

STUDENT PROFILES

eMBA - MARKETING

eMBA - Marketing

Aatif Kuvawalla

25

B.E. (Electronics and Telecommunications)

Work Experience

Zagfa Engineering for 14 months

ICICI Bank for 5 months

Summer Project

Client servicing & strategising marketing alliances for Encyclomedia Networks Pvt. Ltd.

Industry Project

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



Abhilash Parui

24

B.M.S. (Marketing)

Work Experience

IBM Daksh for 14 months

Citigroup Global Services for 5 months

Summer Project

Marketing and branding strategy for Zolfresh Drug of Abbott India Ltd.

Industry Project

Market research project for Savla Associates Pvt. Ltd.

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



Abhinav Agarwal

23

B.Com. (Management)

Work Experience

Dimexon Diamonds Ltd. for 52 months

Summer Project

Channel initiative - Improving the execution standards at store level in market for PepsiCo India Pvt. Ltd.

Industry Project

Market research with Savla Associates Pvt. Ltd. for building materials

Observation of NSE & BSE markets at Alacrity Securities



Amanpreet Singh

22

B.M.S. (Finance)

Work Experience

JP Morgan Chase for 7 months

Summer Project

Channel initiative - Improving the execution standards at store level in market for PepsiCo India Pvt. Ltd.

Industry Project

Market research with Savla Associates for building materials

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



eMBA - Marketing

Ammar Millwala

23

B.Com.

Work Experience

Emzal Auto Batteries (EXIDE) for 12 months

Summer Project

Marketing for Magic Mirror, media space buying for Floorgraphics, client servicing for Lexi pens and analysis of peekamo site with Encyclomedia Networks Pvt. Ltd.



Amrita Kolhe

22

B.A.

Work Experience

MAVIS Enterprises for 24 months

Eves Skin Care for 12 months

Summer Project

International marketing for automobile parts with Forbes Pvt. Ltd.



Anand Shingala

23

B.E. (Electronics)

Work Experience

Apna Bazaar Pvt. Ltd. for 13 months

Summer Project

Retail space analysis of entertainment industry, research on consumers & dealer behaviour for Indiagames

Industry Project

Recruiting of life advisors at Kotak Life Insurance



Aniket Mazumdar

21

B.Sc. (Biochemistry)

Work Experience

Star India Pvt. Ltd. for 3 months

Summer Project

Marketing and promotion of two new shows for Star India Pvt. Ltd.

Industry Project

Client servicing with Bates & David

Marketing and promotional activity for Star India Pvt. Ltd.



eMBA - Marketing



Aniket Patil

23

B.E. (Chemical)

Summer Project

Qualitative research for mouthwash and quantitative research on personal grooming for AC Nielsen ORG MARG Pvt. 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



Anshu Bhandari

23

B.M.S. (Marketing)

Work Experience

Triumph Systems and Solutions Pvt. Ltd. for 14 months

Summer Project

Generating leads and converting into clients for Triumph Systems and Solutions Pvt. Ltd.

Ankit Samaria

23

B.Com.

Work Experience

S. S. Securities for 12 months

Summer Project

Identify location and property to set up Titan Eye Plus stores in South India for Titan Industries Ltd.



Anusree Sampat

25

B.A., Diploma (Advertising, Marketing and Communications)

Work Experience

Bennett Coleman & Co. Ltd. for 31 months

Summer Project

Marketing and business development with Bose Enterprises

Industry Project

Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.
Data analysis of Yuva Parivartan Career Fair with KSWA



eMBA - Marketing

Atharv Ruparel

22

B.Com.

Summer Project

Feasibility report for secondary spends at the sales division of Marico Ltd.

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies



Chanchal Nagdev

25

B.Com.

Work Experience

INX Executive Search Pvt. Ltd. for 14 months

Ascent HR for 10 months

Market Solutions for 6 months

Summer Project

Business development and client relationship management for Planman Consulting

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies

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



Avish Jain

22

B.Com.

Work Experience

Swastik Corporation for 9 months

Summer Project

Service quality assessment for HDFC Bank



Chandni Makhija

23

B.M.S. (Marketing)

Work Experience

Praxis Technologies for 12 months

Summer Project

Client servicing for the Godrej brand with Publicis Ambience

Industry Project

Online marketing of healthcare products with Goldshield Services



eMBA - Marketing

Chhaya Bhatia

24

B.Com. (Management), M.Com. (Management)

Work Experience

Holidays etc. for 6 months

Summer Project

Account planning with Mudra Communications

Industry Project

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

Data analysis of Yuva Parivartan Career Fair with KSWA



Chirag Shah

25

B.Com.

Work Experience

Himmatlal Shah & Sons for 38 months

Summer Project

Marketing, branding, sales and promotion for Nikon Lenses

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies



Chintani Desai

22

B.M.S.

Summer Project

Institutional sales for Bonanza Portfolio Ltd.



Chiral Sheth

24

B.Com.

Work Experience

MACRO for 17 months

Summer Project

Market research study on cosmetology for AC Nielsen ORG MARG Pvt. Ltd.

Industry Project

Freelance market research for IMRB, RSB and ORG-MARG



eMBA - Marketing

Christoi Melite

24

B.M.S. (Marketing)

Work Experience

Prudential Process Management Services Ltd. for 12 months

Summer Project

Customer satisfaction, customer perception and competitive analysis for Otis Elevator Co. Ltd.

Industry Project

Survey of feasible sites for the installation of bio-gas with Appropriate Rural Technology Institute (ARTI)



Denny Thayil

26

M.Sc. (Biotechnology), CSIR-UGC NET, PGDORM

Work Experience

V.E.S. College for 8 months

Tata Memorial Centre for 24 months

Summer Project

Marketing and branding strategy for Zolfresh Drug of Abbott India Ltd.

Industry Project

Primary market survey on software used by broking houses with NMORE



Dhanusha Raman

23

B.Com.

Summer Project

Client servicing and creative copy with Percept/H



Dhruti Mehta

22

B.Com.

Work Experience

Nikhil Gandhi & Co. for 11 months

Summer Project

Client servicing with Percept D'Mark

Industry Project

Market research with Savla Associates

Observation of NSE & BSE markets at Alacrity Securities



eMBA - Marketing



Dipti Yeole

24

B.Com., M.Com., IATA

Work Experience

Thomas Cook India Ltd. for 12 months

Tirupati Travel Network Pvt. Ltd. for 6 months

Summer Project

Branding, marketing and other promotional activities for Kuoni Holidays (SOTC)



Garima Sharma

23

B.M.S. (Marketing)

Work Experience

Planet Deaign India Pvt. Ltd. for 14 months

Inmatch.com Internet Ventures Pvt. Ltd. for 10 months

Summer Project

Creating and executing visibility and awareness activities of PepsiCo brands in MTO/Pune

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies

Divya Vaswani

24

B.M.M. (Advertising)

Work Experience

Eyecandy Works for 22 months

Summer Project

Marketing of billboards and business development for 24/7 ADZ

Industry Project

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



Hetal Rawal

24

B.Com. (Travel & Tourism Management), IATA

Work Experience

Patni Computer Systems Ltd. for 6 months

Summer Project

Assistant to marketing team - planning, creation and execution of ideas on various assignments for Future Media India Ltd.

Industry Project

Data analysis of Yuva Parivartan Career Fair with KSWA



eMBA - Marketing

Jai Bhujwala

22

B.Sc. (Biotechnology)

Work Experience

Unisource Group for 3 months

Convergys for 9 months

Summer Project

Marketing and business development for Infinite IT Solutions



Jaivir Manco

25

B.F.A.

Work Experience

Risk Ad Agency for 6 months

Soham Design Ltd. for 6 months

Summer Project

Marketing, branding, sales and promotion for Nikon Lenses



Jay Thaker

23

B.M.S

Summer Project

Branding and sales promotion of financial products
for Twin Earth Securities Pvt. Ltd.



Kabeer Ghosh

22

B.M.S. (Marketing)

Summer Project

Product promotion of Nikon lenses and ophthalmic industry analysis for Nikon Corporation

Industry Project

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



eMBA - Marketing



Kaizeen Writer

23

B.Com., M.Com. (Management)

Summer Project

Sector analysis for SME EXPO - Logistics 2008 for Deloitte Touche Tohmatsu India Pvt. Ltd.

Industry Project

Market research to study consumer behaviour of agricultural credit for Hansa Research Group Pvt. Ltd.
Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.



Kartik Mantha

23

B.Sc. (Biotechnology)

Work Experience

IMS Learning Resources Pvt. Ltd. for 10 months
GUMA Tech Marine Services for 6 months

Summer Project

New product development (active pharmaceutical ingredients),
market research and strategy for Nicholas Piramal India Ltd.

Industry Project

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

Marketing research and space selling for The Retail Jeweller Magazine

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

Karan Kothari

23

B.M.S. (Marketing)

Work Experience

Roop Kala Art Co. for 10 months

Summer Project

Industry Project



Ketan Myenger

23

B.Sc. (Computer Science)

Work Experience

Times of India for 7 months

Summer Project

e-Marketing for Entertainment Network India Ltd. (A Times of India group subsidiary)
e-Marketing for Femina Miss India (South, East & UK)

Industry Project

Study of distribution chain for Times of India
Post-production for film ROCK ON



eMBA - Marketing

Khushbu Thakkar

22

B.Com.

Work Experience

Sparsh BPO Services Ltd. for 5 months

Summer Project

Understanding the new mediums of advertising of insurance companies for The Times of India (BCCL)

Industry Project

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



Laila Sabuwala

25

B.Com., M.Com. (Management)

Work Experience

Makker & Co. for 13 months

Taj Telesales Centre for 13 months

Tourism Australia (A Govt. of Australia undertaking) for 19 months

Summer Project

Competitive analysis, company & industry analysis for Hotel Marine Plaza

Industry Project

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

Consumer satisfaction analysis for Tourism Australia, India



Maulik Aghara

23

B.E. (Electronics & Telecommunication)

Summer Project

Market research and micro finance for Basix Group



Mehernaaz Khosravi

23

B.Com., M.Com. (Management) & Diploma in Advertising & Marketing Management

Work Experience

K 11 Fitness Management Company Private Ltd. for 16 months

Summer Project

Marketing support for Walchand TalentFirst Ltd.



eMBA - Marketing



Mehul Mehta

22

B.M.S. (Marketing)

Work Experience

India Infoline Ltd. for 6 months

Summer Project

Selling of print media space for Peppermint Communications Ltd.

Industry Project

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

Study of distribution chain of Bennet Coleman & Co. Ltd.



Namita Parekh

23

B.Com.

Work Experience

Allwrite Company Pvt. Ltd. for 11 months

Mystic Karma Entertainment for 7 months

Summer Project

Brand management with Asian Paints India. Ltd.

Consultant for outdoor media format with Six Sigma Media Solutions Pvt. Ltd.

Industry Project

Market research for Internsindia.com

Monisha Bijlani

23

B.E. (Computers)

Work Experience

Bharti Axa Life Insurance Co. Ltd. for 3 months

Summer Project

Study of brand management (Kwality Walls) for Hindustan Unilever Ltd.

Industry Project

Client servicing for Tutis Technologies Ltd.

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



Namrata Lamba

23

B.E. (Electronics & Telecommunications)

Work Experience

Patni Computer Systems Ltd. for 5 months

Summer Project

Designing customer retention strategies, marketing strategies & post-launch research for Zapak Digital Entertainment Ltd.

Industry Project

Preparing sales pitch for Goldshields Pvt. Ltd.



eMBA - Marketing

Neeta D'souza

22

B.Com.

Work Experience

2nz Animation Co. (A division of Climb Media India Pvt. Ltd.) for 4 months

Summer Project

Account planning for Contract Advertising India Ltd.

Industry Project

Client servicing for Tutis Technologies

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



Nidhi Shah

22

B.Com.

Summer Project

Event management of 4th Retail Jeweller Award and marketing research & data analysis for The Retail Jeweller Magazine

Industry Project

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

Nooh Khushal

24

B.M.M. (Advertising)

Work Experience

Adfactors Advertising Ltd. for 15 months

Whodunit Films Pvt. Ltd. for 8 months

Summer Project

Managerial effectiveness programme for Thomas Cook India Ltd.

Industry Project

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



Paulomi Chheda

23

B.E. (Electronics)

Summer Project

Customer satisfaction, customer perception & competitive analysis for Otis Elevator Co. Ltd.

Industry Project

Market survey for studying the feasibility of lockers for ICICI Bank

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Payal Mor

23

B.Com.

Work Experience

J. W. Marriott Hotel Mumbai for 14 months

Autocontrol Systems for 13 months

Summer Project

Market study for Bisleri International Pvt. Ltd.

Industry Project

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



Poonam Shah

22

B.M.S. (Marketing)

Summer Project

Public & media relations and data analysis and strategising at Actimedia Pvt. Ltd.

Industry Project

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

Brand recall dip stick survey of Asian Paints for Madison Media



Pranav Sarpotdar

24

B.E. (Electronics)

Work Experience

Essar Constructions (India) Ltd. for 10 months

Summer Project

Market study and feasibility study for a start up venture of Scinnovation Consultants Pvt. Ltd.

Industry Project

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



Preeti Adak

23

B.Com.

Work Experience

ICICI Home Finance Pvt. Ltd. for 3 months

First Advantage Pvt. Ltd. for 5 months

Summer Project

Product promotion (contact lens) and ophthalmic industry analysis for Nikon Corporation.

Industry Project

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



eMBA - Marketing

Priyanka Bhinde

22

B.Sc. (Zoology) & Advance Diploma in Biotechnology

Work Experience

Brandmela Enterprise for 12 months

Summer Project

Market potential analysis for a kids channel & product category identification for Kids Media (I) Pvt. Ltd.

Industry Project

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



Rakesh Kumar

32

B.A. (History)

Work Experience

Wellworth Pharmaceuticals for 30 months

Summer Project

Industrial market research for AC Nielsen ORG Marg Pvt. Ltd.

Rakhee Jejurkar

24

B.Pharm.

Work Experience

Birla Sunlife Insurance for 5 months

Summer Project

Perception analysis of Proxyvon drug for Wockhardt Pharma



Ridhisha Shah

24

B.M.S. (Finance)

Summer Project

Organising and managing events & awards for CNBC Network 18

Data analysis and organised events for Future Media

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies

eMBA - Marketing



Roshni Kothari

23

B.Sc. (Microbiology and Biotech), PGDMLT

Work Experience

Wockhardt Hospitals Ltd. for 13 months

Summer Project

Understanding the current & potential markets for a drug (Wepox) at Wockhardt Ltd.

Ruchi Jain

24

B.M.M. (Advertising)

Work Experience

Jawed Habib Hair & Beauty Ltd. for 6 months

Sugar Mediaz Pvt. Ltd. for 2 months

Summer Project

Market potential analysis for a kids channel & product category identification for Kids Media (I) Pvt. Ltd.

Industry Project

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



Sai Natkar

23

B.M.S. (Marketing)

Summer Project

Advertising and competitive analysis of clients for Rajan Yashwant Lodha (RYL)

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies

Saurabh Shah

25

B.Com.

Work Experience

Sumaria Appliances Pvt. Ltd. for 40 months

Summer Project

New product launch (health salt) for Tata Chemicals Ltd.



eMBA - Marketing



Seema Ganatra

22

B.Com.

Summer Project

Sales and marketing for Vaikunth Somaiya Jewellers



Shikha Bhimsaria

24

B.Com.

Work Experience

Shilpa Creation Exports for 19 months

Summer Project

Brand building, market research and sales for Thomas Cook India Ltd.



Shilpa Rathi

24

B.M.S. (Marketing)

Work Experience

Concept Communication Ltd. for 24 months

Summer Project

Retail space analysis and analysis of consumer and dealer behaviour for Indiagames Ltd. (UTV)



Sonia Pundir

22

B.Com.

Summer Project

Brand building and sales for Plywood Emporium

Industry Project

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

eMBA - Marketing



Sowmya Acharya

22

B.Sc. (Chemistry)

Summer Project

Market potential for gym formula of Protinex at Wockhardt Pharma

Industry Project

Testing advertising effectiveness for outdoor campaign of UTV Movies

Sunny Rangwani

23

B.Com. (Management)

Summer Project

Market potential analysis for a kids channel & product category identification for Kids Media (I) Pvt. Ltd.

Industry Project

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

Testing advertising effectiveness for outdoor campaign of UTV Movies



Sushant Mhatre

22

B.Com.

Summer Project

DP product planning & marketing, product development, CBoP merger for HDFC Bank Depository Services

Tejas Agarwal

25

B.Com., Diploma In Foreign Trade Management

Work Experience

Hammonds Direct Pvt. Ltd. for 3 months

Kintetsu World Express Pvt. Ltd. for 8 months

Patel Airfreight for 36 months

Summer Project

Branding and promotion during IPL cricket and sales and competitive analysis of beer brands for United Breweries Ltd.

Industry Project

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



eMBA - Marketing

Tushar Jahagirdar

25

B.E. (Automobile)

Work Experience

eFunds for 9 months

IBM Daksh for 13 months

Summer Project

Advertising and competitive analysis of clients for RYL

Industry Project

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

Testing advertising effectiveness for outdoor campaign of UTV Movies



Umesh Chourasiya

23

B.Sc. (Biotechnology)

Work Experience

Sisco Research Laboratories Pvt. Ltd. for 10 months

ICICI Bank for 4 months

Summer Project

Market research and competitive analysis for Globus Stores Pvt. Ltd.

Industry Project

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

Testing advertising effectiveness for outdoor campaign of UTV Movies



Varun Mehra

23

B.Com.

Summer Project

Retail space analysis and analysis of consumer & dealer behaviour for Indiagames Ltd. (UTV)

Industry Project

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



Vidur Sarin

22

B.M.S. (Marketing)

Summer Project

Business development project for Reliance Communications

Industry Project

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



eMBA - Marketing



Vineeta Gogia

21

B.Com.

Summer Project

Grooming market analysis and study of 20-20 cricket: IPL & ICL for Account Planning with DRAFTFCB+ULKA

Industry Project

Catchment area analysis of Spinach retail for Wadhwan Holdings Pvt. Ltd.
Testing advertising effectiveness for outdoor campaign of UTV Movies



Viraj Patil

22

B.Sc. (Chemistry)

Summer Project

Market, cost & profitability analysis for Genom Biotech India Pvt. Ltd.
Passenger Revenue Accounting (PRA) & ISO documentation for Adventivity

Vinita Chirakandat

24

B.A. (Mass Communication)

Work Experience

Walk 'n' Visual Ad Agency for 11 months

Summer Project

Branding and sales promotion of financial products for Twin Earth Securities Pvt. Ltd.



Vivek Kedia

24

B.Com.

Work Experience

ICICI One Source for 12 months

Summer Project

Marketing and sales of financial products for Sharekhan Ltd.

