



Anurag Mishra

Bellaguntha, Ganjam, Odisha, Pin-761119

Phone No: +91 76810 23592

E-mail id: anuragmishra9040@gmail.com

LinkedIn: [linkedin.com/in/anurag-mishra-mba](https://www.linkedin.com/in/anurag-mishra-mba)



CAREER OBJECTIVE

To leverage my MBA in Marketing & Finance, strong analytical acumen and corporate experience to deliver customer-centric, solutions while building a career in Brand, Product & Category Management, and strategic business leadership roles.

CAREER SUMMARY

- **MBA (Marketing & Finance)** candidate with proven experience supporting enterprise operations, distribution expansion, market research, and business analytics through corporate assignments at **Indian Oil Corporation Limited and ITC Limited**.
- Recognized for academic excellence with **All Odisha Rank 1 in OJEE MBA 2025**, combining analytical rigor, stakeholder engagement, and execution-focused problem-solving to drive business growth in **Brand Management, Product Management, Category Management, and General Management**.

EDUCATIONAL QUALIFICATION

Degree	Institute	Board / University	Year	Grades	Subjects / Specialization
MBA	BIITM, Bhubaneshwar, Odisha	BPUT, Rourkela, Odisha	2025-27 (continuing)	8.6	Marketing & Finance
B.Sc.	TSD Degree College, Bijay Dhanurjay Pur, Ganjam, Odisha	Berhampur university, Ganjam, Odisha	2019-22	9.0	Physics(Honours)
12th Class (Science)	SMIT Science Residential College, Ankushpur, Berhampur, Ganjam, Odisha	CHSE, Odisha	2017-19	74.83%	PCM Specialized
10th Class	Rayat Bisoyi High School, Ganjam, Odisha.	BSE, Odisha	2017	83.16%	All Subjects

SUMMER INTERNSHIP PROJECT (SIP)

- Company** :- **ITC Ltd.**
- Title** :- An Empirical Study on Distribution Expansion and Retailing Performance in ITC FMCG
- Duration** :- Two months (60 days)
- Objectives** :- To evaluate the impact of ITC's distribution expansion on retail outcomes such as availability, sales support and retailer willingness to stock the brand.
- Contributions** :-
- Conducted primary market research across **400+ retail outlets** covering **37 market beats**.
 - Identified **120+ unserved outlets**, generating actionable recommendations for distribution expansion.
 - Collaborated with **3 distributor points**, Area Executives, Supervisors, and Distribution Salesmen to understand FMCG sales execution.
 - Enrolled **50+ high-value retailers** under the **Aashirvad Mahotsav Atta Retailer Scheme** through effective stakeholder communication.
 - Studied the **Distribution Salesman Performance Matrix (DSPM)** to understand sales productivity, KPIs, and route planning.

WORK EXPERIENCE

Company	:- Indian Oil Corporations Limited.(IOCL)
Role	:- Graduate Apprentice (Marketing Division)
Tenure	:- Twelve months (1 year)
Business	:- Supported legal operations, SAP-enabled workflows, litigation management, and corporate MIS reporting within one of India's largest energy companies.
Exposure	
Contributions	:- • Managed documentation for 300+ litigation cases through LAMP and ProVakil. • Processed approximately 20 advocate invoices per month. • Prepared monthly MIS reports tracking registered and disposed cases. • Redesigned property and advocate record management systems, improving documentation efficiency. • Assisted in compliance reporting, documentation, vendor coordination, and enterprise record management.

SEMINAR/CONFERENCE/WORKSHOP ATTENDED

- Attended a conference on Samrudhha Odisha 2036 Conclave organized by “The Utkal Chamber Of Commerce and Industry Ltd.”
- Attended and participated Marketing Conclave “Markclave 2.0” at BIITM.
- Attended AIMS annual convention 2025 Organized at SOA University.

COMPUTER PROFICIENCY & TECHNICAL SKILL

AI Tools: ChatGPT, Claude, Canva, Gemini, Copilot, NotebookLM, Perplexity, Gamma

Business : Brand Management, Product Management, Sales & Marketing, Market Research, Retail Analytics, Consumer Insights, Distribution Management, Trade Marketing, Business Analysis, Strategic Planning

Technology : Microsoft Excel, PowerPoint, Word, Outlook, SAP (Basic), Power BI (Basic), SQL (Basic), R (Basic), LAMP, ProVakil, Google Sheets

CERTIFICATION

NPTEL

- Technology Commercialization & New Product Development – IIT Bombay
- Supply Chain Analytics – IIT Roorkee

Coursera

- Product Management: An Introduction – IBM
- Delivering Quality Work with Agility – IBM
- AI for Everyone – DeepLearning.AI
- Introduction to AI – Google

AWARDS RECEIVED & ACHIEVEMENTS

- All **Odisha Rank 1** – OJEE MBA 2025
- Winner – **FinQuiz** (Finance Competition)
- Runner-up – “**Udyami Chintana Business Idea Competition**”
- Department Topper – B.Sc. Physics
- Dean’s Merit Group, Merit Scholarship holder.
- Featured in: The Indian Express, Times of India, Sambad, Samaj, Pragativadi, Other leading publications

PERSONAL INFORMATION

Father Name:	Mr. Tapan Kumar Mishra	Nationality:	Indian
Mother Name:	Mrs. Radharani Mishra	Blood group:	O ⁺ ve
D.O.B:	5 th February 2002	Permanent Address:	Bellaguntha, Ganjam, Odisha, Pin-761119
Gender:	Male	Languages Known:	English, Hindi, Odia.

DECLARATION

I do hereby declare that all the particulars furnished above are true to the best of my knowledge and belief.

Date:

Place: Bhubaneswar

Anurag Mishra