

GAURAV SRIVASTAVA

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EDUCATION

• Indian Institute of Management (IIM), Nagpur MBA – Finance & Strategy	2022-2024
• DAV College, Amritsar B. Com – General	2016-2020

PROFESSIONAL EXPERIENCES:

1.) Summer Intern Dubai Leading Technologies Finance & Strategy	2023
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- Conducted market research at a **UAE-based IT security firm** and uncovered **\$50K in revenue potential** through **data-driven insights**, enhancing the firm's **cybersecurity and risk management positioning**.
- Uncovered **\$20K** in annual savings through **financial analysis**, refining **cost structures** and enhancing **operational efficiency** for long-term profitability.
- Performed **variance analysis & reconciliation** on **SAP & Tally reports**, reducing **discrepancies by 35%**, while optimizing **working capital management** to enhance **liquidity**, cut **errors by 30%**, and ensure **audit-ready compliance**.
- Executed **competitor benchmarking & risk analysis**, uncovering **market gaps** and refining **strategic positioning by 10%** to strengthen competitive edge.
- Improved **working capital management** by **25%**, enhancing **liquidity** and reducing **cash flow bottlenecks**, while executing **competitor benchmarking and risk analysis** to refine **strategic positioning by 10%** and uncover **growth opportunities**.

2.) Sales & Marketing Trainee Mozohunt	2023
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- Implemented **consultative selling techniques**, driving **25% revenue growth** and improving **customer retention** & Conducted **market research & competitor analysis**, utilizing **STP method & 4 P's**, refining **customer acquisition strategies** for growth.
- Enhanced **lead conversion rate by 35%**, streamlining **sales funnel** and refining **customer acquisition strategies** to boost engagement & revenue.
- Planned **data-driven marketing strategies**, utilizing **analytics** to enhance **brand positioning by 25%**, increasing **customer engagement by 30%** and market reach.

3.) Head Accountant New Pooja Instruments	2020- 2022
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- Led a **4-member finance team**, streamlining **financial operations** for **100+ workers**, improving **productivity by 15%** and ensuring efficient fund allocation.
- Maintained **100% GST compliance**, preventing **penalties** and ensuring **accurate GSTR-9 filing** for a **₹1-3 Cr turnover**, strengthening financial integrity.
- Deployed **real-time financial reporting**, reducing **data processing time by 20%**, improving **decision-making efficiency & financial accuracy**.
- Optimized **payroll processes**, minimizing **salary errors by 98%** and saving **₹3.75L annually**, improving **workforce payment efficiency & accuracy**.
- Identified **loopholes in financial processes & implemented internal audits**, improving **financial controls by 20%**, while **streamlining data entry & reconciliation**, reducing **manual effort by 30%** & increasing **accuracy**.

4.) Agency Manager Max Life Insurance	2019-2020
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- Developed and managed a **10+ agent sales team**, enhancing **training programs** and achieving **120% of sales targets**, driving team productivity.
- Formulated and implemented **growth strategies**, achieving **30% YoY revenue growth** and expanding **market penetration & client acquisition**.
- Applied **customer-centric sales strategies**, increasing **client acquisition by 25%** and optimizing **policy conversion rates & retention** for sustained growth.

PROJECTS

1.) IIP (International Immersion) Japan IIM Nagpur	2023
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- Participated in a **30-member delegation** representing **IIM Nagpur** in Japan, fostering **Indo-Japan academic collaborations** and gaining insights into **global business environments & cross-cultural engagements**.
- Held discussions with the **Indian Ambassador**, exploring **Indo-Japan business relations** and identifying **collaboration opportunities** to strengthen bilateral **economic ties**.
- Analyzed **Japanese corporate governance & negotiation frameworks**, identifying **best practices** to optimize **business expansion & market entry strategies**.

2.) Management Consulting Project IIM Nagpur	2024
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- Devised a comprehensive **market expansion strategy**, projecting a **35% increase in revenue** through city-wise prioritization, pricing segmentation, and customer profiling across Nagpur and Maharashtra
- Identified **Nagpur's premium customer base (20%)** using population analytics, enabling **targeted marketing** and **25–30% increase in profitability** from high-margin segments
- Built a **scalable financial model** forecasting profits across **4, 8, 50, and 150 outlets**, showing cumulative annual profit growth from **₹2.1 Cr to ₹1214 Cr**
- Recommended **Mumbai, Pune, and Nashik** as top-tier markets using demographic potential and affluence concentration, reducing location risk by **40%**
- **Performed break-even analysis** and optimized cost structure, enabling sustainable scaling across outlets. Maintained **operating expenses under 15%**, ensuring long-term profitability.
- Delivered a **pan-India expansion playbook** leveraging population stratification, supply chain feasibility, and pricing flexibility, creating a **25% uplift in long-term revenue streams**

3.) Critical Problem Solving & Design Thinking (CPSDT) | IIM Nagpur

2024

- Directed a **6-member team**, implementing **innovative engagement models** that reduced **elderly isolation by 20%**, fostering **community inclusion & social well-being**.
- Developed and executed **social engagement initiatives**, increasing **elderly participation by 30%** and enhancing **community well-being & social inclusion** through targeted programs.
- Applied **empathy & emotional intelligence**, fostering **meaningful connections** and enhancing **engagement strategies**, leading to more **effective social interventions**.

SKILLS

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| • Financial & Market Analysis | • Business Strategy, Market Entry & Growth Consulting |
| • Corporate Valuation & Investment Analysis | • Data-Driven Decision Making |
| • Process Optimization & Cost Reduction | • Negotiations & Stakeholder Management |

CERTIFICATIONS:

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| • Corporate Valuation | • Investment Banking & Venture Finance |
| • Business Taxes & Financial Modeling | • Content Marketing & Strategy |

ACHIEVEMENTS & VOLUNTEERING:

- Received a **Letter of Recommendation** from **New Pooja Instruments** for driving **financial optimization**, enhancing **cost efficiency & operational effectiveness**.
- Served as a **Core Sponsorship Team Member** for **IIM Nagpur's Annual Management Fest**, securing **high-value sponsorships** and fostering **corporate partnerships** to enhance event success.
- Led & participated in **blood donation drives**, strengthening **community welfare efforts** and advancing **corporate social responsibility (CSR) initiatives on campus**.

LANGUAGES KNOWN

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| • English | • Hindi | • Punjabi |
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