

STUDENT PROFILES

eMBA (INSURANCE) - MARKETING

eMBA (Insurance) - Marketing

Aditya Bidvai

21

B.M.S. (Marketing)

Summer Project

Market research on Indian Medical Profession's perception of CKD for ROCHE Scientific Company (India) Pvt. Ltd.



Akbar Mirza

25

B.Sc. (Mathematics)

Summer Project

Recruitment of life advisors, competitive analysis of ULIP products and ULIP v/s mutual funds for Kotak Mahindra Life Insurance Co. Ltd.

Ameya Naik

23

B.M.S. (Marketing)

Summer Project

Rural marketing (communications) with Percept Out-Of-Home (Division of Percept Ltd.)



Anika Goyal

23

B.A. (Psychology)

Summer Project

Meeting event management companies and liquor companies to acquire tie ups and business for Bar Solutions

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Ankit Vora

24

B.M.S. (Marketing)

Work Experience

IndiaBulls Securities Ltd. for 6 months

Summer Project

Perceptual mapping of company customers vis-a-vis competitors for ICICI Prudential Life Insurance Co. Ltd.

Industry Project

Brand recall dip stick survey of Asian Paints for Madison Communications Pvt. Ltd.



Bakir Sura

24

B.Com.

Work Experience

Ambience Publicis for 6 months

Summer Project

Competitive mapping of the various competition of Jet Airways
Market research to understand what influences a choice of travel destination for Jet Airways

Industry Project

Designed an audio visual promotion for LOWE's International Project - Faces

Competitive analysis of health insurance products for Bajaj Allianz Insurance Co. Ltd.



Ankita Mehta

22

B.M.S. (Marketing)

Summer Project

Competitive analysis of health insurance products for Bajaj Allianz Insurance Co. Ltd.



Bhavesh Soni

22

B.Sc. (Physics)

Summer Project

Marketing and recruitment of life advisors for Kotak Mahindra Life Insurance Co. Ltd.

Industry Project

Sales training and study the reasons for inactiveness of life advisors with Kotak Life Insurance Co. Ltd.

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Chintan Shah

23

B.M.S. (Marketing)

Work Experience

Citigroup Global Services Ltd. for 11 months

Summer Project

Rewards and recognition at ICICI Prudential for ICICI Prudential Life Insurance Co. Ltd.



Dhairav Gandhi

22

B.Com.

Summer Project

Marketing of financial services for CNI InfoXchange Pvt. Ltd.

Industry Project

Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.

Harshad Bangera

23

B.Com.

Summer Project

Corporate business management for commercial air conditioners at LG



Himanshu Shelte

23

B.Sc. (Botany)

Summer Project

Study of Bancassurance as a distribution channel and strategies to improve its effectiveness for SBI Life Insurance Co. Ltd.

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Hussain Plumber

22

B.Sc. (IT)

Summer Project

New business development and new initiatives for Percept Out-Of-Home (Division of Percept Ltd.)

Industry Project

Study on satisfaction of ICICI Bank customers for Hansa Research Group Pvt. Ltd.



Kaajal Bhawnani

23

B.M.S. (Marketing)

Work Experience

Talent Quest Solutions Ltd. for 6 months

Summer Project

Marketing and promotional activity for Nikon Corporation

Industry Project

Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.

Imtiaz Shaikh

25

B.M.S. (Marketing)

Summer Project

Competitive analysis of insurance products for ICICI Prudential Life Insurance Co. Ltd.



Kumar Raipancholia

26

B.M.S. (Marketing)

Work Experience

Qatar Steel Ltd. for 6 months

Marcus Evans India Pvt. Ltd. for 6 months

Summer Project

New business development and new initiatives for Percept Out-Of-Home (Division of Percept Ltd.)



eMBA (Insurance) - Marketing

Manish Choudhary

25

B.Com., M.Com.

Work Experience

M.K. Enterprises for 32 months

Wipro Spectramind for 6 months

Summer Project

Client acquisition and business development for ICICI Prudential Life Insurance Co. Ltd.



Neha Malik

22

B.M.S. (Marketing)

Work Experience

Career Crossways Ltd. for 12 months

Summer Project

Digital music non-physical sales for Tips Industries Ltd.

Nikhil Indulkar

23

B.Sc. (Chemistry)

Summer Project

Market research of precision cooling and DG set for Emerson Network India Ltd.



Nikhil Mhatre

23

B.M.S. (Marketing)

Work Experience

Infomedia India Ltd. for 6 months

Summer Project

Channel development for HDFC Standard Life Insurance Co. Ltd.

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Priyanka Bhalla

24

B.Com.

Work Experience

ICICI Bank Ltd. for 7 months

Summer Project

Growth of insurance sector in the year 20-20, insurance penetration in India, construction insurance and reinsurance for Willis India Insurance Brokers Pvt. Ltd.

Industry Project

Sales training and study the reasons for inactiveness of life advisors with Kotak Life Insurance Co. Ltd.



Rishit Shah

22

B.M.S. (Marketing)

Summer Project

Study on cinema advertising for E-City Media Pvt. Ltd.



Sagar Goregaonkar

23

B.Sc. (Microbiology)

Summer Project

Channel development and client acquisition with Bharti Axa Life Insurance Co. Ltd.



Sanket Rathod

23

B.Com.

Summer Project

Competitive analysis of ULIP products for Kotak Life Insurance Co. Ltd.

Industry Project

Sales training and study the reasons for inactiveness of life advisors with Kotak Life Insurance Co. Ltd.



eMBA (Insurance) - Marketing

Simran Bhoai

23

B.M.S. (Finance)

Work Experience

Kglobe Consultancy Services for 8 months

Summer Project

Managed HR activities at Kglobe Consultancy Services



Snehal Tendulkar

23

B.M.S. (Marketing)

Summer Project

Recruitment and training of life advisors and business development for Bharti Axa Life Insurance Co. Ltd.

Industry Project

Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.

Tanveer Bondre

24

B.E. (Telecommunication)

Summer Project

Media sales for Encylomedia Pvt. Ltd.



Tanvi Kumar

23

B.Sc. (Biochemistry)

Summer Project

Market potential analysis for a kids channel and product category identification at Kids Media India Private Ltd.

Industry Project

Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.

Market survey for studying the feasibility of lockers for ICICI Bank Ltd.

eMBA (Insurance) - Marketing



Tejas Golivadekar

23

B.M.S. (Marketing)

Summer Project

Channel development for HDFC Standard Life Insurance Co. Ltd.
Strategising and executing branding and sales promotion activities of company's financial products for Twin Earth Securities Pvt. Ltd.

Industry Project

Brand recall dip stick survey of Asian Paints for Madison Communications Pvt. Ltd.



Trishna Dattani

23

B.M.S. (Marketing)

Work Experience

Direct Internet Solutions Pvt. Ltd. for 6 months

Summer Project

Competitive analysis of health products for ICICI Prudential Life Insurance Co. Ltd.

Industry Project

Sales training and study the reasons for inactiveness of life advisors with Kotak Life Insurance Co. Ltd.

Tittu Easow

23

B.M.S. (Finance)

Work Experience

Indiabulls Pvt. Ltd. for 6 months

Summer Project

Market research of understanding the behavior of customers for buying insurance & to analyse the potential of selling it online for Group M-MAXUS Pvt. Ltd.



Vaibhav Gomase

23

B.Sc. (Zoology)

Summer Project

Sales for ICICI Home Loans

Industry Project

Market research on Wood Paints for ICA Paints



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Vinit Parab

23

B.Com.

Summer Project

Marketing and recruitment of life advisors for Kotak Mahindra Life Insurance Co. Ltd.



Vithal Samal

23

B.A. (Economics)

Summer Project

Trainee Business Analyst for ICICI Lombard General Insurance Co. Ltd.