

ASHISH KUMAR



Cleared National Defence Academy (NDA) Examination twice; Sports committee coordinator and Equity Research Cell analyst at IIFT

ACADEMIC PROFILE

2013	MBA, International Business	Marketing (Maj.), Finance (Maj.)	Indian Institute of Foreign Trade	2.79/4.33
2011	B.Tech	Electronics & Comm. Engg.	MAIT, IP University, Delhi	74.93%
2006	XII (CBSE)	Science (PCBM)	SGN School, Goyla	79.20%
2004	X (CBSE)	NA	KMS School, Nawada	91.40%

SUMMER INTERNSHIP

Sri City SEZ Pvt. Ltd	Marketing	Apr'12 - Jun'12
Project Title	1. Benchmarking study of different multi product SEZs in India on various parameters 2. Competitive advantage of India as an Investment destination for global MNCs 3. Analysis of Power situation in Tamil Nadu and Andhra Pradesh	
Methodology	<ul style="list-style-type: none"> Developed a framework for comparing 6 largest multi-product SEZs in the country on parameters like Infrastructure, Connectivity, Approval status, life support facilities, tenant mix, cost and pricing etc Attended client presentations and studied how a new company is signed up for setting up a facility in SEZ 	
Learning	<ul style="list-style-type: none"> Understood the operations and business development strategies of one of the largest SEZ of India 	
Achievements	<ul style="list-style-type: none"> Worked directly under the guidance of VP, Marketing and was appreciated for my final findings 	

ACHIEVEMENTS & ACTIVITIES

Academic	<ul style="list-style-type: none"> Cleared NDA examination for selection as commissioned officer in armed forces twice in consecutive attempts Prepared for medical entrance exams but could not get a MBBS seat in government medical colleges; but still managed to get selected in a good engineering college of IP University Campus placement in Infosys from engineering college Scored 41.02 marks in IIFT entrance exam Obtained 98% marks in Mathematics and 97% marks in Social science in class 10th board exams.
Extra Curricular	<ul style="list-style-type: none"> Associated with Big friend little friend Volunteer program of Udyan care in partnership with New Path Foundation, USA and participated in Friendship hungama - 2012 1st position in Hand-Ball (Sr. Boys) in zonal competition Among top 3% candidates in National IT Aptitude test out of 74000 candidates Senior sector analyst: 'IT/ITES & Telecom' sector, as part of Equity Research Cell at IIFT Participated in 9th Knowledge Millennium Summit – 2011 AIM@8% conducted by ASSOCHAM

PROJECTS & PAPERS

Live	<ul style="list-style-type: none"> Project of DBC port logistics Ltd. on 'Indian ports and logistics – challenges and opportunities' 'Evaluation and Analysis of Financial Needs of SME Sector in India' for ASSOCHAM Benchmarking Bilateral Investment Treaties of India on various parameters for centre for WTO studies 1st position in Great wide open project – Enhancing online customers & Brand building strategy for next 1 year
Academic	<ul style="list-style-type: none"> Consumer insight on the need for uniqueness factors with respect to apparels Brand observation portfolio of 'Idea' and competitor benchmarking in Telecom industry Design and implementation of leagile supply chain for electronics goods industry Attended marketing workshops by Lowé Lintas on Advertising campaigns and Unilever unplugged by HUL

POSITIONS OF RESPONSIBILITY

Indian Institute of Foreign Trade	Coordinator, Sports Committee	2012-13
<ul style="list-style-type: none"> Organized UWL (Ultimate Warriors League), A 10 days long Intra-IIFT Sports extravaganza on terms of IPL with inclusion of Fantasy league. It included bidding of 4 teams and more than 160 registered players for 34 categories in 15 sports. 		
Indian Institute of Foreign Trade	Organizing Committee, Quo Vadis	2012
<ul style="list-style-type: none"> Organized and co-ordinated various activities and events during annual management cum cultural fest of institute 		
MAIT, IP University	Coordinator, Techsurge	2010
<ul style="list-style-type: none"> Coordinated and managed various events in annual technical fest - Techsurge of college 		
SGN School	Head Boy	2005-06
<ul style="list-style-type: none"> Acted as a liason between students and school administration about different student related issues 		

TRAININGS & INTERNSHIPS

Prayas NGO	Social Awareness Program	Jan'12
<ul style="list-style-type: none"> Worked in slum area of Vasant Vihar on a project 'Slum greening of Bhanvar Singh Campus slums' 		
JNPT Port	Port Visit	Oct'12

ABOUT ME

- Hobbies – Playing various sports, reading national and international magazines and journals, travelling new places