



Ashish Chawla

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Area of Specialization: Marketing and Operations

Educational Qualification:

Degree	College/School	Board/University	Year of passing	CGPA/ Percentage
PGPM	IBS Gurgaon	ICFAI Business School	2020	9.22
Bachelor of Technology (B.Tech)	Chandigarh Group of Colleges, Chandigarh	Punjab Technical University (P.T.U.)	2014	77.1%
XII	Kendriya Vidyalaya, Nepal	Central Board of Secondary Education (C.B.S.E)	2010	72.2%
X	Kendriya Vidyalaya, Nepal	Central Board of Secondary Education (C.B.S.E)	2008	78.2%

Summer Internship at IBS Gurgaon:

- **Company:** “Decathlon Sports India Pvt. Ltd”
- **Project Title:** “To study the experience and expectation of potential and existing customer towards different types of attributes.”
- **Project Area:** Marketing
- **Project Synopsis:** The Summer Internship Program focused on understanding different sport families in the organization and interacting with the customer to understand their needs and wants related to sport equipment. Also, analyzed consumer buying patterns and forecasted demands to customize product availability. Additionally, layout modifications were done in order to enhance customer satisfaction.
- **Duration:** 14 weeks (Feb to May, 2019)

Work Experience:

May 2017-October 2017: Service advisor, Ford Motors (Passenger Vehicle)

- Greeted customer, acknowledged their vehicle related problems, and directed them towards the available technician.
- Communicated the needed repair and services to be done on the vehicle.
- Provided fair time and cost estimate on parts and labor to the customer.

July 2016-April 2017: Service advisor, Pascos, Tata Motors (Commercial Vehicle)

- Updated vehicle details about its performance, mileage and repair work in the CRM software.
- Used comprehensive vehicle assessment sheets (Job Cards) to show major findings in the vehicle and explained additional services needed, to the customer.
- Acted as a liaison between the customer and the repair technician.
- Calculated technician time tickets for labor invested and prepared invoices for the services rendered.

May 2014-June 2016: Actor

- Completed Professional Acting Training at Sanjhaa Sapna Delhi theatre Group.
- Acted in a Television Commercial for McDonalds by Red Ice Productions Pvt. Ltd.
- Worked on a documentary film based on ANTI RAGGING in association with University Grants Commission (U.G.C.) by Stewpot Productions.

Additional Projects Undertaken:

- **2019:** Market survey on Physiopilot for Surgiconcept Limited, Scotland, United Kingdom.
- **2019:** Primary research on understanding customer expectations of service for Decathlon India.
- **2014:** Incidents per thousand vehicle (I.P.T.V.) reduction at Tata Motors Limited, Uttarakhand.
- **2012:** Integrated Cost Reduction at Tata Motors Limited, Pune.

Certifications:

- Marketing research and analysis from IIT-Roorkee in 2019.
- Advanced Excel training program for two days from IBS Gurgaon in 2019.

Professional Skills:

- **Adaptable:** Experience of working with people from diverse backgrounds and cultures.
- **Resource Management:** Managed stock of resources in hand through resource leveling technique.
- **Problem Solving:** Applied successful solutions to difficult problems at workplace.
- **Relationship Building:** Built real time customer need analysis to increase customer retention.
- **Enterprise Systems:** SIEBEL CRM, Auto-Deal, Stores.com

Awards/Achievements:

- Received IBSAF Award for Excellence (Gold Medal) in Summer Internship Program 2019.
- Head of Students' council sports club, Spartans in 2018.
- Secured 1st position in Asia for Moon-buggy Race held at NASA, United States in 2014.
- Honored as the sports leader for 2009-2010 session.
- Secured 1st position in various inter-school sports event (Race, Basketball & volleyball) in 2008.
- Received Macmillan assessment(English) award from The University of New South Wales in 2005

Extra-Curricular Activities & Hobbies:

- Organized various club events in IBS Gurgaon campus.
- Participated in Technical Quotient on Igniters day held by Mahindra Igniters in 2014.
- Volunteered in cultural and technical events of college fest in 2014.
- Participated in "Walkathon-2008" to help children in need.

Personal Details:

- Date of Birth: 20.11.1992
- Gender: Male
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