

AAYUSH KASTURE

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EDUCATION

MIT-ADT University (MITCOM) **2024 – Present**
MBA in Marketing *Pune, India*

- Current CGPA: 7.0/10.0
- **Cultural Secretary:** Leading departmental events and managing student volunteer committees.

SSBT College of Engineering & Technology **2019 – 2023**
Bachelor of Engineering in Mechanical Engineering *Jalgaon, India*

- Graduated with 8.03 CGPA.
- **President, Mechanical Engineering Students' Association (MESA):** Led organizational initiatives and departmental representation.

PROFESSIONAL EXPERIENCE

Force Motors (B2C Project) **Pune, India**
Marketing Representative *2025*

- Executed high-impact B2C marketing campaigns targeting schools and hospitals for specialized vehicle segments.
- Successfully closed sales of 6 units (Ambulances and School Buses) within a high-pressure 8-day timeline.

Soft-Touch **Jalgaon, India**
Intern – Design Engineering *Oct 2021 – Nov 2021*

- Utilized AutoCAD 2018 and CATIA for Computer-Aided Design (CAD) modeling and structural layouts.
- Gained hands-on experience in industrial design workflows and technical drafting.

Vihan Electric Private Limited **Vasai, India**
Intern – Quality Assurance & Control *Aug 2021 – Sep 2021*

- Conducted quality inspections and implemented QA/QC protocols to ensure manufacturing standards.
- Assisted in process optimization and defect reduction strategies in an electrical manufacturing environment.

RESEARCH & PUBLICATIONS

International Journal of Novel Research and Development (IJNRD)

Lead Researcher | Impact Factor: 8.75

- Published: *Experimental Analysis of Air Conditioner Performance Improvement: Enhancing COP and Reducing Power Consumption via Sub-cooling.*
- Conducted experimental trials to optimize energy efficiency in cooling systems through mechanical sub-cooling techniques.

LEADERSHIP & KEY PROJECTS

Event Lead | "The Pitcher" Startup Competition **MIT-ADT University**

- Concepted and executed a 'Shark Tank' style event for 52 participants; managed end-to-end logistics and branding.

Educational Tour Coordinator | ISRO HQ Visit **Bangalore**

- Managed logistics, travel, and accommodation for a 62-person delegation (58 students, 4 faculty) to ISRO HQ.

Treasurer | Yuva Shakti India **2021 – 2023**

- Directed financial management and fundraising for social initiatives and COVID-19 relief (masks, body kits).

SKILLS & CERTIFICATIONS

Technical: AutoCAD 2018, CATIA, Computer-Aided Design (CAD), QA/QC, Sales & B2C Marketing

Software: Google Ads Display Certified (ID: 168914172), MS Office Suite

Soft Skills: Event Management, Financial Budgeting, Logistics Planning, Public Speaking