

Komal Ramesh Bade

ACADEMIC PROFILE				
MBA Marketing	6.51 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025	
Bachelor of Commerce	73.34 %	Matoshree Sumati Chintamani Tipnis College, Neral	2023	
Class XII	81.23 %	Vidya Mandir, Neral	2020	
Class X	74.80 %	Vidya Vikas Mandir, Neral	2018	
AREAS OF STUDY				
Retail Management, Territory Management, Strategic Management, Competitive Analysis, Consumer Psychology, Customer, Relationship Management andNegotiation & Conflict Resolution.				
LIVE PROJECT(S)				1 Month
RFP for McNROE Ltd.		August 2024 - September 2024		
<ul style="list-style-type: none">Live Project: Analyses a market analysis of deodorants, perfumes, and talcum powder sectors of McNROE Consumer Product Ltd. in Bengaluru.Studied existing distribution channels and suggested expansion strategies into the Traditional Trade universe.Responsibilities: Conducted comprehensive market research on the deodorant, perfume, and talcum powder sectors in Bengaluru, while analyzing current distribution channels to identify strengths and gaps. Developed strategic recommendations for expanding into new. customer segments, working independently withminimal guidance from local management to ensure hands-on learning and effective problem solving.				
ACADEMIC PROJECT(S)				
Sales and Distribution				
<ul style="list-style-type: none">During my fieldwork on Dabur Ayurvedic products, I found that while Dabur has a strong market presence, it faces competition from both establishedbrands and local players.I analyzed competitor positioning, pricing strategies, product availability, and retailer margins.The research revealed issues such as inconsistent product availability, but also highlighted strengths like strong brand recall and consumer trust inDabur's Ayurvedic heritage, offering opportunities for improved market positioning.				
Trade Marketing				
<ul style="list-style-type: none">This project is based on Understanding customer promotional activity.Examining the promotional techniques employed by TATA for its Coffee to gain insights into customer needs and develop effective product promotion strategies.Action - observed TATA company offers Mug on the 100 ml Coffee to attract new customer.Result - Understanding how companies strive to showcase their products in a competitive environment to retain existing customers and attract new ones.				
Introduction of Digital Business				
<ul style="list-style-type: none">I developed an Online Ordering System that allowed customers to place orders directly from their smartphones or computers, with an interactivedigital menu for customizing orders based on dietary preferences or allergies.This improved order accuracy, reduced wait times, and enhanced overall customer satisfaction.				
CERTIFICATIONS				
Channel Management and Retailing		IE Business School (Coursera)	2024	
Excel Skills for Business: Essentials		Macquarie University (Coursera)	2024	
Advanced Digital Transformation		IIM Ahmedabad (Coursera)	2024	
POSITIONS OF RESPONSIBILITY				
JAGSoM, Bengaluru	Head of Sales Team for Kanyathon Event			2023
	<ul style="list-style-type: none">Actively participated in organizing and promoting cultural events.Role is driving sales strategy in this event.			
	Cultural Committee Member			2023 - 2024
<ul style="list-style-type: none">Organized and coordinated various cultural events and festivals, enhancing campus engagement.Collaborated with team members to plan events and ensure smooth execution.				
ACCOMPLISHMENTS				
Competition	<ul style="list-style-type: none">Winners of “Brand Karjat,” best business plan for developing Karjat as a destination, showcasing innovative strategies forregional development			
Skills	<ul style="list-style-type: none">Excel, Advanced Tally			