

### ACADEMIC QUALIFICATION

MBA	Indian Institute of Management, Raipur	2019	6.67 / 10
B.E. – Mechanical Engineering	Yeshwantrao Chavan College of Engineering, Nagpur	2014	7.45 / 10
Class XII – CBSE	Delhi Public School, Varanasi	2010	70.60%
Class X – ICSE	Jyoti Niketan School, Azamgarh	2008	89.86%

### WORK EXPERIENCE

**Dharampal Satyapal Ltd., Noida** **Manager- Corporate Strategy** **11 Months (April 2019- Present)**

- Performed Job Analysis, devised Skill Matrix and Time Motion study of the packaging machine workers, and worked on reduction of Packaging Materials wastage and stoppages of the machines in the Pass Pass and Rajnigandha Silver Pearls divisions
- Developed **Framework** for tracking monthly reports for DS Products' and Competitor's Market Share, Visibility, Trade schemes and strategic moves in Sales territories

#### Online to Retail (O2R) Project:

- Systematized the **Stakeholders operations**: Call Centre, IT Infrastructure Developer, FCs and Delivery Partner
- Designed **Process Framework** for Inventory Management, Demand Forecasting, Safety Stock at the FCs
- Using Analytical tools, planned strategic locations of the FCs to decentralize operations and cut operational costs
- Managed team of 10 BD Executives for retailer onboarding, getting market feedback and drafting better CRM Strategy
- Developed Business Plan for **O2R Expansion into Rural** regions of Delhi-NCR, reducing per order delivery cost by around 12% in comparison to the in-city delivery cost per order, and Business Plan for several product categories slated to be included under O2R's offerings with annual potential business size of more than Rs. 60 crores in the Delhi-NCR region
- Designed **Retailer Reliability Framework** to predict Retailer's probability to buy, and **Retailer Inventory prediction model** to position specific SKUs, increasing Call to Conversion ratio by 22% and decreasing Return orders by 15%

**Tech Mahindra Ltd., Mumbai** **Software Engineer** **34 Months (June 2014- April 2017)**

- Performed UAT, Functionality, Regression, UI/UX, System Testing during various projects and releases
- Prepared Test Plan document and RTM (Requirement Traceability Matrix) for the projects
- Drafted and executed more than 100+ High Level Test Cases (HLTCs) and 1000+ Detailed Test Cases (DTCs)
- Defect Management using the tool HP QC in coordination with Development and Support teams
- Softwares/Tools: HP QC 10/11, Soap UI, Salesforce, Postman API, AOTS, EPADD, ACMS, Splunk

### SUMMER INTERNSHIP AND LIVE PROJECTS

**Woovly India Pvt. Ltd., Bengaluru** **Business Development Intern** **2 Months (April 2018- May 2019)**

- Proposed UI/UX Functionality Ideas for Woovly's Android and iOS App and upgradation features for Website
- Performed Strategic Analysis of Competitor platforms' model, user experience and retention strategies
- Acquired more than 200 Influencers and 1000 end users, leading to increase in engagement levels by 8 times
- Worked on **Merchant Acquisition Plan** and **Revenue Model** for Woovly

**Kitchens-On-Rent** **Live Project** **Feb 2019- April 2019**

- Performed F-S-N and Market Basket Analysis on sales data to design product combos and menu modifications
- Planned onboarding of new kitchens in Delhi-NCR region through Revenue-cost analysis
- Designed **Process framework** for Inventory Management, Demand Forecasting, Safety Stock and Warehousing
- Prepared Online Marketing and CRM Plan to acquire new customers and retain existing customers, reducing the CoCA by around 60%

**Mawsym.com** **Live Project** **Mar 2019- April 2019**

- Performed F-S-N and Market Basket Analysis on sales data to position products in target market
- Worked on Revenue-Cost analysis of presence of various products and SKUs on online and offline platforms
- Prepared Procurement Strategy with Revenue-cost analysis for decentralized vs centralized warehousing, reducing operational cost by 10%
- Developed CRM Strategy through effective Loyalty program to retain and enrich customer experience

### POSITIONS OF RESPONSIBILITY

**Prayaas- IIM Raipur Marathon** **Committee Member** **Nov 2017- March 2019**

- Devised Marketing plan for promoting the event which drew 3200+ participants
- Coordinated with city administration, sponsors, institute and participants to make the event successful

**PIXEL- Digital Media Club** **Senior Executive Member** **Aug 2017- March 2019**

- Organized events like Ad-War-Tize, PhotoWalk and PhotoHunt on online and offline platforms
- Coordinated with college clubs, committees and PGP Office to cover MHRD and institute events

### AWARDS AND ACHIEVEMENTS

- Wild Card Finalist in Tata Steel's Annual Business Challenge Steel-a-thon, among the top B-Schools held in Nov 2018 and Oct 2017
- National Finalist in V-Guard Big Idea Contest 2018, among Top 20 out of 689 teams from top B-schools across India in Sep 2018
- Quarter Finalist in Global Marketing Competition (GMKC), organized by ESIC Business School Spain, out of 2150 teams in July 2018