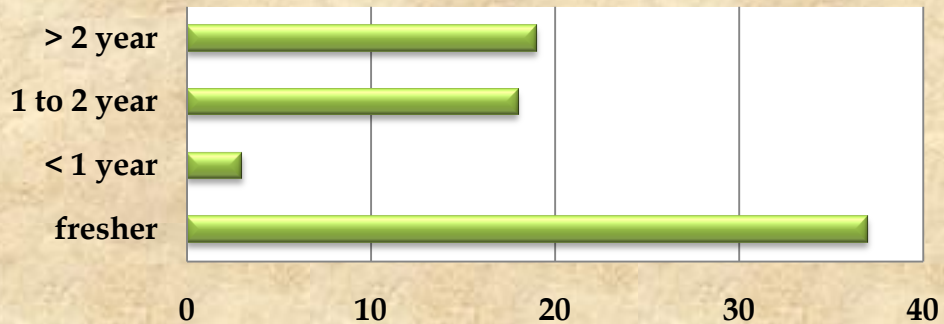


# PGDM & MMS

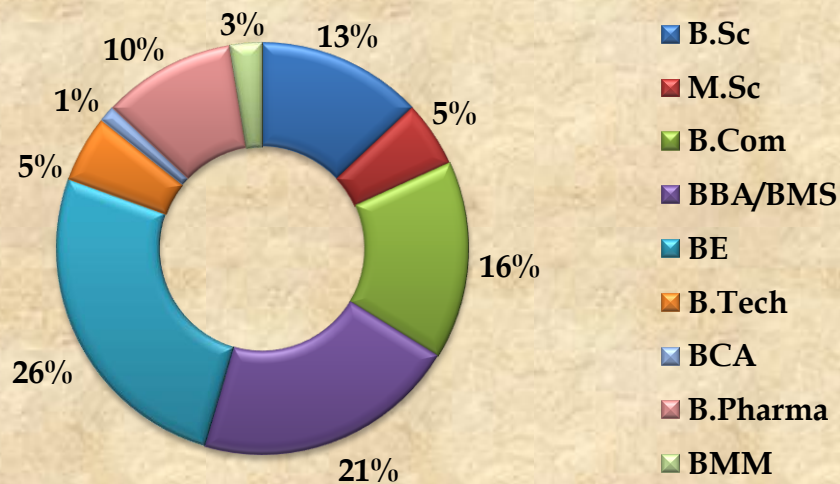
## MARKETING (BATCH 2010-12)

### Work Experience



	fresher	< 1 year	1 to 2 year	> 2 year
Series1	37	3	18	19

### Academic Experience



Academic Background		Work Experience	
M.Sc	4	fresher	37
B.Sc	10	< 1 year	3
B.Com	12	1 to 2 year	18
BBA/BMS	16	> 2 year	19
BE	20		77
B.Tech	4		
BCA	1		
B.Pharma	8		
BMM	2		
	77		

**MMS 2010-12  
Marketing**



**Name** Abhijeet Shetty  
**Date of Birth** 02 October 1986  
**Academic Qualification** B. Pharm.  
**Summer Internship** Percept P9  
**Project Title** Business Development And Integrating Entertainment with Allied industries  
**Work Experience** Eli Lilly And Company  
Territory Manager  
24 months

**PGDM 2010-12  
Marketing**



**Name** Abhishek Padukone  
**Date of Birth** 28 June 1986  
**Academic Qualification** B.E (Electronics and Telecommunication)  
**Summer Internship** L C Media  
**Project Title** Business Development  
**Work Experience** Tata Consultancy Services  
A.S.E  
20 Months

**MMS 2010-12  
Marketing**



**Name** Abhinav Dhut  
**Date of Birth** 30 August 1987  
**Academic Qualification** B.E.(Chemical)  
**Summer Internship** Micro technologies (India) Ltd  
**Project Title** Analysis of consumer buying behavior for IT based security products

**PGDM 2010-12  
Marketing**



**Name** Ameya Prabhu  
**Date of Birth** 12 July 1987  
**Academic Qualification** BMS  
**Summer Internship** S & S International  
**Project Title** Promotion of perfumes used in soaps and detergents among manufacturers in India.  
**Work Experience** State Bank Of India  
Assistant Clerk  
15 months

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Amit Jaswani</p> <p><b>Date of Birth</b> 27 September 1988</p> <p><b>Academic Qualification</b> BE (computer science)</p> <p><b>Summer Internship</b> Gemini Hydraulics</p> <p><b>Project Title</b> Market Research on European &amp; North American Construction Equipment Brands in India. To do application based selling of Gemini products in unchartered territories where Gemini is not present as of now</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Amita Balasundaram</p> <p><b>Date of Birth</b> 18 April 1988</p> <p><b>Academic Qualification</b> B. Sc.</p> <p><b>Summer Internship</b> MTS</p> <p><b>Project Title</b> To Measure the preparedness of the MTS collaboration with HTC</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Ankit Wani</p> <p><b>Date of Birth</b> 28 January 1987</p> <p><b>Academic Qualification</b> BE(IT)</p> <p><b>Summer Internship</b> DENIP Consultants Pvt. Ltd.</p> <p><b>Project Title</b> Business development &amp; Analysis of Indian Mutual Fund Industry.</p> <p><b>Work Experience</b> Capgemini Software Consultant 24 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Ankita Misra</p> <p><b>Date of Birth</b> 09 November 1988</p> <p><b>Academic Qualification</b> BBA</p> <p><b>Summer Internship</b> Shipping Corporation Ltd.</p> <p><b>Project Title</b> Devising a market price determination strategy for the Purchase and Services division</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Anubhav Ghosh</p> <p><b>Date of Birth</b> 08 September 1985</p> <p><b>Academic Qualification</b> B-Tech (Chemical)</p> <p><b>Summer Internship</b> Asian Paints</p> <p><b>Project Title</b> To understand the dealer &amp; consumer perception from the customer servicing angle &amp; to design a strategy for the next two years</p> <p><b>Work Experience</b> Pidilite Ind. Ltd. Officer-Projects 20 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Ashish Pandey</p> <p><b>Date of Birth</b> 20 December 1988</p> <p><b>Academic Qualification</b> B.E. (Information Technology)</p> <p><b>Summer Internship</b> Plywood Emporium</p> <p><b>Project Title</b> Opening &amp; positioning of a New Store &amp; development of Brand</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Ashish M. Ghanavat</p> <p><b>Date of Birth</b> 25 November 1986</p> <p><b>Academic Qualification</b> B.Tech Bioinformatics</p> <p><b>Summer Internship</b> Blue Star Ltd</p> <p><b>Project Title</b> Enhancement of service business through channels (PAD/CSD Dept.)</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Sreekantapuram Aswini Krishna</p> <p><b>Date of Birth</b> 16 March 1988</p> <p><b>Academic Qualification</b> B.M.S.</p> <p><b>Summer Internship</b> Mindshare, Group M</p> <p><b>Project Title</b> Scope of location based Social networks for Marketing in India</p> <p><b>Work Experience</b> Perfect Relations Senior Image Executive 25 months</p>	

**MMS 2010-12  
Marketing**



**Name** Bhagyalakshmi Senthilnathan

**Date of Birth** 21 October 1986

**Academic Qualification** M. Sc

**Summer Internship** iFast

**Project Title** Assesment of Offline Advertising Channel,  
Media planning & scheduling for  
Fundspermart

**PGDM 2010-12  
Marketing**



**Name** Bhavin Mehta

**Date of Birth** 14 December 1985

**Academic Qualification** B.E.

**Summer Internship** Pidilite Industries

**Project Title** Strategies to Increase Brand Loyalty Of Fevicol  
product

**Work Experience** Nokia India Pvt. Ltd.  
Operational Lead  
32 months

**PGDM 2010-12  
Marketing**



**Name** Bhavna Hariharan

**Date of Birth** 31 August 1987

**Academic Qualification** BMM (Advertising)

**Summer Internship** DNA

**Project Title** Reader Engagement and Reader Mapping

**Work Experience** Draft FCB+Ulka  
Account Executive  
24 Months

**MMS 2010-12  
Marketing**



**Name** Binoy Nair

**Date of Birth** 28 April 1983

**Academic Qualification** B.Sc. (I.T.)

**Summer Internship** Reliance Communications

**Project Title** 3G & MNP

**Work Experience** Army, Adita Birla, Capita  
Executive  
55 months

**MMS 2010-12  
Marketing**



**Name** Bhumika Pandya

**Date of Birth** 12 November 1988

**Academic Qualification** B.Com

**Summer Internship** Property Hub

**Project Title** Strategic planning and Sales of property

**Work Experience** Deloitte Touche Tohmatsu India (P) Ltd.  
Management Trainee  
12 Months

**PGDM 2010-12  
Marketing**



**Name** Bhoomika Sapru

**Date of Birth** 29 July 1986

**Academic Qualification** B.Com

**Summer Internship** Moserbaer India Limited

**Project Title** Suggest alternate distribution Channels/  
Strategies /Roots for Moserbaer LCD sales

**PGDM 2010-12  
Marketing**



**Name** Bhupesh Bhute

**Date of Birth** 26 May 1986

**Academic Qualification** BE (Electronic & telecommunications)

**Summer Internship** Microtechnologies (India) Ltd

**Project Title** Understanding consumer buying behavior about  
security services & solutions and creating brand  
awareness of MTIL

**Work Experience** TechMahindra Ltd.  
Technical Associate  
26 months

**PGDM 2010-12  
Marketing**



**Name** Charanya Kumar

**Date of Birth** 09 May 1988

**Academic Qualification** B.Com ( Finance)





**Summer Internship** Nestle

**Project Title** Up scaling the distribution of Cold  
Beverages/Vending

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Dhara Gandhi</p> <p><b>Date of Birth</b> 28 October 1987</p> <p><b>Academic Qualification</b> BMS</p> <p><b>Summer Internship</b> Lawrence &amp; Mayo Pvt. Ltd.</p> <p><b>Project Title</b> New product development &amp; Market research</p> <p><b>Work Experience</b> Citibank Operations Executive 19 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Gigith Menon</p> <p><b>Date of Birth</b> 17 July 1984</p> <p><b>Academic Qualification</b> B.E.(Information Technology)</p> <p><b>Summer Internship</b> DNA</p> <p><b>Project Title</b> Reader Engagement Programs</p> <p><b>Work Experience</b> Infosys Technologies Ltd. Software Engineer &amp; Sr. Systems Engineer 36 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Harshit Doshi</p> <p><b>Date of Birth</b> 28 Sepetmber1986</p> <p><b>Academic Qualification</b> B. Pharmacy</p> <p><b>Summer Internship</b> Merck Ltd (India)</p> <p><b>Project Title</b> Study the prescribing habits of Skeletal Muscle Relaxants and assess the place in therepy of Tolperisone and combination.</p> <p><b>Work Experience</b> Birla Sun Life Insurance Pvt. Co. Ltd. Claims Executive (Corporate Operations) 19 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Hitesh C. Bhatia</p> <p><b>Date of Birth</b> 12 November 1987</p> <p><b>Academic Qualification</b> B.Sc.(Chemistry)</p> <p><b>Summer Internship</b> Microtechnologies (India) Ltd</p> <p><b>Project Title</b> Business Development and Brand Awareness. Understanding Consumer Behaviour.</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Himanshu Jain</p> <p><b>Date of Birth</b> 26 January 1986</p> <p><b>Academic Qualification</b> B.Pharm.</p> <p><b>Summer Internship</b> Blue Star Ltd</p> <p><b>Project Title</b> Strengthening Blue Star's presence in refrigeration products division (RPD) - A Special focus on Enhancing the service revenue.</p> <p><b>Work Experience</b> Birla Sun Life Insurance Company Ltd. Claims Executive- Corporate Operations 18 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Hitesh Joshi</p> <p><b>Date of Birth</b> 22 May 1988</p> <p><b>Academic Qualification</b> B.E. (Electricals)</p> <p><b>Summer Internship</b> Bajaj Electricals</p> <p><b>Project Title</b> Market study of Induction cook tops in Mumbai</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Jae Powle</p> <p><b>Date of Birth</b> 12 December 1988</p> <p><b>Academic Qualification</b> B.M.S.(Marketing)</p> <p><b>Summer Internship</b> Microtechnologies (India) Ltd</p> <p><b>Project Title</b> Understanding consumer buying behavior about security services &amp; solutions and creating brand awareness of MTIL</p> <p><b>Work Experience</b> T.I.M.E Institute Student Relationship Executive 5 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Jitendra S. Sharma</p> <p><b>Date of Birth</b> 25 February 1987</p> <p><b>Academic Qualification</b> B.Sc.(I.T)</p> <p><b>Summer Internship</b> Microtechnologies (India) Ltd</p> <p><b>Project Title</b> Understanding consumer buying behavior about security services &amp; solutions and creating brand awareness about MTIL</p> <p><b>Work Experience</b> Infosys Technologies Limited / DNA Systems Engineer 44 Months</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Jogin Valson</p> <p><b>Date of Birth</b> 21 December 1984</p> <p><b>Academic Qualification</b> B.M.S.</p> <p><b>Summer Internship</b> Reliance Infra</p> <p><b>Project Title</b> Branding and product testing of Bandra Worli Sea Link Project</p> <p><b>Work Experience</b> Deutsche Bank Analyst 37 Months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Kedar Naik</p> <p><b>Date of Birth</b> 16 May 1988</p> <p><b>Academic Qualification</b> B.E (Electronics)</p> <p><b>Summer Internship</b> Bajaj Electricals</p> <p><b>Project Title</b> Market study of water purifiers in Mumbai</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Ketaki Joshi</p> <p><b>Date of Birth</b> 04 April 1988</p> <p><b>Academic Qualification</b> B.Com</p> <p><b>Summer Internship</b> Phonetics</p> <p><b>Project Title</b> Developing a social media marketing plan for Nissan Micra</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Kevin Gala</p> <p><b>Date of Birth</b> 21 April 1988</p> <p><b>Academic Qualification</b> B.Com</p> <p><b>Summer Internship</b> Bajaj Electricals</p> <p><b>Project Title</b> Market study of pressure cookers in Mumbai</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Lipika Baug</p> <p><b>Date of Birth</b> 03 May 1987</p> <p><b>Academic Qualification</b> B.Sc.</p> <p><b>Summer Internship</b> Lawrence &amp; Mayo</p> <p><b>Project Title</b> Market research (competitor analysis)</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Melvin Mathew</p> <p><b>Date of Birth</b> 30 June 1986</p> <p><b>Academic Qualification</b> M Sc. Biotechnology</p> <p><b>Summer Internship</b> Sodexo</p> <p><b>Project Title</b> Implementation of BVOS at Pan India level for Sodexo's Food Services sites</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Mandeep Bhatti</p> <p><b>Date of Birth</b> 30 December 1987</p> <p><b>Academic Qualification</b> B.E</p> <p><b>Summer Internship</b> Lawrence &amp; Mayo</p> <p><b>Project Title</b> Market research (competitor analysis)</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Monindro Saha</p> <p><b>Date of Birth</b> 6 October 1985</p> <p><b>Academic Qualification</b> B.E (Electronics &amp; Telecommunications)</p> <p><b>Summer Internship</b> DENIP Consultants Pvt. Ltd.</p> <p><b>Project Title</b> Business development &amp; Analysis of Indian Mutual Fund industry</p> <p><b>Work Experience</b> Hexaware Technologies; Webaroo Technology Software QA -Consultant 31 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Sheikh Mohammad Shayzi</p> <p><b>Date of Birth</b> 24 December 1986</p> <p><b>Academic Qualification</b> B.E. (Computer Science)</p> <p><b>Summer Internship</b> Hindustan Coca Cola Beverages Pvt. Ltd.</p> <p><b>Project Title</b> Gap analysis of RED activation and to measure performance of focus pack</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Megha Gandhi</p> <p><b>Date of Birth</b> 23 January 1989</p> <p><b>Academic Qualification</b> B.Com. (Accounting &amp; Finance)</p> <p><b>Summer Internship</b> Bank of Maharashtra</p> <p><b>Project Title</b> Detail study on loans and advances and customer relationship</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Neha Raheja</p> <p><b>Date of Birth</b> 16 March 1989</p> <p><b>Academic Qualification</b> BMS</p> <p><b>Summer Internship</b> Zee TV</p> <p><b>Project Title</b> Marketing of Niche channels like Zee Cafe and Zee Studio</p> <p><b>Work Experience</b> Draft FCB Ulka Executive Trainee 9 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Neha Singh</p> <p><b>Date of Birth</b> 17 December 1989</p> <p><b>Academic Qualification</b> B.M.S.(Marketing)</p> <p><b>Summer Internship</b> IDBI Bank</p> <p><b>Project Title</b> Engaging youth with IDBI Bank</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Nikhil Kumar</p> <p><b>Date of Birth</b> 10 April 1987</p> <p><b>Academic Qualification</b> B.B.A.</p> <p><b>Summer Internship</b> Reliance Communications</p> <p><b>Project Title</b> Sales promotion of 3G products &amp; services, Mobile number Portability</p> <p><b>Work Experience</b> IMS Learning Resources Pvt. Ltd. Counselor 3 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Noyal Rajan</p> <p><b>Date of Birth</b> 13 February 1984</p> <p><b>Academic Qualification</b> B.E. Electronics</p> <p><b>Summer Internship</b> Fullerton Securities and Wealth Advisors</p> <p><b>Project Title</b> Financial Planning and Portfolio Management</p> <p><b>Work Experience</b> Infosys Technologies Limited Software Engineer 29 months</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Parag Sathe</p> <p><b>Date of Birth</b> 6 December 1985</p> <p><b>Academic Qualification</b> B.Sc.</p> <p><b>Summer Internship</b> BASF</p> <p><b>Project Title</b> Establishing market database of small and medium scale (SMEs) Paints &amp; Coatings manufacturing companies in West India.</p> <p><b>Work Experience</b> DBT-ICT Centre for Energy Biosciences Junior Research Fellow 16 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Piyush Gugale</p> <p><b>Date of Birth</b> 14 April 1988</p> <p><b>Academic Qualification</b> B.Pharmacy</p> <p><b>Summer Internship</b> Reliance Communications</p> <p><b>Project Title</b> Profiling of retailers in Navi Mumbai and identifying the scope to increase the visibility of Reliance 3G products in retail outlets of South Mumbai</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Pratik Bulani</p> <p><b>Date of Birth</b> 4 December 1988</p> <p><b>Academic Qualification</b> B.M.S.</p> <p><b>Summer Internship</b> Asian Paints</p> <p><b>Project Title</b> Bench marking current contractors loyalty programs for influencer's and suggesting a roadmap for the way forward</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Praveen Vijyan</p> <p><b>Date of Birth</b> 13 September 1988</p> <p><b>Academic Qualification</b> B.Com.</p> <p><b>Summer Internship</b> Corporate Bridge</p> <p><b>Project Title</b> 1) Banking and Retail Liabilities 2) Financial Modeling</p>	

**MMS 2010-12  
Marketing**



**Name** Rahul Bandekar  
**Date of Birth** 01 April 1987  
**Academic Qualification** B.Sc.( Hospitality & Hotel Administration)  
**Summer Internship** Blue Star Ltd  
**Project Title** Strengthening Blue Stars Retail presence in Air conditioning segment specially focusing on service channel development.  
**Work Experience** Indian Railways Catering & Tourism Corp. Ltd  
Asst Supervisor Procurement  
24 months

**MMS 2010-12  
Marketing**



**Name** Rahul Raghavan  
**Date of Birth** 01 January 1986  
**Academic Qualification** B.E (Electronics)  
**Summer Internship** BASF  
**Project Title** Establishing market database of small and medium scale (SMEs) Paints & Coatings companies in South India  
**Work Experience** KPIT Cummins Infosystems Ltd., HorizonTech  
Software Engineer, Product Manager  
34 months

**PGDM 2010-12  
Marketing**








**Name** Rahul Vaswani  
**Date of Birth** 09 March 1989  
**Academic Qualification** B.E.  
**Summer Internship** Bharti Walmart  
**Project Title** Expanding the Member base and creating awareness among the prospective Members of Best Price Modern Wholesale store

**PGDM 2010-12  
Marketing**



**Name** Rashmi Singh  
**Date of Birth** 10 May 1988  
**Academic Qualification** BMS  
**Summer Internship** Hindustan Coca Cola Beverages Private Limited  
**Project Title** To identify the potential to increase the RED score in Mumbai region  
**Work Experience** IFEN ; OUR TOWN  
Business Development Executive;  
Sr. marketing and sales executive  
12 months

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Rohan Patil</p> <p><b>Date of Birth</b> 04 April 1986</p> <p><b>Academic Qualification</b> M Sc. Biotech</p> <p><b>Summer Internship</b> Ipca Laboratories</p> <p><b>Project Title</b> Brand promotion &amp; Market research on anti hypertension drugs</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Rohan Sharma</p> <p><b>Date of Birth</b> 26 November 1987</p> <p><b>Academic Qualification</b> B.Com.</p> <p><b>Summer Internship</b> Ambuja Cement</p> <p><b>Project Title</b> Overview of Corporate Communications</p> <p><b>Work Experience</b> Nielsen-BASES Analyst 12 Months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Rohit Matani</p> <p><b>Date of Birth</b> 03 January 1989</p> <p><b>Academic Qualification</b> B.B.A. (Finance)</p> <p><b>Summer Internship</b> Sodexo</p> <p><b>Project Title</b> Implementation of BVOS at Pan India level for sodexo's Food Services sites</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Roshni Menon</p> <p><b>Date of Birth</b> 24 August 1989</p> <p><b>Academic Qualification</b> B.Sc Biotechnology</p> <p><b>Summer Internship</b> Thermo Fisher Scientific</p> <p><b>Project Title</b> Increase awareness of food intolerance, profile customers and prepare the Go to market strategy for Food Detective kit.</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Sajith Radhakrishnan</p> <p><b>Date of Birth</b> 27 December 1985</p> <p><b>Academic Qualification</b> B.Sc (Hospitalty &amp; Hotel Administration)</p> <p><b>Summer Internship</b> NYK Logistics (India) Ltd.</p> <p><b>Project Title</b> 1- Operational Productivity Analysis, 2- Analysis of Brand Awareness of NYK Logistics (India) Ltd and Devising Sales Strategies.</p> <p><b>Work Experience</b> Intercontinental the grand and Hyatt regency team leader-food and Beverage service 21 months</p>	

<p><b>Course: MMS Marketing</b></p> 	<p><b>Name</b> Sahaj Trivedi</p> <p><b>Date of Birth</b> 17 December 1985</p> <p><b>Academic Qualification</b> B.E(Mechanical)</p> <p><b>Summer Internship</b> HILTI</p> <p><b>Project Title</b> Market Research of the Top 31 Developers in Ahmedabad as well as finding new customer base &amp; their strategy</p> <p><b>Work Experience</b> J. J. Engineering Pvt. Ltd. Vadodara Sales and Service Engineer 20 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> S. Shrikanth</p> <p><b>Date of Birth</b> 25 June 1988</p> <p><b>Academic Qualification</b> B.Sc. Computer Science</p> <p><b>Summer Internship</b> Spring Leaf Retail Pvt. Ltd</p> <p><b>Project Title</b> Working on Re Branding and new product launches in the food segment and supply chain efficiency.</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Saiprasad Deshmukh</p> <p><b>Date of Birth</b> 9 April 1988</p> <p><b>Academic Qualification</b> B. Pharmacy</p> <p><b>Summer Internship</b> Microtechnologies (India) Ltd.</p> <p><b>Project Title</b> Analysis of Consumer buying behavior for IT based Security Products</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Sanjeev Vishwakarma</p> <p><b>Date of Birth</b> 11 July 1988</p> <p><b>Academic Qualification</b> B. Pharma</p> <p><b>Summer Internship</b> Godrej Consumer Products Ltd</p> <p><b>Project Title</b> Understanding the Wholesalers perception about Loyalty program across India and redesigning Godrej Unnati wholesalers loyalty Program.</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Shrishti Singh</p> <p><b>Date of Birth</b> 11 January 1990</p> <p><b>Academic Qualification</b> B.Com. (Accounting and Finance)</p> <p><b>Summer Internship</b> SONY entertainment Television</p> <p><b>Project Title</b> Recall, awareness and intention to watch new reality show</p>	

<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Shweta Gumastedesai</p> <p><b>Date of Birth</b> 22 May 1987</p> <p><b>Academic Qualification</b> B.E. (Computers)</p> <p><b>Summer Internship</b> Vidify Infotech</p> <p><b>Project Title</b> Feasibility study of In Game advertising &amp; Search Engine optimization</p> <p><b>Work Experience</b> Accenture Associate Software Engineer 24 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Siddharth Chaturvedi</p> <p><b>Date of Birth</b> 29 May 1986</p> <p><b>Academic Qualification</b> B.E.</p> <p><b>Summer Internship</b> Nexstep Infotech Pvt Ltd.</p> <p><b>Project Title</b> Evolving a branding strategy for NextStep Infotech.</p> <p><b>Work Experience</b> Wadhawan lifestyle Pvt. Ltd ; Provogue India Ltd Management Trainee, Astt. Operations Manager 12 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Sneha N. Ramachandran</p> <p><b>Date of Birth</b> 20 October 1987</p> <p><b>Academic Qualification</b> B.Com</p> <p><b>Summer Internship</b> Asian Paints</p> <p><b>Project Title</b> Color World Network Attrition &amp; factors leading to paint wholesaling &amp; retailing (Kerala)</p> <p><b>Work Experience</b> MPG INDIA ; Mindshare Fulcrum Media Planner ; Senior Media Planner – The Exchange 27 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Srikant Y.</p> <p><b>Date of Birth</b> 24 July 1986</p> <p><b>Academic Qualification</b> B.E.( Mechanical )</p> <p><b>Summer Internship</b> Shipping Corporation of India</p> <p><b>Project Title</b> Feasibility study and giving Marketing Strategy for the new container service to U.S.</p> <p><b>Work Experience</b> Synergy Steel &amp; Power Ltd Junior Engineer 18 Months</p>	

<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Srinivas Dhanala</p> <p><b>Date of Birth</b> 20 April 1989</p> <p><b>Academic Qualification</b> BMS</p> <p><b>Summer Internship</b> Lawrence &amp; Mayo Pvt Ltd</p> <p><b>Project Title</b> Market Research &amp; New Product Development</p> <p><b>Work Experience</b> Eternal Solutions Sr. Marketing Executive 30 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Subhasis Chakraborty</p> <p><b>Date of Birth</b> 19 October 1984</p> <p><b>Academic Qualification</b> B.Tech in Biotechnology</p> <p><b>Summer Internship</b> NetiT-B innovations</p> <p><b>Project Title</b> Business planning for new business</p> <p><b>Work Experience</b> Chembiotek Research Chemist 20 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Sudeshna Chowdhury</p> <p><b>Date of Birth</b> 25 September 1988</p> <p><b>Academic Qualification</b> BBA</p> <p><b>Summer Internship</b> ITC</p> <p><b>Project Title</b> Swot analysis of Vivel Shampoos and launch plan of new categories under Vivel UltraPro.</p> <p><b>Work Experience</b> SAJ Food Products Pvt. Ltd Marketing Executive 12months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Suhas Koli</p> <p><b>Date of Birth</b> 24 November 1985</p> <p><b>Academic Qualification</b> B.Pharm.</p> <p><b>Summer Internship</b> Reliance Communications</p> <p><b>Project Title</b> Profiling of retailers in Navi Mumbai and identifying the scope to increase the visibility of Reliance 3G products in retail outlets of South Mumbai.</p> <p><b>Work Experience</b> Tata Consultancy Services Ltd. Process associate 25 Months</p>	

<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Swamini Mahadik</p> <p><b>Date of Birth</b> 21 August 1988</p> <p><b>Academic Qualification</b> B.Sc. (Information Technology)</p> <p><b>Summer Internship</b> Nexstep Infotech</p> <p><b>Project Title</b> Analyzing and creating Project Process flow for Nextstep Projects and study and suggest improvement in support processes of Nextstep</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Sushant Sameer Srivastava</p> <p><b>Date of Birth</b> 06 April 1987</p> <p><b>Academic Qualification</b> B.M.S.</p> <p><b>Summer Internship</b> Reliance Communications</p> <p><b>Project Title</b> Profiling of retailers in North Mumbai and identifying the scope to increase the visibility of Reliance 3G products in retail outlets of South Mumbai.</p> <p><b>Work Experience</b> Gridstone Research, Capita India Pvt Ltd Junior Research Associate Senior Executive-Insurance 30 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Swetha Kakkat</p> <p><b>Date of Birth</b> 27 December 1986</p> <p><b>Academic Qualification</b> B.Tech. (Biotechnology)</p> <p><b>Summer Internship</b> Thermo Fisher scientific</p> <p><b>Project Title</b> Increase awareness of food intolerance, profile customers and prepare the 'Go to market' strategy for Food Detective kit</p> <p><b>Work Experience</b> Immunoshop India pvt. Ltd Product executive(sales and marketing) 13 months</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Uma Ankolkar</p> <p><b>Date of Birth</b> 11 December 1988</p> <p><b>Academic Qualification</b> B.Com (Accounting &amp; Finance)</p> <p><b>Summer Internship</b> USV Pharmaceuticals</p> <p><b>Project Title</b> 1) To gauge the scope of premium baby skin care in India 2) Mystery shopping 3)To understand the social usage pattern of Urban women in India</p>	

<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Vishal Jain</p> <p><b>Date of Birth</b> 2 January 1988</p> <p><b>Academic Qualification</b> B.Pharmacy</p> <p><b>Summer Internship</b> Reliance Communications</p> <p><b>Project Title</b> Improving visibility with branding innovations – 3G and MNP</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Varidhi Agarwal</p> <p><b>Date of Birth</b> 31 May 1989</p> <p><b>Academic Qualification</b> BMM</p> <p><b>Summer Internship</b> Peregrine Corporate Communications</p> <p><b>Project Title</b> Social Media Marketing of Indian corporate in health care &amp; education sector</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Vishwanathan Hariharan</p> <p><b>Date of Birth</b> 2 December 1987</p> <p><b>Academic Qualification</b> B.Com.</p> <p><b>Summer Internship</b> Indian Smelting &amp; Refinery Ltd.</p> <p><b>Project Title</b> ISR Client survey, Study of Copper Industry, future &amp; Global Scenario, TDS Certificates collection &amp; way of improving payment collection</p>	
<p><b>MMS 2010-12 Marketing</b></p> 	<p><b>Name</b> Vishal Pillay</p> <p><b>Date of Birth</b> 25 June 1986</p> <p><b>Academic Qualification</b> BMS.</p> <p><b>Summer Internship</b> Reliance Communications</p> <p><b>Project Title</b> 3G &amp; MNP</p> <p><b>Work Experience</b> HDFC securities Bolt Operator 9 months</p>	
<p><b>PGDM 2010-12 Marketing</b></p> 	<p><b>Name</b> Vivek Singh</p> <p><b>Date of Birth</b> 24 October 1984</p> <p><b>Academic Qualification</b> B.C.A.</p> <p><b>Summer Internship</b> Tata Motors Ltd</p> <p><b>Project Title</b> To study the pickup market in Delhi</p> <p><b>Work Experience</b> Bulk conveying services marketing executive 25 months</p>	

