



**Name** : Anirban Daw

**Date of Birth** : 06<sup>th</sup> September 1993

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**Academic Qualification**

Degree/Certificate	Institute	Board/ University	Year	% / CGPA
PGPM	ICFAI Business School		Class of 2021	8.11
B.Com (Honours)	The Bhawanipur Education Society College	University of Calcutta	2016	57
XII	St. Joseph's College	ISC	2012	83
X	St. Joseph's College	ICSE	2010	71

**Summer Internship**

Name of the Organization	Project Title	Duration
Bata India Ltd	Competitive and perceptual position of Bata in Kolkata	3 months

**Salient Points**

1. To understand the position of Bata against competition at some selected markets in Kolkata on parameters including marketing mix.
2. To understand the perceptual position of Bata on various objective and subjective parameters.
3. Was involved in different operational work including routine data analysis and other projects like impact of Co-vid in footwear retail.

**Awards and Achievements** : -Received scholarship for academics in IBS Kolkata  
-Won the title of 'Mr. Fresher' 2019 at IBS Kolkata's  
"Deluge" event, July 2019  
-Placed 2<sup>nd</sup> in the Entrepreneurship Club Team Event at IBS Kolkata,  
July 2019  
-Placed 1<sup>st</sup> in the Fashion show event in college fest BRIO 2020  
-School Prefect, St. Joseph's College, Class XI & XII

**Computer Proficiency** : MS Office, Oracle, ITE-soft, IBM invoicing tool, iCloud

**Interests** : Anchoring events ,Playing Cricket & Football, Body  
Building, Listening to music

**Languages known** : English, Hindi and Bengali

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