



AMIT DIVE

Date of Birth 12th April, 1985
Education B.M.S
Contact Number 9820226610
Email Id amit_1204@yahoo.com

Aspiration

To be a successful Marketing Manager

Summer Project

Pricing and Distribution Strategies of FMCG Companies
 RadhaKrishna Foodland Private Limited

Other Projects

1. Marketing of financial products
2. Consumer Behaviour with respect to toothpaste industry
3. A study on Shoppers Stop layout at Andheri
4. Diversification Tool used by Pantaloons



AMOL TRIBHUVAN

Date of Birth 01st April, 1981
Education B.Com
Contact Number 9892601585/ 022-65102766
Email Id amol.tribhuvan@gmail.com
 amol05_tribhuvan@yahoo.co.in

Aspiration

To become a world class marketing planner

Work Experience

Worked at National Center for Rural Development (Educational Trust) - 24 months

Summer Project

Pricing and Distribution Strategies of FMCG Companies
 (RadhaKrishna Foodland Private Limited)

Other Projects

1. Category Management of Food Bazaar
2. Brand Management- The detail Study of Mahindra brand “Scorpio”
3. Niche Marketing for international watch company.
4. Modern Trade



KAUSTUBH PAL

Date of Birth 17thDecember, 1982
Education BE (Chemical)
Contact Number 0251- 2470185/9820867283
Email Id palkaustubh@yahoo.com
 palkaustubh@gmail.com

Aspiration To be at the top of the business ladder by changing the paradigms of marketing & doing some constructive out of the box thinking

Summer Project Marketing of Industrial Goods
 Bharat Heavy Electricals Ltd.

- Other Projects**
1. Computer Gaming - The Next Big Thing or What?
 2. Advertising for a new Life Insurance provider company
 3. Trends in the chemicals industry
 4. Case Study on the launch of Microsoft Xbox 360



AVANI A. KENIA

Date of Birth 14thJune, 1984
Education B.M.S
Contact Number 9833931684 / 95251- 2452559
Email Id avanikenia@gmail.com

Aspiration To Excel in Customer Relationships and Client Servicing and frame various strategies for Retention of existing customers and Acquiring new customers

Work Experience Worked with Home Solutions as a Customer Representative

Summer Project "Role of Marketing in Hospitality Industry" with Sharanam Hotels and Resorts Pvt. Ltd.

- Other Projects**
1. Customer Relationship Management - with a study of Samsung India Ltd.
 2. Crisis Mgmt - w.r.t Pepsi, Coke, Cadbury's
 3. Retail Scenario in India with unlimited opportunities
 4. Marketing Strategies of Mc Donald's to attract Indian Consumers
 5. Failure of Marketing Efforts - the reason of Kelloggs in India



RAJU S. KAMASALA

Date of Birth 04th July, 1982
Education B.Com
Contact Number 24986108/ 9819118869
Email Id kamasala_raj@yaho.co.in

Aspiration

To be a successful marketing manager and a perfect team player for the task

Work Experience

1. Worked in ICICI Prudential Life Insurance as a Back Office Executive - 6 months
2. Worked at International Airport (Sahar) in Celebration Executive Lounge - 18 months
3. Worked in Excel Marketing company as a Market Survey Executive - 3 months

Summer Project

Customer Shopping Behaviour & Process at RadhaKrishna Foodland Pvt. Ltd.

Other Projects

1. SCM in Retail Sector- Implementation of SCM in RK FoodLands Pvt. Ltd.
2. Project on promoting the post graduation autonomous courses of VN BRIMS
3. Procedure of Manpower Planning at Siemens
4. Launching of a Product in the market.



SUNNY PARDESHI

Date of Birth 14th April, 1983
Education B.M.S
Contact Number 9819504145
Email Id pardeshisunny@yaho.co.in

Aspiration

To become a Marketing manager in an MNC

Work Experience

Worked in Somany Evergreen Knits

Summer Project

“Customer Shopping Behavior and Processes to Capture Changing Customer Preferences”. RadhaKrishna Foodland Pvt. Ltd.

Other Projects

1. Packaging an overview - Packaging as an emerging factor in all industry
2. Central bank of India - Various schemes, working, policies
3. HR practices in ICICI bank - Recruitment, Training, Promotion etc.



SANKET V. NANDAVADEKAR

Date of Birth 12th January, 1984
Education B.M.S
Contact Number 0251 - 2313688 / 09422688985
Email Id sanketvn@rediffmail.com

Aspiration

ABSORB & APPLY TO GROW the organization by the best of my knowledge, abilities & skills in many areas of business & even marketing as core

Work Experience

Sales Executive for Maruti Swift Project at Navneet Motors.

Summer Project

Customer Shopping Behaviour & Process at RadhaKrishna Foodland Pvt, Ltd.

Other Projects

1. Ants And Honeybees What's To Learn? Learning mgmt from ants & honeybees.
2. In - Cine Advertising- understanding this modern medium & studying its effectiveness
3. Amitabh Bacchan As a Brand Endorser celebrity endorsement new mantra of marketing



GAURAV RAVAL

Date of Birth 13th November, 1983
Education B.M.S
Contact Number 022 - 25451831
Email Id gaurav.raval@rediffmail.com
 gaurav_rraval@yahoo.co.in

Aspiration

To **ALWAYS TRY** to take the organisation to greater heights and **NEVER FAIL** in it through my knowledge, skills and abilities in area of marketing

Work Experience

Management Trainee, Bata India Ltd.

Summer Project

Customer Shopping Behaviour & Process at RadhaKrishna Foodland Pvt. Ltd.

Other Projects

1. Relationship Marketing - Understanding The Concepts & Studying The Success Stories
2. In - Film Advertising Understanding This Modern Medium & Studying Its Effectiveness
3. Mutual Funds - As a Retail Investment Vehicle



VINOD A. KAMBLE

Date of Birth 16thJuly, 1979
Education B.M.S
Contact Number 9867192105 / 022 - 25292091
Email Id vinod16_2004@yahoo.com

Aspiration Desire to begin my career in sales & marketing and try to move up in ladder of hierarchy in the organization.

Work Experience

1. B.A.R.C. as a trainee 6 months
2. Jr. Hardware engineer in ADITI Computer - 8 months
3. Worked for ORANGE as a corporate plan promoter for their corporate plans.

Summer Project Study of Pricing & Distribution strategy of FMCG companies

Other Projects

1. Interfacing of 89C51 micro controller to an LCD devices
2. Value added tax (VAT) - Automobile Industry
3. New Product Launching (HOSPIHOTEL)
4. Importance & Performance of FMCG's in Indian markets



SIDDHARTH PORWAL

Date of Birth 06thJuly, 1983
Education BE (Mechanical)
Contact Number 9833021764
Email Id siddharthporwal@yahoo.co.in

Aspiration "To excel in the field of market & to be loyal to my profession"

Work Experience Brand Positioning & Repositioning Strategies (Raymond ltd)

Summer Project Customer Shopping Behaviour & Process at RadhaKrishna Foodland Pvt. Ltd.

Other Projects

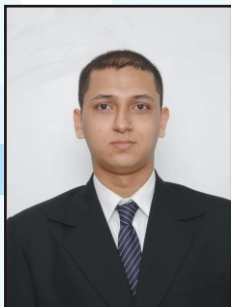
1. Retail Management - Visual Merchandising
2. Industrial Marketing - P.E.S.T Analysis of Pump Industry
3. Financial Products & its marketing



TRUPTI A. RANE

Date of Birth 04th July 1983
Education B.M.S
Contact Number 022- 28830008/ 9892628418
Email Id truptiar@indiatimes.com
 trupti.a.rane@gmail.com

- Aspiration** To be Leader in field of Marketing
- Work Experience**
1. As a Media Planner at Nova Advertising Agency
 2. As Business Development Executive at Celebrities Management
 3. Marketing Executive at Airtel
- Summer Project** Market Research for RAD Status- at LKP Forex Pvt Ltd
- Other Projects**
1. Case Study on All Out
 2. Branding of Movies
 3. New Advertising Trends and methods
 4. Case Study on Changing trends in Retail Industry



GAURAV A. CHAUBAL

Date of Birth 13th April, 1984
Education B.M.S
Contact Number 9869219579
Email Id gauravchaubal@gmail.com

- Aspiration** To be a Professional in the field of Marketing
- Summer Project** At Kanhere Consultancy Pvt. Ltd (KCPL) on :
1. Making the Internal Control Manual for Tilaknagar Ind. Ltd
 2. An ISO auditor for University of Mumbai.
- Other Projects**
1. Branding at Global Level
 2. Importance of Culture in the Global Marketing
 3. Supply Chain Management for Global Marketing
 4. A case study on Six Sigma
 5. Global Marketing Strategy of a company



ANITA SUBASH

Date of Birth 29thDecember, 1982
Education BE (Production)
Contact Number 9833680712 /022-25728577
Email Id subash_anita@yahoo.com

Aspiration To become a professional in Market analysis, Branding, Sales & Distribution, International business and Strategic Management

Summer Project Distribution & Channel Management - Hindustan Lever Ltd.

- Other Projects**
1. Good Management practices & Industry survey
 2. Distribution Management in FMCG
 3. CRM Analytics
 4. Strategic Outsourcing
 5. Market Research using multivariate analysis



SUYASH V. GOGATE

Date of Birth 28thJuly, 1983
Education B.Com
Contact Number 9869074954
Email Id suyash_gogate83@rediffmail.com

Aspiration To work on my abilities towards personal and professional success

Work Experience Worked as an Audit and Accounts Assistant in a C.A. Firm - 6 Months

Summer Project ISO Audit for Mumbai University & Preparation of Internal Control Manual for Tilak Nagar Industries with KCPL

- Other Projects**
1. Importance of Brands in Consumer Electronics
 2. Consumer Behavior with respect to Retailing
 3. Creativity and Advertising



PRAKASH NARAYANAN

Date of Birth 24th May, 1964
Education B.Com
Contact Number 9820858964
Email Id prakash_vn@hotmail.com

- Aspiration** To Work with a leading organization which will nurture me to become a leader and helps me to excel in the endeavours I undertake
- Work Experience** Has Work Exp of 10 yrs+ mainly Supply Chain, Sales Administration, Finance & Costing
- Summer Project** Study of Profitability of Road Transport for M/s Prabhudas Lilladhar Portfolio Management & Share Broking firm
- Other Projects**
1. FMCG Products market analysis
 2. Industrial Product market analysis
 3. Study on Distribution set up of FMCG company
 4. Study on International Logistics
 5. Study on working of Retail Management



SANGEETHA S. KAUSHIK

Date of Birth 24th May 1984
Education B.M.S
Contact Number 9323248123
Email Id sangeethaskaushik@yahoo.co.in

- Aspiration** Identify opportunities that will enable me to excel as a Marketing Professional & help me grow in the organization
- Work Experience** Management Trainee -Thomas Cook India Ltd.- 2 Months
- Summer Project** Mapping for Restricted Authorised Dealer Status & Test of Brand Awareness Amongst Different Segment of Customers at LKP Forex Ltd.
- Other Projects**
1. Retail Management - Visual Merchandising
 2. Brand or Not to Brand
 3. Marketing of Financial Products