

Poojitha Matangi | PGP-FABMC202400006 | Female | 25

INTERNSHIPS					
The Buddha Institute-Mibbles Food Products Private Limited				(April'2025-Jun'2025)	
Market Research	<ul style="list-style-type: none"> Identified ₹10+ Cr opportunities by strategically mapping 6 millet value chains and analyzing 20+ stakeholders Assessed 20% premium pricing potential by analyzing consumer WTP via 500+ consumer surveys & 30+FGDS Analyzed 50+ firms to build a targeted B2B pipeline across 3 categories Drove content ideation for 6 product lines 				
Strategy	<ul style="list-style-type: none"> Developed a 5+ KPI-led digital marketing strategy targeting 20% conversion uplift Proposed 2 growth strategies Benchmarked 40+ competing brands to strengthen Mibbles brand positioning Developed 3-phase GTM plan Identified 4 new dist. channels & planograms via retail audits in 10 market visits to enhance shelf space optimization 				
Growell seeds				(July'2023-Sep'2023)	
Field Operations	<ul style="list-style-type: none"> Increased 10% seed sales by managing a team of 20 mem Reduced seed returns by 20% Trained 150+ employees Achieved 15% savings in Procurement costs Managed 50+ high quality sector leads by organizing 10+ events Led procurement of 1800 kgs of Breeder & 2250 Q of Foundation seed for 200+ famers, managing outbound logistics 				
Bayer Bio Science Private limited				(April'2023-June'2023)	
Inventory Management	<ul style="list-style-type: none"> Handled 400 T inventory of Foundation & Hybrid Paddy seeds and determined optimal seed stock requirement Oversaw 1000 MT capacity cold storage & Headed data entry operations of hybrid seed arrival through SAP 				
EDUCATIONAL BACKGROUND					
MBA	PGP-FABM,IIM Ahmedabad	2.444/4.33	3.135/4.33 in PGP 2	2026	
B.Sc. (Hons.) Agri	N.S Agricultural College (ANGRAU)	8.1/10	9+GPA in 4/7courses (4 th year)	2023	
Class XII	Sri Chaitanya Girls Junior College (BIE-AP)	95.4%	90%+ in 6/6 subjects	2017	
Class X	Saint Francis English Medium High School (ICSE)	79.5%	80+ marks in 3/6 subjects	2015	
INDUSTRY LIVE PROJECTS					
5S Farms	<ul style="list-style-type: none"> Conducted due diligence on Indian Soft drinks Mkt ₹294.40 Bn assessing growth drivers & Industry tailwinds Accelerated 15% revenue growth via pricing-led GTM revamp across 500+ retail locations Drove 20% recall lift Created a decision-making framework with 10 levers to evaluate 3 strategic options facilitating decision making 			2025	
Univia	<ul style="list-style-type: none"> Designed 1500+ agri input retailer ownership-based telecalling model for Univia,driving 25% repeat-order growth Enabled 100+retailers NPI trials through micro-trial framework, achieving 2x faster scale-up across 2 states Delivered 4x penetration by fixing 5% wallet share by fixing pricing & route-to-market gaps, distribution levers 			2025	
StartShippin	<ul style="list-style-type: none"> Enabled 20% conversion uplift via 5 data-led model Identified 4+ import bottlenecks across 3 markets Performed need analysis of 50+ importers Designed a market-entry strategy by targeting high-value importers 			2025	
ACADEMIC PROJECTS					
ABE	<ul style="list-style-type: none"> Unlocked ₹59K Cr TAM ₹11.9K Cr SAM by designing corridor-based machinery doubling utilization Achieved 2x asset utilization through data-driven machinery sharing model across crop calendars 			2025	
Project Course	<ul style="list-style-type: none"> Formulated a PRA framework for 4 agricultural commodities Evaluated effectiveness of price-risk instruments Assessed cotton futures hedging across 3 states, estimating optimal hedge ratios (22-41%) to reduce price risk 			2025	
RIM	<ul style="list-style-type: none"> Designed lemongrass oil business model projecting 28% IRR & ₹26.9 lakh NPV with 70% operational capacity 			2025	
RAWEP	<ul style="list-style-type: none"> Increased revenue by 15% by suggesting integrated farming Achieved 10% reduction in input costs Improved e-crop registration efficiency by 25% Performed 15+ method demonstrations,engaging 250+ farmers 			2023	
ELP-Vermicompost	<ul style="list-style-type: none"> Realized 74% ROI through target customer sales by generating revenue of INR 68000, in vermicompost Achieved 5% reduction in cost of cultivation by economizing resource use of 500+ kgs of agricultural wastes 			2023	
POSITION OF RESPONSIBILITIES					
IIMA	Scholarship	Supported students for accessing ₹1+Cr in scholarship aid across 20+ schemes through Scholarship Committee			2025
	Exchange	Coordinated 5+ events for 30+ exchange students, overseeing logistics in a cross-functional team			2025
	FComm	Designed 10+ digital creatives for Amaethon contributing to 4.8 lakh+ social media impressions			2024
	FAB Club	Created sponsor reels for Real Fruit Juice, enhancing brand visibility at Amaethon with 4,000+ footfall			
Social Impact	<ul style="list-style-type: none"> Headed a team of 10 and organized 10 organ donation awareness programs with 500+ participants Achieved 20% ↑ in brand reach through targeted promotions on social media platform 			2023	
NSS Secretary	Served as NSS Secretary in college and managed 750+ participants for a period of 7 days in 4 villages			2023	
Mess Secretary	Managed a budget of INR 2 Lakhs+ & supervised mess serving 300+ students and structured weekly menu			2022	
Tour Coord	Oversaw INR 4 Lakhs budget and organized a 7-day study tour coordinating 69 students across 3 states			2022	
EXTRACURRICULAR ACTIVITIES					
Outreach	Co-designed 2 Naturalist magazines on carbon markets and global food systems, accessed by 500+ readers			2025	
NSS	Orchestrated awareness drive on Swatch Bharat Abhiyan by conducting 20+ diverse events across 5 villages			2024	
Literary	Clinched 1 st prize among 70+ in elocution & essay writing competition participants in inter college meet			2023	
Fine Arts	Won 2 nd prize among 50+ participants in Rangoli competition on the theme World Earth Day in college			2022	
Sports	Volleyball	1 st runner up (1/12 players) among 6 teams in the volleyball tournament in inter college sports competition			2022
	Badminton	Bagged runner up position among 50+ in Badminton participants in inter college sports competition			2022
Certifications	Lean Six Sigma Green Belt	Introduction to Digital Marketing	Power BI Projects		
HOBBIES	Cooking	Travelling	Video Editing		