SaiBalaji Education Society's
INTERNATIONAL INSTITUTE OF MANAGEMENT STUDIES
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IIMS PUNE
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Career Objective:-

PGDM Marketing student with hands-on experience in FMCG and B2B sales, retail execution, market development and customer engagement. Generated ₹29 lakh+ sales during internships while covering 1,500+ outlets, retailers and workshops. Skilled in territory market research, dealer/retailer relationship management, product promotion, lead generation and competitor analysis. Seeking to contribute to Asian Paints' Retail Sales and market development operations.

Professional Qualification:-

PGDM - Post Graduate Diploma Management (AICTE Approved) from International Institute of Management Studies (IIMS Pune) Batch 2025-27

Major – Marketing

Minor- Agribusiness

Semester	**1st**	**2nd**	**3rd**	**4th**	5th	6th
Grade	A+	A+	A+	pursuing	Will pursue	Will pursue

Academic Records:

Education	University/College Name	Year of Passing	Marks (%)
B.Sc.Agriculture(Hons.)	Indira Gandhi KrishiVishwavidyalaya Raipur	2025	75%
12th	Dronacharya public school	2021	67%
10th	Dronacharya public school	2019	71%

Internship Project-

Skills :-

1. Territory Sales & Market Development
2. Dealer & Retailer Relationship Management
3. Market Research & Consumer Insights
4. Channel & Retail Sales
5. Customer Acquisition & Relationship Management
6. Trade Marketing & Merchandizing
7. Lead Generation
8. Competitor Analysis & Market Intelligence

INTERNSHIPS

Summer Internship Company Name: **Total EnergiesSE**

Project Title: Business Development Intern

Project Profile:

- Conducted market surveys by visiting automobile garages, workshops and lubricant retailers.
- Promoted TotalEnergies engine oil and lubricant products to mechanics, retailers and customers
- Demonstrated product features and explained benefits to customers.
- Collected market intelligence on competitor brands, pricing, customer preferences and buying behaviour.
- Identified new business opportunities and generated potential dealer and retailer leads.
- Prepared daily market visit reports and shared customer feedback with the Area Sales Manager (ASM)

Key Learning:

- B2B Sales and Relationship Building
- Lubricant Industry and Automotive Market Knowledge
- Dealer and Retailer Relationship Management.
- Sales Reporting
- Customer Need Identification
- Sales Reporting and Market Survey Techniques.

Achievements:

- Achieved **Rs.17,00,000/- sales** in 3 months internship with MR.
- Visited **800 + outlets**
- Successfully activated **300+ new outlets**
- Conducted **100+ market surveys** and retailer interactions

LIVE PROJECT: -

Project Title: Marketing Strategies and Consumer insight in the **Paint industry**: a field study of pune city

Roles and responsibilities:

- Conducted primary **market research** across **50+ retailers/dealers** and **100+ consumers** to analyse purchasing behaviour.
- Collected and analysed **100+ consumer** responses to identify product preferences, price sensitivity and brand perception

Location: Pune

SOCIAL PROJECTS

- Led a community plantation drive, coordinating activities and promoting environmental awareness.
- Rescued and supported 50+ animals, demonstrating initiative, empathy, and consisting volunteer engagement.
- Implemented a kitchen garden project in Mohpur village, engaging with the local community.
- Conducted farmer awareness and interaction awareness and interaction activities.

HOBBIES

- Aquascaping, Fish hobbyist
- Animal welfare
- Badminton
- Gardening

RAWE(Rural agriculture work experience) 6 months (2024)

- Conducted **50+ farmer and field visits**, building strong skills in customer interaction, relationship management and field-level communication.
- Engaged directly with farmers to understand needs, identify challenges and recommend suitable agricultural solutions.
- Supported demonstration and adoption of modern agricultural practices, translating technical information into practical, customer-friendly communication.
- Conducted field-level observations and feedback collection to understand customer needs, market challenges and product adoption barriers. Developed strong capabilities in stakeholder management, consultative selling, problem-solving and rural market understanding.

Winter Internship Company Name: **Emami.Pvt ltd**.
Project Title: Improve sales performance, Brand visibility & Retail merchandising.

Project Profile:

- Promoted and sold Emami Winter care products.
- Visited retail stores to ensure product availability and proper shelf placement.
- Demonstrated product features and explained benefits to customers.
- Managed stock availability and ensured proper product placement.
- Handled customer queries and resolved objections using effective sales techniques.

Key Learning:

- FMCG Sales and Distribution Management.
- Product Demonstration and Sales Pitching.
- Visual Merchandising and Shelf Management.
- Consumer Buying Behaviour
- Sales Reporting and Market Survey Techniques.
- Inventory & Stock Management.

Achievements:

- Achieved Rs**.12,00,000/- sales** in months internship with MR.
- Visited **700 + outlets**
- Successfully activated new winter care products in **20+ outlets**
- Conducted **100+ market surveys** and retailer interactions
- Completed daily target of Boro plus soft ,Target – 20, **Achieved – 26**

Location: Raipur
Duration: 3 Months (Oct – Dec) 2025

Achievements and Honours: -

- Winner in badminton in district level (2018)
- Member of Rotract club of IIMS
- Member of Tatva club of IIMS
- Agriculture business plan – Winner
- Successfully converted 100+ customers in internship

Certifications :

- Digital Marketing
- Six Sigma Certification
- Bloomberg
- SAP
- Performance Marketing
- MS Excel
- NAFARI Certified