

Summer Internship MMS 2018-20

Sr.No.	Name	Course	Specialisation	Company	Project Title
1	Aayush Chowrasia	MMS A	Marketing	DTORR	Strategic brand management (intern)
2	Abhijit Ramesh	MMS A	Marketing	Mahindra Life Spaces	A study on the effect of branding in the real estate sector
3	Abhinav Anil Rajedhar	MMS A	Operations	CEAT Tyres	Tracking Green tyre inventory and Identifying various causes for inventory losses
4	Apoorva Raina	MMS A	HR	Merck Sharp & Dohme	Social Media usage to build online brand of employees and brand ambassador program launch
6	Alan Johnson	MMS A	Marketing	Ideaearth	Business Development and Social media Marketing on an Innovative Platform.
11	Darshan Datir	MMS A	Marketing	Parag Milk Foods	Product development and Retail penetration strategy along with business analysis, Competitor analysis and customer analysis.
13	Amruta Deshpande	MMS A	Operations	Federal Bank	Retail banking
16	Dhanalakshmi Anandraj	MMS A	HR	Amcor Flexibles India Pvt.Ltd.	HR Policies and Processes
17	Dhavla Kumar	MMS A	Marketing	E4 Development and Coaching	Business Development and Client On-Boarding
20	Divya Seshadri Iyer	MMS A	HR	Encyclomedia Solutions	Recruitment and On-Boarding Process of Encyclomedia Solutions
23	Sarang Holey	MMS A	Marketing	Bots N Brains	Social Media Marketing- Distribution, Reach and Lead Generation
24	Anand Iyer	MMS A	Marketing	HDFC Bank	Digitalization in banking sector
25	Chandrashekar Kumar	MMS A	Marketing	HDFC Bank	Digitization in banking sector
26	Lavanya Shivaraj Iyer	MMS A	Marketing	HDFC Bank	Digitization in banking sector
28	Yash Subramanian Iyer	MMS A	Marketing	Stellar Information Technology Pvt Ltd	Data recovery awareness & understanding - pertaining to various industries in MIDC areas
30	Surabhi Kanwatia	MMS A	HR	Yes Bank	Labour Law Compliance in YES Bank
31	Karthika Ramachandran	MMS A	Marketing	IAMAI	Production of events from conception through to completion.

34	Karthikeyan Gowrisankar	MMS A	Marketing	Holiday Inn	Marketing analysis of Holiday Inn Mumbai and its compset
37	Kesavan Balsubramaniam	MMS A	Finance	J Marathon Advisory	Trading in Forex Market
42	Mahalakshmi Krishnamurthy	MMS A	Finance	HDFC Life	Equity Research and Analysis
48	Shreya Manna	MMS A	Marketing	ABP News	
49	Nikhila Nair	MMS A	Marketing	GEP	Study on Telecom Services - global market
51	Pranav Nanekar	MMS A	Marketing	Rupee Circle	Assisting in business development of Rupeecircle
52	Padma Venkitasubramanian	MMS A	Marketing	Fab Hotel	Business Development and client onboarding
53	Sanket Paranjpe	MMS A	Marketing	IPSOS	Role and process of Qualitative Research and its importance to any organisation
54	Yash Pavaskar	MMS A	Marketing	Mahindra Life Spaces	Analysis of online marketing in real estate agency with special reference to Mahindra lifespaces
61	Radhika Raghupathy	MMS A	Marketing	HDFC Bank	Digitization in banking sector
62	Rahul Kusalavan	MMS A	Finance	J Marathon Advisory	Trading in Forex Market
63	Ramya Ramakrishnan	MMS A	Finance	Samunnati Financial Intermediation & Services Pvt Ltd	Value chain analysis of Agro Commodities
65	Rashmi Chaudhary	MMS A	Marketing	Fab Hotel	Business development and client onboarding
69	Rinsli Solomon	MMS A	Marketing	Mahindra Bus & Truck division	Market Research and Lead Generation for MTBD Commercial Vehicles
73	Rishabh Dev Tripathi	MMS A	Finance	Federal Bank	The state of Digital Banking in India in 2019
74	Badrinarayan Sundararajan	MMS A	Finance	SBI Fund Management Pvt Ltd.	Offshore funds analysis
75	Siddhesh Sangle	MMS A	Finance	HDFC Life	Equity Research and Analysis

77	Shruti Sansare	MMS A	Marketing	Stellar Information Technology Pvt Ltd	Market Research to understand opportunities for Stellar Data Recovery and Business Development
79	Sapna Venugopal	MMS A	Marketing	Times of India	Deep diving into new advertisers in education vertical
80	Sasi Kumar Thirugnanam	MMS A	Marketing	Anand Rathi	Study of Product Enhancement through Competitive analysis and Client Feedback
81	Sharon Serene	MMS A	Marketing	O&M	HUL's Project Care- Landscape of laundry care in India
82	Shiva Suryakumar	MMS A	Marketing	Anand Rathi	Enhancing the sales productivity & designing appropriate review mechanism
83	Shweta Soni	MMS A	Marketing	Marico	"Analysing the sales promotion and consumer buying behaviour for a new product launched in FMCG sector
84	Akshay Sood	MMS A	Marketing	Godrej & Boyce	Process Streamlining and Digital Marketing for Godrej Interio E-commerce website
87	Sudhankumar Ramkumar	MMS A	Operations	JSW	JSW - Operations in Caster and Mill department and Marketing
88	Suresh Thevar	MMS A	Marketing	SWEN Container Line	Container trading
89	Vijaykumar Thevar	MMS A	Finance	HDFC Life	Equity Research and Analysis
90	Namanh Tiwari	MMS A	Marketing	Mahindra Life Spaces	Analysis of Consumer Buying Behaviour in Real Estate Through Mahindra Lifespaces
91	Priyanka Varadaraj	MMS A	Finance	TATA AIG	Opportunities of trade credit in trade finance in India
92	Varadharajan Venkitasubramanian	MMS A	Marketing	Fab Hotel	Business development and client onboarding
96	Vignesh Ganesan	MMS A	Operations	CEAT Tyres	Identifying the causes of Compound Overage and Methods to reduce it
97	Yogeshwar Suresh	MMS A	Finance	HDFC Bank	LCR & Other Disclosure Analysis Peer Banks

100	Asmita Kadam	MMS A	Operations	Course5 Intelligence Pvt. Ltd.	Optimization and streamlining of business process in market research and data analytics
101	Abbas Udaipurwala	MMS A	Marketing	Stellar Information Technology Pvt Ltd	Market study, product awareness and lead generation for Stellar IT Pvt Ltd
104	Madhura Mukte	MMS A	Marketing/HR	Hansa Research	Study to find out the best hospitals in the country
107	Gaurav Deshmukh	MMS A	Finance	HDFC Life	Equity Research and Analysis
108	Chetankumar Poojari	MMS A	Marketing	Marico	Promoting & driving sales for a premium healthy food products and analyzing consumer buying behavior in Reliance Smart, Phoenix Marketcity, Kurla(W)
113	Priyanka Gurav	MMS A	Operations	Course5 Intelligence Pvt. Ltd.	Subway Project- Standardizing and Streamlining Process for VoC Analytics
114	Aditya Somaiya	MMS A	Marketing	Stellar Information Technology Pvt Ltd	Market study and exploration of business opportunities in mumbai for stellar data recovery
116	Rhea Miranda	MMS A	Marketing	Future Generali	A study on branding strategies to increase customer engagement in the insurance sector
119	Nikhil Nair	MMS A	Operations	Vikran Engineering & Exim Pvt. Ltd.	
120	Rashmi Bhat	MMS A	HR	Godrej & Boyce	Satisfaction and exit analysis
121	Himanshu Tiwari	MMS A	Marketing	IAMAI	Social Media Auditing & Data gathering of few events
5	Advaith Subramanian	MMS B	Marketing	HDFC Bank	Digitalisation in Banking Sector
7	Akshaya Prabhakar	MMS B	Finance	Bombay Stock Exchange	Impact of digitalization in Mutual Funds
8	Ameya Ambre	MMS B	Finance	Shipping Corporation of India	Budgetary control at Shipping Corporation of India
9	Anusha Anand	MMS B	HR	Reliance Industries Limited	Talent Aquisition at Reliance Digital
10	Arvind Ganesan	MMS B	Marketing	Reliance Retail	Branding : Pricing and promotion communications
12	Vaishnavi Prasad Asuri	MMS B	Finance	Care Ratings	

14	Miheeka Chaudhary	MMS B	Marketing	Fab Hotel	Business development and client onboarding
15	Margaret . F. Chettiar	MMS B	Marketing	Fab Hotel	Business development and client onboarding
18	Rohan Deshmukh	MMS B	Operations	CEAT Tyres	Process Improvemwnt
19	Durairaj Sankaralingam Thangammal	MMS B	Finance	Inga Ventures Pvt Ltd	Investment Banking - Execution
21	Gaurav Iyer	MMS B	Marketing	HDFC Bank	Digitalization in banking sector
22	Shobnit G. Godhwani	MMS B	Marketing	Fab Hotel	Business development and client onboarding
27	Manjiri Rajendranath Golam	MMS B	Operations	CEAT Tyres	Process Improvemwnt
29	Sonam Gupta	MMS B	Finance	SBI CAP	
32	Harshabardhan Kumar Jha	MMS B	Marketing	Left	
33	Karthik Jayaraman Iyer	MMS B	Marketing	Dukes	A Study on Effectiveness of the Distribution Framework of Dukes India for West Zone
35	Ganesh Iyer	MMS B	Marketing	HDFC Bank	Digitalization in banking sector
36	Gautam Ramakrishnan	MMS B	Marketing	Fab Hotel	Business development and client onboarding
38	Mahek Iyer	MMS B	Marketing	Un-3Consulting	Market research for various brands based on Quantitative/Qualitative interviews and it's analysis
39	Shweta Jadhav	MMS B	Marketing	HDFC Bank	Digitalization in Banking Sector
40	Justus Solomon	MMS B	Marketing	Marico	
41	Karthik Vijayan	MMS B	Marketing	Holiday Inn	
43	Hrushikesh Kene	MMS B	Marketing	Left	
44	Vishal Kotian	MMS B	Finance	HDFC Life	Equity Research and Analysis
45	Mayur Bodade	MMS B	Marketing	Fab Hotel	Business development and client onboarding
46	Shubham Mhatre	MMS B	Finance	Federal Bank	Step Towards A Strong Digital Platform
47	Sukanya Mooppanar	MMS B	HR	Amcor Flexibles India Pvt.Ltd.	HR processes and policies

50	Prerana Mudaliar	MMS B	Marketing	HPCL	Analysis of All India Retail Outlet Leases and identify areas for improvement in Site control with focus on strategic sites of HPCL
55	Abhishek Kannan Nadar	MMS B	Finance	Future Generali	Equity Research and Analysis of IT Sector
56	Christy Nadar	MMS B	Finance	IDBI Bank	
57	Akshay Patil	MMS B	Operations	Aditya Birla Capital	Building a DTC (Direct-to-Customer) Business model for generating leads for mortgage business
58	Deeptha Patrachari	MMS B	Marketing	Tata Motors	Market research on macro economical factors affecting commercial vehicles
59	Pavithra Raghuram	MMS B	Marketing	Mahindra Bus & Truck division	Market research and Sales for MTBD Commercial Automotives
60	Rajasi Phatak	MMS B	Marketing	Reliance Retail	
64	Pradheep Swamidass	MMS B	Operations	Unimix Equipments	Quality Control and Process Development
66	Prathamesh Rangaswamy	MMS B	Marketing	Ideaearth	Business Development and Social media Marketing on an Innovative Platform.
67	Ashit Shetty	MMS B	Marketing	Parag Milk Food	Market Research on protein consumption in India.
68	Shivangi Shinari	MMS B	Marketing	HDFC Bank	Digitalization in the banking sector
70	Pritam Shitole	MMS B	Marketing	Fab Hotel	Business Developement & Client Onboarding
71	Sudarshan Sunderrajan	MMS B	Marketing	Parle Agro	Market Research for bailley water
72	Sumit Surve	MMS B	Marketing	Calyxpod Talent Solutions Pvt Ltd	Client Solutions and Engagement: Planning & Implementing B2B/B2C marketing plan to increase visibility and end to end process evangelism.
76	Anusha Suvarna	MMS B	Marketing	BPCL	Detailed study about the upcoming Infrastructue Projects in and around Mumbai and their Fuel requirements.
78	Tharun Kumar Rajamani	MMS B	Finance	Bank of Maharashtra	Impact of technology in reducing cost and time of a bank
85	Vaidyanathan Swaminathan	MMS B	Finance	HDFC Life	Equity Research and Analysis

86	Nived Prakashan	MMS B	Marketing	Mahindra Bus & Truck division	Sales and Market Research for MTBD
93	Radhika Venkat	MMS B	Finance	IDBI Bank	Study of 'SME CREDIT APPRAISAL PEOCESS'
94	Vignesh Ramaswamy	MMS B	Marketing	learn Labz	sales and market research of learnlabz app in B2B Market and developing marketing strategies for B2C market
95	Vinod Vellaiyan	MMS B	Finance	Federal Bank	Report on Retail Loans in Federal Bank
98	Vaishnav Gaikwad	MMS B	Operations	Aditya Birla Capital	Collateral Management
99	Dhiraj Yuvraj Patil	MMS B	Marketing	Mahindra Life Spaces	Generating revenue with the help of channel partners in Mahindra Lifespaces
102	Sanal Pillai	MMS B	Marketing	Anand Rathi	Identification of target segment and designing appropriate product shoot for Anand Rathi Group - SME(LAP)
103	Nainika Kaura	MMS B	Marketing	Reserve Bank of India	Harmonising Data Collection and Analysis
105	Aishwarya Gandhi	MMS B	HR	SIEMENS	A study on HRBP with a focus on restructuring process at Siemens India
106	Akshay Rasam	MMS B	Finance	HDFC Life	Equity Research and Analysis
109	Kausthub Shetty	MMS B	Finance	Shipping Corporation of India	Indirect tax compliance and returns filing
110	Divij A Bhadoria	MMS B	Marketing	Godrej & Boyce	Process Management/Optimisation and Digital marketing for Godrej Interio Ecommerce website
111	Shiwani Diwate	MMS B	Marketing	Marico	To study consumer buying behaviour for saffola fittify gourmet and cocosoul in star bazaar churchgate
112	Parag Keni	MMS B	Marketing	ONGC	Gas distribution in India and Abroad
115	Hardeep Singh Jolly	MMS B	Marketing	IAMAI	Production of events from conception through to completion.
117	Hitesh Lalwani	MMS B	Marketing	Parag Milk Foods	Business Development and customer and business analysis
118	Amol Sonavane	MMS B	Marketing	Mahindra Life Spaces	Role of distribution channels in Real estate sector.