

Praneel Prasad Nair

Hyderabad, India

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EDUCATION

Manipal Academy of Higher Education (MAHE)

Manipal, India

Bachelor of Business Administration (BBA)

2023 – 2026 (Expected)

- **Awards:** Recipient of the MAHE Scholar Scholarship (2023-2024); Secured 23rd Rank in MET 2023.
- **CGPA:** 8.5

EXPERIENCE

ITC Ltd (FMCG & Tobacco Division)

Pune, India

Marketing & Sales Intern

Jan 2025 – Apr 2025

- **Digital Sales Drive:** Implemented the "ITC Offers" WhatsApp initiative and connected to 170+ Independent Self-Service outlets in the Pimpri-Chinchwad region (Pune). Created localised visual creatives for **Fiana Celebration Packs, Bingo! (50Rs), Mom's Magic Cookies.**
- **Sales Enablement:** Designed and deployed product brochures for F&B and Personal Care divisions, adopted by **30+ Distribution Salesmen** as standard collateral to enhance retailer pitches across Pimpri-Chinchwad.
- **Trade Marketing (Cigarette Div):** Completed intensive 1-week field immersion with Distribution Sales; analyzed ground-level trade marketing tactics, retailer incentivization schemes, and warehouse-to-retail logistics for high-velocity stock.
- **Operations Leadership:** Executed PPMS Route Realignment to optimize field coverage. Analyzed sales volume (Juice UOB) to validate strategy and trained a new Team Leader to ensure project continuity.

Orion Pest Solutions

Hyderabad, India

Business Development Associate

May 2025 – Jun 2025

- **Revenue Generation:** Identified a cross-selling opportunity at a High-Net-Worth residence (10Cr+), diagnosed a colony-wide infestation, and negotiated an **Annual Maintenance Contract (AMC) valued at 4.2 Lakhs.**
- **Key Account Management:** Worked with Regional Head for contract negotiations and service audits with marquee clients including **GMR Airport, TCS, JLL, Trident Hotels, and Phoenix Properties.**
- **Marketing Strategy:** Designed regional sales visual aid collateral leveraging high-profile clients (**Google, Swiggy Instamart, Red Bull**) to support the Hyderabad branch's outbound B2B sales efforts.
- **Operational Agility:** Managed chemical procurement logistics and executed delivery of inventory to client sites.

Trident Hotels (5-Star Luxury)

Hyderabad, India

Sales Intern (Banquets & Rooms)

Jun 2024 – Jul 2024

- **Deal Closure (13 Lakhs):** Managed inbound sales pipeline to confirm **13 Lakhs in revenue**, including a **10 Lakh Banquet contract for a Big 4 Consulting Firm** and a 3 Lakh private banquet.
- **High-Stakes Client Management:** Facilitated site visits for high-profile clients, including **senior representatives from one of India's largest conglomerates** for a potential full-property exclusive booking for the properties **323 guest rooms.**
- **Operations:** Understood and implemented banquet booking software in 3 days; coordinated between Sales, Ops, and the Hotel Manager during high-volume corporate events.

LEADERSHIP & COMPETITIVE ACHIEVEMENTS

State-Level Athlete | Karnataka State Bench Press Competition

- Secured **4th Place**, demonstrating high-performance discipline and resilience.

University Athlete | Inter-MAHE Powerlifting Meet

- Silver Medalist (**2nd Place**); Balanced rigorous 6-day/week training with full-time academics.

College Leadership | Convergence & Concendo Fests

- Secured 1st Place in Convergence Fest and represented the university in Concendo Fest.

SKILLS & CERTIFICATIONS

Certifications: NSE Academy (Futures & Options), Coursera (Excel Skills for Business, Economic Theories)

Technical Skills: Advanced Excel (Pivot Tables, VLOOKUP), PPMS, CRM Systems

Languages: English (Native), Hindi (Advanced), Malayalam (Intermediate), Telugu (Beginner), Odia (Beginner)