

**JAYANT SINGH SENGAR****EX-BATA INDIA LTD****PGDM Marketing, Lal Bahadur Shastri Institute of Management (LBSIM), New Delhi**

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**ACADEMIC PROFILE**

Qualification	Institute	Board/University	Year	%
<b>PGDM (MBA)</b>	Lal Bahadur Shastri Institute of Management, New Delhi <b>Marketing and Operations</b>	LBSIM, Delhi	2017-19	74.2 %
<b>B.Tech (Hons)</b>	Lakshmi Narain College of Technology(L.N.C.T.), Bhopal <b>Electronics and Communication Engineering</b>	R.G.P.V. (M.P.)	2012-16	82.8 %
<b>Class XII</b>	St. Montfort Senior Secondary School, Bhopal	C.B.S.E.	2012	84 %
<b>Class X</b>	St. Montfort Senior Secondary School, Bhopal	C.B.S.E.	2010	93.1%

<b>SKILLS And CERTIFICATIONS</b>	<ul style="list-style-type: none"> <li>▪ <b>Marketing Research , Primary Research , Secondary Research</b>, Marketing Strategy, Business Analysis</li> <li>▪ Advanced Microsoft <b>Excel, Powerpoint</b>, MS Office</li> <li>▪ Team Management, Leadership, Training</li> <li>▪ Excellent Communication skills , Operational excellence</li> <li>▪ International Business Import Export Certification (FEB 2021)</li> <li>▪ C/C++ languages</li> <li>▪ <b>TABLEAU</b></li> <li>▪ <b>SQL</b></li> </ul>
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**WORK EXPERIENCE**

<b>MAY 19 – JAN 21 ( 1.8 Years )</b>	<b>MANAGER, OPERATIONS , BATA INDIA LTD, UP EMERGING MARKET</b>
<b>WORK PROFILE</b>	<ul style="list-style-type: none"> <li>▪ <b>Strategic analysis of large set of data and interpreting insights.</b> Prepared product information reports from Tableau and present in weekly and monthly business review presentations.</li> <li>▪ Successful implementation of operating procedures according to policy and standards within deadlines.</li> <li>▪ Professional approach to problem solving and resolving issues of retail operations.</li> <li>▪ Cross functional coordination to achieve operational excellence and program objectives.</li> <li>▪ Responsible for <b>planning for Stock Cover</b>, preparing <b>Inventory regrouping advice on excel.</b></li> <li>▪ <b>Marketing Research</b> for new store opening in Ayodhya city.</li> <li>▪ <b>Merchandise Requirement Planning</b> for stores according to market analysis.</li> <li>▪ Introduced <b>Omni Channel</b> ordering in Emerging</li> <li>▪ Coordinated with store teams on the field to implement <b>Visual Merchandising</b> according to the specific <b>Marketing Plan</b> decided for the stores.</li> <li>▪ Persuaded landlords and achieved <b>rent waivers in lockdown</b> and further <b>reduction in rentals by 30%</b> considering low business post lockdown.</li> <li>▪ <b>Reduced store expenses to 46%</b> against LY to improve <b>profitability.</b></li> <li>▪ Did <b>field visits</b> and <b>full audits</b> at BATA stores to drive operational efficiencies.</li> </ul>
<b>APR-MAY 2018 (INTERNSHIP)</b>	<b>Marketing Intern, OUTLOOK MAGAZINES</b>
<b>Summer Research Project</b>	<b>Topic : “How Should Outlook Magazines Innovate to Reach Young Adults”</b>

**FINAL RESEARCH PROJECT – DURING PGDM**

<b>RESEARCH TOPIC</b>	<b>“STRATEGIC ANALYSIS : INDIAN AUTOMOBILE INDUSTRY”</b>
<b>CONTENTS</b>	<ul style="list-style-type: none"> <li>▪ Overview and current scenario of the Indian Automobile Industry <ul style="list-style-type: none"> <li>• Market Leaders, Government policies, Fuel Price Sensitivity, Market share and Comparison of big players.</li> </ul> </li> <li>▪ <b>Five Forces Analysis</b></li> <li>▪ Passenger Vehicle Segments</li> <li>▪ <b>Strategic Analysis of Segments and Product Portfolio of Market Leaders</b></li> <li>▪ Determine <b>Positioning</b> Using <b>Attribute Based Perceptual Mapping</b></li> <li>▪ Future of Indian Automobile Industry</li> </ul>

**POSITIONS OF RESPONSIBILITY DURING STUDY**

<b>Joint Coordinator, Presentations Club, LBSIM</b>	<ul style="list-style-type: none"> <li>▪ Hosted the National HR Conference at LBSIM (2017)</li> <li>▪ Hosted the 2 day National Finance Conference at LBSIM (2018)</li> <li>▪ Hosted the Inaugural Ceremony of LBSIM’s Annual Fest ‘TATVA’ (2018)</li> </ul>
<b>Member, Placement Cell</b>	<ul style="list-style-type: none"> <li>▪ Participated in <b>LBSIM Annual Outreach Programme, Gurgaon</b> (2017 and 2018)</li> </ul>