

## CURRICULUM VITAE

### PERSONAL DETAILS

**NAME:** AYON BANERJEE  
**FATHER'S NAME:** SUBAL BANERJEE  
**ADDRESS:** 42/15,M.I.D ROAD BEHALA, KOLKATA-700060,  
P.O- PARNASREE, P.S- PARNASREE  
**DATE OF BIRTH:** 05/06/1996  
**GENDER:** MALE  
**BLOOD GROUP:** B '+VE'  
**NATIONALITY:** INDIAN  
**RELIGION:** HINDUISM  
**CASTE:** GENERAL  
**CONTACT NUMBER:** +91 9875597287  
**E-MAIL ID:** banerjeeayon84@gmail.com



### OBJECTIVE

To continuously enhance my knowledge, skill and experience by getting involve in challenging work environment and utilizing it for personal and organizational growth to the best of my ability. Always try to fit mentally and physically.

### ACADEMIC QUALIFICATION

Examination	Institute	Board / University	Year	Percentage
BBA (Bachelor of Business Administration)	Pailan College of Management & Technology	M.A.K.A.U.T	2018	62%
Higher Secondary(H.S)	Mitra Institution (Bhowanipur Branch)	W.B.C.H.S.E.	2015	82%
Madhyamik	Ballygunge Govt. High School	W.B.B.S.E.	2013	84%

### WORK EXPERIENCE

Freshers.

### PROJECTS

- Brand Wars:** A competition where I did market survey for a new brand (Kid-D), a sunscreen which was launched for children
- City Scan:** Surveyed the wholesale and retail outlets dealing in fruits and vegetables at Hemanta Basu market (Taratala)
- Consumer Behavior Survey:** Conducted a survey on the difference in consumer behavior during Online shopping and Offline shopping
- Industry Visit:** Visited Parle and observed the production process at the Dhulagarh factory
- Social Networking as a Marketing Tool:** Conducted research on various marketing techniques using social networking
- Evolution of Monetary Policy in India:** Research on GDP rate in India

## LANGUAGES KNOWN

Languages	Speaking	Reading	Writing
Bengali	✓	✓	✓
English	✓	✓	✓
Hindi	✓	X	X

## HOBBY & OTHER INTERESTS

- Body building, playing cricket, English newspaper reading
- Watching live sports, cartoons, all kinds of movies & listening all kinds of songs.

## ACHIEVEMENTS

- Participated in the Seminar of NCDEX Investor (Client) Protection Fund Trust (2017)
- Won Cricket Tournament in locality and awarded best batsman of the tournament (2017)
- Stood 4<sup>th</sup> in Commerce Section in H.S (2015)
- Won a silver medal in 1000-meter race in the annual sports of school (2010)

## DECLARATION

I hereby declare that the above informations are true to the best of my knowledge. I will be held responsible if there is any discrepancy found.

DATE-

SIGNATURE

PLACE-

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(AYON BANERJEE)