

ADDITIONAL INFORMATION (OPTIONAL)

The Admissions Committee invites you to share additional information about yourself, in any format.

I am from India and in our country we greet people by saying 'NAMASTE'



I grew up living and studying in three different countries– Malaysia, India and UAE. These cultural experiences helped me embrace and respect diversity.

My fascination with computers led to my pursuing engineering in Computer Science. After graduating I joined Accenture to apply my analytical skills to real-world business problems. At Accenture, I advised BMW on manufacturing and supply-chain applications for US/German markets, gaining technical and advisory skills.

While discussing work with my father, I would feel very excited listening to his experiences in the CPG industry. In fact it was my creative and exploratory nature which pushed me out of my comfort zone to shift from IT consulting to CPG industry.

While networking I met promoters of Hector Beverages (HB) in an exhibition. After a short meeting with the CEO, he appreciated my energy and commitment levels and hired me as a Brand Manager.

At HB, we built a juice brand 'Paper Boat' (PB) in a highly competitive environment by focusing on product and marketing channel innovation. PB was positioned as a brand tied to Indian culture. While we employed latest technology, the innovative packaging and recipes were steeped in Indian traditions. Today 230,000 people on social media relate PB to childhood memories.



PAPER BOAT'S INNOVATIVE PACKAGING



PAPER BOAT'S BRAND COMMUNICATION STYLE- TO INVOKE NOSTALGIA

As a young professional I wanted to apply my business skills to improve my community. I believe foundation of a sound society is laid on sound Education and Health systems. I realized that the quality of education in government schools remains abysmally poor; prompting me to work as a Consultant with our legislator to address this problem. Working with a \$9M budget we improved infrastructure and introduced smart classrooms. We made learning fun by introducing computers. The schools provide free education to 14K underprivileged children.



RE-MODELLED GOVERNMENT SCHOOLS



Realizing deficiencies in our medical system, I worked with our legislator to educate the community. We conducted free medical-camps and town-halls across the constituency, steadily orchestrating change in hygiene habits by advocating how sanitation can protect residents from 90% of prevalent diseases. Despite initial resistance, our continuous dialogue succeeded in convincing the people. Through such endeavors, I engaged proactively with the local government and we have made a difference to the lives of 250k people.



WASHING HANDS CAMPAIGN

I enjoy outdoor activities. At The Sports Company (TSC), following my passion for football, I promoted the sport among 500+ children. I built strategic partnerships with clubs such as Manchester City and Real Madrid by initiating talks with their Academy directors and offering to send children for their residential program hence making TSC their respective academy representative in India.



TSC SENIOR DREAM TEAM



TRAINING SESSION AT TSC ACADEMY



STRATEGIC PARTNERSHIP WITH MAN CITY

At MIT, I look forward to an enriching journey where I can similarly contribute to the school's highly diverse and collaborative community.