

Flat 201, SBI Abode,  
West Marredpally,  
Hyderabad

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Contact  
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## **EDUCATION**

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Indian Institute of Management | Indore, India

**Fellowship Program in Management- Marketing**

**July 2021- Present**

Vellore Institute of Technology | Chennai, India

**Bachelor of Technology- Mechanical Engineering**

**July 2016- July 2020**

St. Thomas Residential School | Trivandrum, India

**Higher Secondary- Science**

**May 2015- June 2016**

St. Thomas Residential School | Trivandrum, India

**Secondary**

**May 2013- June 2014**

## **RESEARCH INTERESTS**

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Research involving consumer behavior and consumer psychology in the marketing domain.

## **RESEARCH EXPERIENCE**

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Symbiosis Institute of Management | Bangalore, India

**The Impact of Sensory Marketing on consumer behavior at Dominos**

**September 2018- January 2019**

- Survey was taken to understand how sensory marketing affects the consumption level of rational individuals
- The influence of Olfactory, Auditory, Visual, Tactile and Gustative Marketing on the consumer behavior were tested.

Vellore Institute of Technology | Chennai, India

**Hybrid cooling of the Battery Thermal Management System**

**January 2020-June 2020**

- Thermal management of Li-ion batteries using PCM (Phase Change Materials) and Transformer oil.
- Experimental as well as numerical simulation was performed

## **INTERNSHIP EXPERIENCE**

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VOLVO Construction Equipment | Bangalore, India

**Safety and Quality Analysis of Excavators**

**May 2018**

- A one-month internship to study and find the improvements required in the excavator assembly line

GEECO Enercon Pvt. Limited | Tiruchirappalli, India

**Study of Electrostatic Precipitators and Air Preheaters**

**April 2017**

- Learn the assembly practices involved in the production of electrostatic precipitators and air preheaters

Child Rights and You | Mumbai, India

**Volunteering**

**May 2018**

- Volunteered for raising funds to build toilets for girls in rural Maharashtra

## **TEACHING AND MENTORING EXPERIENCE**

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### **United Nations India Volunteers | India**

**June 2018**

- Volunteer and mentor for the 'Save the Environment' campaign

### **Mentor at VITeach Club | VIT Chennai**

**June 2018**

- Taught underprivileged children English and Mathematics at a school in Tiruvannamalai

## **TECHNICAL SKILLS**

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- Programming Languages: SQL, JAVA, C++, PYTHON, R
- General: Microsoft Office Suite

## **INTERESTS**

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Music | Dance | String Instruments | Social Service