

# Aravind Kumar Venkatayogi

Contact: +91 8136901829

[linkedin.com/in/aravind069](https://www.linkedin.com/in/aravind069)



सिद्धिमुलं प्रवचनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

Operations coordinator, Utsaha		Summer Intern, Dalmia (Bharat)Cement Limited	Distinction, NIT C	
EDUCATIONAL QUALIFICATIONS				
MBA	IIM Indore	2.48/4.33	2020	
B.Tech, Biotechnology	NIT Calicut	8.18/10	2017	
Class XII, AP. BOARD	Sri Chaitanya Junior College, Vijayawada	96.00%	2013	
Class X, CBSE	Gowtham concept school, Krishna, A.P.	95%	2011	
Major Electives	Retail management, Brand Management, Marketing research, Sales and distribution management, Rural Marketing, Advanced Marketing Analytics, Data Visualization, Mergers & Acquisitions.			
ACADEMIC & CO-CURRICULAR ACHIEVEMENTS				
▪ Successfully completed a course on Advanced Strategic Corporate Management based on <b>Marketplace</b> simulations			2019	
▪ Awarded <b>First class with distinction</b> certificate for Undergraduate program in Biotechnology from NITCalicut			2017	
▪ Achieved top grade in 11/58 courses during engineering including a top grade in both <b>major &amp; minor projects</b> at NIT Calicut			2017	
▪ Awarded certificate of <b>merit</b> for excellent academic performance in <b>class tenth board exams</b> conducted by C.B.S.E.			2011	
▪ Acquired full marks in the <b>mathematics paper-A</b> in 12 <sup>th</sup> class conducted by Board of Intermediate Education, A.P.			2013	
WORK EXPERIENCE				
▪ <b>Territory Business Head</b> with FIITJEE Ltd, responsible for <b>Sales, Branding and Strategy</b> in the respective territory			Oct '20--	
INTERNSHIPS				
DALMIA(Bharat), Chennai	Finding key levers to increase sales of Dalmia DSP <pre>(premium) cement</pre>		Apr '19 – Jun '19	
▪ Surveyed 120+ IHB's and Influencer' in key markets of Chennai (TN) and Thrissur (KL), Ernakulam (KL) in the trade channel segment.				
▪ Analyzed consumer and channel partners (including influencers) behavior towards the offerings of premium cement in the market.				
▪ Identified <b>four</b> key levers and recommended them to the management to increase the sale in both TN and Kerala markets				
IIM LUCKNOW	Marketing Management		Jun'16 – Jul '16	
▪ Performed extensive research on <b>marketing strategies</b> and executed SWOT analysis towards the development of an android app.				
▪ Developed the marketing plan for an android app called <b>Eat o Fit</b> which caters to the needs of food and fitness enthusiasts.				
▪ Proposed two marketing strategies based on surveys, free and premium versions for app, targeting different consumer segments				
PROJECTS & RESEARCH PAPERS				
Academic Projects	Safest school bus configuration by a Private Commercial Vehicles Manufacturer		Jan'19 - Mar '19	
	▪ Conducted 5+FGD's, 10+ IDI's and 40+surveys to identify stakeholders' preferences of safest school bus.			
Live Projects	Inventory tracker model, Supreme colors roofing and decking private limited		Dec'18-Mar'19	
	▪ Created an inventory management system to track raw materials, work in progress finished goods and scrap.			
Major Project	Finding new drug targets for malaria treatment		Dec '16-Mar'17	
	▪ Understood metabolic pathways in plasmodium falciparum to identify new target sites for antimalarial drugs.			
	▪ Obtained the nonconventional receptors and new for effective targeting by ligand molecules.			
POSITIONS OF RESPONSIBILITY				
IIM Indore	Coordinator, Operations Vertical, Utsaha		Aug '19 – Mar'20	
	▪ Supervised a team of 24 members and managed complete event logistics to ensure smooth conduct of the fest.			
	▪ Liaised with other vertical teams & negotiated with suppliers to procure the required inventory at lowest cost.			
NIT Calicut	Senior member, Operations Vertical, Udaan		Aug '19 – Mar'20	
	▪ Ensure branding of the event and sponsors to ensure greater reach and better sponsor relationship.			
	▪ Coordinated with the district and institute administration for permissions, managed and procured inventory			
	Organizing committee member, National Inter-NIT Tournament (NITC)		Mar'16	
	▪ Managed the event which reported the biggest ever participation of <b>1000 athletes and 150 officials</b>			
EXTRA-CURRICULAR ACTIVITIES				
Sports	▪ Won Volleyball <u>championship</u> of Sprint (SP Jain) & were awarded <b>overall champions</b> of the fest during Jan.			2019
	▪ Won <b>Gold medal</b> in the inter year <b>Cricket</b> tournament conducted at NIT Calicut during the year March.			2016
	▪ Bagged a <b>Silver medal</b> in <b>Javelin throw</b> in the Inter Year sports meet held at NIT Calicut during the year			2015
	▪ Member, <b>Handball College Team</b> for Inter-NIT sports competition held at NIT Surat, March.			2015
	▪ Completed <b>10km marathon</b> organized by IIM Kozhikode, the <b>largest student marathon</b> in Kerala.			2016
	▪ Participated in the CBSE cluster VII volleyball tournament in the under-19 category, held in Hyderabad			2008
Interests	▪ Travelling, Playing Basketball, watching NBA and Pro-Kabaddi league, etc.			