

Akhlaque Ahmed

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Department of Management Studies

RAJIV GANDHI INSTITUTE OF PETROLEUM
TECHNOLOGY
Jais, Amethi - 229304



Name of Discipline: *Marketing and Energy Management.*

EDUCATIONAL BACKGROUND		
MASTER OF BUSINESS ADMINISTRATION (Pursuing)	7.36 (Until 2 nd Semester)	2021- Present
B. Sc. (Geology) , Aligarh Muslim University, Aligarh	67.00%	2021
XII Aligarh Muslim University, Aligarh	61.20%	2018
Xth D.A.V. Public School, Siwan	72.00%	2015
INTERNSHIPS		
Summer Internship at Hindustan Petroleum Corporation Ltd. (HPCL) <ul style="list-style-type: none">Project 1 titled "Awareness & Perception of People Towards HPCL Loyalty Programme"<ul style="list-style-type: none">Conducted a market study of customer's awareness towards the loyalty programme offered by HPCL at retail outlets by studying the perception of more than 200 customers of various regions.Comparison of Loyalty Program offered by IOCL, BPCL and HPCL.Project 2 titled "Consumer Awareness Towards Fueling Application of HPCL HPPAY"<ul style="list-style-type: none">Conducted a market study to analyze the customer's awareness towards the payment solution offered by HPCL via HPPAY App of more than 150 customers of various backgrounds.Comparison of Fueling app of IOCL, BPCL and HPCL.		2022
RESEARCH PROJECTS		
Financial Analysis of Refinery Industry. (IOCL, BPCL, HPCL, CP & MRPL)		2021
Portfolio Analysis of Refinery Industry.		2022
Consumer Perception towards Digital Payments in India.		2022
Sustainable HRM		2022
Marketing Myopia (Nokia & Samsung Case)		2022
Zomato's 10 minutes Delivery Program (Operations)		2022
Strategy of Maggi after Lead Incident (Recapturing Indian Market)		2022
SKILLS		
System Skills Microsoft Office (Excel, PowerPoint, and Word)		
Language English, Hindi and Urdu		
Soft Skills Communication, Flexibility, Accustomed with Teamwork and Leadership		
AWARDS AND CERTIFICATIONS		
"Introduction to Petroleum Engineering" offered by Coursera		2021
"Oil & Gas Industry Operations and Markets" offered by Coursera		2021
EXTRACURRICULAR ACTIVITIES		
"Organizer" in the Annual Common Room Fest in Sir Ziauddin Hall, Aligarh Muslim University, Aligarh		2019
"Secretary of Common Room" at Allama Iqbal Boarding House, Aligarh Muslim University, Aligarh		2018
"Organized" and "promoted" Healthy Lifestyle through Eco Fox Run on Republic Day, University Eco Club, A.M.U.		2018
"Organizer" in the Annual Common Room Fest in Sir Shah Sulaiman Hall, Aligarh Muslim University, Aligarh		2017

Signature: Akhlaque Ahmed

Date: 23/09/2022

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