



## SHUBHAM KUMAR GUPTA

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### ACADEMIC QUALIFICATIONS

Year	Examination	Institute	Board/University	Percentage
2019	PGPBM + MBA	Bengal Institute of Business Studies	V.U.	49%
2016	B.Sc. CA	Karim City College	K.U.	78%
2013	XII	Kerala English Medium School	C.B.S.E	58%
2011	X	St. Xavier's English Medium School	I.C.S.E	75%

### WORK EXPERIENCE

**Jai Maa Kali Agro Bhandar**

**May 2016 – May 2017**

**Designation:** Sales Executive

**Job Responsibilities:**

- Maintaining Stock and Handling customers
- Making data sheets and maintenance of record

### SUMMER INTERNSHIP PROJECT

**ITC PVT Ltd.**

**April 2018 – June 2018**

- To increase revenue inflow of ITC distributors in Tollygunge area
- Conducted a live survey to map opportunities of increasing the sale of ITC products
- Engaged in live market survey to measure the market reach and promote ITC amongst the distributors and retailers in the assigned areas
- Learnt how to analyze feasibility reports to penetrate potential markets in rural and urban West Bengal
- Gained an insight about the distribution process followed by FMCG companies
- Developed an understanding on how to frame sales promotions / schemes to drive push selling

### KEY PROJECTS

- **Theme Day Presentation:** Theme Day is a competition which is aimed to improve students' industry knowledge, presentation skills and confidence on public speaking. We were asked to research and present on the FMCG giant-MARICO on its product portfolio, market share, key competitors and corporate strategy
- **City Scan:** An event where I have done a market research on Kumartuli Idol market, learned about the problems faced by that market and given some recommendations
- **Phoenix:** A multi-level public speaking competition where I was the leader of the winning team that researched and presented a tourism industry in India
- **Live Project:** Live project in Home Town under Future Group on customer centricity on retail big days
- **Computer Operator:** Completed the role of computer operator where managed all computer works including making data sheets and maintenance of records and also linked up with management and technical working Ram Chandra Plastics

### ACHIEVEMENTS

- Inter college cricket tournament participated and helped win the team (2015-2016)
- Inter school cricket tournament captain and helped win our team(2010)
- Player Under 16 District Cricket