

*“Find something you are passionate about and keep tremendously interested in it”*

– **Julia Child**

These words take me back to my childhood and I reminisce the time when I had an ardent desire to choose medical as my profession; my father being the inspiration for the same due to his profession of a Gastroenterologist. However, one thing that caught my attention was the manner in which advertisements were curated on the television. Right from different hospitals, universities, to consumer goods: the world of Marketing began appealing to me at the very onset of my encounter with the digital world. It further progressed as I stumbled upon a book owned by my father on ‘Brand Positioning: Strategies of Competitive Advantage’ by Subroto Sengupta. It gave me a solid foundation in familiarizing myself with the functioning of companies, the formation of brands, strategizing and market positioning of brands, and strengthened my simmering interest in the field of Marketing. I progressed to study Science in my high-school and despite battling severe illness, picked myself up and fulfilled my ambition of taking admission at SRCC. My interest in Marketing continues as I studied related subjects as part of my curriculum. My active participation in the Computers and Mathematics society, along with the student union of the college gave me a first-hand introduction to implement Marketing concepts in the real-world as I successfully ideated the marketing planning campaigns for these. I now aspire to cement my interest in this domain by taking up a master's course in Marketing at the <**university name**> in the UK.

My understanding of Marketing concepts comes from some of the subjects that were an integral part of my college curriculum. Principles of Marketing taught me the analytical skills needed for successful strategizing and the process of brand creation, Advertising as a subject brought me closer to the world of selling ideas and dreams to people in the most engaging manner. Principles of Management introduced me to concepts of leadership, teamwork, handling of the corporate environment and subjects like Business and Corporate law acquainted me with the ethos that every company needs to follow. Furthermore, I also studied subjects like HRM, Corporate Accounting, Financial Accounting, Cost Management, Management Accounting, Financial Management, Micro Economics, Macro Economics, and Indian Economy I & II: all of which helped me to delve deep into the world of Marketing and its functioning. I've always aimed for overall development of my personality and thus I always participated in workshops and events that gave me accurate chances to broaden my learning horizons. From taking part in the discussion on India and Australia: The need of new generation of entrepreneurs' at SRCC MBS Indo Australian Initiative, 2017 to participating in workshops and exhibitions like SRCC-UWEC, SRCC- University of Rochester, Innovation workshop at Xerox, SRCC-Royal Credit Union, and SRCC-MCNY; all of which were conducted as part of the INDO-US COLLABORATIVE PROGRAMME, SRCC for the duration of a month in October, 2017, I received the tremendous opportunity to enhance my knowledge. In the year 2018, I was selected in the Harvard College US-INDIA Initiative as well.

Furthermore, I was selected by E&Y as an intern and was trained in the Tax and Regulatory department for a duration of 2 months. I researched on the development of various FDI policies by the government in various sectors of the economy, made an elaborate presentation on those developments, and also worked on various sample cases related to FEMA. Throughout my academic life at college, I utilized my innate leadership ability in taking responsibility for various events. I served as the Academic Affairs Secretary at SRCC and Chief Coordinator for CMS as well. Being a true altruist, I helped in creating more awareness about environment protection activities as part of the organizing team of centre for the green initiative at SRCC. The desire to contribute towards the upliftment of society propelled me in organizing blood donation camp at SRCC; wherein we collected 130 donations out of 170 applicants in just a day. I also paid my respect to the Jawans who were martyred in the recent Pulwama attack that occurred in India by initiating a CRPF fund collection at SRCC.

As a Commerce graduate, I am acquainted with the various aspects that revolve around running a business. Through this master's program at your coveted university, I now intend to receive a specialization in Marketing by learning its practical implementation in reaching organizational objectives. I also aim to grasp knowledge about Brand Management and Consumer Psychology that would add more value to my existing knowledge of Finance and Accounting, and enable me to work in the marketing team of a top-notch company in the near future. I am excited to become a part of the <university name> as it offers the best amalgamation of theoretical knowledge and practical learning. It promises its students an experience of a lifetime through its world-class education structure, a brilliant line-up of professors, and the presence of students from different walks of life. Its country of location is the UK, which adds more credibility to this master's program as this country has a penchant for producing some of the best brands in the Marketing world.

I hope that my profile resonates with the values of your university and you give me this golden opportunity to prove my mettle once again in a new country and turn my dreams into reality.