

Summer Industry Immersion Report

Class of 2027

Undergraduate Programme in
Technology and Business Management



A photograph of Mr. Manoj Kohli, Chairman of the Board of Governors of Masters' Union, speaking at a podium. He is wearing a dark suit, a white shirt, and a pink patterned tie. He is gesturing with his right hand, pointing upwards. In the background, there is a large screen displaying a blurred image of a group of people. A yellow callout box in the top right corner identifies him.

Mr. Manoj Kohli

Chairman, Board of Governors (Masters' Union)

Message from the Chairman

This report reflects the hard work, dedication, and enthusiasm our students have demonstrated during their summer immersions at some of the top companies across industries.

At Masters' Union, we emphasise "learning by doing," and these immersion programmes allowed our students to apply classroom knowledge in real-world settings. During their first summer break, they gained exclusive insight into how rapidly growing companies operate. I am immensely proud that our first year students worked at companies that only selected final year students from premier Indian colleges had access to for so long.

They faced challenging situations, took ownership of work streams from start to finish, and were treated as full-fledged employees. This experience was invaluable in helping them grasp the fundamentals of a professional work environment, including time management, task prioritisation, and managing both upward and downward stakeholders.



About the

Summer Immersion Programme

On completing their first year at Masters' Union, students were given an opportunity to engage in industry immersion programme during their summer break. These did not just help them gain exposure but also allowed students to put their classroom learnings into practice.

Some of the projects that undergraduate students at Masters' Union undertook were:

**Corporate
Strategy**

**Social Media
Marketing**

**Sales
Optimization**

**Operations
Management**

**Brand
Management**

Janice Coutinho

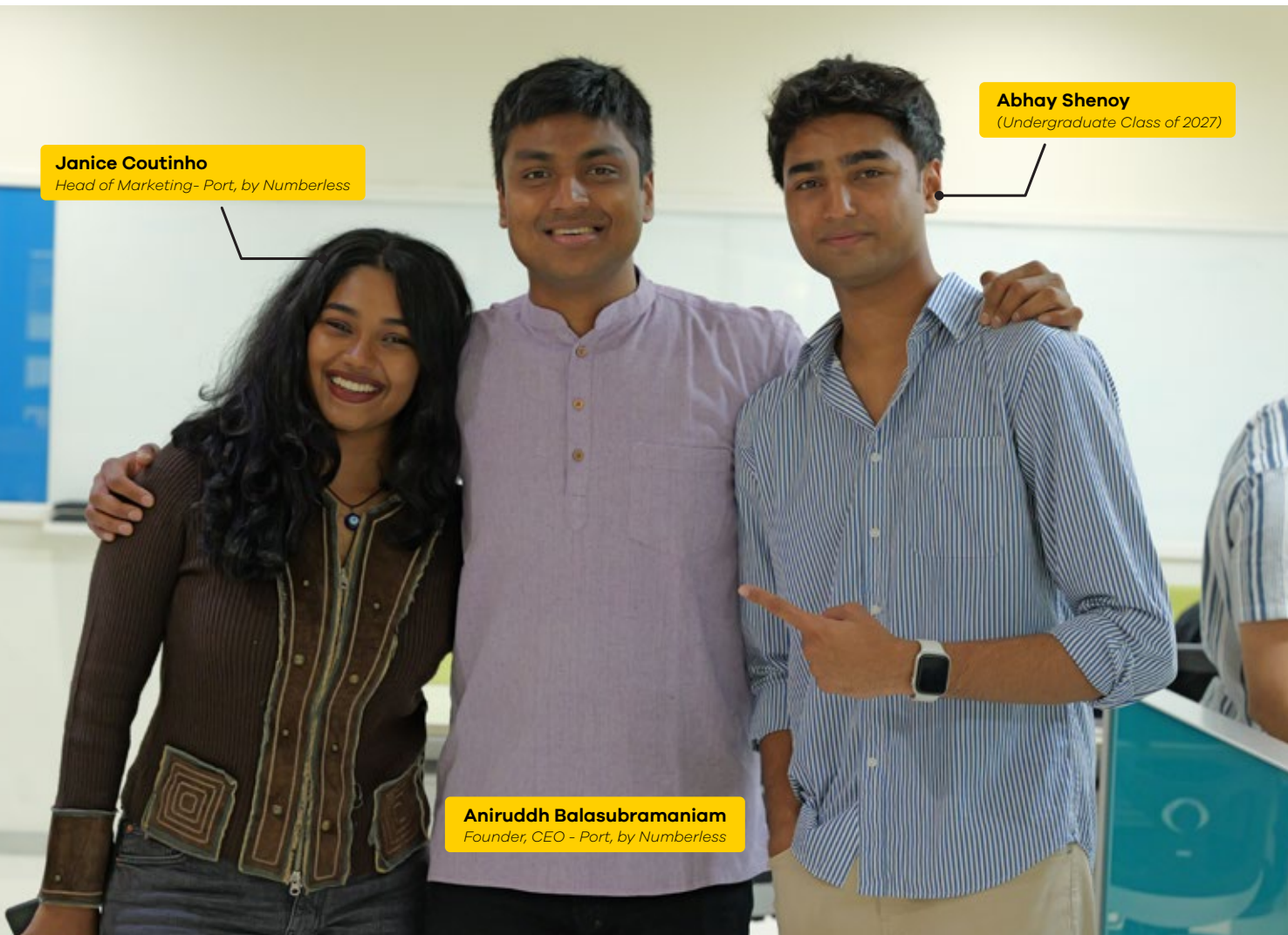
Head of Marketing - Port, by Numberless

Abhay Shenoy

(Undergraduate Class of 2027)

Aniruddh Balasubramaniam

Founder, CEO - Port, by Numberless





Objectives **and Goals**



Gain Practical Experience

Obtain first-hand exposure to a corporate environment.



Develop Skills

Enhance both technical and professional competencies.



Build Networks

Establish and nurture valuable professional relationships.



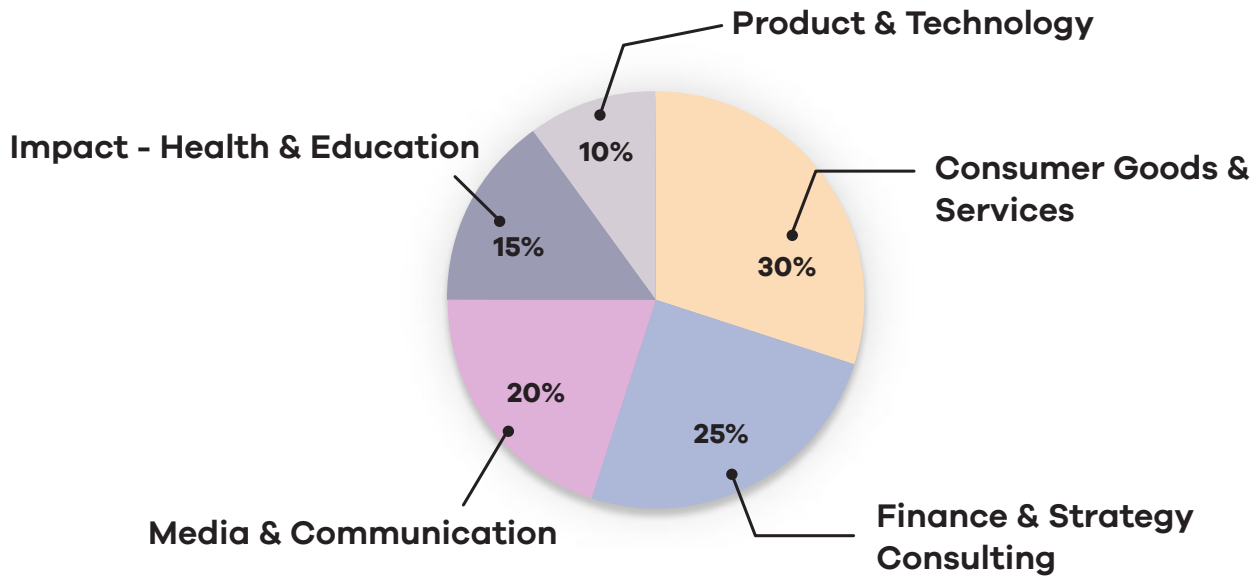
Explore Careers

Identify career interests and align future goals through exploration

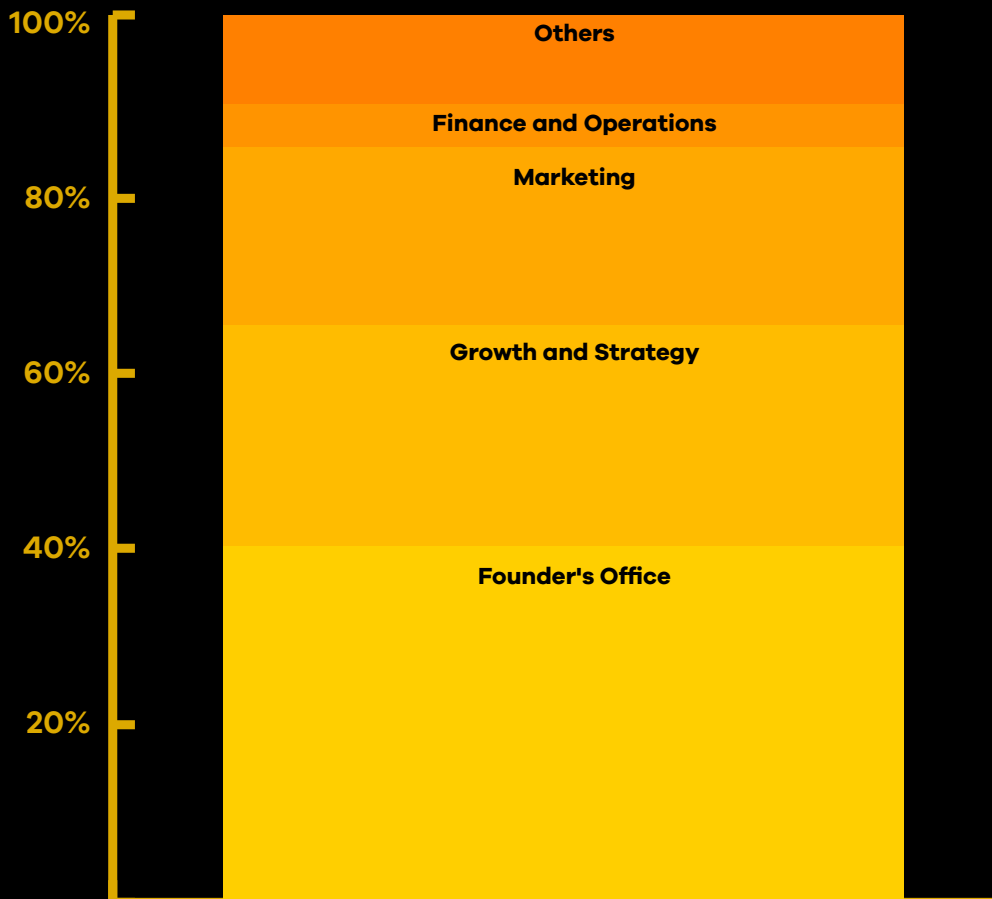


Summer Immersion Statistics

Industries that our students worked in



Roles that the students undertook



50+
Companies



80+
Students*

*Only 80 out of 147 students opted for Summer Immersion Programs with rest choosing to go for Global Immersion Programs, work at family businesses or explore their passions



Product & Technology

zomato

BLU
SMART MOBILITY

shadowfax

Bawdle

numberless

deepsolv

Consumer Goods & Services

IndiGo

chaayos

epigamia

Luxot

JOCKEY

Kozotex

DAMENSCH

solethreads

BLUORNØ

AVATAAR SKINCARE

Beyond Veda

elitty
YOU MATR

ikas

JMS FRESHROOT

Impact - Health & Education

PEE SAFE

seekho

STRATEGY4GMAT

shiksha

know snack

trulymadly

Finance & Strategy Consulting

EY
Building a better working world

gromø

CUSHMAN & WAKEFIELD

Nandan Advisors LLP

Growth CAPITAL

RevX
powered by affle

THIRD UNICORN

FavcyX

Media & Communications

The Indian EXPRESS

SOCIALSENSE

probo.

The THOUGHT Co.

growth rocket

inshorts





Jeet Shah

(Undergraduate Class of 2027)

Intern At



Team

Brand Marketing

Location

Gurugram, India

"I have been excited about aviation industry since I was a little kid. This summer, I was able to achieve my dream by interning at IndiGo Airlines, the world's sixth-largest carrier!"

Key Tasks and Learnings:

- Market research and business development
- Marketing strategies development and deployment
- User journey mapping and marketing inventory management

"This experience culminated in the successful launch of IndiGo's business class and loyalty program, marking a significant milestone in the airline's history."

RECRUITER'S FEEDBACK: *Ruchika Gupta, Marketing Director, IndiGo Airlines*

"From the outset, he demonstrated intelligence and was proactive. Despite a brief tenure, he quickly became a valuable member of the team."

Seerat Virk

(Undergraduate Class of 2027)

Intern At

 **The Indian EXPRESS**

Team

CEO's Office

Location

Noida, India



"Media industry offers learnings not just in that industry, but also has its eyes and ears everywhere you can think of! This is why working in the strategy team of India's most respected national daily wasn't something I could pass up on!"

Key Tasks and Learnings:

- Business growth strategy
- Market research
- Brand development

"The entire team was kind to interns, they were patient with us and ensured we are motivated at all times. I am particularly happy about the friendships I nurtured during my time at the company."

RECRUITER'S FEEDBACK: *Saurabh Rajvanshi, CEO's Office, Indian Express*

"Key strengths of Seerat have to be her ability to learn quickly, communicate effectively and solve complex problems proactively. She adapted rapidly, collaborated well with the team, and consistently delivered high-quality work."



Sabarna Jana

(Undergraduate Class of 2027)

Intern At
epigamia

Team
Quick Commerce and
Social Media Marketing

Location
Mumbai, India

"I knew I had to get in at Epigamia as I have been one of the earliest consumers of their products and resonated deeply with their brand vision."

Key Tasks and Learnings:

- Need-gap analysis (as taught in marketing course at MU)
- Data analysis using Excel

"During this immersion, I was able to apply apply my classroom learnings from Dr. Bhupesh's marketing class as well as the teamwork concepts I learnt in the Organisational Behaviour Course."

RECRUITER'S FEEDBACK: *Devanshi Shah, AVP - Marketing, Epigamia*

"He's helping us pave the way for a completely new direction for the brand. It's surprising that he's in his first year especially in terms of the knowledge he brings to the table."

Dhruv Lakra

(Undergraduate Class of 2027)



Team
Product Development

Location
Gurugram, India



"At Masters' Union, I hosted a panel discussion with BluSmart founder, Mr. Punit K. Goyal, which made me recognize my own interest in the EV ecosystem."

Key Tasks and Learnings:

- Data analysis to build user-friendly products
- Cross-functional team collaboration

"BluSmart offered me a dynamic environment where I could directly approach the top management, including the founder, with my ideas."



Dhruv has been offered an internship by BluSmart for his exceptional performance during the summer.

RECRUITER'S FEEDBACK: *Monil Jayeshkumar Khatri, Expansion Lead, BluSmart*

"Dhruv joined us in a very interesting phase of the company and it was unexpected for us to find someone who would grasp things very quickly. In those terms, I appreciate Dhruv's agility and his quick learning attitude."



Abhay Shenoy

(Undergraduate Class of 2027)

Intern At

numberless

Team

Marketing, User Research
and Acquisition

Location

Gurugram, India

"As an entrepreneur, designer and a podcaster, practical learning has always been my priority."

Key Tasks and Learnings:

- First principle thinking
- Brand positioning
- Brand performance

"I can't wait to take these corporate environment learnings back to my other ventures and see how they fare!"

RECRUITER'S FEEDBACK: *Janice Coutinho, Head of Marketing, Numberless*

"We really value Abhay's opinions here at Numberless. Apart from assisting us with day-to-day tasks, he also contributes to bigger ideas."

Palak Dua

(Undergraduate Class of 2027)

Intern At



Team

Risk and Audit

Location

New Delhi, India



"As a first year student, getting to work for one of the Big 4 was a privilege. I enjoyed my time at the company not just for work but also the other activities like team lunches, bonding sessions, & Friday events."

Key Tasks and Learnings:

- Risk management and control evaluation
- Financial analysis and reporting
- Audit compliance and regulations

RECRUITER'S FEEDBACK: *Anand Parab, Associate Director, EY*

"She showed willingness to expand her knowledge and worked enthusiastically on her projects."



Aryan Popli

(Undergraduate Class of 2027)

Intern At



Team

Sales and Marketing

Location

Gurugram, India

"I grew up in a family involved in real estate investment and development. I have always been fascinated by this industry and thus I chose Cushman and Wakefield. This company has a strong industry reputation and a challenging yet supporting work environment."

Key Tasks and Learnings:

- Real estate marketing
- Networking and relationships building
- Project management

"To become a true business leader, one needs to know how to sell. I believe the highlight of my immersion program was sitting in the office cafeteria and making cold calls. It was a unique and truly enriching experience for me."

RECRUITER'S FEEDBACK: Kabier Malik, Account Manager, Cushman & Wakefield

"Aryan has become a critical resource and a sincere contributor to the business rather quickly. He's extremely proactive and understands the market well. He has a keen eye for marketing and his quick witted skills will definitely take him ahead in life."

Gyan Banjan

(Undergraduate Class of 2027)

Intern At
ZEROPE

Team
Sales and Marketing

Location
Gurugram, India



"I have always been confident about my communication skills and my mentors recommended a sales stint can give me a chance to leverage these skills to drive revenue. My experience at ZeroPe gave me a chance to put myself out there to sell despite being new to fintech industry."

Key Tasks and Learnings:

- Sales funneling
- Healthcare debt fraud detection and prevention
- B2B sales and partnerships

"I was challenged to convert a huge client that the company had tried to convince several times in the past but were never successful. Within two weeks I was able to successfully close this client leaving the company's management stunned."

RECRUITER'S FEEDBACK: Ashneer Grover, Founder, ZeroPe

"Gyan helped increase ZeroPe's healthcare network substantially and outperformed our expectations. If his college schedule permits, we would love for him to join our team part-time. He will always have a place at ZeroPe or with any of my other companies once he graduates."



Om Jambhale

(Undergraduate Class of 2027)

Intern At



Team

Finance and Business
Development

Location

Bengaluru, India

"I got a chance to work under the Director of Finance at a \$600 million startup on the brink of an IPO. It was a dream come true for a 19 year old. E-commerce has always intrigued me, and logistics is the backbone of it all. When I got the chance to immerse myself in the heart of India's startup scene, it was an absolute no-brainer."

Key Tasks and Learnings:

- Cost and revenue optimisation
- Buyout due diligence
- Client reconciliation and vendor billing

"I thoroughly enjoyed the experience not just in office but outside as well. We celebrated a successful end to the week in Koramangala on Friday nights, it was the perfect blend of work hard, play hard."

RECRUITER'S FEEDBACK: *Nirmiti Varkanthe, Director of Finance, Shadowfax*

"He is entrepreneurial. He asks relevant questions and that shows his depth of understanding at such a young age."

Arnav Adhlakha

(Undergraduate Class of 2027)

Intern At

Chaayos

Team

Founder's Office

Location

New Delhi, India



"During the immersion, I got to be a part of a close-knit team that provided me with continued support and guidance. Chaayos team created an environment of ownership, entrusting me with significant responsibilities from the start"

Key Tasks and Learnings:

- Supply chain optimization and management
- Strategic delegation to external partners
- Vendor sourcing and procurement strategy

"My team was accommodating and helped me develop crucial skills throughout the immersion. What stood out the most was the company's culture, where people are always the priority. This supportive environment made a lasting impression on me"

RECRUITER'S FEEDBACK: *Mr. Naveen Gupta, Head of Operations, Chaayos*

"Arnav played a key role in the successful launch of a new crockery project at our cafes, managing everything from product development to execution in just 45 days. He was highly proactive, taking full ownership of his responsibilities and consistently driving progress, even ensuring regular updates despite my busy schedule."



And that's not all



Rajas Gupta

Product and Technology at

DaMENSCH



Chetan Kothari

Operations at

DaMENSCH



Aarya Pranshu

Product and Technology at

DaMENSCH



Yash Jain

Sales and Marketing at

 **JOCKEY.**



Arnav Adhlakha

Founder's Office at





Shivangi Sud

Founder's Office at





Arnav Hasija

Sales and Marketing at





Reyyan

Ads Operation at





Subir Mann

*Business Strategy,
Founder's Office*







Sneha Panthary

Sales at

ZEROPE



Tanmay

Sales at

ZEROPE



Manan Singh Baweja

Sales at

ZEROPE



Ayuj Kaka

Sales at

ZEROPE



Geet

Sales at

ZEROPE



Lakshya Jain

Sales at

ZEROPE



Sargun Kaur

Brand Manager at



Nishchay Maurya

Investor Relation at



Keshav Kawna

Investor Relation at



Maanya

Corporate Strategy at



Ishika

Intern with



Vedit

Intern with





Tanya Goyal

Growth at



Aarjav

Growth at



Arhum

Growth at



Suvansh Chopra

Growth at



Aniket Bisen

Intern at



Divyanshi Gupta

Founder's Office at



Aru Srivastava

Intern at



Devansh Asawa

Business Finance at



Lavanya

Investments at



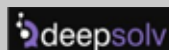
Krish Arora

Research at



Debraj Bandyopadhyay

Founder's Office at



Pratham Dua

CEO Office at





www.mastersunion.org | info@mastersunion.org

DLF Cyberpark, Phase II, Udyog Vihar, Sector 20, Gurugram, Haryana, 122008

