



LATERALS

MARKETING



ABIRAM KRISHNA LOKANATH

27 years, abiramlokanath@gmail.com

BE (Electronics and Communication), Visvesvaraya Technological University

Summer Project Title: Developing digital marketing plan for Canvera's products at Canvera Digital Technologies Pvt Ltd

Work Experience: 1. eLitmus Evaluation Pvt. Ltd. - 21 months, 2. Kshatriya Sports Pvt. Ltd. - 19 months

Major: Marketing, **Dual:** Operations
Campus Code: **CB**



GEORGE JACOB

27 years, george.jacob321@gmail.com

BCA, Dr. C. V. Raman University

Summer Project Title: A study to increase the efficacy of the marketing communications and the lead management system of the company at Sundaram BNP Paribas

Work Experience: The Raviz - 26 months

Major: Marketing, **Minor:** Operations
Campus Code: **CA**



GOBINATH J

25 years, mail2gobinath@gmail.com

B Tech (Electronics and Communication),
Kalasalingam University

Summer Project Title: To find the market potential of Tata Wiron binding wires in the Tamil nadu market and also suggest a strategy for launching it in the market **at** Tata Steel

Work Experience: 1. Savvysoft Technologies Pvt. Ltd. - 8 months, 2. Teamware Solutions - 18 months

Major: Marketing, **Minor:** Operations
Campus Code: **CC**



SREEKUMAR UNNI

26 years, skrcmk@gmail.com

B Tech (Mechanical), Amrita Vishwa Vidyapeetham
University

Summer Project Title: To find the market potential of Tata Wiron binding wires in the Tamil nadu market and also suggest a strategy for launching it in the market **at** Tata Steel

Work Experience: Venture Lighting India Limited
- 18 months

Major: Marketing, **Minor:** Operations
Campus Code: **CC**



YADHU KRISHNAN

25 years, yadhuvalsan@gmail.com

B Tech (Electronics and Communication), Amrita
Vishwa Vidyapeetham University

Summer Project Title: Marketing Intelligence at
Deloitte Haskins and Sells

Work Experience: Cognizant Technology
Solutions India Pvt. Ltd. - 16 months

Major: Marketing, **Dual:** Finance
Campus Code: **CB**

FINANCE



GAYATHRI P NAIR

24 years, radhikamvkk@gmail.com

B Tech (Computer Science), Kerala University

Summer Project Title: An industry analysis on the factors influencing FII and DII in the Indian capital market for the period 2014 - 2015 **at** Hedge Equities

Work Experience: Poornam Info Vision Pvt. Ltd. - 12 months

Major: Finance, **Minor:** Marketing
Campus Code: **CA**



PAVITHRA A

23 years, pavithra.amrita09@gmail.com

B Tech (Computer Science), Amrita Vishwa Vidyapeetham University

Summer Project Title: Credit rating of Large and Small scale Industries **at** India Ratings - Fitch Group

Work Experience: IBM India Pvt. Ltd. - 12 months

Major: Finance, Campus Code: **CC**

HUMAN RESOURCES



ARJUN A

26 years, arjunanil705@yahoo.in

B Tech (Mechanical), Kerala University

Summer Project Title: To strategise, Market and organise the MFAR Boca Juniors League 2015 **at** Boca Juniors Football School

Work Experience: Accenture Services Pvt. Ltd. - 16 months

Major: Human Resources, **Minor:** Marketing,
Campus Code: **CC**



PARVATHY VENUGOPAL

23 years, parvathy.paru17@gmail.com

BE (Electrical and Electronics), Anna University

Summer Project Title: A Study of Performance Management System of Federal Bank Ltd. and

Development of a New Model **at** Federal Bank Ltd.

Work Experience: Amrita Vishwa Vidyapeetham University - 12 months

Major: Human Resources, **Dual:** Marketing
Campus Code: **CD**



SALINI L

26 years, salini.nair18@gmail.com

B Tech (Computer Science), Kerala University

Summer Project Title: A study of competency mapping and its applications in Hedge Equities Pvt. Ltd. **at** Hedge Equities

Work Experience: Techxcore Solutions Pvt. Ltd. - 13 months

Major: Human Resources, **Dual:** Marketing
Campus Code: **CA**

OPERATIONS



GANESH J

25 years, ksrganesh@gmail.com

BE (Mechanical), Anna University

Summer Project Title: Streamlining of MCC assembly process at Larsen and Tubro - Electrical and Automation Division

Work Experience: Doowon Automotive Systems India Pvt. Ltd. - 20 months

Major: Operations, **Minor:** Marketing
Campus Code: **CC**



PRADEEP KUMAR B

27 years, pradeepkarizma4@gmail.com

BE (Electronics and Communication), Anna University

Summer Project Title: Value stream mapping at Roots Castings Pvt. Ltd.

Work Experience: Infosys Limited - 36 months

Major: Operations, **Minor:** Finance
Campus Code: **CC**