

STUDENT PROFILES

PGDM (e-Business) - MARKETING

PGDM (e-Business) - Marketing



Amit Rambhia

23

B.E. (Electronics)

Work Experience

Reliance Communications Ltd. for 14 months

Summer Project

Market research for Zycus Infotech Ltd.

Industry Project

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



Chetan Phatak

24

B.E. (IT)

Summer Project

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

Industry Project

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

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

Bhavini Desai

24

B.E. (Chemical)

Summer Project

Business development - hospitality & healthcare with Adani Infrastructure and Developers Pvt. Ltd.

Industry Project

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



Divya Jain

22

B.Com.

Work Experience

Suvi Styles for 12 months

Summer Project

Competitive analysis in the sleepwear segment and marketing of Autumn Winter '08 collection at Hakoba Lifestyles Ltd.

Industry Project

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



PGDM (e-Business) - Marketing

Fahad Siddiqui

22

B.Com.

Work Experience

Faizal Developer Pvt. Ltd. for 4 months

Summer Project

Negotiation, planning & execution of customised real estate solutions at Faisal Developers Pvt. Ltd.

Industry Project

Managed multiple real estate projects in Mumbai and Thane at Faizal Developer Pvt. Ltd.



Kanika Grover

22

B.Sc. (Biotechnology)

Summer Project

Marketing research at Hansa Research Group

Industry Project

Dipstick survey for Asian Paints with Madison Communications Ltd.

Consumer satisfaction survey for Hansa Research Group



Nilesh Borana

21

B.Com.

Summer Project

Formulation of marketing strategies on the basis of market research and competitor analysis at Crompton Greaves Ltd.

Industry Project

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



Paras Nagda

22

B.M.S. (Marketing)

Work Experience

ICICI Bank for 6 months

Summer Project

Account planning (client planning) with Interface Communications

Research on social networking sites and its impact on teenagers

Study on RMC and Cement Wash Industry

Industry Project

Project on HR practices in Trents Ltd.



PGDM (e-Business) - Marketing



Pinaki Mukherjee

23

B.Sc. (IT)

Summer Project

Making of a business plan for mass marketing of chronic therapeutic segment at Piramal Healthcare



Pratik Karani

23

B.M.S. (Finance)

Summer Project

Study of modern retail with respect to plastic industry at Cello World



Rahul Bandi

23

B.E. (Electronics and Telecommunication)

Summer Project

Understanding of B2B marketing & sales process and market survey for demand analysis of Wireless Systems (WLAN) at Siemens Enterprise Communications Pvt. Ltd.

Industry Project

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



Saurabh Khanna

22

B.E. (Electronics and Telecommunication)

Summer Project

Online marketing and Ads for Vu Technologies (Zenith Computers)

PGDM (e-Business) - Marketing



Shruti Agarwal

22

B.Com.

Work Experience

Expozay for 3 months

Summer Project

Assistant Production Manager at Ashtavinayak Cinevision



Siddharth Gandhi

22

B.E. (Computer)

Summer Project

Understanding of B2B marketing & sales process and market survey for demand analysis of Wireless Systems (WLAN) at Siemens Enterprise Communications Pvt. Ltd.

Shweta Vaiude

24

M.Sc. (Botany)

Summer Project

Sale of insurance products, recruitment of advisors and project on services offered to customers and advisors at ICICI Prudential Life Insurance Company Ltd.

Industry Project

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



Vikram Salvekar

26

B.Sc. (IT), Diploma in Electronics & Video Engineering

Work Experience

Bennett Coleman & Co. Ltd. for 15 months

Newgen Software Technologies Ltd. for 10 months

Summer Project

Understanding of B2B marketing sales process and market survey for demand analysis of Wireless Systems (WLAN) at Siemens Enterprise Communications Pvt. Ltd.

Industry Project

Marketing & sales of Tutis Biometric Logon Security Solution with Tutis Technologies Ltd.

