprivileged kid's by setting up a Moot Shopping Market.
 - A quest to bring smiles on faces of children who are underprivileged & imparting them an education of Money Management, Budget and Shopping.
- **Sham Ki Paathshala**
 - First and Biggest educational project of its kind in Ranchi for Slum Kids
 - An evening Digital Paathshala On Wheels

Positions of Responsibility Held

- **Sponsorship Team, Mark Buzzz (The Marketing Club of XISS)**
- **Core Member - Fallen Leaves**
 - Started in the year 2014, Fallen Leaves is working for the upliftment and betterment of the less privileged kids.

Seminars & Workshops Attended

- Digital marketing Workshop organized by 'Advoits 360'.
- Seminar - Retail Stores operation 2.0 by Mr. Jagannath Ojha (DGM Retail Ops – Max)
- Social Entrepreneurship Conclave organized by XLRI.
- Seminar - Supply chain Management by Ex consultant at Jharkhand Milk Federation

Extra-Curricular & Achievements

- Summer Internship - Highly Appreciated by Wonderchef Team for excellent results
- Former Member of organizing committee of various cultural events of BIT Lalpur
- Represented School Badminton team at Annual Sports Fest.
- Secured 2nd position in Annual Science Exhibition (Project - Hydraulic Crane)



Key Skills:

Business Development, Sales Strategy, Business Consulting, Market Research, Go-To-Market Strategy, Project Management

Interests:

Travelling, Listening Music, Playing Games

PermanentAddress:

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Mobile:

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E-Mail:

ankur.ag.gumla@gmail.com

Date of Birth:

07.07.1998

Gender:

Male

Nationality:

Indian

Marital Status:

Unmarried

Languages Known:

English, Hindi

I hereby declare that the above furnished details are correct to the best of my knowledge.

Ankur Agrawal