

# **STUDENT PROFILES**

## **MMS - MARKETING**

# MMS - Marketing



## **Abhijit Bobade**

26

B.E. (Electrical)

### **Work Experience**

Paradize Engg. Works for 6 months

Pragati Electrical Ltd. for 6 months

### **Summer Project**

Developing new work culture on Tropicana Twister production line with Pepsico India

## **Abhishek Singh**

25

B.Sc. (Chemistry)

### **Summer Project**

A comparative study of distribution channel for personal products of HUL, ITC and Procter and Gamble done for ITC Ltd.

### **Industry Project**

Market research for identification of non-buyers for Aircel Cellular Pvt. Ltd.



## **Adnan Pocketwala**

26

B.Sc. (Life Sc. & Biochemistry), M.Sc. (Biochemistry)

### **Work Experience**

Asia Cryo-Cell Pvt. Ltd. - LifeCell for 10 months

### **Summer Project**

Client servicing and media space management for Encyclomedia Networks Pvt. Ltd.

### **Industry Project**

Market research on Asian Paints Apex Ultima for Madison Communications Pvt. Ltd.



## **Ajay Kothe**

24

B.E. (Mechanical)

### **Summer Project**

Market research for product Fama-Di-Wills shampoo and Mangaldeep Incense Sticks with ITC Ltd.



# MMS - Marketing

## **Alok Nath Pathak**

32

B.Sc.-Hons. (Mathematics)

### **Work Experience**

Brilliant Tutorials for 54 months

Welworth Pharmaceutical Ltd. for 22 months

### **Summer Project**

Market research on mouthwash and brand imagery for personal grooming products for AC Nielsen



## **Anant Bhonsle**

23

B.Com.

### **Summer Project**

Market research for hotels and promotions for their food festival with Mona Food Industries Pvt. Ltd.

## **Anant Kawale**

26

B.Sc. (Physics, Chemistry & Maths)

### **Work Experience**

Cybertech Computers for 20 months

Kawale Jewellers for 12 months

### **Summer Project**

Market research for comparing marketing strategy with competitor and market potential with Mahindra & Mahindra Ltd.



## **Anuj Kainya**

22

B.M.S. (Marketing & Finance)

### **Summer Project**

Impact of savings account activation on values and revenue in HDFC Bank

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## Ashish Kumar

24

B.B.M.

### Work Experience

R. N. Mishra & Co. (C.A.) for 9 months

### Summer Project

Analysis and marketing of Mutual Funds, ULIPs and other Financial Products with Bajaj Capital Ltd.

### Industry Project

Creating and implementing the marketing plan for launch of new model TVS Flame for TVS Motor Company

## Ashish Kumar Jha

24

B.Sc. (Physics)

### Summer Project

To make opticians aware about product ranges & features and motivate them to sell Nikon products



## Ashutosh Yadav

26

B.A. (Economics)

### Work Experience

Nahar Textile Pvt. Ltd. for 39 months

### Summer Project

Market research on new product CHAMPIX for Pfizer Ltd.

## Dinesh Tilwani

23

B.Sc. (Computer Science)

### Summer Project

Community mapping and retail space research for competitive retail stores of Food Bazaar with Pantaloons



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## Hradyesh Gupta

26

B.Com.

### Work Experience

Unicon Securities Pvt. Ltd. for 14 months

### Summer Project

Formulation of business plan for launch of software required in brokerage houses for Sharekhan Ltd.



## Jiten Sawant

22

B.Sc. (IT)

### Work Experience

R. S. Samant Engineers Pvt. Ltd. for 8 months

### Summer Project

Marketing of Vits Hotel and Lotus Resort Property and development of website for Lotus Resorts with Kamat Hotels India Ltd.

### Industry Project

Market research on Asian Paints Apex Ultima for Madison Communications Pvt. Ltd.



## Joanne D'souza

22

B.M.S. (Marketing)

### Work Experience

ING Investment Management (India) Pvt. Ltd. for 12 months

### Summer Project

Event planning & co-ordination for ING Global Investment Marathon at ING Investment Management

### Industry Project

Prepared a need-gap analysis report and a marketing plan for the web portal [www.mbageeks.com](http://www.mbageeks.com)



## Maloji Sukre

26

B.E. (Electronics & Telecommunications)

### Summer Project

Research of investment pattern of HNIs and recruitment of financial consultants for HDFC Standard Life Ltd.



# MMS - Marketing



## **Meghavaty Chalam**

21

B.Com. (Banking & Insurance)

### **Work Experience**

Gateway Education Services for 3 months

### **Summer Project**

Marketing of feature films for Percept Picture Company

## **Mihir Sukhthankar**

26

B.M.S. (Marketing)

### **Work Experience**

Yes Bank Ltd. for 21 months

### **Summer Project**

NRI Sales Officer for Cox and Kings India Ltd.



## **Mohit Jaisinghani**

23

B.Com.

### **Work Experience**

Video Palace India Pvt. Ltd. for 24 months

### **Summer Project**

Market research for special interest magazines T 3 and Chip and assisted brand manager of T 3 in marketing strategies and promotional activities for Infomedia India Ltd.



## **Moiz Patel**

22

B.Com. (Management)

### **Summer Project**

Handling market research projects for various clients of Hansa Research

### **Industry Project**

Market research data analysis with Hansa Research



# MMS - Marketing



**Nikhil Chandra**

26

B.A.-Hons. (English Literature)

**Summer Project**

Sales and marketing of roaming current account of ICICI Bank, Delhi



**Nikhil Kalwankar**

23

B.E. (Electronics)

**Summer Project**

Energy management solution for telecom sector with GTL Ltd.

Formulation of business plan for launch of software required in a brokerage house for Sharekhan Ltd.



**Nitesh Mahadik**

21

B.M.S. (Marketing)

**Summer Project**

Tracking the import procedure for Sai Siddhi Cargo Movers Pvt. Ltd.



**Pankti Mehta**

22

B.Com.

**Summer Project**

Assistant to Production Manager for movie 'Luck' and pre-release marketing strategy for the movie 'Maharathi' for Shree Ashtavinayak Cine Vision Ltd.

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**Prajakta Mahajan**

23

B.M.M. (Advertising)

**Summer Project**

Study of box office business of animated movies in India with Planman Motion Pictures

**Prateek Singh**

24

B.E. (Mechanical)

**Work Experience**

High Advisory Pvt. Ltd. for 5 months

**Summer Project**

Estimation of market size, demand and customer perception for residential security system for Crompton Greaves Ltd.



**Pritam Gayakwad**

24

B.Sc. (Physics, Chemistry & Maths)

**Summer Project**

Marketing of BPO services for Multilinks Logistics - Distribution & Merchandising Services

**Rahul Sharma**

23

B.E. (Mechanical)

**Work Experience**

Saim Engineering for 13 months

**Summer Project**

New product competitor analysis and marketing & distribution channel strategies for Crompton Greaves Ltd.



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## Rahul Solanki

22

B.E. (Textile)

### Summer Project

Market research for cotton fabric in south India for Sriram Mills

### Industry Project

Finishing department operations for Century Textile Industries  
R&D pre-treatment for Bombay Dyeing



## Rameez Shaikh

23

B.E. (Chemical)

### Work Experience

Shyamal Chemical Industries for 13 months

### Summer Project

Research based project for the vending operations business with Godrej & Boyce Mfg. Co. Ltd.

### Industry Project

Feasibility study for water based paints for ICA Paints

Market research to explore the potential in expansion of cyber cafe business for Sify Technologies Ltd.



## Rohit Chandnani

22

B.M.S. (Marketing)

### Work Experience

Infomedia India for 3 months

### Summer Project

Account management for brand - Fidelity International with Publicis (India) Communications Pvt. Ltd.

### Industry Project

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



## Samadhan Damdhar

23

B.Sc. (Agriculture)

### Summer Project

Media sales and market research for 'Scope for outdoor advertising in agriculture industry' with Encyclomedia Network Ltd.

### Industry Project

Marketing plan for Ajanta Wines



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## **Sandeep Singh**

24

B.Com.

### **Work Experience**

MGF Development Ltd. for 15 months

### **Summer Project**

Feasibility study of aluminium roofs on industries in Mumbai and around western region for Hindalco Industries Ltd.

## **Smita Bhandarkar**

23

B.Com.

### **Summer Project**

Analyse the effectiveness of expenditure v/s sales for Doy Care brand in Modern Trade Outlets at VF Ltd.

### **Industry Project**

Prepared a need-gap analysis report and a marketing plan for the web portal [www.mbageeks.com](http://www.mbageeks.com)



## **Umakant Dubey**

21

B.A. (Geography)

### **Summer Project**

Formulation of business plan for launch of software required in a brokerage house for Sharekhan Ltd.

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## **Vikram Tashildar**

25

B.E. (Mechanical)

### **Work Experience**

Texone Foundry Equipments for 12 months

### **Summer Project**

Marketing of Xtra-Rewards cards and finding local tie up opportunities for the customer retention programme with Indian Oil Corporation Ltd.

### **Industry Project**

Business analysis for Oracle's PLM Solutions (Agile) in consultation with Interstrat Consultants



## **Vineet Dubey**

25

B.A. (History)

### **Work Experience**

IBM Daksh e-Services Pvt. Ltd. for 6 months

### **Summer Project**

Sales and marketing activities of savings account of ICICI Bank

## **Yashwant Misale**

27

B.E. (Textile)

### **Work Experience**

Indorama Textiles for 5 months

### **Summer Project**

Microfinance by way of SHG linkages for State Bank of India



# MMS - Marketing



## **Yasser Paloba**

22

B.Com.-Hons. (Management)

### **Summer Project**

Analysis of the MDS (Motor Delivery System), provide suitable recommendations and comparative retail wise competitors analysis for Britannia Industries Ltd.

## **Zeeshan Mirajkar**

22

B.M.S. (Marketing)

### **Summer Project**

Coordinating the events 'Fashion Therapy and End of Season Sale' for Mega Mall

### **Industry Project**

Market research on Asian Paints Apex Ultima for Madison Communications Pvt. Ltd.



## **Zohaib Salam**

24

B.E. (Electronics & Instrumentation)

### **Work Experience**

Ravin Cables Ltd. for 13 months

### **Summer Project**

Market survey for effective advertising through films with PFH Entertainment Ltd.

### **Industry Project**

Analysis and assessing the market potential for Sify Technologies Ltd.

Feasibility study for water based paints for ICA Paints

