

GAURAV SRIVASTAVA

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EDUCATION

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

PROFESSIONAL EXPERIENCES:

1.) Summer Intern | Dubai Leading Technologies | Finance & Strategy 2023

- 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

- 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

- 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

- 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

- 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

- 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

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

CERTIFICATIONS:

- Corporate Valuation
 - Business Taxes & Financial Modeling
- Investment Banking & Venture Finance
 - 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

- English
- Hindi
- Punjabi