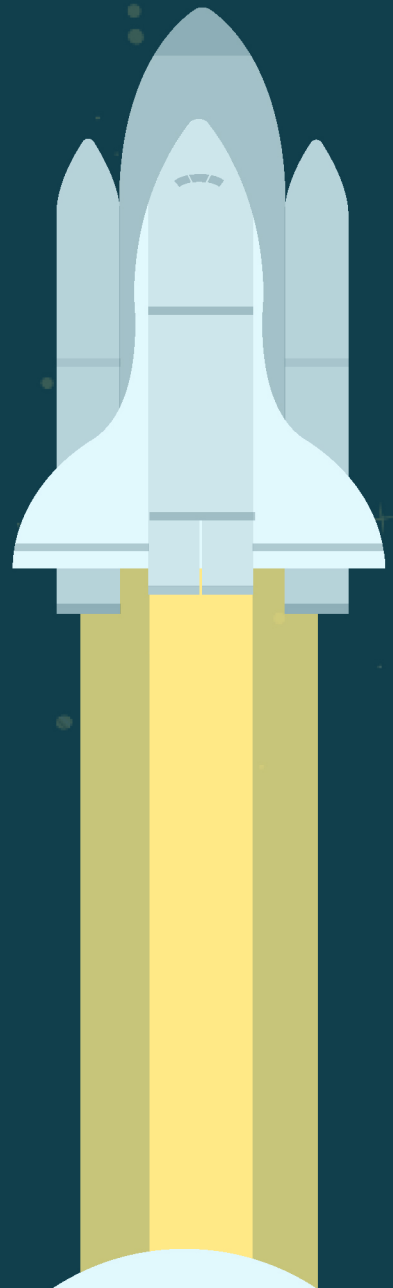


# Masters in Management Admission Essays

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## **Business : Scholarship Essay - M7 Business School**

### **How Do I Shape India's Future?**

I believe that India's future shall be shaped by the youth of the country. In order to channelize their energy, I started XXX, a youth-led non-profit that brings together the startup ecosystem to the social enterprise sector.

Through XXX, we have been able to develop young people's capacity for social impact. We provide them a platform to engage with the multi-stakeholder community and give them access to an ecosystem for young social entrepreneurs. We have taken XXX to 6 major cities in India and have supported over 5,000 social entrepreneurs. We have been able to do so by organizing over 100 workshops, mentorship from 60+ experts, building linkages to incubators and impact investment funds, and access to 20 co-working spaces in India.

XXX is a culmination of over ten years' experience that I have gathered working in the development sector and startup accelerators. At Seventeen, I was selected for British Council's *Global Changemakers* Summit. From there, I started a project on waste management which grew into one of the most successful models of decentralized solid-waste-management in India. I realized that there are many young people who have a keen interest in the *Social Impact* space. However, they do not pursue this path professionally. This led me to start XXX.

Stanford, which is an institution for entrepreneurs, will give me an opportunity to learn and build XXX into a global organization. I hope to galvanize the social enterprise sector through XXX and shape India's future.

## **4 Billion Dollars in Deals**

### **The Deal Professional**

I have worked on more than 15 transactions with a cumulative deal value of 4 billion USD (and an additional 1 billion USD in the pipeline). These transactions have involved both financial and strategic buyers, and have been spread across diverse sectors such as pharmaceuticals, steel, healthcare and ecommerce.

I have worked with clients and targets from different cultures and regions such as Japan, Singapore, United States of America, U.A.E, Europe, and India. Working in both emerging and mature economies has helped me acquire deep skills and get me started on an exhilarating transaction-advisory journey!

### **How I got here...**

Foundational experiences at school and college set me up for professional rigor and success. They are detailed below –

#### **1. Rigorous Academics**

I have always been a diligent student and have a good academic record right from school to college and beyond. From getting the scholar's badge, tie and blazer in school in every class from grade 1 onwards, to persevering and qualifying one of the country's most prestigious professional qualifications (XXX), I have maintained a meticulous work ethic all throughout.

#### **2. The Sportsman**

My first brush with operational leadership came at a cricket pitch! All through school, I played table soccer, throw-ball, tennis, cricket, football and badminton at various levels. In fact, I represented my city at a national level table soccer tournament twice, and also played throw-ball at a state level for 2 years.

#### **3. Grassroots Leadership and teamwork**

Even though I was concurrently pursuing stage II of the XXX examinations during college, I was actively involved in organizing events and volunteering. I was the vice president of the commerce department, a deputy editor for the department journal and a coordinator for the placement cell. During the course of these responsibilities, I worked with students of about 26 undergraduate courses from all states of XXX. This helped me build a capacity for connecting with people of multiple ethnicities and interests.

#### **4. Multi-dimensional interests**

I developed an interest in Model United Nation (MUN) at school. This, I nurtured at college and beyond across many state and national level representations. I have been an avid debater and have participated and won in various inter-college business case competitions as well. I have tried to be a responsible civil society member and have participated in a few blood-donation drives. Through all of this, I exercised my various interests and became who I am.

Going Forward...

#### **1. <M7 Business School> and consulting**

The XXX MBA, with its inherent focus on consulting and strategy, will help me develop as a well-rounded deals professional. It will help me transition from performing book due diligence to strategic advisory at a leading consulting firm.

I am sure that I can add rigor and depth with my transaction advisory experience to the Johnson's MBA cohort of 2018.

## **Business : Statement of Purpose (SOP) - Masters Program in Management**

I am at a crossroad now. After spending 3 years at XXX going through a transformational academic journey, I have started to understand that businesses are not just built by managerial excellence. Knowledge led inputs which disrupt and change status quo are essential to build innovative and sustainable businesses. Therefore, I want to be a management consultant and a thought leader. Through my work, I aim to continuously challenge existing paradigms and evolve newer patterns. My vision is to use analytics and leading edge consulting practices to drive business growth and transformation. In order to support this objective, I intend to further my understanding of building a business through deepening my academic and professional experience and then go on a journey of iteration and discovery.

I come from a family of entrepreneurs and understand what it takes to build a business. My grandfather, started a business in 1976 that grew into the iconic XXX brand. (website link) Starting from a small town in XXX, he grew it to a 20 mm \$ brand over a period of ten years. I could see that it takes years of persistent hard work to build a business. My dad is an entrepreneur of sorts, started a new life at the age of 40 and now is the CEO of Projects and Engineering Solutions business (website link) at one of the largest distributed logistics firm in XXX. I am deeply inspired by their journey and intend to be a business builder, just like them.

I built grassroots leadership through playing football. Football taught me to be a team player and understand that each and every person contributes to building success. I played for the university Futsal team in my first year, which went to many parts of the UK and competed in various competitions and friendly games. As a captain of the school team I worked hard to bring out the best of every team member and learn valuable leadership lessons in the process. During my school years, I represented my country at the international level in football, as I was selected to represent XXX in the U-14 at the Arsenal FC international soccer festival held in Royal Holloway College, UK, along with getting selected for the AC Milan camp held in Italy the same year. Football helped me transcend boundaries and understand the value of sticking with your team. It helped me inculcate values like discipline and rigor and helped me become a more focused individual.

I have done my undergraduate studies in management and have built foundational knowledge of how businesses operate. Not only did I finish in the top ten percentile of the

class, I also learnt important lessons along the way. For example, I understood that businesses make mistakes but it takes courage and smart maneuvering to come out of those. The case analysis of Samsung Galaxy after it suffered a major recall and quality issue on its Note 7 mobile phones was pivotal in building my understanding of the same. Also, as a part of my advanced marketing course, I did an extensive study of network economy and understand the operating variables that help you become a market leader. As a part of the subject, I did a paper on Uber's business practices and scored top grades in that. All of these experiences built my understanding of business management and helped me become a better problem-solver. The process of learning was very different from what I was used to at my school in XXX. I worked extensively in teams and relied on self-study to learn subject matter skills. As I juggled across multiple projects with team members from multiple nationalities and cultures, and worked on tight timelines I went from strength to strength and evolved into a new person.

I quickly realized that I needed to supplement my learning through practical experiences. I am right now working in the corporate finance team responsible for M&A activities at PwC XXX. As I analyze target firms and dissect their underlying business variables, I am able to look at a business from a holistic perspective and understand complementary parts and processes that make sense from the perspective of a buyer/ acquirer. Earlier, I interned with ECU worldwide and worked with them at their multiple offices – XXX, XXX and XXX. Not only was I able to understand a large business and its many moving parts, I was also able to quickly adapt to different cultural dimensions of a different city. ECU is a global leader in NVOCC (non-vessel operating common carrier) services. As I was responsible for ensuring cargo protocols for specific countries, I could understand that each location has a nuance which needs to be responded at a local level while maintaining the global standards that a company like ECU demands. I have also worked at XXX – one of the largest auto-parts manufacturers. There, I researched on the automobile industry and looked at its growth drivers. This was a seminal experience in business planning and the details that get into building a yearly budget for a business. I could understand how strategy is built and manifest itself through the operating plan of a business. I spent 2 months at XXX's factory at XXX in the summer of 20XX. As a part of the supply chain team, I could understand the flow of goods and how industrial processes add value to a basic agri-product. In the process I also interacted with the wholesalers and distributors and could appreciate the extent of the distribution footprint that is needed to ensure availability of products in a wide geography like

XXX. All of these experiences allowed me to understand different aspects of businesses in detail and have helped me acquire a thorough understanding of operating a business.

I want to be a management consultant because it allows me the opportunity to work closely with multiple businesses and solve the problems that they face. I firmly believe that management consulting offers one of the steepest learning curve wherein I can apply the lessons that I have learnt at school. It, along with my academic grounding would provide a strong base for my professional enhancement and growth.

Before I start on an enhanced trajectory in life wherein I focus over and beyond managerial excellence and build enabling business ecosystems, I need to develop additional skills. I would like to take advantage of the excellent immersive experience that XXX provides through this program – challenge my existing beliefs and develop more enduring ideas and facilitated by this program go on a journey of development.

XX School MS shall help me in two ways in realizing this goal. First it gives me access to a network and community which I can leverage to build my understanding of how business consulting operates, and second, it would help me build relevant credentials and academic experience. During my stay at the XXX, I intend to be a part of the Consulting Club at XXX. I would like to meet existing practitioners and business managers and supplement my learning in the class through practical experience. (I am passionate about putting my skills to test in real-business situation and LSE Life would be my way of getting a more practical orientation./ UCL with its focus on 21<sup>st</sup> century teaching and tailored international curriculum would be best suited to support my career and academic ambitions./ Imperial College provides an excellent blend of research driven practical management curriculum which is appropriately suited to support my career and academic ambitions. ). Situated in London, the financial capital of the world, with one of the most influential network of alumni and faculty and a strong international mix of students, the XXX offers me the best opportunity to do so.

A MS program, in the most literal sense, is as good as its constituents. I hope to bring my experiences to add to the richness of the cohort at XXX. I draw in a unique blend of academic and professional experiences along with a deep desire to build brands and businesses. I believe that I can add context and color to the cohort of 2018 basis my experience across varied business situations.

## Business : M7 Business School Essay

**We value creativity and authenticity and encourage you to approach this essay with your unique style. Alternative submission formats may include a slide presentation, links to pre-existing media (personal website, digital portfolio, YouTube, etc.), as well as visually enhanced written submissions.**

*Sometime in October-2002, my home:*

My father was posted in remote corners of XXX as part of his army duties. I had not seen him for 8 months. I was perched on the kitchen slab watching my mom dolefully making *tortillas* for our lunch. I couldn't wait to finish my meal and head to my football game. Mom put the plate of food in front of me and watched me as I gulped down the food with gusto. When I finished, she told me that we needed to go to the hospital. I hated hospitals! I was in one just a fortnight ago, on my 12th birthday. I was there because I had to say goodbye to my grandmother. When I protested, she told me, "We need to go! Since your father is out of town and we have no family here, I need you to stay in the hospital with me."

She further added, "I have a surgery - I have cancer just as *abuela* (maternal grandmother) had."

This episode lasted all of 5 minutes and occurred 16 years ago. It changed my life - forever and for the better!

I gained precocious maturity overnight. I had to take care of everything - laundry, food, chemo sessions, medicines while also dealing with my feelings. I had seen my grandmother die. I was alone, scared and missed my father.

My mother recovered but the episode remained etched in my memory. I could not escape the pain of cancer. My mother lived on and so did I. As a survivor!

I developed tremendous coping mechanisms, valuable lessons in self-discipline and determination during my mother's illness. These qualities shaped my career as a hotelier. I worked extremely hard and grew at a corresponding pace in my career. At 26, I was the youngest Front Office manager ever at XXX - responsible for a team of more than 70 people! I learnt empathy. It helped me solve union strikes and clock highest training hours in my profession. A case in point - I led diversity and inclusion function at XXX Hotels and pioneered the hiring of specially-abled people in full-time job positions. In hotel-industry and in the business that I run, most problems are people centric. Empathy, thus laid the groundwork for me to become a problem-solver.

Today, 16 years later, I believe in the power of positivity! That is why, when my mother faced a cancer relapse, I wasn't insecure about losing her. I helped her heal through the positivity that I have developed during our family's last ordeal and my journey thereafter. I hope to bring the same energy and positivity to my cohort at XXX.



## **Business : Essay**

**Tell us what your immediate career goals are and how you will benefit personally and professionally from earning an MBA at Kenan-Flagler Business School.**

**As the business world continues to evolve, circumstances can change and guide you in a different direction. Should your goals that you provided above not transpire, what other opportunities would you explore?**

This is the opportune time for me to pursue an MBA. As I am running a bootstrapped venture, I am getting a flavour of practical challenges in operating a business. Further, through my 6 years of progressive experience at XXX, I have managed budgets, run the entire P&L, handled difficult client situations and led large teams. These experiences have set the stage for another period of learning and reflection.

Right after MBA, my immediate goal would be to pursue a career in business consulting. Consulting jobs have steep learning curves - with complex interplay of business levers, macro-economic context and subject matter expertise. No wonder, consulting jobs are in high demand. Kenan- Flagler employment report show that 23% of its graduates land a consulting job. It is even more relevant in today's fluid business environment; wherein new business models are constantly evolving. I was a witness to Airbnb's rise and could see first-hand as to how a company which owns no hotel-rooms upended the entire hotel business. My aim would be to be a part of this change first as a consultant, and then later as a business operator (entrepreneur) myself.

In the eventuality that a consulting job does not materialize, I have a few fall back options. The most relevant would be to rejoin large hospitality giants, preferably in the strategy team. Worst case, if nothing turns up, I can go back to my current business venture.

Eventually, I would like to start a sustainable food venture with focus on local cuisines and contemporary tastes. I have imbibed the principles of triple bottom line (with focus on social and environmental outcomes in addition to the financial goals) through XXX Hotels. Through participation at the Centre of Sustainable Enterprise, I would further like to develop my sustainability focus. Eventually, my experience in the hospitality industry and grounding at one of the best management schools in the world would provide me with the right tools to become a sustainable food entrepreneur.

Kenan Flagler has one of the smallest class sizes amongst the top business schools. Its sub-urban setting with an extremely high focus on integrity and community values, world-class alumni and access to some of the best professors in the world is a definitely draw and will surely help me grow holistically. I am particularly excited about the STAR program - wherein I could be a part of student consulting teams and work on real business problems. At a practical level, Kenan Flagler offers one of the best ROI on my education

investment with one of the lowest costs of living and relatively lower tuition fees. Because of all of these reasons, I am certain that Kenan Flagler MBA is best suited to my needs. I am excited to join more than 200 year old University - which is driven by legacy, and values. I look forward to be a part of the Kenan-Flagler class of 2021 and go on a journey of learning and development.

## **Business : Statement of Purpose (SOP) - Masters in Management**

In 10-15 years, I hope to run my own company in the financial enablement space. But then, the challenges faced would be different. Internet would become mainstream and many businesses would be disrupted. I believe the next massive change would happen with the adoption of artificial intelligence, blockchain and cloud based automated processes that are likely to replace offshore offices. We are likely to see a major shift in how businesses operate. XXX is among the few global Masters programs in International Management that prepares its students for the imminent change.

N26, mobile first, digital only bank offers a glimpse into the future. The future financial companies would be technology companies in disguise which have the capacity to scale and provide services at extremely low cost and very high level of customization. In the short term, I want to work in such fintech companies wherein I can give a new direction to my Finance and Economics grounding.

I have applied myself extensively during my undergraduate studies in Economics at XXX. I have particularly enjoyed my courses in Applied Economics and Financial Technology wherein I scored the top grade. In order to cement my learning further, I researched on the effects of gold and crude oil price fluctuations on the XXX stock market. (website link) This, coupled with leadership experiences at different college societies and clubs have given an applied orientation to my learning.

My primary leadership experience at College was around starting and running the Entrepreneurship Cell of which I was the founding member and then the president. Now I am mentoring the next batch of leaders there. Earlier, at my school - I was the Vice President of the Student Council (representing over 2,500 students), Design Head of the Computer Club and the Publicity Head at the Model UN conferences. All of these experiences have given me context and base for further learning.

I have learnt the most when I have interacted with people from different walks of life and socio-cultural contexts. I witnessed it in the Entrepreneurship event that I conducted at my college which saw participation from VCs from across the world. These different viewpoints, stemming from different backgrounds created a melting pot of ideas which led to tremendous value creation. The event saw two of the ventures getting funded. Hence, at my next learning stage, I consciously want to be in a space wherein I can challenge my beliefs through interactions with people from different cultures and XXX, with its international environs is best equipped to do so.

XXX is uniquely positioned to support my educational goals. Apart from dedicated faculty and global alumni, XXX offers some very interesting pathways to realize my entrepreneurial objectives -

1. XXX Startup day & Training Camp - Help in acquiring technical knowledge , soft skills and networks with potential investors.
2. Speed MI Up Consortium - The business career incubator provides cutting-edge guidance, networks and incubation opportunities and potentially can help me kick-start my entrepreneurial journey.
3. Entrepreneurship Club - I hope to be an active and supportive member and spread the entrepreneurship culture. In the process, I shall try to work for a startup, develop new projects and learn new skills through immersion in the the local startup ecosystem.
4. Private Equity and Venture Capital elective under Prof. XXX - I look forward to work as a part of Fintech for Financial Inclusion (F4FI). The opportunity to develop innovative solutions that exploit the potential of digital technology to improve financial inclusion and also win a chance to visit Citi's Innovation Lab makes this a must take elective.

I am keen to explore the CEMS partner institute XXX for my International Exchange Program. I am sure that it would complement my learning at XXX - a primarily European, developed economy experience. The university itself has a high reputation and can provide me with an opportunity to work with a very diverse group of students in one of the world's financial hubs. Building a network of connections through immersion into one of the most diverse student-body would allow me to take my learning to a new level altogether. Combing Msc international management at XXX University with CEMS program in Singapore would help me get a truly international experience and equip me with a complete toolkit for future success.

I hope to be a part of the 2019 cohort of Master in International Management XXX University and go on a journey of learning, self-discovery and growth.

## **Business : Statement of Purpose (SOP) - Masters in Management**

I am a passionate perfumer and am on the journey to become a fragrance entrepreneur. I was always driven by smells - whipped cream and vanilla while baking, pungent asafoetida and sharp tang of cloves in Indian kitchens, the smell of first rain, etc. As I got pulled into the world of fragrances, I realized that the perfume bottle is not smell but a story as well. Gradually, as I built my capability in the area through courses and internships, I was convinced that I want to pursue a career in perfumery.

Although I am not an organoleptic or a chemist, I have worked on bespoke scents across various internships, projects and dedicated coursework spread 3 years -

1. Internship at XXX: I understood the perfume wholesale markets and the development process for fruity smells.
2. Internship at XXX: I worked with someone who is in the business for the last seven generations; even the shop-front has not changed for the last 200 years! I understood the role of salesmanship and legacy through this internship.
3. Time spent at XXX - the seat of traditional XXX perfumery: I learnt how a traditional smell like the smell of the 'fresh rain' is developed. I saw how traditions, dreams, and interwoven cultures have influenced the development of smells.
4. Work with modern perfumers like Paris based XXX; coursework and research on modern smells ( E.g. Korean brand LANEIGE created a fragrance that assists in sleeping) helped me understand the business of perfumes.

Through these experiences, I understood the extent of possibilities in my chosen area. I am sure that with top-class management education at the global capital of smells, France, I would be able to evolve into a Perfume-specialist.

Not just hard-core perfume-based experiences, I have also been able to participate across a spectrum of leadership and business experiences at my job. I recently participated in international exhibitions in China on behalf of my employer, XXX. I not only met partners from China and other countries, I was also able to negotiate vendor contracts for bearing imports amounting to 5 MM \$. It was a seminal experience in international business practices. I could actually understand how scale impact costs and was able to secure supplies at 30% discount to our costs in XXX even after shipping and custom duties! Through my factory visits, I also saw the quantum of R&D and industrial expertise that goes in making a simple product like ball-bearing. All-in-all, It was a powerful experience in making me understand the power of international businesses. Inspired, and committed to take my business experiences international, I decided to pursue a Masters in Management from an eminent institute like XXX.

Likewise, in my college life I was able to discover different interests and capabilities like leadership, creativity, team work, entrepreneurship, dancing etc. through being part of different clubs and societies. However, the most powerful impact was my journey through

the outreach program of XXX. My most notable experience as part of XXX was to lead the annual development event consisting of over 10,000 students - it was flabbergasting to work at such a scale! The whole journey challenged me, and helped me accomplish things that I didn't know I could ever do. It gave me the experience to lead, take responsibility, deal with uncertain situations and interact with different kind of people and make them work together. It was a self-enhancing experience that helped me explore the limits of my leadership potential.

I am clear that as I go on to build my perfumery career, I need deeper business and management experiences. Problem solving, product management, branding and communication are some of the key areas that I want to focus upon in my next leg of learning journey. Masters in Management would help me jumpstart my learning across various Management Fundamentals. XXX, with its multi-location presence, courses like Pitch Academy and focus on action-learning through its internships, live projects and immersion opportunities across a range of business and socio-cultural scenarios would be the best place to pursue MiM. It would not only provide me with theoretical knowledge but also impart professional skills which would help me cope with uncertainty, disruptive changes and rapid innovation.

Post my MiM I am keen to work at integrated luxury companies like LVMH with focus on smells and perfumes, or large fragrance powerhouses like Givaudan. Alternatively, if nothing works out, I shall set out to start my Perfume Cafe laced with its own unique smells and flavors. Long term, through all of these experiences, I eventually aim to become a Fragrance Entrepreneur.

## **Business: Statement of Purpose (SOP) - MIM Essay**

I aim to be a tech-entrepreneur. Through my internships at KPMG, Walmart and a few others, I have been able to apply my engineering education in business context including start-ups. This has helped me develop a viewpoint which is multi-disciplinary and exploratory in nature. I am keen on building the management and business acumen further through the XXX MIM and complemented by my existing skills, grow a career in tech-businesses.

I am passionate about technology! Four years back, I chose Information Technology as the major for my undergraduate studies. and it has turned out to be an awesome experience! I not only finished in the top ten percentile of the class by scoring a 8.9/10.0 CGPA, but also developed a nuanced understanding of how technology is impacting our lives - connected cars, internet-of-things, sharing economy, etc. This understanding was further enhanced by the work that I have done in Artificial intelligence and Machine Learning. This academic grounding has set the base for me to explore challenging career pathways.

I was able to complement my experience in the class with equally challenging practical experiences. My recent internship at Walmart was at the cross-section of business and technology. It has led to another engagement - a six month long internship in the e-commerce team - I am so looking forward to it! Earlier, I worked with KPMG and learnt to problem-solve in a business context. Also, my experiences at small startups like XXX and XXX were very challenging. Additionally, I have participated in hackathons, presented research papers on investing instruments and been a student leader in many of my college's societies and clubs. All of this has helped me evolve into a sharp problem solver.

Over the next 3-5 years, my aim is to be a product manager in a startup environment- wherein I would be responsible for not just building and maintaining the product, but also its associated P&L. In a product management job, I think, I shall not just be able to be in the field of my choice, viz. tech-businesses, but also be able to hustle, problem-solve and evolve professionally.

XXX MIM with Msc Program in Management has a unique curriculum with a mix of tracks in Finance, Marketing, Management and Technology. XXX has a very strong focus on applied and blended learning. Their 2 year program, which includes an advanced Msc specialization will help me further deepen my knowledge and help acquire new skills. This program shall help me develop my business-management skills and complemented with my technical background, shall help me build for innovation and entrepreneurship. I aim to be a part of XXX, Total XXX Entrepreneur XXX, Transaction XXX, HelloWorld!XXX and XXX. Through these, and in general by being an active member of the XXX community, I shall be well on the path to achieve my goals.

I am sure that my academic experience at XXX through its unique MSc + MIM program, on-campus projects and internships shall help set base for an eventual plunge into full time entrepreneurship, which is my long-term aim.

As a participant of the MIM Business Management in XXX, I hope to be a part of diverse community of students, faculty and alumni. Together, we would strive to broaden our perspective, experiment with various ideas and learn to work in an international context. I would be a part of these conversations, and hope to contribute to the entrepreneurship journeys of my fellow classmates.

In the end, by being an active contributor and participant I shall enhance my learning and create a wholesome learning environment for myself and my colleagues. I hope to be a part of XXX flagship Msc+MIM program and go on a journey that enables me to grow professionally!



## **Business : Statement of Purpose - MIM Essay**

I want to build upon my educational experience and my internships at startups and at Ernst and Young and go on to be a business builder.

I have lived through difficult choices and found my place through hard work and persistence. I was groomed by my failures - passed over for a leadership position at the impact investing venture at my college, lived through a difficult subject in grade XI and XII and yet got through one of the most competitive colleges in the country (XXX), and many others - these failures have set me up to be the person that I am today - resilient, diligent and one who never gives up.

I have been a first hand witness to my father building his business. Alongside, I had the opportunity to work with XXX - the fastest growing consumer food startup in XXX. Through these I could identify different areas of value creation - brand leverage, working capital unbundling, new sectors like tech-logistics, convenience food, etc. Earlier, at EY I could see the plethora of opportunities available in the Gems and Jewellery sector - a legacy industry which has not seen a lot of change.

Through these experiences, I found my true calling. I enjoy business situations wherein I am able to bring out my problem-solving capabilities to fore. I am particularly fascinated with how capital is deployed to drive growth. That is why I want to work in the investment offices of a family business in the short term and armed with this experience, run my own family's investment office in 10-12 years time frame.

I believe that a Masters in Management is the right path to realise my ambition of becoming an entrepreneur and manage my family's investment office, as it will add management skills to my specialist bachelor degree in Economics. A Masters in management combines deep theoretical knowledge with practical expertise, and will thus train me to be a critical thinker who is well versed with the latest business and management thinking.

An education at XXX is going to be very useful in building my capabilities in this direction. I am looking forward to be a part of the Family Business club and learn from experiences of my colleagues from different backgrounds. Additionally, great foundational courses, international peers and devoted faculty, and an opportunity to study at XXX, the French capital, make XXX the right destination for me.

I aim to replicate the same energy and commitment of getting things done at XXX. I can contribute by way of meaningful contribution to my cohort's learning by working together in academics and other projects. I have been part of the student leadership body at my college - this experience has taught me a lot and I hope to contribute to student activities at XXX as well. In the process of this active contribution and sharing, I hope to build lifelong friendships and learn in equal measure.

XXX Masters in Management is a high quality program consisting of top faculty and students from across the world. I would like to take full advantage of this intense learning period and be immersed in a setting wherein I can complement theory and practice. I would expect to be challenged, engage in meaningful contribution and work on challenging projects, not just through the MiM cohort participants but also the local community and learn. I am specifically looking forward to work on interactive team

assignments, wherein I would not only contextualize different cultures and ways of doing business but also hone my interpersonal skills. This program will enable me to access a diverse knowledge pool, encompassing all facets of business organisation such as finance, marketing, strategy, etc. I look forward to be a part of a committed ecosystem of faculty and students at XXX and create a truly enriching experience!

## **Business : Statement of Purpose - MIM Essay**

I am at a crossroad now. After spending 3 years at XXX going through a transformational academic journey, I have started to understand that businesses are not just built by managerial excellence. Knowledge led inputs which disrupt and change status quo are essential to build innovative and sustainable businesses. Therefore, I want to be a management consultant and a thought leader. Through my work, I aim to continuously challenge existing paradigms and evolve newer patterns. My vision is to use analytics and leading edge consulting practices to drive business growth and transformation. In order to support this objective, I intend to further my understanding of building a business through deepening my academic and professional experience and then go on a journey of iteration and discovery.

I have done my undergraduate studies in Commerce and have built foundational knowledge of how businesses operate. Not only have I finished in the top ten percentile of the class, I also learnt important lessons along the way. I worked extensively in teams and relied on self-study to learn subject matter skills. As I juggled across multiple projects, and worked on tight timelines I went from strength to strength and evolved into a new person.

I realized earlier on that in order to get the full benefit from my education, I need to be practical. Hence I did not leave a single opportunity to do an internship. The most interesting role was at XXX, where I worked in the hyper-competitive telecommunication sector and helped the client reacquire previously lost customers. Our analysis formed the basis of a customer acquisition plan which eventually succeeded in reacquiring 35% of the lost customers. It was satisfying to see the impact of the work that we did. Moreover, I could understand the problem-solving process in the business context and test my learning in an applied setting.

I also learnt a few lessons in leadership as I went along my learning journey at my college. XXX, though a constituent of XXX since 1973, turned into a full-fledged college from 2014-15 session. As a member of one of the first batches to come out of the college, I had the unique opportunity to start a number of student organizations and contribute significantly across numerous others.

Before I start on an enhanced trajectory in life wherein I focus over and beyond managerial excellence and build enabling business ecosystems, I need to develop additional skills. I would like to take advantage of the excellent immersive experience that XXX provides through its programs – “Master in Management” & “Master in Digital Business & Innovation”, challenge my existing beliefs and develop more enduring ideas and facilitated by this program go on a journey of development.

The Management program has core Management Principles at its foundations. The program is extremely international in its outlook with participation from 68 nationalities and a number of exchange programs and Double degree options with many other leading universities. The Digital Business and Innovation Program, on the other hand, provides a unique blend of Technology and Business Education. I believe the program is very innovative and forward looking with the studies going on from the Fundamentals up to the expert Level. The program's Innovative approach to the Digital Business holds tremendous potential with XXX becoming a multi-trillion dollar digital economy and the world moving towards a digital future. I believe that I would be able to bring on board interesting viewpoints to both the programs.

I hope to bring my experiences to add to the richness of the cohort at XXX. I hope to be a part of such a fantastic program!

## **Business : Statement of Purpose - MIM Essay**

I am a technologist. Not only am I a Computer Science Engineer, for the last one year, I am also designing state of the art algorithms using Machine Learning and Artificial Intelligence for my clients. While it has been an exhilarating journey, I understand that technical solutioning is not enough. I want to recurse on my problem solving ability through nuanced, focused grounding in business and management and evolve as a builder of tech businesses.

I have deep experience in Machine Learning and Artificial Intelligence. While I have studied general computing and algorithm design during my four year engineering program, I have focused on NLP, Machine Learning and Artificial Learning over the last two years. I have done many projects in the area of Fuzzy Logic and driven by my interests achieved not just academic distinction in my chosen subjects but also pursued a number of courses through online platforms like EDx and Coursera. For the last one year, I am working on Neural Network technologies at Wipro and am doing some cutting edge work in the space of Artificial Intelligence. These have been very powerful experiences and have set me up for a more rigorous journey in the area of AI.

I was able to contextualize my academic learning at college through relevant internships at some of the top corporations. My latest internship was at XXX wherein I was trying to find an AI powered solution to a business problem. In FMCG companies or large marketplaces like Amazon with large number of Stock Keeping Units (SKUs), many warehouses still have archaic and labor intensive processes. Apart from being costly, these processes are prone to errors. At XXX, I was part of a team that built a system wherein autonomous drones would track and update the location of stock-units in the warehouse. The project was successful and a patent for the same is pending. More, my work was deemed to be of high calibre and I was granted a job offer to work in the CTO's office. It felt amazing! Earlier, I have interned at PepsiCo and Siemens - in each of these places, I have tried to use technology in a business situation and tried to improve upon the existing processes. I am sure that the future of businesses would be different. The new age businesses would be powered by technology and shall leverage the power of data and artificial intelligence to serve their stakeholders better. I want to be a part of this revolution and build myself up to be a part of this change.

Over the next 3-5 years, I wish to hone my business and tech experience as a product manager in a technology company, particularly focused on Artificial Intelligence. At a grander level, eventually, I want to make Artificial Intelligence a part of our daily lives - seamless yet pervasive.

This would require not just an experience with technology but also an ability to understand business challenges and skills to solve them technically. The new business models which are evolving herald this thinking - Uber through connected cars, sharing economy as espoused through Airbnb or efficient buying and selling at scale done by Amazon. I wish to

first experience this change as a participant, and eventually as an operator (entrepreneur) myself.

Masters in Management at XXX is aptly suited to help me acquire relevant business skills at the edge of my computer science grounding. I specifically am drawn to the balanced curriculum with focus on both practical application and theory. A case in point is a visible push towards community projects and industry micro-consulting assignments. XXX multiple partnership with companies across the board would certainly help me in finding the right projects suited to my requirements. Plus there is the draw to be in university town of XXX which is not just the capital of XXX but also a vibrant, entrepreneur-friendly city. I am sure that XXX MiM would propel me on a powerful learning journey.

I have learnt the most in a group setting. This was nowhere more true than the various cultural and extracurricular activities that I have been a part of. At school level, as a participant across various music events across the country, I could hear other people perform and correspondingly learnt and improved with them. In fact, I got the opportunity to lead the musical journey of my fellow singers as the Cultural president of Music at my school as well. At college, I could participate and lead over 3000 students across the MUN society of which I was the cofounder and the dramatics club, where I participated and directed a number of street and stage plays. Through these experiences, I have learnt to organize myself better, work in a team towards common objective and set up the structure for a new organization. I want to join various clubs at XXX as well.

I want to underscore an even more powerful learning experience at XXX, driven by collaborative group work, industrial projects and a vibrant learning ecosystem with both academic and non-academic inputs. I am sure that at XXX I would not only be able to go on a learning journey myself, but also support many others in their own respective quests. I look forward to be a part of the next cohort at XXX in this amazing program!

## **Business : MIM Program**

**Why are you applying to HEC Paris and this program? Please include your career goals in this essay (450 words max)**

I am keen to setup an institution similar to the Millennium Dance Complex, the fabled dance-academy in LA, in XXX. Dancers in XXX do not have access to opportunities. Through my dancing entrepreneurship, I hope to open doors to them!! I have learnt Jazz and Ballet professionally. Right from pirouetting on the tip of my toe to donning hats as choreographer, dancer and teacher, I have experienced dance in many forms. For the last three years, I have been practicing for at least 70 hours every week, while keeping a full-time commitment to my studies.

This culminated in me getting the charge of XXX studio in XXX - as a Studio Manager - responsible for the dancing journey of over 300 students and 12 instructors.

It was the best job! I learnt to work through not just the dancers and instructors, with their unique dancing language but also a host of administrative staff which made the business of dance possible. In here, I tested the limits of my passion - wherein I realized that to take the dance to the next level, I need to inculcate a very strong commercial sense.

I am looking at MiM at XXX to help me build relevant business skills which would complement my passion for dancing. XXX offers a well-designed program in Management. Further, through affiliations across a number of top universities and CEMS partners, the program has become truly international and applied. No wonder, XXX hosts over 50 nationalities on the campus. I am particularly excited by the opportunity to take a gap year to gain professional experience. Its location near Paris, with access to the best of entertainment industry, especially dance and Ballet is an added draw. As my specialization, I aim to focus on general business management with concentration in marketing and entrepreneurship to serve my long-term aim.

However, right after my graduation I am keen to explore business and management opportunities at companies like Cirque Du Soleil which have not only rebranded Circus in a contemporary sense but also have built out a profitable business in the process.

I am sure that XXX would help me achieve my goals. I look forward to be a part of next year's cohort and go on a learning journey.

## **Business : MIM Essay**

### **What matters most to you, and why?**

**Tell us the values and experiences that have shaped the person you are (maximum 400 words)**

My desire to give back to the dance-community matters most to me. Dancers in XXX do not have access to opportunities and thus through my dancing entrepreneurship, I hope to open doors to them! I am keen to setup an institution in XXX similar to the Millennium Dance Complex, the fabled dance-academy in LA.

My experiences as a dancer have come to define me. For three years, I worked as a part time dancer and instructor, along with full time studies at University - often managing 20 hour workdays. As a studio-manager, at the XXX, I have come to test the limits of my passion while understanding the business of dance at the same time.

The most important value I gained was to lead through failure. At The XXX - where I was the studio manager, it was my ability to incorporate feedback and act as per others' expectations, that helped me lead many senior dancers and students. For instance, in my initial days as an instructor, while I was still a novice, I could not communicate effectively and many of my students were dissatisfied. This led to a few complaints and I lost my position as the instructor. This was a devastating moment for me! However, I refused to bow down and redoubled on my efforts to be a better dancer and an instructor. I took feedback from my peers, often taking extensive notes as they taught their classes. Over the next 3 months I worked very hard. Soon after, I got my job back and I was offered the position of the Studio Manager. It was a firm rejoinder to me that if I work hard and stay true to my job then anything is possible!

Similarly, in senior school, me losing the Vice-Head-Girl elections in grade XI set the foundation for me to win the elections to the President, Student Council - the highest student governing body, of the school.

My passion for dance is my biggest motivation and drives me to work hard and hustle everyday towards my ambition. My trip to Canada in 2018 added fuel to my fire since I gained an international outlook - I went hopping from one dance studio to another and was impressed with the artistic freedom, experimental dance forms and a slew of opportunities that were there for the dancers. I am committed to create a similar ecosystem back in XXX!



## **Business : Statement of Purpose (SOP) - M7 Business School**

I want to be a social-entrepreneur. I believe that in order to drive all-encompassing and meaningful impact, broad ecosystems consisting of innovators, investors, business managers and other non-market entities like governments and NGOs need to be developed. I would like to work towards such an aim and experiment with new ideas, support and mentor their implementation and create enduring platforms to foster change. I am sure, that such an objective would not only find approval with the XXX, but also, with its focus on sustainability, innovative implementation and global reach, would find active support from it.

I would have spent five years in a Law school before getting into the XXX. Law school has primarily helped me get a better understanding of the society and the policy framework within which we operate. My course work at the XXX and the international experience of working with people with limited access to resources and constrained life-environments, has set me up to work with impact ecosystems and drive positive change.

I have done six internships during my undergraduate studies. The underlying factor in all these internships has been the connect with the marginalized section of the society, be it working for child rights, causes of drug addiction, refugee kids, citizens affected by communal violence or the visually impaired. These experiences have laid the foundation for my social impact journey. A case in point has been my internship last winter, at XXX (website link) XXX first lifestyle magazine printed in Braille. Through this internship, I could explore how social impact can be multiplied by application of business principles. My job was to get advertisers for XXX. It was an arduous task to get any big firm to advertise in a magazine which is printed in Braille and has a niche target readership. Having learnt things like CSR and ROI inside the classroom, I decided to make a pitch to one of these potential advertisers on similar lines. The pitch was successful and we could replicate a similar model across many clients. For me, it was a firm rejoinder that the business of social impact needs as much focus and application of business principles as any other business!

The XXX at XXX would allow me to explore business principles and develop a market-based approach to effect large-scale, catalytic change. I specifically look forward to the 'Professional Immersion' program. I want to work with impact organizations which have embraced the core tenets of a large multinationals like Bill and Melinda Gates Foundation, Michael and Susan Dell Foundation, etc. I am sure that it would provide me with a robust platform to test the business principles in the setting of social impact.

My experience at school and college set me up for some very powerful leadership experiences. Leadership positions at school were about creating an impact. I am from a small town and my proudest moment was being the student coordinator for the Silver-Jubilee function of the school which was attended by 25,000 people. I also hosted a career fair, a first in the whole town, wherein I could bring many prominent speakers in front of 3,000 students. Making impact at such a scale was a humbling experience. At university,

leadership was about problem solving and finding acceptance. 4 years back, when I came to the University, I was still a small-town-boy. However, slowly I established my credibility - first as the President for the Performing Arts Society. Later, I fought elections for the student council and got to represent 3,000 students at the highest student body as the Cultural Secretary. In there, as I represented the often conflicting viewpoints and different expectations of multiple stakeholders, I have learnt to creatively problem-solve and grow as a person and a leader. Truly, Leadership has been an amazing journey - it has allowed me to stand up for my beliefs and taught me to take everyone together.

Before I start on an enhanced trajectory in life wherein I focus on developing enabling ecosystems, I need to develop additional skills. I would like to take advantage of the excellent immersive experience that XXX provides through its flagship 2+2 program – challenge my existing beliefs and develop more enduring ideas and facilitated by this program go on a journey of development.

A programme is as good as its participants. This is especially true of an applied program like MiM. I hope to engage with the vibrant community at the campus and collaborate across a number of areas - academics, projects, community engagement, etc. I would like to share my own experiences and learn from similarly powerful stories of my peers and faculty members. In the process, I will make friends and create a foundation that would help me in building my impact career. I believe that I can add context and color to the class basis my experience across as many varied situations. I hope to learn and contribute in equal measure!