

# Rounak Basu

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## PROFILE HIGHLIGHTS

- FMCG experience as a Product Management Intern at ITC Limited and Production Officer at Berger Paints India Ltd.
- Ranked among the Top 100 in the E4 MBA Intercollegiate Summer Trainee Awards (India Region) 2024.
- Achieved AIR-14 in the Tezpur University National Entrance Exam, showcasing academic excellence.
- Felicitated with Star Student Award (TIMES) for ranking in the top 6.6% in the CBSE Class XII examination 2015.
- Excelled in extracurriculars, winning the Table Tennis Doubles and placed as Runner-up in Solo Singing at Burning Bush 2024

## ACADEMIC QUALIFICATIONS

Degree	Institute/University/Board	% / CGPA	Year
PGDM	Indus Business Academy, Bangalore	73.6%	2023-2025
M.Sc. Chemistry	Tezpur Central University, Assam	66%	2018-2020
B.Sc.(H) Chemistry	Scottish Church College, Kolkata	53%	2015-2018
CBSE	Kalyani Public School, Barasat	91%	2014-2015
ICSE	Auxilium Convent School, Barasat	83.6%	2012-2013

## SUMMER INTERNSHIP EXPERIENCE

Product Management Intern	ITC Limited	Apr 2024 - Jul 2024
<ul style="list-style-type: none"><li>Led the revamp of ITC's Mangaldeep Devotional App, enriching engagement with Hindu devotional practitioners across India.</li><li>Coordinated with cross-functional teams to meet project goals and timelines by the end of July.</li><li>Streamlined content accuracy with UAT &amp; Translation into 8 languages, cutting UI issues by 94% with detailed checks.</li><li>Spearheaded an exclusive collaboration with 10+ renowned devotional writers to curate and enhance premium in-app content.</li><li>Implemented solutions that led to 98.5% decrease in 135 language-specific data issues, enhancing data integrity.</li><li>Enhanced in-app features &amp; content, resulting in 20% increase in user satisfaction ratings.</li></ul>		

## WORK EXPERIENCE

Production Officer Trainee	Berger Paints India Limited	Aug 2021 - Jul 2022
<ul style="list-style-type: none"><li>Spearheaded daily production planning, aligning operations with shift targets to optimize throughput.</li><li>Implemented real-time data monitoring for filling operations, achieving 99% quality compliance rate &amp; reducing waste by 15%</li><li>Implemented 5S principles using Lean methodologies, achieving 15% increase in overall production efficiency</li><li>Conducted weekly safety training &amp; toolbox talks for 15+ staff, enhancing compliance &amp; reducing workplace accidents by 20%</li><li>Optimized batch cycle time by 20% through capacity estimation and process improvements</li><li>Managed stock records in Oracle ERP, ensuring compliance with corporate policies &amp; enhancing operational standards.</li></ul>		

## ACADEMIC & COCURRICULAR ACHIEVEMENTS

- Selected among the Top 100 in the E4 MBA Intercollegiate Summer Trainee Awards (India Region) 2024.
- Secured 4th place among 30 participants in the Cranium 2024 - Tactic Tweakers Event at CMS Business School, Jain University.
- Achieved 5th position among 25 participants in the Magnovite 2024 - Operations Event at Inter-Collegiate Fest, Christ University

## CERTIFICATIONS

- IIM Ahmedabad Pre-MBA Statistics Certificate – Developed solid foundation in Statistical concepts, preparing for MBA studies, 2023
- Earned Great Learning's Data Analysis in MS Excel Certification, mastering VLOOKUP, Pivot Tables, and Data Visualization, 2024
- Brand Management, London Business School, UK: Aligning business, brand and behaviour to enhance customer satisfaction, 2024.

## ACADEMIC PROJECTS

### Spearheaded Mangaldeep App Audit at ITC Ltd MAB SBU, ensuring the app readiness for Go-Live.

- Executed comprehensive UAT, Content checks, and Admin Dashboard testing, pinpointing and rectifying 48 issues.
- Streamlined data integration, content flow and updates in the curated for you section across 4 modules.
- Conducted meetings with cross-functional teams, enhancing project alignment & expediting app launch by 15%.

### Spearheaded the Sales & Distribution Live project at CavinKare, targeting the FMCG market in Bangalore.

- Utilized analytics to assess product placement in 60+ retail outlets to enhance visibility & increase sales by 20%.

## POSITIONS OF RESPONSIBILITIES

- Infin'IT Club-Core Member: Spearheaded Vikshit Bharat photography contest, gathering 50+ entries via social media; led Excel Workshop on important functions & visualization techniques, Tableau sessions, Python Bootcamp, & conducted AI week for 240+ students.
- Campus Ambassador- IIM Ahmedabad: As Campus Ambassador, boosted Chaos event visibility at IBA Bangalore, attracting 75+ participants & securing 15 finalists in Drama, Street Play, Singing, & Dancing; clinched Peter Song Solo Singing winner at IIM Ahmedabad.

## EXTRA-CURRICULAR ACTIVITIES/ OTHER ACHIEVEMENTS

- Ranked 1st out of 16 participants in the Table Tennis Doubles Championship at Burning Bush, 2024.
- Runner-up in the Solo Singing Competition against 8 participants at Burning Bush, 2024.
- Placed 5th out of 43 participants in the Calcutta Instagrammers Street Photography Competition, 2023.