

# Anirudh Jain

Male

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## Academic Qualifications

Degree	Year	Institute, University/ Board
Msc Marketing Management	2021-23	Grenoble Ecole De Management, Grenoble, France GPA: 3.4/4.0
PGDM	2015- 2017	Indian Institute of Management Tiruchirappalli GPA: 2.8 /4.0
B. Tech (ECE)	2005- 2009	Malviya National Institute of Technology,Jaipur (Institute of National Importance)
HSC	2004	St Xaviers Mirzapur, GSEB Board, 75% ( PCM)
S.S.C	2002	St. Xaviers Mirzapur, GSEB Board 80% Science: 92/100

## Internships, Live Case Study, Scholarships and Certifications

- Summer internship was done at ESAF Microfinance Bank, Thrissur,Kerala in the field of building “E-Commerce” strategy.
- **Live Case Study for BIC for their stationary product to enter the French market and expand on their current sale portfolio evolving their brand communication and awareness strategy. (Covered by NDA)**
- Recipient of the AHRM Academic Excellence Scholarship offered by Grenoble Ecole De Management.
- Google Digital Marketing certification completed in December, 2021 **Hubspot Certification in Content Marketing, 2022**
- Certified Violinist Level 2 (Currently pursuing)

## Relevant Work Experience

### Rajshree Sugars and Chemicals, Strategy and business development

*April 2017 – September 2019*

- Market research for Aquaculture and understanding nascent markets for development of Biosolution value chain
- Worked on building new revenue stream in biochemicals to supplement the core business. Target being platform chemicals which are cheaper to arrive through fermentation route than by petro distillation.
- Assisted top management in general decision making and policy initiatives. Managed core team in house Projects which explored opportunity of new revenue verticals in speciality chemicals.

### Aurum Enterprises, Proprietor with strong focus in Sales and B2B marketing

*September 2010 – November 2014*

- Assessing market of Kraft paper and giving input as to price fluctuation of Kraft Paper & Agro based paper to corrugated firms and providing Kraft paper as per demand.
- Got experience in complaint handling, credit management, risk management and company assessment.
- During the same period Sales in Aurum Enterprises had a **40% increase** in sales. This is due to better client handling, complaint management and urgency in handling those customer accounts which had the potential of turning into bad debts.

### Capgemini, Software Engineer

*December 2009 – August 2010*

- Worked in an operating software platform for storing and recording transactions of customers in HSBC credit card segment.
- Did software testing both back end and front end ranging from understanding client requirements, assessing the functionalities to be changed, conceptualizing various testing scenarios so as to effectively test the functionality.
- Completed the Fresher Learning Program in Capgemini learning Banking, Capital Market, SQL and Mainframes basics.

## Leadership Initiatives

- **Academic Secretary** for PGP 2015-17 Batch of IIM Trichy. Roles and responsibility included my dealing with student affairs, elective planning, conducting foreign language classes and conducting campus rounds for various competitions.
  - **Initiated the mentorship program in which students** who are underperforming due to stress, personal tragedy or other inhibitions can get counselling and help from seniors and peers with periodic monitoring of their progress.
  - **Initiated a new flagship initiative of alumni feedback for courses to be floated in the second year.**
  - **Also helped faculty in getting student feedback and queries when a new course was to be floated.**
- **Core Member of Consulate - The Consulting Club** of IIM Trichy. Roles and responsibility include but are not limited to the organising events such as Ground Zero, Outlook and Consulting Czars. Taking the lead in all consulting related activity on campus including Live Projects.

## Extra-curricular Activities and Awards

- **Won Second Position at Global Supply Chain Competition at Purdue University under Global Supply Chain Management Initiative 2017**
- **Won third position in IMA Pan Europe Case Study competition in Warsaw Poland in 2023.**
- **Won Second Prize in an All-India Essay Competition organized by Ministry of Civil Aviation, Government of India 2012.**
- **Won first Prize in Digital India presentation organized by Ministry of Human Resource Development, India and IIM Trichy, 2015.**
- **I play the violin and like swimming in my spare time. I love writing essays and articles on current happenings.**

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