



Shri Dharmasthala Manjunatheshwara  
Institute for Management Development

AICTE Approved | CRISIL A★★★ Rated

A★★★ Rating by



Accredited by



EFMD

Candidate for Accreditation





## Placement Chairperson's Message



Dear Partner,

Greetings from SDM Institute for Management Development!

Welcome to the Recruitment process of our Post Graduate Diploma in Management (PGDM) programme.

SDMIMD has been rated A\*\* by CRISIL at the National level. It is a matter of pride and joy that SDMIMD has been accepted as candidate for accreditation by two international agencies – ACBSP and EFMD (EPAS), which will make us a truly international centre for learning.

Our PGDM programme is designed to convert bright young talents into well groomed corporate professionals who can steer the organisations through the new challenges. Our pedagogy has a strong focus on building problem solving and analytical approach with emphasis on cross-cultural exposure through student exchange programmes. Above all, following the vision of Shri Dharmasthala, SDMIMD has always focused on managerial education that upholds Indian values and ethical leadership.

Over the years, thanks to the support and confidence that esteemed organizations like yours have shown in our students, faculty and pedagogy, the placements at SDMIMD have grown tremendously. I assure you that you will have the best recruiting experience and once again cordially invite you to our placements 2015.

I once again welcome you to the recruitment process.

Warm regards,  
Dr. H. Gayathri  
Chairperson-Placements  
Professor - Marketing

## Placements @ SDMIMD

SDMIMD, Mysore, is among the top 3% of B-schools in India and has been rated A\*\* (A Double Star) by CRISIL. The institute has achieved commendable placements for its students who bagged lucrative profiles in leading organizations. The graduating batch of 179 students has been placed in reputed organisations cutting across all the established major sectors including Consultancy, Sales and Marketing, BFSI, Manufacturing, IT, Logistics & Supply Chain and HR.





## **Placement Process**

### **Pre-Placement Talks (PPT)**

Companies make a pre-placement presentation (PPT) to provide an opportunity to the students to seek clarity on the profile of the company, position offered, remuneration package and other relevant information.

For effective communication, latest technical equipment such as audio visual facilities, LCD projector, tele conference and any other special equipment can be made available on campus on request. The campus also has video conferencing facility.

### **Lateral and Fresher Recruitment**

The Institute does not have separate lateral and fresher recruitment processes. Hence, both the processes commence simultaneously and run during the placement season of the Institute. The students rank the companies based on their prior knowledge and the information gained through companies' PPTs. Based on these rankings, job description and compensation being offered, the participating companies are scheduled, during which they can initiate the recruitment process.

## Curriculum Vitae

The Institute follows a standard format for all the students applying to various companies. A company can place a request for the CVs in the Institute's format or any other specific format, in hard or soft copies as desired.

## Pre-Placement Offers (PPOs)

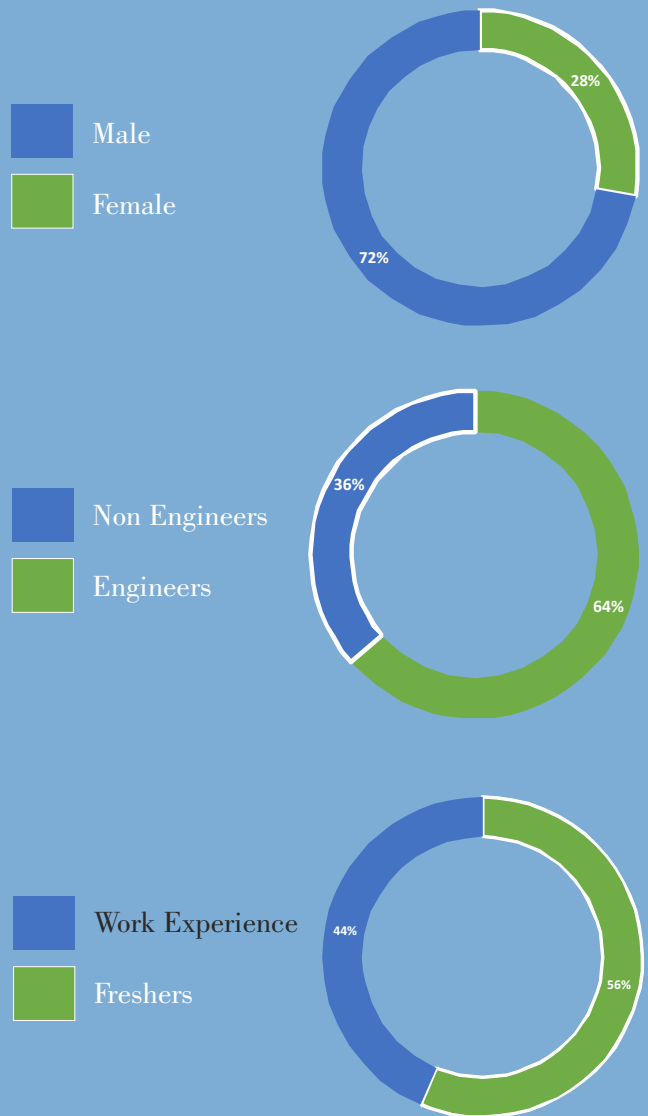
A pre-placement offer or PPO, post the summer internship, is a much cherished job offer before final placements. The firms can communicate to the Institute their decision to offer the PPOs before the placement season commences.

## Final Job Offer

A Job Offer is considered to be valid only if the Placement Office is in receipt of the written communication of the same. Any form of verbal or telephonic communication will not be considered as job offers. The final offers for the respective candidate will be announced only at the designated day/time slots. Delay or failing to do so may result in the candidate being placed in any other company. Appointment letters for the selected candidate should be sent (in duplicate) to the Placement Office within 20 days of the job offer made on the campus. A candidate acknowledges the job offer by the acceptance signature, which shall then be informed to the company concerned immediately.



# Batch Overview

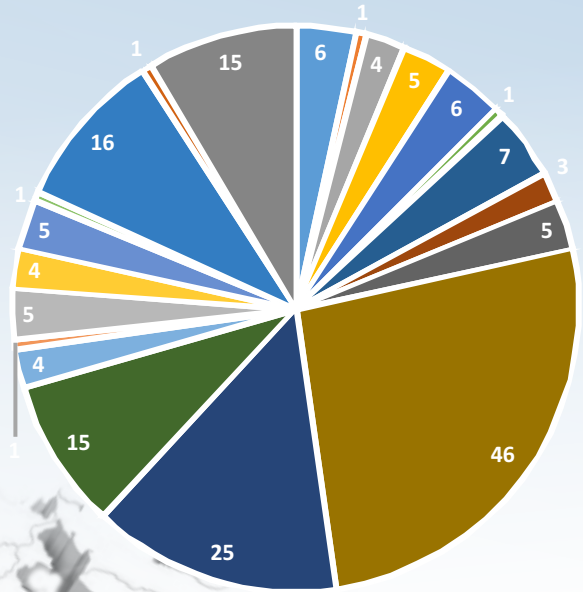


## Specialization Break-up

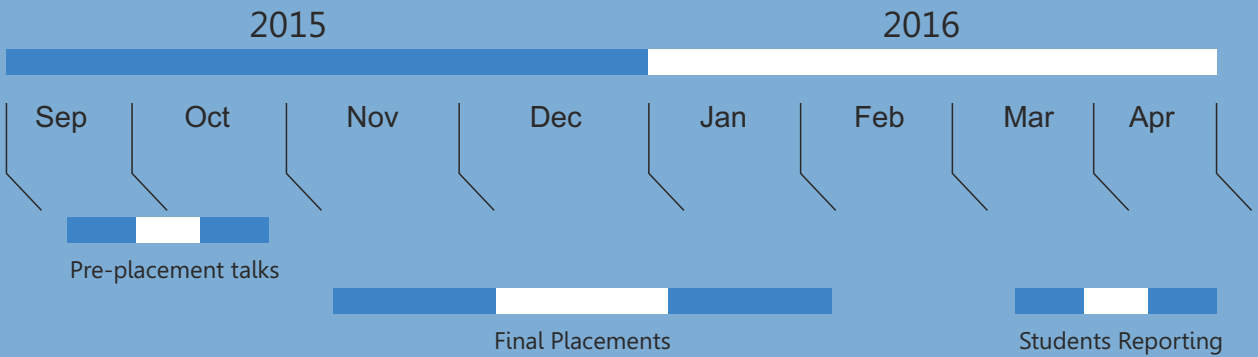
Specialization/s	Students
Marketing	8
Marketing & Finance	12
Marketing & HR	8
Marketing & Operations	30
Marketing & Systems	41
Finance	7
Finance & HR	8
Finance & Marketing	13
Finance & Operations	4
Finance & Systems	14
HR & Marketing	10
HR & Systems	4
Operations & Marketing	9
Systems & Marketing	6
Systems & Operations	2

## Pan India Presence - Students from 21 States

- Andhra Pradesh
- Assam
- Bihar
- Chhattisgarh
- Delhi
- Goa
- Gujarat
- Haryana
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Meghalaya
- Odisha
- Rajasthan
- Tamil Nadu
- Telengana
- Uttar Pradesh
- Uttarkand
- West Bengal



## Placement Calender



## Students' Profile Index

Sl.No.	Name	Specialization 1	Specialization 2	Page No
1	Aakanksha Desai	Marketing	HR	20
2	Abhijeet Kumar	Finance	Systems	12
3	Abhijeet Mishra	Marketing	Systems	20
4	Abhijith Vijayan	Operations	Marketing	12
5	Abhishek Nair	Marketing	Systems	20
6	Aditya khandelwal	Finance	Marketing	20
7	Afsal Sha	Marketing	Operations	12
8	Aishwarya Balasubramaneyam	Marketing	Systems	12
9	Ajay Kumar	Marketing	Finance	20
10	Akash Khatri	Finance	Marketing	20
11	Akhil Bijlani	Finance	Systems	20
12	Akshat Kumar Goel	Marketing	Finance	20
13	Amardeep Srivastava	HR	Marketing	20
14	Anand S	Finance	Marketing	12
15	Anil Kumar Sharma	Marketing	Finance	12
16	Anirudh Tantry	Marketing	Systems	12
17	Ankit Pradeep Tripathi	Marketing	Operations	20
18	Anshul Goel	Finance	Marketing	12
19	Anuraag S. Shahapur	Marketing	Operations	12
20	Anurag Pandey	Marketing	Operations	12
21	Apoorva Jain	Marketing	Operations	21
22	Arijita Ray	Marketing	Systems	21
23	Arpita Lodh	Finance	HR	21
24	Ashok Mohan L	Marketing	Systems	13
25	Ashutosh Sabat	Finance	HR	21
26	Ashwini N	HR	Marketing	13
27	Avinash S	Marketing	Systems	13
28	Avinash Singh	Finance	Systems	21
29	Ayush Bhakre	Marketing	Systems	21
30	Bharath Kumar D	Marketing	Systems	13
31	Bharatkumar Subnis	Systems	Marketing	13
32	Bhavesh Sobhani	Marketing	Systems	21
33	Bhavik Bavaria	Marketing	Operations	21
34	Biplab Bhattacharjee	Marketing	Systems	21
35	Bishal Guha	Marketing	Systems	21
36	Chaitrapallavi Ganapati Hegde	HR	Marketing	13
37	Chiranjit Bose	Marketing	Systems	13
38	Choppa Harish	Finance	Operations	22
39	Colin T John	Operations	Marketing	13
40	D.Sirisha	Finance	Systems	22
41	Darshan R	Finance	HR	22
42	Deepthi Negalaguli	HR	Systems	13
43	Deevith Hegde	Marketing		13
44	Derrick Keith Monis	Marketing	HR	22
45	Devaiah A G	Marketing	Systems	14

## Students' Profile Index

Sl.No.	Name	Specialization 1	Specialization 2	Page No
46	Dipa Mallya	Finance	HR	22
47	Dishank Doshi	Marketing	Systems	22
48	Divyanshu Srivastava	Marketing	Systems	22
49	Faraaz Mohammed	Marketing	Systems	14
50	Farhan Khan	Finance	Marketing	14
51	G S Rohitaksh	Systems	Marketing	14
52	Garima Sharma	Marketing	HR	22
53	Gaurav Srivastava	Marketing	Finance	14
54	Gayathri K Hari	Marketing	Operations	22
55	Gayathri Satish	Finance	Systems	22
56	George Joy	Marketing	Systems	14
57	Gopal G	Finance	Marketing	14
58	Gouri Goudappa Patil	Marketing	Systems	23
59	Gulliet Raju K	Marketing	Finance	23
60	Hafiz Mohamed	Marketing	Operations	14
61	Harish Kumar Janghel	Marketing	Systems	23
62	Hemant Kumar Patel	Finance	Systems	23
63	Irishi R	Operations	Marketing	14
64	Isha Gupta	Marketing		14
65	Kailash Bisht	Systems	Marketing	15
66	Kamal Kishore Vyas	Marketing		23
67	Kaushik Bandopadhyay	HR	Marketing	15
68	Krishnendu Sain	Marketing	Systems	23
69	Kriti Shukla	HR	Systems	23
70	Lalit Kumar	Finance		23
71	Lokkesh Kumar.C	Marketing	Systems	23
72	Mahua Dey	Marketing	Systems	15
73	Manoj R	Systems	Marketing	23
74	Mansij Ray	Finance		24
75	Mathew Stephen	Operations	Marketing	15
76	Megha Patel M B	Marketing	HR	15
77	Meghana Shetty K	Marketing	Systems	15
78	Meghanath M	HR	Marketing	15
79	Mikhil Mohan Naik	Marketing	Operations	15
80	Mirza Mohammad Zeeshan Baig	Operations	Marketing	15
81	Mohammed Rafath	Marketing	Finance	24
82	Mudita Sharma	Marketing	Systems	24
83	Nandeesh M.S	Finance	Systems	15
84	Nandhini S	Marketing	Systems	24
85	Navaneeth V N	Systems	Operations	16
86	Neethu Prabhakaran	HR	Marketing	16
87	Nikita Lalwani	Finance	HR	24
88	Nimmachetla Dileep Kumar Reddy	Finance	Systems	24
89	Nisha Yasmin	Finance	HR	16
90	Nisheet Bagaria	Marketing		24

## Students' Profile Index

Sl.No.	Name	Specialization 1	Specialization 2	Page No
91	Nitesh Anand	Marketing	Finance	24
92	Nitesh Kumar	Finance	HR	24
93	Nitish Kumar Samanta	Marketing	Systems	16
94	Niveda U K	Marketing	Systems	24
95	Paras Mainali	Marketing	Operations	16
96	Piyush Kumar	Finance		25
97	Pooja Chiniwalar	HR	Systems	25
98	Poulomi Roy chowdhury	Marketing	Systems	25
99	Pradyumna R. Pillai	Marketing	Operations	16
100	Praharsh Dixit	Marketing	Systems	16
101	Prakhar Sharma	Marketing	Operations	16
102	Pranoy Sanjaykumar Paul	Marketing	Operations	25
103	Prashant Kumar Choudhary	Marketing	Operations	25
104	Prateek Jain	Marketing	Systems	25
105	Prithvi	Marketing	Operations	25
106	Priya S Belagali	Finance	Marketing	25
107	Puneet Anand	Finance	Systems	16
108	R. Yadukrishnan	Finance	Operations	25
109	Rahul	Marketing	Operations	16
110	Rahul Gangopadhyay	Marketing	Systems	25
111	Ramya Gangolli	Finance	Systems	26
112	Rao Shwetha K	Marketing	Systems	17
113	Ravi Vaghanani	Marketing	Systems	17
114	Ravikiran R	Marketing	Systems	26
115	Rijusmita Devi	Marketing	Systems	17
116	Ritesh Jaiswal	Finance		17
117	Ritesh Kar	Finance	HR	26
118	Ritwik Priyesh	Marketing		26
119	Rohit Pradeep Chipre	Marketing		26
120	Rohit R Shettar	Marketing	Systems	17
121	Rony Francis	Marketing	Operations	26
122	Roumit Roy	Marketing	HR	26
123	Ruchi Jain	Finance	Systems	26
124	Sachin Madan Honnavar	Marketing	Operations	26
125	Sachin S Maski	Marketing		17
126	Saesh V Naik	Marketing	Finance	17
127	Saikat Kumar Biswas	Marketing	Operations	26
128	Saikat Pain	Finance	Systems	27
129	Saket Suman	Finance	Marketing	27
130	Sameep Suriya	Systems	Operations	27
131	Sampreeta M. Bhat	Finance		27
132	Sangeet Baladevan	Marketing	Operations	27
133	Sathish Kumar Ponnaganti	Marketing	Operations	17
134	Shailesh Chowdhary	Finance		17
135	Shashank Choudhary	Marketing	Operations	27

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Sl.No.	Name	Specialization 1	Specialization 2	Page No
136	Shashidhar P	Finance	Systems	17
137	Shekhar Saurabh Biswal	Marketing	Operations	27
138	Shivam Chaurasia	Finance	Marketing	27
139	Shivam Verma	Marketing	Finance	27
140	Shivendra Gupta	Marketing	Operations	27
141	Shreyas K G	Marketing	Operations	18
142	Shruthi K S	HR	Marketing	28
143	Shubham Aggarwal	Finance		28
144	Shweta Chaudhary	Marketing	Operations	28
145	Siby M Yohannan	Marketing	Operations	28
146	Siddharth Hegde K	Marketing	Operations	18
147	Sindhu S	Marketing	Systems	18
148	Sirsha Mondal	Finance	Marketing	28
149	Smitha S	Marketing	HR	28
150	Soham Chakraborty	Operations	Marketing	18
151	Srashti Saran	Finance	Marketing	28
152	Sreejithkumar N	Systems	Marketing	18
153	Sreeraksha B.N	Marketing	HR	28
154	Srinidhi K S	Marketing	Systems	18
155	Sristi Roy	Marketing	Finance	28
156	Sudhanshu Singh Chauhan	Operations	Marketing	18
157	Suman Sadhukhan	Marketing	Systems	28
158	Sumit Madnani	Finance	Operations	29
159	Sushmitha Sathyasai	Marketing	HR	18
160	Swaroop G	Operations	Marketing	18
161	Swathesh Shetty	Marketing	Operations	18
162	Swetha Thaliyil	HR	Marketing	29
163	Taneya Talukdar	HR	Systems	19
164	Tony Sebastian	Marketing	Systems	29
165	V H L Kasyapa Daggubati	Finance	Operations	19
166	Varkalesh. J	Finance	Marketing	29
167	Vartika Tewari	Systems	Marketing	19
168	Venkatesh Kamath	Finance	Marketing	19
169	Vidyashree M R	HR	Marketing	29
170	Vijayalakshmi Sai Sindhura Sunkara	Finance	Systems	29
171	Vinju C Vipin	Operations	Marketing	29
172	Vishal Gupta	Marketing	Operations	29
173	Vishal Vaswani	Marketing		19
174	Vishwanath Nayanar V	Marketing	Finance	19
175	Vyshnavi V	HR	Marketing	29
176	Yashasvi S	Marketing	Finance	19



**Abhijeet Kumar**  
Age : 28  
B.E (Electronics)  
**Specialization** : Finance-Systems  
**Work Experience** : 48 Months  
Zensar technologies  
**Summers**  
Translink Infrastructure Consultants  
Private Limited  
*Project Finance - PPP based  
Infrastructure Projects*



**Anil Kumar Sharma**  
Age : 25  
B.Tech (Textile Technology)  
**Specialization** : Marketing-Finance  
**Work Experience** : 35 Months  
Garden Silk Mills Ltd.  
**Summers**  
Reliance Industries Ltd.  
*Detail analysis of Mumbai region for  
POY and comparative study of sales  
policies of all major players in the  
industry.*



**Abhijith Vijayan**  
Age : 26  
B.Tech (Mechanical)  
**Specialization** : Operations-Marketing  
**Work Experience** : 25 Months  
Infosys Ltd.  
**Summers**  
Ace Designers Ltd.  
*Process improvement for critical  
component manufacturing*



**Anirudh Tantry**  
Age : 22  
BBM (General)  
**Specialization** : Marketing-Systems  
**Work Experience** : 6 Months  
ING Vysya Bank  
**Summers**  
Worklab Group  
*Brand protection for luxury item goods  
sold on E-commerce websites*



**Afsal Sha**  
Age : 26  
B.Tech (Mechanical Production)  
**Specialization** : Marketing-Operations  
**Work Experience** : 24 Months  
Revive Constructions India Pvt. Ltd.  
**Summers**  
Ace Designers Ltd.  
*Process Improvement for Critical  
Components Manufacturing*



**Anshul Goel**  
Age : 26  
B.Com (Finance)  
**Specialization** : Finance-Marketing  
**Work Experience** : 15 Months  
Business Wire India  
**Summers**  
Maruti Suzuki India Limited  
*Payment Processes in Account  
Payment Module in Oracle*



**Aishwarya Balasubramaneyam**  
Age : 25  
B.E (Electronics & Communication)  
**Specialization** : Marketing-Systems  
**Work Experience** : 15 Months  
IBM, Indian Institute Of Science  
**Summers**  
Peepal Technology and Management  
Consulting Pvt Ltd  
*Employer Branding and Email  
Marketing for a consulting firm*



**Anuraag S. Shahapur**  
Age : 24  
B.E (Mechanical)  
**Specialization** : Marketing-Operations  
**Work Experience** : 19 Months  
Tata Consultancy Services Limited  
**Summers**  
ITC Limited  
*Distribution Network of ITC cigarettes  
ITC Products and Competitor analysis  
in Rural areas of Hubli-Dharwad*



**Anand S**  
Age : 26  
B.E (Electronics & Communications)  
**Specialization** : Finance-Marketing  
**Work Experience** : 12 Months  
Mysore Surfacts  
**Summers**  
Wiredelta  
*Analysis of Financial Statements and  
Projection of Sales Budget and Project  
Management*



**Anurag Pandey**  
Age : 23  
B.E (Electricals & Electronics)  
**Specialization** : Marketing-Operations  
**Work Experience** : 9 Months  
ProC Education Pvt Ltd  
**Summers**  
Ujjivan Financial Services Pvt Ltd  
*Streamlining FCO activities*



**Ashok Mohan L**  
 Age : 26  
 B.A (Mass Communication)  
**Specialization :** Marketing-Systems  
**Work Experience :** 20 Months  
 Kerala Chamber of Commerce &  
 Industry Integrated Marketing Council  
**Summers**  
 ITC Ltd.  
*Launch, Sales & Distribution of a  
 product & Merchandising*



**Chaitrapallavi Ganapati Hegde**  
 Age : 25  
 B.E (Instrumentation Technology)  
**Specialization :** HR-Marketing  
**Work Experience :** 10 Months  
 Tata Consultancy Services  
**Summers**  
 Bosch Limited, Bangalore  
*Harmonization of Bosch Vocational  
 Centers across India*



**Ashwini N**  
 Age : 27  
 B.E (Computer Sceince)  
**Specialization :** HR-Marketing  
**Work Experience :** 24 Months  
 Newave Energy(An ABB Company)  
 Frontier Business Systems  
**Summers**  
 Larsen & Toubro Limited  
*Challenges in Recruitment at L&T*



**Chiranjit Bose**  
 Age : 24  
 B.Tech (Electrical)  
**Specialization :** Marketing-Systems  
**Work Experience :** 7 Months  
 Exide Industries Limited  
**Summers**  
 Indian Oil Corporation Limited  
*Study on the market to find ways to  
 increase the sale of XTRAPREMIUM,  
 reviving the sale of XTRAMILE and  
 suggestions on promotional ideas for MS  
 and HSD.*



**Avinash S**  
 Age : 24  
 B.E (Electrical & Electronics)  
**Specialization :** Marketing-Systems  
**Work Experience :** 22 Months  
 Zafin Software Center of Excellence  
**Summers**  
 Jasmin Infotech Pvt. Ltd.  
*Marketing analysis in Digital Home*



**Colin T John**  
 Age : 25  
 B.Tech (Mechanical)  
**Specialization :** Operations-Marketing  
**Work Experience :** 13 Months  
 Swaraj Mazda Ltd.  
**Summers**  
 Volkswagen Group Sales India Pvt. Ltd.  
*Service Quality of Skoda Dealerships*



**Bharath Kumar D**  
 Age : 25  
 B.E (Electronics & Communication)  
**Specialization :** Marketing-Systems  
**Work Experience :** 24 Months  
 Tata Consultancy Services  
**Summers**  
 Starnel Consulting  
*A study on IT strategic partnerships:  
 Revenue generation & opportunities in  
 cloud domain*



**Deepthi Negalaguli**  
 Age : 25  
 B.E (Electronics & Communication)  
**Specialization :** HR-Systems  
**Work Experience :** 12 Months  
 Infosys Limited  
**Summers**  
 L&T Technology Services  
*Evolving Phases of Recruitment and  
 Selection*



**Bharatkumar Subnis**  
 Age : 30  
 B.E (Electronics & Communication)  
**Specialization :** Systems-Marketing  
**Work Experience :** 60 Months  
 Tata Consultancy Services, Sourceceed  
 Software Technologies Ltd.,  
 Mastercom Technology Services Ltd.  
**Summers**  
 IDBI Federal Life Insurance Ltd  
*Role of IT in customer reach at IDBI*



**Deevith Hegde**  
 Age : 24  
 B.E (Mechanical)  
**Specialization :** Marketing  
**Work Experience :** 10 Months  
 United Breweries Ltd.  
**Summers**  
 Ace Designers Ltd.  
*Modern methodology to map customer  
 voice for technical specification*



**Devaiah A G**  
Age : 26  
B.E (Computer Science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 23 Months  
Wealth-X, Progressive Digital Media PLC  
**Summers**  
JK Tyre & Industries Ltd.  
*An Industry Analysis of the Tyre Market in the USA*



**George Joy**  
Age : 27  
B.Tech (Computer Science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 28 Months  
Vanilla Networks Pvt Ltd  
**Summers**  
Hedge Equities  
*An industry analysis on various product strategies of financial services providers in Kerala and investors perception towards it with respect to Hedge Equities Ltd*



**Faraaz Mohammed**  
Age : 24  
B.E (Mechanical)  
**Specialization** : Marketing-Systems  
**Work Experience** : 20 Months  
Nature's Fragrances  
**Summers**  
Mypol  
*Brand perception of MYPOL and leveraging on it*



**Gopal G**  
Age : 23  
B.Tech (Electrical & Electronics)  
**Specialization** : Finance-Marketing  
**Work Experience** : 5 Months  
Kerala state electricity board Ltd.  
**Summers**  
Muthoot Fincorp Ltd.  
*Ratio analysis and financial statement analysis of Muthoot Fincorp Ltd.*



**Farhan Khan**  
Age : 23  
B.Com (Commerce)  
**Specialization** : Finance-Marketing  
**Work Experience** : 9 Months  
Marck & Aira Enterprises  
**Summers**  
Micolube India Limited, Haryana  
*Fundamental Analysis of Financial Statements for Micolube India Limited*



**Hafiz Mohamed**  
Age : 23  
B.E (Mechanical)  
**Specialization** : Marketing-Operations  
**Work Experience** : 12 Months  
Greenland Paper Mills Ltd  
**Summers**  
Volkswagen Group Sales India Pvt. Ltd.  
*Cost of ownership of Volkswagen Vento and comparing it with the competitors*



**G S Rohitaksh**  
Age : 27  
B.E (Chemical)  
**Specialization** : Systems-Marketing  
**Work Experience** : 41 Months  
Infosys  
**Summers**  
Chem-Trend  
*Remarketing*



**Irishi R**  
Age : 25  
B.Tech (Computer Science)  
**Specialization** : Operations-Marketing  
**Work Experience** : 15 Months  
Floresco Technologies Pvt ltd Sutherland Global Services  
**Summers**  
Dalal Times  
*Sales of a stock market magazine*



**Gaurav Srivastava**  
Age : 25  
B.Tech (Electronics & Communication)  
**Specialization** : Marketing-Finance  
**Work Experience** : 24 Months  
Webbridge Infosystem, Octaware system  
**Summers**  
Mysore Polymers (Mypol)  
*To evaluate the Brand awareness and Brand perception of MYPOL in Delhi NCR Region*



**Isha Gupta**  
Age : 25  
B.A (H) (Journalism)  
**Specialization** : Marketing  
**Work Experience** : 29 Months  
Trendy Divva, Freecultr  
**Summers**  
Thomas Cook India  
*Sales in e-business division*



**Kailash Bisht**  
 Age : 26  
 B.Sc (Information Technology)  
**Specialization** : Systems-Marketing  
**Work Experience** : 12 Months  
 Hays Business Solutions  
**Summers**  
 Starnel Consulting & Engineering Pvt. Ltd  
*IT Strategic Partnerships â€œ Revenue Generation and opportunity*



**Meghana Shetty K**  
 Age : 26  
 B.E (Information Science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 28 Months  
 Infosys Technologies  
**Summers**  
 Starnel Consulting & Engineering Pvt. Ltd.  
*A study on IT strategic & partnerships: Tapping revenue generation & opportunities in mobility*



**Kaushik Bandopadhyay**  
 Age : 25  
 B.Tech (Biomedical)  
**Specialization** : HR-Marketing  
**Work Experience** : 12 Months  
 Allengers Medical Systems Ltd.  
**Summers**  
 Wiredelta  
*Recruitment, Selection, Handling Job Postings, Preparing Job Descriptions and Working on Wikis in HR*



**Meghanath M**  
 Age : 26  
 B.E (Instrumentation Technology)  
**Specialization** : HR-Marketing  
**Work Experience** : 12 Months  
 BESCOM (Bangalore Electricity Supply Corporation)  
**Summers**  
 IDBI Federal Life Insurance  
*Training and Development with respect to Coimbatore Branch*



**Mahua Dey**  
 Age : 27  
 B.E (Computer science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 20 Months  
 Astrol Infotechnologies  
**Summers**  
 Reitzel Speciality Foods  
*Promotion activities for Reitzel*



**Mikhail Mohan Naik**  
 Age : 26  
 B.E (Electrical & Electronics)  
**Specialization** : Marketing-Operations  
**Work Experience** : 29 Months  
 Power Control Equipments  
**Summers**  
 Southern Batteries Pvt Ltd  
*Positioning of UPS Batteries*



**Mathew Stephen**  
 Age : 24  
 B.Tech (Mechanical)  
**Specialization** : Operations-Marketing  
**Work Experience** : 13 Months  
 Indo Marketing Enterprises  
**Summers**  
 Renault Nissan Automotive India Private Limited  
*Route Optimization for transportation of cars*



**Mirza Mohammad Zeeshan Baig**  
 Age : 28  
 B.Tech (Applied Electronics & Instrumentation)  
**Specialization** : Operations-Marketing  
**Work Experience** : 44 Months  
 Infosys  
**Summers**  
 Rednile Innovations Private Limited  
*Developing the process for customer acquisition and improving customer conversion ratio*



**Megha Patel M B**  
 Age : 22  
 BBM (HR)  
**Specialization** : Marketing-HR  
**Work Experience** : 6 Months  
 Panacea Hospital Pvt Ltd.  
**Summers**  
 Ogilvy & Mather  
*Role of media in digital marketing*



**Nandeesh M.S**  
 Age : 25  
 B.Com (Finance)  
**Specialization** : Finance-Systems  
**Work Experience** : 23 Months  
 NTT Data Global Delivery Services Ltd.  
**Summers**  
 Leverage Consulting Pvt Ltd  
*Financial Comparison of Leverage Consulting Pvt Ltd with its peers & Determining its working capital requirement*



**Navaneeth V N**  
Age : 24  
B.Tech (Electrical & Electronics)  
**Specialization** : Systems-Operations  
**Work Experience** : 21 Months  
Infosys  
**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Analysis of IT implementation process*



**Pradyumna R. Pillai**  
Age : 24  
B.E (Mechanical)  
**Specialization** : Marketing-Operations  
**Work Experience** : 23 Months  
TaeguTec India P. Ltd.  
**Summers**  
Inox India Pvt. Ltd.  
*Feasibility check of New Product-  
Pressure Vessels and Outsourcing vs  
Inhouse Manufacturing Cost for Outer  
Vessel*



**Neethu Prabhakaran**  
Age : 25  
B.Tech (Electronics & Communication)  
**Specialization** : HR-Marketing  
**Work Experience** : 20 Months  
Cognizant Technology Solutions  
**Summers**  
Target Complete Employment Solutions  
*End-to end recruitment - Generate one  
offer for a candidate from the market  
place, with one of our client  
companies*



**Praharsh Dixit**  
Age : 23  
BCA  
**Specialization** : Marketing-Systems  
**Work Experience** : 21 Months  
Tata Consultancy Services  
**Summers**  
Rednile Innovations Private Limited  
*Digital Marketing for Pikkol*



**Nisha Yasmin**  
Age : 22  
B.Com(H) (Accounts)  
**Specialization** : Finance-HR  
**Work Experience** : 11 Months  
Industry Link Pvt. Ltd.  
**Summers**  
Steel Authority of India Ltd.  
*Working Capital Management*



**Prakhar Sharma**  
Age : 24  
B.E (Mechanical)  
**Specialization** : Marketing-Operations  
**Work Experience** : 12 Months  
BHEL  
**Summers**  
Notemango.Com  
*Marketing of notemango.com*



**Nitish Kumar Samanta**  
Age : 26  
B.Tech (Electronics &  
Telecommunication)  
**Specialization** : Marketing-Systems  
**Work Experience** : 28 Months  
Energy India Consultant  
**Summers**  
Ujjivan Financial Service Pvt. Ltd.  
*Secured Home Loan*



**Puneet Anand**  
Age : 25  
B.Tech (Electronics & Communication)  
**Specialization** : Finance-Systems  
**Work Experience** : 12 Months  
Tech Live Connect Pvt. Ltd.  
**Summers**  
Pepsico India Holdings Pvt. Ltd.  
*To Study distributor management*



**Paras Mainali**  
Age : 24  
B.Tech (Mechanical & Industrial)  
**Specialization** : Marketing-Operations  
**Work Experience** : 20 Months  
Rojee Tasha Stampings Pvt. Ltd.  
**Summers**  
Ace Designers Ltd.  
*Methodology to map customer  
requirements against technical  
specifications*



**Rahul**  
Age : 27  
B.E (Computer Science)  
**Specialization** : Marketing-Operations  
**Work Experience** : 20 Months  
NexGen Inventive Info Technology  
**Summers**  
Worklab Group  
*Removing Illegal content digitally from  
all industry through Worklab Group*



**Rao Shwetha K**  
 Age : 24  
 B.E (Electronics & Communication)  
**Specialization** : Marketing-Systems  
**Work Experience** : 4.5 Months  
 IBM India Pvt Ltd.  
**Summers**  
 MYMUL  
*Study of Consumer and Distributor Behavior towards Nandini sweets*



**Sachin S Maski**  
 Age : 26  
 BMM (Advertising)  
**Specialization** : Marketing  
**Work Experience** : 24 Months  
 iKrishna Digital Pvt. Ltd. SEInfobiz Pvt. Ltd.  
**Summers**  
 Dell International Services India Pvt. Ltd.  
*Customer Support via Social Media and Community*



**Ravi Vaghanani**  
 Age : 24  
 B.E (Computer Science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 4 Months  
 Viitorcloud Technologies Pvt. Ltd.  
**Summers**  
 Urbanresto Online Services Pvt. Ltd.  
*Business Development of Urbanresto*



**Saesh V Naik**  
 Age : 23  
 B.Com (Business Management)  
**Specialization** : Marketing-Finance  
**Work Experience** : 20 Months  
 Alcon Hyundai Real Tailors and Textiles  
**Summers**  
 Phillip Capital (India) Pvt Ltd  
*Understanding the factors affecting investment decision and comparative analysis of stock brokers in India*



**Rijusmita Devi**  
 Age : 28  
 B.Tech (Computer Science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 4 Months  
 SourceOne Management Services Pvt. Ltd.  
**Summers**  
 Innomantra Consulting Private Limited  
*Exploring Innovation Management Consulting Opportunities in SMEs*



**Sathish Kumar Ponnaganti**  
 Age : 25  
 B.Tech (Electronics & Communications)  
**Specialization** : Marketing-Operations  
**Work Experience** : 9 Months  
 ICICI Bank Ltd  
**Summers**  
 Puthur Info Tech Pvt Ltd  
*Green Technology in Projectors*



**Ritesh Jaiswal**  
 Age : 24  
 B.Com(H) (Finance)  
**Specialization** : Finance  
**Work Experience** : 12 Months  
 Shri Gauri Shanker Udyog  
**Summers**  
 Hedge Equities Ltd.  
*An Industry analysis on Equity Research in Pharma Industry with respect to Hedge Equities Ltd.*



**Shailesh Chowdhary**  
 Age : 24  
 BBA (Finance)  
**Specialization** : Finance  
**Work Experience** : 21 Months  
 Protiviti Consulting India Pvt Ltd  
**Summers**  
 Katarinya Consultancy India LLP  
*Growth Strategy*



**Rohit R Shettar**  
 Age : 25  
 B.E (Mechanical)  
**Specialization** : Marketing-Systems  
**Work Experience** : 26 Months  
 Tech Mahindra  
**Summers**  
 ITC Limited  
*Understanding the business potential of Spices Industry*



**Shashidhar P**  
 Age : 26  
 B.E (Electronics & Communications)  
**Specialization** : Finance-Systems  
**Work Experience** : 46 Months  
 Trianz Holdings Private Limited  
**Summers**  
 Rane Engine Valves Limited(Kar Mobiles Division)  
*Financial performance and FOREX management*



**Shreyas K G**  
Age : 25  
B.E (Computer Science)  
**Specialization** : Marketing-Operations  
**Work Experience** : 28 Months  
Tata Consultancy Services  
**Summers**  
JK Tyre Industries Ltd.  
*An Industry Analysis of the Tyre Market in Brazil*



**Srinidhi K S**  
Age : 25  
B.E (Computer Science)  
**Specialization** : Marketing-Systems  
**Work Experience** : 34 Months  
IBM India Private Limited  
**Summers**  
Innomantra Consulting Private Limited  
*Role of Innovation in Banking*



**Siddharth Hegde K**  
Age : 22  
B.Com (Marketing & Human Resource)  
**Specialization** : Marketing-Operations  
**Work Experience** : 8 Months  
Sico Furniture  
**Summers**  
Mysore Chamrajanagar Dist Coop Milk Producers Societies Union Limited ( Mymul)  
*A Study of Marketing & Distribution of Nandini Milk in Mysore & Chamrajanagar Districts*



**Sudhanshu Singh Chauhan**  
Age : 24  
B.Tech (Electrical)  
**Specialization** : Operations-Marketing  
**Work Experience** : 12 Months  
Kelvolt India Pvt Ltd  
**Summers**  
Siemens India Ltd  
*Lead Generation & Offer Execution*



**Sindhu S**  
Age : 25  
B.E (Industrial Engineering & Management)  
**Specialization** : Marketing-Systems  
**Work Experience** : 21 Months  
Tata Consultancy Services Limited  
**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Scaling Up of Business*



**Sushmitha Sathyasai**  
Age : 23  
B.Sc (Biotechnology)  
**Specialization** : Marketing-HR  
**Work Experience** : 13 Months  
Axis Bank Ltd  
**Summers**  
Peepal Technology and Management Consulting Pvt Ltd  
*Effectiveness of recruitment and retention in a consulting firm*



**Soham Chakraborty**  
Age : 26  
B.Tech (Chemical)  
**Specialization** : Operations-Marketing  
**Work Experience** : 20 Months  
Anjaney Ferro Alloys Ltd.  
**Summers**  
IDBI Federal Insurance Company Ltd.  
*Strategies for penetration in to rural market for an insurance service provider*



**Swaroop G**  
Age : 28  
B.E (Mechanical)  
**Specialization** : Operations-Marketing  
**Work Experience** : 52 Months  
Infosys Ltd., SASTechnosolutions(MSRAS)  
**Summers**  
Ace Designers Limited  
*Assembly Flow line Development for Sliding Headstock Automat*



**Sreejithkumar N**  
Age : 26  
B.Tech (Electronics & Communication)  
**Specialization** : Systems-Marketing  
**Work Experience** : 18 Months  
Arunachaleswara Virtual Information Technology Pvt. Ltd.,  
Vanilla Networks Pvt. LTd.  
**Summers**  
Cycling Cities  
*Digital Marketing*



**Swathesh Shetty**  
Age : 26  
B.E (Biotechnology)  
**Specialization** : Marketing-Operations  
**Work Experience** : 42 Months  
Mphasis Ltd Voltric Electric Vehicles  
**Summers**  
Future Retail Ltd  
*A study on supply chain management*



**Taneya Talukdar**  
 Age : 27  
 B.E (Electronics & Telecommunications)  
**Specialization** : HR-Systems  
**Work Experience** : 28 Months  
 Cognizant Technology Solutions  
**Summers**  
 Bosch Limited, Bangalore  
*Assessing Training Needs and Training Design*



**Vishal Vaswani**  
 Age : 22  
 B.Com(H) (Marketing)  
**Specialization** : Marketing  
**Work Experience** : 14 Months  
 Creative Casuals (India) Pvt. Ltd.  
**Summers**  
 Metro Cash & Carry  
*Consumer Development of OTC Department in Trader/Pharmacy Segment*



**V H L Kasyapa Daggubati**  
 Age : 26  
 B.Tech (Mechanical)  
**Specialization** : Finance-Operations  
**Work Experience** : 56 Months  
 Bapatla Polytechnic, Bapatla, A P DJR College of Engineering & Technology  
**Summers**  
 Karvy Stock Broking Limited  
*Financial Modelling of Asian Paints*



**Vishwanath Nayanar V**  
 Age : 24  
 BBM  
**Specialization** : Marketing-Finance  
**Work Experience** : 7 Months  
 Electrical Lighting Company LLC  
**Summers**  
 Ujjivan Financial Services Pvt. Ltd.  
*Survey on secured housing loan*



**Vartika Tewari**  
 Age : 25  
 B.Tech (Computer Science)  
**Specialization** : Systems-Marketing  
**Work Experience** : 8 Months  
 Acme Digitek solutions (P) Ltd.  
**Summers**  
 Ujjivan Financial Services Pvt. Ltd.  
*Redevelopment of MIS*



**Yashasvi S**  
 Age : 25  
 B.E (Electronics and Communication)  
**Specialization** : Marketing-Finance  
**Work Experience** : 29 Months  
 National Automotive Testing and R&D Infrastructure Project (NATRiP)  
**Summers**  
 Puthur Infotech Pvt Ltd  
*Market Research on Service Support Analysis in Government of Karnataka*



**Venkatesh Kamath**  
 Age : 26  
 B.E (Electrical & Electronics)  
**Specialization** : Finance-Marketing  
**Work Experience** : 33 Months  
 Vedanta Aluminium Ltd  
**Summers**  
 Infrastructure Development Corporation Ltd  
*Financial Viability Analysis for Waterfront Development in Karnataka*



**Aakanksha Desai**  
Age : 21  
B.Com(H) (Accounts & Finance)

**Specialization :** Marketing-HR

**Summers**  
Business of Ideas- Reliance Jio  
*Content generation and Marketing of Jio*



**Akash Khatri**  
Age : 23  
B.Com (Commerce(Taxation))

**Specialization :** Finance-Marketing

**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Occupation Study and Data Quality*



**Abhijeet Mishra**  
Age : 24  
B.Tech (Aerospace)  
M.Tech (Avionics)

**Specialization :** Marketing-Systems

**Summers**  
Oil and Natural Gas Corporation  
*Study of the LNG industry and scope for ONGC in the LNG business*



**Akhil Bijlani**  
Age : 23  
B.E (Computer Science)

**Specialization :** Finance-Systems

**Summers**  
Hindalco Industries  
*Working Capital Management*



**Abhishek Nair**  
Age : 23  
BBM (Finance)

**Specialization :** Marketing-Systems

**Summers**  
Pepsico  
*IPL Stadium Activation*



**Akshat Kumar Goel**  
Age : 22  
B.Com(H) (Marketing, Finance)

**Specialization :** Marketing-Finance

**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Feasibility study for home loan and identifying sales promotion techniques*



**Aditya Khandelwal**  
Age : 23  
B.Com (Commerce)

**Specialization :** Finance-Marketing

**Summers**  
Albumizer  
*Feasibility of launching Albumizer in Jaipur*



**Amardeep Srivastava**  
Age : 24  
B.Pharm (Pharmacy)

**Specialization :** HR-Marketing

**Summers**  
Metro Cash & Carry India Pvt. Ltd.  
*Building Skill Repository for Distribution Centers*



**Ajay Kuar**  
Age : 22  
BBA (General)

**Specialization :** Marketing-Finance

**Summers**  
Jasmin Infotech  
*Analysis of Automotive Sector*



**Ankit Pradeep Tripathi**  
Age : 23  
B.E (Chemical)

**Specialization :** Marketing-Operations

**Summers**  
Freudenberg Gala Household Product Private Limited  
*Stakeholder research pertaining to new launches*



**Apoorva Jain**  
Age : 24  
B.E (Electronics & Communication)

**Specialization :** Marketing-Operations

**Summers**  
Grasim Industries Vsf Division  
*Study of supply chain stages*



**Ayush Bhakre**  
Age : 24  
B.Com (Marketing)

**Specialization :** Marketing-Systems

**Summers**  
PepsiCo Holding India pvt ltd  
*Sales Development*



**Arijita Ray**  
Age : 25  
B.Tech (Computer Science)

**Specialization :** Marketing-Systems

**Summers**  
Urbanresto  
*Business development*



**Bhavesh Sobhani**  
Age : 23  
B.E (Electronics & Communication)

**Specialization :** Marketing-Systems

**Summers**  
Notemango  
*Marketing of notemango.com*



**Arpita Lodh**  
Age : 22  
B.Sc (H) (Economics)

**Specialization :** Finance-HR

**Summers**  
Larsen & Toubro Technology Services  
*Evolving Phases of Recruitment & Selection*



**Bhavik Bavaria**  
Age : 23  
B.E (Electronics & Telecom)

**Specialization :** Marketing-Operations

**Summers**  
Gcmmf Ltd. (Amul)  
*Study of market potential of packed milk ameliorating consumer behavior and satisfaction*



**Ashutosh Sabat**  
Age : 23  
B.Tech (Civil)

**Specialization :** Finance-HR

**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Industry Analysis in Individual Lending - Understanding the Market Realities*



**Biplob Bhattacharjee**  
Age : 24  
B.Tech (Electronics & Communication Engineering)

**Specialization :** Marketing-Systems

**Summers**  
Team Communication  
*Sale of MTS Dongle*



**Avinash Singh**  
Age : 24  
B.Tech (Information Technology)

**Specialization :** Finance-Systems

**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Profession studies for secured business lending*



**Bishal Guha**  
Age : 24  
B.Tech (Information Technology)

**Specialization :** Marketing-Systems

**Summers**  
Idbi Federal Life Insurance  
*Study for Market Potential of Life Insurance in Rural Marketing*



**Choppa Harish**  
Age : 23  
B.Tech (Electronics & Communication)

**Specialization :** Finance-Operations

**Summers**  
Rane Engine Valves Ltd (Kar Mobiles Ltd Division)  
*Financial performance and Forex management*



**Dishank Doshi**  
Age : 24  
B.Tech (Electronics & Communication)

**Specialization :** Marketing-Systems

**Summers**  
Mysore Polymer  
*To study consumer perception and brand presence of MyPol company*



**D.Sirisha**  
Age : 22  
BBM (General)

**Specialization :** Finance-Systems

**Summers**  
Wiredelta Web Development Pvt. Ltd  
*Financial Statement analysis and liquidity estimation*



**Divyanshu Srivastava**  
Age : 22  
B.Sc (Science)

**Specialization :** Marketing-Systems

**Summers**  
Dalal Times  
*Sales and Marketing Survey of Dalal Times Magazine*



**Darshan R**  
Age : 20  
B.Com (Finance)

**Specialization :** Finance-HR

**Summers**  
Ashok Leyland Comany Limited  
*A study on the financial workings of truck vertical*



**Garima Sharma**  
Age : 25  
B.Pharm (Pharmacy)

**Specialization :** Marketing-HR

**Summers**  
IDBI Federal Life Insurance Co. Ltd.  
*Scope of internet and mobile marketing in selling insurance at IDBI Federal Life Insurance Co. Ltd.*



**Derrick Keith Monis**  
Age : 22  
BBM (Human Resource)

**Specialization :** Marketing-HR

**Summers**  
IDBI Federal Life Insurance Co Ltd  
*Promotion and distribution strategy for IDBI*



**Gayathri K Hari**  
Age : 24  
B.Tech (Electrical & Electronics)

**Specialization :** Marketing-Operations

**Summers**  
Volkswagen  
*Designing and developing a handbook for Volkswagen Dealerships under Warranty Department*



**Dipa Mallya**  
Age : 22  
B.Com(H) (Accounts & Finance)

**Specialization :** Finance-HR

**Summers**  
Abbott India Limited  
*Automisation of MIS, PPV analysis and other assignments*



**Gayathri Satish**  
Age : 23  
B.Tech (Civil)

**Specialization :** Finance-Systems

**Summers**  
Ernst & Young LLP  
*Fundamental Analysis and Valuation of Apollo Hospitals Enterprise Ltd*



**Gouri Goudappa Patil**  
Age : 22  
B.E (Electronics & Communication)

**Specialization :** Marketing-Systems

**Summers**  
Digitally Inspired Media  
*Digital Marketing*



**Krishnendu Sain**  
Age : 25  
B.Tech (Information Technology)

**Specialization :** Marketing-Systems

**Summers**  
Ujjivan Financial Services Pvt. Ltd  
*Feasibility Study of Home Loan*



**Gulliet Raju K**  
Age : 26  
B.Tech (Electrical & Electronics)

**Specialization :** Marketing-Finance

**Summers**  
Dalal Times  
*Sales*



**Kriti Shukla**  
Age : 23  
B.E (Computer Science)

**Specialization :** HR-Systems

**Summers**  
Target Complete Employment  
Solutions  
*End-to end recruitment - Generate one offer for a candidate from the market place, with one of our client companies*



**Harish Kumar Janghel**  
Age : 23  
B.E (Electronics & Telecommunication)

**Specialization :** Marketing-Systems

**Summers**  
Mycopie  
*Retail Management*



**Lalit Kumar**  
Age : 24  
B.Tech (Electrical)

**Specialization :** Finance

**Summers**  
Zerodha The Discount Brokerage  
*Foray of Discount Brokerage in India*



**Hemant Kumar Patel**  
Age : 25  
B.Com(H) (Finance)  
M.Com

**Specialization :** Finance-Systems

**Summers**  
Hedge Equities Ltd.  
*Fundamental Study Of Hindustan Copper Ltd.*



**Lokkesh Kumar.C**  
Age : 24  
B.E (Mechanical)

**Specialization :** Marketing-Systems

**Summers**  
Urbanresto  
*Business Development*



**Kamal Kishore Vyas**  
Age : 25  
B.Pharma (Pharmaceutical Sciences)

**Specialization :** Marketing

**Summers**  
Athena Drug Delivery Solutions  
*Market and Product Mapping to identify out Licensing Opportunities*



**Manoj R**  
Age : 24  
B.Tech (Computer Science)

**Specialization :** Systems-Marketing

**Summers**  
Puthur Infotech Pvt Ltd  
*Green Technology in Projectors*



**Mansij Ray**  
Age : 23  
B.Com(H) (Accounting)

**Specialization :** Finance

**Summers**  
United Bank of India  
*Working Capital Assessment and Project Appraisal Practices*



**Nimmachetla Dileep Kumar Reddy**  
Age : 23  
B.E (Electrical & Electronics)

**Specialization :** Finance-Systems

**Summers**  
Rane Engine Valve Limited (Kar  
Mobiles Division)  
*Financial Performance and Forex Management in a company*



**Mohammed Rafath T P**  
Age : 23  
B.Com (Finance)

**Specialization :** Marketing-Finance

**Summers**  
Rednile Innovations Pvt Ltd  
*Integrated BTL and digital marketing strategy*



**Nisheet Bagaria**  
Age : 22  
BBM (Marketing)

**Specialization :** Marketing

**Summers**  
Thomas Cook India Ltd  
*A study on consumer behavior, travel and SME's*



**Mudita Sharma**  
Age : 23  
B.E (Information Technology)

**Specialization :** Marketing-Systems

**Summers**  
Infopine  
*An assessment of social media marketing in Bangalore city.*



**Nitesh Anand**  
Age : 24  
B.Tech (Electronics & Communication)

**Specialization :** Marketing-Systems

**Summers**  
Rednile Innovations Pvt. Ltd.  
*Effectiveness of marketing strategies of Pikkol*



**Nandhini S**  
Age : 23  
B.E (Electrical & Electronics)

**Specialization :** Marketing-Systems

**Summers**  
Ujjivan Financial Services Pvt. Ltd.  
*Analysis of IT management in business process*



**Nitesh Kumar**  
Age : 24  
BBA (IT)

**Specialization :** Finance-HR

**Summers**  
Vittaksh Consultancy Services LLP  
*Industry Analysis and Equity Research Report on Automotive Components and Forging Industry.*



**Nikita Lalwani**  
Age : 22  
B.Com(H) (B.Com.Accountancy Honours)

**Specialization :** Finance-HR

**Summers**  
Toyota Financial Services  
*Review Of Service Tax Input Credit Availment and Utilisation - Accounting And Process*



**Niveda U K**  
Age : 22  
BBM (Commerce)

**Specialization :** Marketing-Systems

**Summers**  
Notemango  
*Marketing of Notemango*



**Piyush Kumar**  
Age : 22  
BBA (Management)

**Specialization :** Finance

**Summers**  
Hedge Equities  
*A project on fundamental analysis of selected stocks in capital goods industry.*



**Prateek Jain**  
Age : 27  
B.E (Computer Science)

**Specialization :** Marketing-Systems

**Summers**  
Britannia Industries Limited  
*Study the Bread Category and analyze Britannia's current positioning strategy to recommend how to revitalize the brand 'Britannia Bread' to extract more from the mother brand and establish itself an icon brand in this category*



**Pooja Chiniwalar**  
Age : 23  
B.E (Electronics & Communication)

**Specialization :** HR-Systems

**Summers**  
Larsen and Toubro Construction - Water and Renewable Energy  
*Study on the HR policies and its implementation*



**Prithvi**  
Age : 22  
B.E (Mechanical)

**Specialization :** Marketing-Operations

**Summers**  
ITC Limited  
*Sales and distribution analysis of Aashirvaad atta*



**Poulomi Roy Chowdhury**  
Age : 23  
B.Sc (Economics Honours)

**Specialization :** Marketing-Systems

**Summers**  
IDBI Federal Life Insurance Co. Ltd.  
*Brand equity and effect on the sales*



**Priya S Belagali**  
Age : 24  
B.E (Electrical & Electronics)

**Specialization :** Finance-Marketing

**Summers**  
Way2wealth  
*Equity Research on HUL and Mahindra and Mahindra*



**Pranoy Sanjaykumar Paul**  
Age : 23  
B.E (Mechanical)

**Specialization :** Marketing-Operations

**Summers**  
Mysore Polymer and Rubber Products Ltd.  
*To Analyse the Brand Awareness and Customer Perception of MYPOL*



**R. Yadukrishnan**  
Age : 23  
B.Tech (Production Engineering)

**Specialization :** Finance-Operations

**Summers**  
Ujjivan Financial Services Private Limited  
*Sreamlining of the Back end Credit Approval process of Individual Lending*



**Prashant Kumar Choudhary**  
Age : 23  
B.Com(H) (Accountancy Honours)

**Specialization :** Marketing-Operations

**Summers**  
Team Communication  
*MTS Wifi Dongle Sales to Corporates.(B2B)*



**Rahul Gangopadhyay**  
Age : 23  
B.E (Mechanical)

**Specialization :** Marketing-Systems

**Summers**  
Cybernetics Software Pvt. Ltd.  
*BhejoSMS- Bulk SMS Service*



**Ramya Gangolli**  
Age : 23  
B.E (Electronics & Communication)

**Specialization :** Finance-Systems

**Summers**  
Birla Sun Life Asset Management Company  
*Study of performance on mutual funds with special reference to Birla Sun Life Asset Management Company*



**Rony Francis**  
Age : 24  
B.Tech (Mechanical)

**Specialization :** Marketing-Operations

**Summers**  
Volkswagen Groupsales India Pvt. Ltd.  
*Finding the Cost of Ownership of VOLKSWAGEN Vento and comparing it with its competitors in the same segment*



**Ravikiran R**  
Age : 23  
BBA

**Specialization :** Marketing-Systems

**Summers**  
Aim High Consulting  
*A Study on Public Relation used by Babajob*



**Roumit Roy**  
Age : 24  
B.Sc (Hotel & Hospitality Administration)

**Specialization :** Marketing-HR

**Summers**  
Albumizer  
*To study the feasibility of software ALBUMIZER prior to its launch in Delhi*



**Ritesh Kar**  
Age : 23  
B.Com(H) (Accounting)

**Specialization :** Finance-HR

**Summers**  
Reliance Capital Asset Management Ltd.  
*Risk and Return Analysis of Mutual Funds Schemes in India*



**Ruchi Jain**  
Age : 23  
B.E (Electronics & Communication)

**Specialization :** Finance-Systems

**Summers**  
Infopine  
*An assessment of social media marketing in Bangalore city.*



**Ritwik Priyesh**  
Age : 23  
B.Sc (Chemistry)

**Specialization :** Marketing

**Summers**  
Dalal Times  
*Sales of share market magazines for Dalal Times*



**Sachin Madan Honnavar**  
Age : 24  
B.E (Mechanical)

**Specialization :** Marketing-Operations

**Summers**  
Ace Designers Ltd.  
*Development of Assembly flow-line for Sliding Head Automat(SHA)-20 machine*



**Rohit Pradeep Chipre**  
Age : 23  
B.Sc (Chemistry, Environmental Science, Botany)

**Specialization :** Marketing

**Summers**  
Ndis (India) Pvt. Ltd.  
*Marketing Research on Customer Satisfaction of Albumizer*



**Saikat Kumar Biswas**  
Age : 24  
B.Tech (Electrical)

**Specialization :** Marketing-Operations

**Summers**  
Notemango  
*To increase brand awareness and sales of notemango.com*



**Saikat Pain**  
Age : 24  
B.Tech (Electronics & Communications)

**Specialization** : Finance-Systems

**Summers**  
Arvind Ltd  
*Working Capital Management*



**Shashank Choudhary**  
Age : 25  
B.Tech (Computer Science)

**Specialization** : Marketing-Operations

**Summers**  
IDBI Federal  
*Customer Retention Strategies*



**Saket Suman**  
Age : 25  
B.E (Computer Science)

**Specialization** : Finance-Marketing

**Summers**  
Ujjivan Financial Services Pvt Ltd  
*Market Survey Study on Secure Housing Loan and Home Improvement Loan in Five District of Bihar*



**Shekhar Saurabh Biswal**  
Age : 24  
B.Tech (Electrical)

**Specialization** : Marketing-Operations

**Summers**  
Phillip Capital (India) Pvt Ltd  
*Understanding the factors affecting investment decisions and comparative analysis of broking firms*



**Sameep Suriya**  
Age : 23  
B.E (Electronics & Communication)

**Specialization** : Systems-Operations

**Summers**  
Axalta Coating Systems  
*To improve Consistency and Integration of Instrumentation System*



**Shivam Chaurasia**  
Age : 23  
B.Com (Commerce)

**Specialization** : Finance-Marketing

**Summers**  
Kavy Comtrade Limited  
*How to increase trade through online in Commodity market*



**Sampreeta M. Bhat**  
Age : 22  
B.Com (Finance)

**Specialization** : Finance

**Summers**  
Maalshi Financial Services  
*Effect of Ratio on Stock Portfolios*



**Shivam Verma**  
Age : 23  
B.Com (Commerce)

**Specialization** : Marketing-Finance

**Summers**  
India Glycols Limited  
*Demand and Supply of Ethanol in India*



**Sangeet Baladevan**  
Age : 23  
B.E (Electronics & Communication)

**Specialization** : Marketing-Operations

**Summers**  
IDBI Federal Life Insurance Company Ltd.  
*Marketing Mix of IDBI Federal Life Insurance Company*



**Shivendra Gupta**  
Age : 22  
BBA

**Specialization** : Marketing-Operations

**Summers**  
Tailmill  
*360° Understanding of Product Category Management : Research , Supplier Relationship and Launching*



**Shruthi K S**  
Age : 23  
B.E (Instrumentation Technology)

**Specialization** : HR-Marketing

**Summers**  
Toyota Financial Services India Limited  
*Employee Engagement Strategy*



**Smitha S**  
Age : 22  
BBM (Human Resource Management)

**Specialization** : Marketing-HR

**Summers**  
Nestle India Ltd, Nangungud  
*competency building of contractual supervisors*



**Shubham Aggarwal**  
Age : 22  
BBA (General)

**Specialization** : Finance

**Summers**  
HCL Infosystems  
*Working Capital Assessment*



**Srashti Saran**  
Age : 21  
B.Com (Commerce)

**Specialization** : Finance-Marketing

**Summers**  
Bridgestone India Private Limited.  
*Accounts, Working Capital Management and Taxation in a Manufacturing Firm*



**Shweta Chaudhary**  
Age : 22  
B.Tech (Civil)

**Specialization** : Marketing-Operations

**Summers**  
IDBI Federal Life Insurance Co. Ltd.  
*Consumer behaviour towards insurance product with respect to IDBI Federal*



**Sreeraksha B.N**  
Age : 24  
B.E (Electrical & Electronics)

**Specialization** : Marketing-HR

**Summers**  
Larsen and Toubro  
*Effectiveness of Online Job portals in recruitment process at L & T Mysore*



**Siby M Yohannan**  
Age : 25  
B.Tech (Mechanical)

**Specialization** : Marketing-Operations

**Summers**  
Wiredelta  
*Marketing and Business Development*



**Sristi Roy**  
Age : 23  
B.Com(H) (Accounting & Finance)

**Specialization** : Marketing-Finance

**Summers**  
Tata Aig General Insurance Company Ltd  
*Awareness and scope of general insurance among SMEs and Real Estate Companies- A study focused on the Kolkata market*



**Sirsha Mondal**  
Age : 24  
B.Com (Accountancy)

**Specialization** : Finance-Marketing

**Summers**  
IDBI Federal Life Insurance Co. Ltd  
*To study risk management in insurance sector and IDBI Federal*



**Suman Sadhukhan**  
Age : 24  
B.Tech (Electronics & Communication)

**Specialization** : Marketing-Systems

**Summers**  
Ujjivan Financial Pvt.Ltd.  
*Survey on secure home loan*



**Sumit Madnani**  
Age : 22  
B.Com (General)

**Specialization :** Finance-Operations

**Summers**  
Bank of Baroda  
*Study of adequacy of Credit risk Management, Credit appraisal and Pricing of loan to Micro, Small and Medium enterprises (MSMEs)*



**Vijayalakshmi Sai Sindhura Sunkara**  
Age : 21  
B.Tech (Computer Science)

**Specialization :** Finance-Systems

**Summers**  
Wiredelta Ltd.  
*Cashflow reviews, Dispatches and Project Management*



**Swetha Thaliyil**  
Age : 22  
BBM (Finance)

**Specialization :** HR-Marketing

**Summers**  
Nestle India Limited  
*A Participative Study of the Progressive on the Job Training and Development at Nestle, Nanjangud*



**Vinju C Vipin**  
Age : 22  
B.Tech (Electronics & Communication)

**Specialization :** Operations-Marketing

**Summers**  
Volkswagen Group Sales India Pvt. Ltd  
*Common presentation on measuring & monitoring tools and SRS preparation under warranty department*



**Tony Sebastian**  
Age : 23  
BBM

**Specialization :** Marketing-Systems

**Summers**  
Wiredelta  
*Marketing and Project Management in Wiredelta*



**Vishal Gupta**  
Age : 23  
B.E (Electronics & Communication)

**Specialization :** Marketing-Operations

**Summers**  
Urbanresto  
*Business Development as a launch manager*



**Varkalesh. J**  
Age : 21  
B.Com

**Specialization :** Finance-Marketing

**Summers**  
MYMUL  
*A study on analysis of financial performance with special reference to MYMUL*



**Vyshnavi V**  
Age : 22  
BBM (Finance)

**Specialization :** HR-Marketing

**Summers**  
IDBI Federal Life Insurance Company Ltd  
*Brand Awareness with respect to IDBI Federal life Insurance Company Ltd*



**Vidyashree M R**  
Age : 21  
BBM (Human Resource)

**Specialization :** HR-Marketing

**Summers**  
Capgemini  
*Recruitment Analysis*



The city of Mysore is the cultural capital of the state of Karnataka. The city is known for its majestic, mystical and mesmerizing beauty. Located 770m above sea level and 140 kms from Bangalore. Also known as the City of Palaces, Mysore retains a quaint charm that never fails to enchant. From ancient times, this district has played a significant role in the history of South India. Mysore District is a popular tourist destination offering several attractions ranging from the royal splendour of Mysore City and its fabulous Dasara Festival to exquisite temples, pilgrimage centres and scenic spots. Mysore is ranked the fifth-best city in India in which to conduct business and the second-cleanest city in India. Mysore has emerged as the hub of the tourism industry in Karnataka, attracting about 2.5 million tourists every year. Some of the places of interest in the city are Mysore Palace, Krishna Raja Sagara, Jaganmohan Art Gallery, Brindavan Gardens, Lalitha Mahal, Chamundi Hills, Mysore Zoo, Folk Lore Museum and many more. Traditionally, Mysore has been home to industries such as weaving, sandalwood carving, bronzework, and the production of lime and salt.[1] The planned industrial growth of the city has led to the establishment of many industries and also projected as alternative IT hub for Bangalore.

#### Connectivity

Mysore is well connected with trains from all major cities. From Bangalore to Mysore, there is a train running every hour. It is also well connected through roads. Every five minutes, luxury buses run between Mysore and Bangalore.

#### Stay

We would be glad to make arrangements for your stay at Campus guest house. Alternatively, there are several three to five star hotels close to the campus.

## Placement Contacts

### Chairperson, Placements

Dr. H. Gayathri 9845489191

### Members

Prof. Govinda Sharma 9845286754

Prof. R. Sugant 9686842080

Prof. Ullas Rao 9986112019

### Executive Office

Deepak Chandrashekar 9449040060

Ramesh M.P. 9900348687

Email [futures@sdmimd.ac.in](mailto:futures@sdmimd.ac.in)

### Student Placement Committee

- |                           |   |            |
|---------------------------|---|------------|
| 1. Rohit R Shettar        | - | 9538046462 |
| 2. Shreyas K G            | - | 9538046461 |
| 3. Pradyumna R Pillai     | - | 9538046463 |
| 4. Chaitrapallavi G Hegde | - | 9538046460 |
| 5. Deevith Hegde          | - | 9739885922 |
| 6. Gaurav Srivastava      | - | 9538890642 |
| 7. Neethu Prabhakaran     | - | 9538890641 |
| 8. Abhijeet Mishra        | - | 9538890644 |
| 9. Vishal Gupta           | - | 9538890645 |







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Institute for Management Development**

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