

PLACEMENT BROCHURE - 2026

UNIVERSITY BUSINESS SCHOOL
PANJAB UNIVERSITY REGIONAL CENTRE
LUDHIANA



PANJAB UNIVERSITY, CHANDIGARH

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Vice-Chancellor's Message

Dear Recruiters,

It is a matter of immense pride to welcome you as potential recruiter to the University Business School (UBS) at Panjab University Regional Centre, Ludhiana, as we unveil the placement brochure for the 18th graduating batch of MBA students. Building upon the rich academic legacy of Panjab University, Chandigarh, UBS Ludhiana continues to nurture exceptional young minds, equipping them with the knowledge, innovation, and leadership skills to excel in a dynamic business environment.

UBS Ludhiana has established itself as a prestigious center of excellence in Business and Management Sciences, producing graduates poised to make meaningful contributions across various industries. Our strong Industry-Institute Interface ensures that our students are not only academically proficient but also equipped with practical insights, preparing them for real-world challenges.

I warmly invite you to explore the diverse talent pool at UBS Ludhiana. Our students' academic rigor and practical experience make them invaluable assets to any organization. Together, we can strengthen the vital relationship between industry and academia, driving mutual growth and success.

I look forward to a fruitful association with your esteemed organization.

Best regards,
Prof. Renu Vig
Vice-Chancellor
Panjab University, Chandigarh



DIRECTOR'S MESSAGE

Dear Recruitment Allies,

I deeply appreciate the trust and continued support of our recruitment partners. Your collaboration with our B-School plays a vital role in shaping the future of our students and turning potential into performance.

At UBS Ludhiana, we believe that true business leadership begins with empathy. Our MBA program nurtures professionals who understand markets and operations, but more importantly, people. We blend analytical skills with emotional intelligence to develop leaders who make thoughtful, purpose-driven decisions.

Our students are guided by experienced faculty and inspired by Ludhiana's dynamic industrial spirit. They are prepared to tackle real-world challenges and lead with clarity, compassion, and conviction. They are not just job-ready but also change-ready.

I invite you for the Campus Recruitment Programme – 2026 to meet a new generation of professionals, who are empathetic, insightful, and ready to help transform your organization from within. Let's build a future where success is defined not only by growth, but by the positive impact we create together.

Prof. (Dr.) Ashish Virk
Director
Panjab University Regional Centre
Ludhiana



COORDINATOR'S MESSAGE

Dear Recruiter,

Greetings from University Business School, Ludhiana!

I hope this message finds you well. As the Program Coordinator for the MBA program, I am pleased to extend a warm invitation to your esteemed organization to participate in our upcoming campus placement drive for the graduating MBA batch of 2026.

Our MBA program is designed to nurture future business leaders through a rigorous curriculum, experiential learning, and industry exposure. This year's cohort comprises a diverse group of talented individuals specializing in areas such as Marketing, Finance, Human Resources, and Operations. They bring with them not only strong academic credentials but also practical insights gained through internships, live projects, and case competitions.

We believe your organization would find immense value in engaging with our students, who are well-prepared to contribute meaningfully to dynamic business environments. We would be delighted to host your recruitment team on campus and facilitate a seamless placement process tailored to your hiring needs.

Please let us know a convenient time for your visit or if you prefer to conduct virtual recruitment sessions.

Looking forward to a fruitful association.

Warm regards,
Prof. (Dr.) Ashish Saihpal
Coordinator
University Business School
Panjab University Regional Centre, Ludhiana



PLACEMENT COORDINATOR'S MESSAGE

Dear Recruiters,

It gives me immense pleasure to invite you for the Campus Recruitment Programme-2026 at University Business School, PU Regional Centre, Ludhiana.

UBS Ludhiana has created milestones in a very short span of time. The institute aims at making perfection a habit, and transforming bright minds into leaders of tomorrow who uncompromisingly pursue excellence in all spheres. It is constantly striving to upgrade the abilities of the students through rigorous pedagogy which provides them exposure to the outside world through Presentations, Case Studies, Industrial Visits, Live Projects, Guest Lectures, Seminars and Workshops etc.

It is with great privilege that I present you the students of Batch 2024-26 for the final placement. You will find them equipped with strong academic concepts, analytical and decision-making skills required to be leaders in the dynamic world of business. I assure you that these young students, who have a track of accomplishments through sincerity and hard work, will make valuable contributions to your organization. I am hopeful that you will provide them opportunity to prove their worth.

Welcome to UBS Ludhiana!!!

Prof. (Dr.) Shashi Kapoor
Coordinator (Final Placements)
University Business School
Panjab University Regional Centre, Ludhiana

PANJAB UNIVERSITY, CHANDIGARH

Panjab University is one of the oldest and most prestigious universities in India and is known for its rich heritage, innovations, nurtured learning, and change makers across diverse areas like science, art, technology and law.

Today, Panjab University is recognized for its advanced learning and for shaping countless lives by providing exceptional educational opportunities. It has also achieved a significant leap in QS World University Rankings 2026 and its most notable achievements include research impact, employment outcomes and sustainability .

It also holds the highest possible NAAC accreditation, achieving an A++ Grade with a CGPA of 3.68 on a four-point scale and is ranked 3rd Best State University of India by NIRF 2025.

The University is approved by the All India Council for Technical Education (AICTE) and is also recognized by the Association of Indian Universities (AIU) and the Association of Commonwealth Universities (ACU). Also, it provides exceptional opportunities for advanced learning and holistic development, equipping students with the knowledge, skills, and values that make them industry-ready and highly sought after by recruiters.

UBS, LUDHIANA

University Business School, Ludhiana is an esteemed institution offering quality business education in Northern India. Established in 2007, it was founded to extend management education and prepare students for rewarding business careers that emphasize practical learning built on a strong ethical foundation.

The institute's academic framework strikes a balance between theoretical knowledge and real-world application. Its curriculum is carefully designed to develop critical thinking, effective communication and analytical problem-solving skills. Students are encouraged to bridge classroom concepts with practical business scenarios, ensuring they graduate with both intellectual depth and hands-on competence.

A defining feature of UBS Ludhiana is its strong linkage with industry. Collaborations with leading organizations bring contemporary business practices and insights directly into the learning environment. The mandatory summer internship further strengthens this connection, allowing students to gain valuable professional exposure and translate their learning into tangible experience.

The faculty comprises seasoned academics and industry experts who contribute a blend of research excellence and practical wisdom. Their diverse expertise fosters a rich and dynamic learning atmosphere that broadens students' perspectives on global business challenges.

Campus life at UBS Ludhiana is equally engaging, marked by a range of student-driven clubs, events, and initiatives that encourage leadership, teamwork, and holistic growth. The culture promotes collaboration, innovation, and meaningful exchange of ideas among peers.

In essence, the institution remains dedicated to nurturing business leaders who combine knowledge, skill, and integrity. As a proud extension of Panjab University's academic heritage, UBS Ludhiana continues to uphold high standards of excellence while evolving with the needs of the modern business world.

MISSION: "To develop our students personally and professionally, working in diverse milieus with least assumptions and most perspective; to help our faculty emerge as authentic knowledge creators and propagators; and to make our global village a better place to live."

FACULTY PROFILE



Prof.(Dr.) Ravi Inder Singh

MBA, M.Com, Ph.D (GNDU, Amritsar), PGDFM, CAIIB

Area of Specialization : Accounting & Finance
Behavioral Sciences & Banking



Prof.(Dr.) Ashish Saihjal

MBA (Panjab University, Chandigarh), Ph.D (H.P University, Shimla), PGDMM (IGNOU, New Delhi)

Area of Specialization : Strategic Management, Retail Management, Consumer Behavior



Prof.(Dr.) Shashi Kapoor

M.Com (Panjab University, Chandigarh), Ph.D (Punjabi University, Patiala)

Area of Specialization: Production and Operations Management, Operations Research, Quality Techniques



Mr.Taranjeet Singh

B.E (Mechanical), MBA (IMS, DAVV, Indore)

Area of Specialization: Marketing Research, Services Marketing, Operations Management, Marketing Management, Product Management



Dr. Reena Aggarwal

MBA (Kurukshetra University, Kurukshetra), Ph.D (Kurukshetra University, Kurukshetra), NET qualified

Area of Specialization: Financial Derivatives, Portfolio Management, Management of Financial Services, Management Accounting, Business Economics, Business Communication



Ms. Niti Singla

M.Com (Panjab University, Chandigarh)

Area of Specialization: Human Resource Management, Organisational Behaviour, Labour Laws

INFRASTRUCTURE

UBS, Panjab University Regional Centre, Ludhiana, offers state-of-the-art infrastructure that enriches the learning experience and supports academic excellence. The campus is equipped with smart classrooms, fully air-conditioned spaces, Wi-Fi connectivity, conference halls, and one auditorium—hallmarks of a modern management institute. In addition, the institute provides a well-furnished girls' hostel with attached washrooms, ensuring a safe and comfortable living environment.



LEARNING SPACES

UBS, Ludhiana houses well-furnished smart classrooms equipped with the latest technology, advanced audio-visual aids, high-quality sound systems, ergonomically designed furniture. These modern facilities foster an engaging interactive environment that enhances both teaching and learning.



INFRASTRUCTURE

SEMINAR HALL

The seminar halls at UBS, Ludhiana, are designed to host guest lectures, corporate sessions, and workshops. Each hall is fully air-conditioned with a seating capacity of over 90+ students. Equipped with digital projection systems and advanced audio-visual technology, they create an ideal setting for interactive sessions, helping to instill corporate culture and professional behavior among students.



PU EXTENSION LIBRARY

A prized asset of UBS, Ludhiana, is the on-campus Panjab University Extension Library, home to over 1.70+ lakh books. The library is renowned for its rare collections and subscriptions to more than 150 leading periodicals and newspapers including The Times of India and The Economic Times. Complementing this resource UBS also maintains an exclusive in-house library tailored to the specialized academic needs of MBA students.



INFRASTRUCTURE

AUDITORIUM

UBS, Ludhiana, features the fully air-conditioned and well-furnished Annie Besant Hall, with a seating capacity of 300. Equipped with modern audio-visual and technical facilities, the auditorium serves as an ideal venue for workshops, seminars, and cultural programs. Designed to support both academic and extracurricular activities, it offers students a dynamic platform for learning, interaction, and holistic development.



CONFERENCE HALL

The modern conference hall at University Business School, Ludhiana, features a U-shaped seating arrangement that promotes face-to-face interaction among up to 50 participants. With an advanced multimedia facilities, it provides students with some valuable opportunities for group discussions & collaborative projects, and experiential learning.



GIRLS' HOSTEL

The girls' hostel at UBS, Ludhiana named after the celebrated painter Amrita Sher Gill offers accommodation for around 50 students on a sharing basis. Fully self-contained and equipped with modern amenities it provides safe & comfortable, and homely environment, truly living up to its a reputation as “a home away from home.”



Why Recruit From UBS ?

Located in one of India's major industrial hubs, University Business School, Ludhiana offers students unparalleled exposure to the corporate world. Through live projects, internships, industrial visits and frequent interactions with industry leaders, learners gain practical insights that extend far beyond traditional classroom teaching.

UBS Ludhiana nurtures well-rounded professionals who combine strong academic foundations with essential managerial competencies. Students develop leadership, teamwork and problem-solving abilities through case studies, business simulations and collaborative projects. This hands-on approach ensures graduates are adaptable, responsible, and capable of delivering results in dynamic business environments.

The institution enjoys long-standing trust from reputed organizations such as ITC, Nestlé, Tata Power, Airtel, HDFC Bank, Kotak Mahindra Bank, Axis Bank, ONGC, Vardhman, and APL Apollo among many others. Their continued recruitment of UBS graduates reflects confidence in the school's commitment to producing skilled, dependable and industry-ready professionals who are not only technically proficient but also adaptable, ethical and prepared to contribute meaningfully to organizational success.



COURSE STRUCTURE

Master of Business Administration (Two years full time course)

Semester 1

- Business Economics
- Business Statistics
- Management Accounting
- Organisational Behavior
- Marketing Management
- Workshop on Business Computing
- Workshop on Business Research

Semester 2

- Business Environment
- Human Resource Management
- Operations Management
- Financial Management
- Legal Aspects of Business
- Summer Training Report and Viva-Voce*
- Comprehensive Viva-Voce**
- Workshop on Business Communication
- Workshop on Multivariate Statistical Techniques

* The course curriculum followed at UBS, Ludhiana has been designed to ensure optimum exposure of the student to the classroom teaching and provides industry based learning environment, with the objective to bring in synchronization between industry required multifarious managerial skills and formal education of students. At the end of examination of the 2nd semester, the students needs to undergo a compulsory summer training for a period of 6 to 8 weeks. Students need to submit summer training report within 2 weeks from the starting of teaching for 3rd semester.

** Comprehensive Viva-Voce of 2nd semester is based on the papers taught in 1st and 2nd semester.

COURSE STRUCTURE

Master of Business Administration (Two years full time course)

Semester 3

Compulsory Papers

- Strategic Management

Students are to opt for two groups out of the groups offered and further in one group opted by them they are to opt for three papers out of the papers offered. In the other group they are to opt for two papers out of the papers offered.

Group A : Entrepreneurship and General Management

- Entrepreneurial Development and New Enterprise Management
- Entrepreneurial Finance
- Infrastructure and Project Finance
- Tax Planning For Entrepreneurs
- Investing in Private Equity
- Marketing For Entrepreneurship

Group B : Finance

- Financial Statement Analysis
- Financial Engineering
- Management of Financial Services
- Investment Management
- Management Control System
- Project Planning Analysis and Management

Group C : Information Technology & Operations Management

- Mobile Commerce
- Product Innovation in Technology Business
- Business Process Re-Engineering
- Systems Analysis and Design
- Enterprise Resource Planning
- Management Information System

COURSE STRUCTURE

Master of Business Administration (Two years full time course)

Semester 3

Group D : Marketing

- Advertising and Consumer Behaviour
- Global Marketing Management
- Marketing Research and Project Management
- Internet Marketing and Retail Management
- Global Supply Chain Management
- Industrial and Rural Marketing

Group E : Human Resource Management

- Labour Legislation-I
- Strategic Human Resource Management
- Performance and Compensation Management
- Organisational Development
- Workshop on Training and Development
- Comparative Industrial Relations

Semester 4

Compulsory Papers

- Comprehensive Viva-Voce***
- Human Values and Business Ethics

Students to continue with the two groups opted by them in the third semester. And further in each group opted by them they are to opt for two papers out of the papers offered.

Group A : Entrepreneurship and General Management

- Managing Strategic Implementation and Business Transformation
- Managing Teams
- Managing Global Enterprise
- Organisation Structure and Design

***Comprehensive Viva-Voce of 4th semester is based on the papers taught in 3rd and 4th semester.

COURSE STRUCTURE

Master of Business Administration (Two years full time course)

Semester 4

Group B : Finance

- Strategic Cost Management
- International Financial Management
- Behavioural Finance
- Corporate Governance

Group C : Information Technology and Operations Management

- Knowledge Management
- Management of Technology
- Business Intelligence
- Total Quality Management

Group D : Marketing

- Total Quality Management
- Workshop on Foreign Trade Documentation and Trade Finance
- Customer Relationship Management and Sales Management
- Application of Accounting and Finance in Marketing

Group E : Human Resource Management

- Human Resource Information System
- Personal Effective and Leadership
- Workshop on Management of Discipline and Disciplinary
- Proceedings
- Labour Legislation-II

ALUMNI CONNECT



Mr. Aditya Parimoo, Account Group Head at Network18 Media & Investments Ltd. and a proud UBS alumnus, brought the energy of the corporate world into the room. He emphasised the value of continuous learning, upgrading skills, and staying aware of market trends. With warmth and relatability, he also spoke about personality development and confidence-building, reminding students that career growth is a journey of small but consistent steps.

Mr. Jhankrit Soni, Senior Strategy Analyst at Toppan Speciality Films Pvt. Ltd., shared his inspiring story of graduating during the difficult COVID years. He spoke about resilience, adaptability and how genuine relationships helped him thrive. He highlighted the power of LinkedIn and professional networking, leaving students with the thought that “your network is your true net worth.”



Mr. Saurabh Garg, Area Sales Manager at Nestlé India, reflected on his corporate journey and underlined discipline, adaptability, strong work ethic as cornerstones of success. Through personal anecdotes, he showed how challenges are opportunities in disguise and urged students to stay focused and grab every chance to learn and grow. His words motivated students to view success as the outcome of perseverance and attitude.

INDUSTRY INTERACTIONS

At UBS Ludhiana, we believe learning extends beyond classrooms. Industry leaders, entrepreneurs, and alumni regularly engage with our students, sharing not just their success stories but also the challenges, values, and life lessons that shaped their journeys. These conversations bring the real world into the campus and inspire our students to dream bigger.

Mr. Sandeep Jain, Executive Director at Monte Carlo, shared valuable



insights from his journey of building a successful brand in the garment industry. He spoke about identifying and capitalizing on opportunities, while stressing the importance of innovation and continuous learning to stay competitive. His session offered students a comprehensive view of the apparel sector and Monte Carlo's strategies, ending with an inspiring note on the diverse business roles emerging in India's fast-growing economy.

INDUSTRY INTERACTIONS

Prof. Dubey, a renowned trainer of Rorschach, hypnosis, psychoanalysis, engaged students with his interactive approach to self-discovery. Using Inkblot Somatic Tests and reflective activities, he guided students to explore unconscious thoughts and connect with their inner selves



and uncover hidden aspects of their personalities. His session left a lasting impression, reminding students that personal growth and self-awareness are key to professional success.

The dynamic team from Vandana Beverages **Mr. Kanav Mittal**, **Mrs. Vandana Dalal**, and **Mr. Ankit Garg** brought energy and creativity to the campus. As the pioneers behind the revitalized traditional drink Bunta, branded as **KANHAZ**, they shared their entrepreneurial journey of reimagining heritage for modern markets. Their talk provided valuable lessons on product innovation, brand building, marketing strategies, and highs and lows of entrepreneurship.



INDUSTRY INTERACTIONS



Mr. Gaurav Munjal, Managing Director of Hero Ecotech Ltd, brought entrepreneurial wisdom to the students. He spoke about building a long-term vision, valuing product quality, and leading with ethics. His experiences highlighted the importance of staying true to one's values while adapting to changing business realities. For students, his session bridged the gap between textbook knowledge and the lived reality of running a business.

Dr. Deepak Jain, Assistant Vice President at Avon Cycles Ltd. and a seasoned HR professional, made his session memorable with creativity and interaction. He explained how HR practices align with business needs and invited students to think about the bigger picture of how organisations succeed. Using real-life HR cases and a powerful motivational activity, he turned theory into action, leaving a lasting impression of what impactful HR leadership looks like.



Ms. Indu Punj, Founder Stories Matter and counsellor, trainer touched hearts with her session. She encouraged students to move from self-doubt to self-trust and reminded them that they have the power to “write their own story.” She addressed common challenges such as stress, stage fear and public speaking anxiety, demonstrating how presence, body language, and gestures shape the way we connect with others.

INDUSTRY INTERACTIONS



Mr. Vinay Sharma, Deputy Director at the Federation of Indian Export Organisations (FIEO), brought clarity and practical insights to the session on the India–UK Free Trade Agreement. He highlighted emerging export opportunities, offered startup guidance and encouraged students to view global trade as a path to innovation and growth. His perspective gave students a roadmap to explore international markets with confidence.

Mr. Aditya Chauhan, Assistant Director at the Directorate General of Foreign Trade (DGFT), inspired students with his thoughts on first principles thinking. He explained how approaching problems from the ground up builds stronger solutions and drives entrepreneurial success. His session encouraged students to think differently, question assumptions and develop clarity in decision-making.



FOUNDATION DAY

On the 18th Foundation Day of University Business School, we welcomed **Mr. Raghav Sharma**, Founder of Xovian Aerospace. His startup, building AI-native RF satellite infrastructure, recently secured \$2.5 million in funding and was recognised by the Hon'ble Prime Minister of India.

Mr. Sharma shared about the struggles of starting up, the resilience it demands, and how networking with the right people can open doors for young entrepreneurs.



Mr. Shibananda Dash, CEO of Ludhiana Angels Network, spoke about India's fast evolving startup ecosystem. He offered practical guidance on connecting with investors, seizing opportunities, and approaching challenges as stepping stones. The session left students inspired to think big and pursue their business ideas with courage.

STUDENT ACTIVITIES

CII MAJESTIC Skill-Will-Lead Competition

University Business School, Ludhiana proudly emerged as a top performer in the 6th edition of the CII Majestic Skill-Will-Lead Competition, held in October 2025. Conceived by Mr. Mahesh Munjal, Managing Director of Majestic Auto, this prestigious platform is designed to sharpen presentation, communication, and leadership skills among aspiring professionals.

UBS students showcased exceptional talent and confidence, securing Three First Positions and One Third Position, along with a total prize money of ₹1,00,000.

This remarkable accomplishment reflects not only the dedication and excellence of UBS students but also the institution's unwavering commitment to nurturing leaders who combine knowledge, confidence, and integrity to excel in today's competitive business world.



STUDENT ACTIVITIES

GYANMANTHAN

Gyanmanthan is the annual interstate quiz competition organised by UBS Ludhiana since 2012. The 2024 edition witnessed the enthusiastic participation of over 40 teams from across Jammu & Kashmir, Haryana, and Punjab.

The competition was designed not just to test memory but to instill deep understanding and curiosity in students, going beyond learning for examinations. With strong support from industry partners, the event continued to nurture the spirit of learning, collaboration, and intellectual growth.

Gyanmanthan 2024 was not just a competition, but a festival of ideas, knowledge, and youthful energy — a true testament to UBS Ludhiana's commitment to creating platforms that encourage innovation and excellence.



STUDENT CLUBS

Pixel Pulse :

With most marketing now happening online, UBS Ludhiana formed PixelPulse—a community of storytellers, social media marketers, writers, and creators. The club trains members in content creation, curation, platform-specific strategies, and social media analytics. Students also gain practical exposure to managing online platforms and creating impactful digital content.



Insight Lab :

In today's data-driven world, leaders must be able to interpret information and draw meaningful insights. To support this, UBS Ludhiana launched Insight Lab, the data analytics and research club. It helps members strengthen analytical thinking and research skills by providing hands-on training with tools like SPSS, R-Studio, and MS Excel.



STUDENT CLUBS

SkillsSphere :



Ideas and vision are powerful, but without the ability to express them, they remain unfulfilled. To bridge this gap, UBS Ludhiana created SkillsSphere, a student-run club focused on communication and personal development. It helps students build professionalism, etiquette, emotional intelligence, and problem-solving skills.

Swachhta Club :

UBS Ludhiana's cleanliness club promotes a hygienic, eco-friendly environment in line with the Swachh Bharat Abhiyan. It motivates students to lead by example and conduct cleanliness drives, awareness campaigns, sustainability workshops, waste segregation activities, and collaborate with NGOs and municipal bodies.



STUDENT'S PROFILE

AKSHIT GARG



Age : 22 years

A dedicated and hardworking individual, he is passionate about continuous learning. A creative thinker, he enjoys solving problems and exploring new ideas, valuing integrity, respect, and growth.

Area of Specialization : Finance & Marketing

Graduation : B.Com

University : Panjab University

Summer Internship : S.D Industries, Khanna

Project Title : Financial Ratio Analysis of S.D. Industries

Key Learning : He developed an understanding of financial documentation, corporate interactions, and banking procedures during his internship. Additionally, his involvement in product sales and marketing helped refine his communication, leadership, and interpersonal skills.

AMREEN KAUR PANNU



Age : 23 years

A confident communicator with a natural flair for public speaking, she demonstrates leadership presence and a keen sense of personal branding. Thriving in collaborative environments, she enjoys bringing people together to achieve results.

Area of Specialization : Marketing & HR

Graduation : BBA

University : Panjab University

Summer Internship : Dada motors Mahindra, Dholewal, Ludhiana

Project Title : Strategic Insights and Operational Dynamics of Car Dealership

Key Learning : She sharpened her customer engagement and recruitment skills, gained proficiency in CRM tools, improved communication and teamwork, and developed a practical understanding of dealership operations, strategic processes, and organizational dynamics for effective performance in real business environments.

STUDENT'S PROFILE

ANURAG MAYER



Age : 21 years

A hardworking student dedicated to building high-performing, people-first organizations. He applies principles of human psychology to enhance the experience of both internal and external customers, contributing to a more collaborative and growth-oriented environment.

Area of Specialization : HR & Marketing

Graduation : B.Com

University : Panjab University

Summer Internship : Ralson (India) Limited

Project Title : Training Needs Analysis-HR department, Marketing department, Employee feedback Analysis, Induction Audit & On boarding Enhancement

Key Learning : He gained a holistic understanding of HR functions and their strategic coordination with other departments, developed insights into managing conflict and insubordination, and built capabilities to design effective induction schedules for smooth onboarding and organizational alignment.

ARPITA



Age : 21 years

Possessing a dual specialization in Finance and Marketing, she has a strong interest in understanding how financial insights and marketing strategies together drive business success.

Area of Specialization : Finance & Marketing

Graduation : BBA

University : Panjab University

Summer Internship : IOL Chemicals and Pharmaceuticals Ltd.

Project Title : Financial Statement Review

Key learning : A major takeaway from her internship was learning how financial analysis influences strategic choices. She practiced interpreting financial statements, analyzing performance ratios, and translating data into actionable insights for effective business decision-making.

STUDENT'S PROFILE

ARSHPREET KAUR



Age : 22 years

Specializing in HR and Finance, she believes in continuous learning and growth and is passionate about creating a positive environment.

Area of Specialization : HR & Finance

Graduation : B.Com

University : Panjab University

Summer Internship : Ludhiana Beverages Private Limited

Project Title : Study on Employee Life cycle

Key learning : She gained a holistic understanding of HR practices, sharpened practical skills, and developed a stronger appreciation for effectively managing the employee lifecycle to support organizational growth and enhance overall employee satisfaction and engagement.

ARYAN CHADHA



Age : 21 years

Motivated and analytical, he blends skills in financial analysis, data-driven insights, and creative content strategy.

Area of Specialization : Finance & Marketing

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : Punjab National Bank

Project Title : A study of credit and recovery system of Punjab National Bank

Key learning : His internship at PNB gave him practical exposure to credit and recovery operations. He learned the importance of documentation, compliance, and professional communication while developing analytical and time management skills essential for a career in banking.

STUDENT'S PROFILE

ASHNA CHHABRA



Age : 22 years

A believer in the power of innovation and teamwork, she strives to transform ideas into success stories. With a focus on quality and a passion for growth, she aims to contribute to projects that leave a lasting impact.

Area of Specialization : Marketing & HR

Graduation : BBA

University : Panjab University

Summer Internship : BCM World School

Project Title : Marketing Strategies and Brand Building Initiatives for BCM World School

Key learning : This internship enhanced her understanding of educational marketing by bridging theory with practice. She gained hands-on exposure to digital campaigns, brand positioning, and stakeholder engagement, while strengthening her communication, analytical, and project management skills.

DOYAL



Age : 22 years

Proactive and collaborative, she aims to bridge academic learning with real-world business challenges.

Area of Specialization : Finance & HR

Graduation : BBA

University : Panjab University

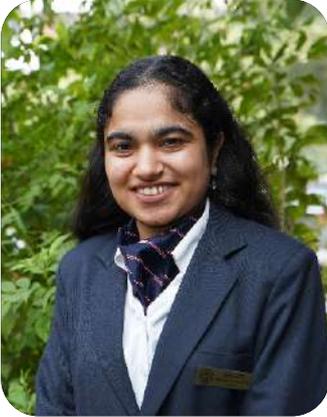
Summer Internship : Rockman industries pvt ltd.

Project Title : DOJO Training and Skill Matrix Module of Rockman Industries Limited

Key Learning : She worked on implementing Dojo Training, developing skill matrices, competency mapping, and employee skill development. This exposure enhanced her understanding of workforce development and strengthened her ability to align HR practices with organizational goals.

STUDENT'S PROFILE

DRISHTI



Age : 21 years

Finance-focused and detail-oriented, she possesses expertise in fundamental and technical analysis, effective communication, and decision-making insights. She also has experience educating children about Safe and Unsafe Touch in an NGO.

Area of Specialization : Finance & HR

Graduation : B.A.Economics (Hons.)

University : Panjab University

Summer Internship : S.K.Sikka & Associates

Project Title : Insights into Financial Filing and Corporate Regulatory Procedures

Key Learning : The internship offered her exposure to company law compliance, financial reporting, and statutory filings such as AOC-4, MGT-7, and PAS-6. It enhanced her understanding of corporate governance, legal documentation, and the practical importance of regulatory compliance in business.

GURDEEP KAUR



Age : 23 years

Dedicated to business operations and team collaboration, she is eager to apply her knowledge and skills to real-world challenges, learn from experiences, and contribute to organizational success.

Area of Specialization : Operations & HR

Graduation : BBA

University : Panjab University

Summer Internship : Ludhiana Beverages Private Limited

Project Title : A study on Purchase Management of LBPL

Key Learning : During her internship, she gained exposure to procurement operations, ERP-based purchase management, vendor coordination, and account reconciliation. This experience strengthened her analytical and organizational skills while enhancing her understanding of corporate purchasing and supply chain functions.

STUDENT'S PROFILE

GURSIMAR SINGH



Age : 21 years

Passionate about turning ideas into impactful results, he possesses expertise in digital marketing, strategic planning, and project execution. Thriving on creative problem-solving and team leadership, his experiences across competitions, internships, and leadership roles reflect his drive to innovate, grow, and create meaningful value for organizations.

Area of Specialization : Marketing & Finance

Graduation : B.Com (Hons.)

University: Panjab University.

Summer Internship : EaseMyTrip

Project Title : Integrated Digital Marketing, Travel Planning and Financial Analysis in the Tourism Sector : An Internship Project at EaseMyTrip

Key learning : He contributed to digital marketing, SEO, and lead generation initiatives while refining his skills in travel itinerary planning, client coordination, and financial analysis, effectively applying academic concepts to practical challenges in the tourism and hospitality industry.

HANSIKA KHANNA



Age : 23 years

Specializing in Marketing with a minor in Human Resources, she is a dedicated learner who aspires to grow through continuous learning and practical experience while contributing meaningfully to organizational goals.

Area of Specialization : Marketing & HR

Graduation : BBA

University : Panjab University

Summer Internship : Oswal Woollen Mills Limited, Ludhiana, Panjab

Project Title : A Study on Recruitment process adopted at Oswal Woollen Mills Limited

Key Learning : Her internship provided hands-on exposure to recruitment, including sourcing, screening profiles, drafting job descriptions, scheduling interviews, and assisting in preliminary discussions. The experience strengthened her communication, decision-making, and prioritization skills while deepening her understanding of HR functions.

STUDENT'S PROFILE

JASLEEN KAUR



Age : 22 years

With a strong foundation in business strategy, leadership, and finance, she brings a diverse skill set focused on driving organizational success and operational excellence. Her academic journey, combined with hands-on experience in project management and teamwork, has equipped her with the tools to think analytically, solve complex problems, and make data-driven decisions.

Area of Specialization : Operations & HR

Graduation : BBA

University : Panjab University

Summer Internship : Ludhiana Beverages Private Limited

Project Title : A study on Production Planning of LBPL

Key Learning : She worked in production planning, gaining knowledge of production processes, demand forecasting, material requirement planning, and inventory control. She learned to design efficient schedules and coordinate across departments, enhancing her understanding of real-world production challenges, problem-solving, and effective planning to meet customer demand.

JASMINE KAUR



Age : 22 years

She has considerable experience in digital marketing and is currently working remotely with Elevyn Infotech, Bangalore, where she focuses on recruitment and talent acquisition. She combines marketing understanding with strong communication skills to support effective hiring and team building.

Area of Specialization : Marketing & HR

Graduation : BBA

University : Panjab University

Summer Internship : Bridgestone India Pvt. Ltd. Pune

Project Title : Digital Marketing Landscape and its impact on tyre industry

Key learning : She developed skills in SEO, social media campaigns, content development, and performance analytics during her internship. It enhanced her ability to craft and execute effective digital strategies that strengthen brand reach and customer engagement.

STUDENT'S PROFILE

KARANVIR SINGH



Age : 22 years

Analytical and leadership-driven, he seeks to leverage his skills to drive organizational success and build a fulfilling career.

Area of Specialization : Finance & HR

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : Ludhiana Beverages Private Limited

Project Title : Financial Health Assessment through Ratio Analysis: A Case Study of Ludhiana Beverages Private Limited

Key Learning : As a Finance Intern, he gained experience in financial reporting, filing TDS and GST returns, fixed asset addition, insurance data maintenance, reconciliation of TDS, and ledger scrutiny. His responsibilities provided him with practical exposure to complex financial systems, enhanced professional skills, and strengthened his ability to make data-driven financial decisions.

KRITIKA



Age : 21 years

Curious and driven, she is eager to understand business operations from the ground up and develop into a versatile professional.

Area of Specialization : Operations & HR

Graduation : B.Com

University : Himachal Pradesh University.

Summer Internship : Nesta Botanicals/Hotel Vatika

Project Title : Development of a Foundational HR Framework / Operation Management Basics

Key learning : She contributed to HR and Operations projects including employee documentation, interview coordination, front desk duties, and guest management. This hands-on experience strengthened her adaptability, multitasking, and communication skills while providing insight into organizational operations.

STUDENT'S PROFILE

LOVISH TANEJA



Age : 21 years

At UBS, PURC, Ludhiana, he combines strong analytical skills, business intelligence, and acumen, and is driven to deliver results and contribute innovative solutions in dynamic environments.

Area of Specialization : Finance & Marketing

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : Ralson (India) Limited

Project Title : A Comprehensive Study on Working Capital Management of Ralson (India) Limited

Key Learning : He cultivated strong analytical and technical proficiency through financial analysis, SAP ERP systems, and GST regulatory frameworks. This internship provided him with practical immersion in sophisticated financial operations, substantially elevating his operational efficiency and professional expertise.

MANYA ARORA



Age : 21 years

Open to exploring the business world, she approaches learning through experience and collaboration.

Area of Specialization : Finance & HR

Graduation : B.Com (Hons.)

University : Panjab University.

Summer Internship : IOL Chemicals and Pharmaceuticals Ltd.

Project Title : Annual Financial Performance Review

Key Learning : She acquired practical experience in financial analysis, improving her MS Excel and reporting skills, understanding market trends, and enhancing accuracy, while developing the ability to make ethical, data-driven financial decisions in a professional business environment.

STUDENT'S PROFILE

MOKSHI SHARMA



Age : 22 years

Ambitious and strategic, she specializes in Finance and HR and brings a strong foundation in business strategy, leadership, and organizational development. She has honed her skills in collaboration, problem-solving, and strategic decision-making.

Area of Specialization : Finance & HR

Graduation : B.Com

University : Panjab University

Summer Internship : Vardhman Spinning & Gen Mills and textiles Ltd.

Project Title : Comprehensive Financial and Competitive Analysis of Vardhman Textile Limited

Key Learning : She handled financial activities such as SAP postings, account reconciliations, purchase and freight bill processing, and contract documentation, enhancing accuracy, compliance, and operational efficiency while gaining practical insights into finance functions at a corporate level.

NANDITA



Age : 25 years

Bringing a unique mix of science, business, and finance expertise, she has prior experience as a microbiologist at Ludhiana Beverages Pvt. Ltd., Coca-Cola's official bottling partner, and holds a postgraduate degree in Biotechnology and certifications in Intellectual Property Rights.

Area of Specialization : Finance & Marketing

Graduation : B.Sc

University : Panjab University.

Summer Internship : Vindhya Telelinks Limited, Sector-125, Noida, UP

Project Title : Working Capital Management in an EPC Company- A case study Vindhya Telelinks Limited

Key Learning : Her role as a Finance intern included managing working capital processes and analyzing the NFS project from a techno-commercial perspective. By applying KPIs, she assessed viability and efficiency, building practical knowledge in financial management.

STUDENT'S PROFILE

NIKHIL SONI



Age : 22 years

Blending financial insights with marketing vision, he crafts impactful business solutions.

Area of Specialization : Marketing & Finance

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : The Times of India

Project Title : The study on marketing mix

Key Learning : As a Sales and Marketing intern at TOI, he developed practical expertise in client acquisition, promotional campaigns, and impactful communication, which enriched his skills in market analysis and customer engagement, providing valuable industry exposure and holistic professional development.

PARAMVEER KHANNA



Age : 21 years

Equipped with leadership, teamwork, and communication skills, he has gained practical exposure through internships and industry projects.

Area of Specialization : Marketing & HR

Graduation : B.Com (Hons.)

University : Panjab University

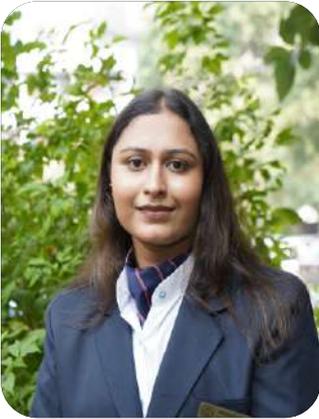
Summer Internship : Atul Fasteners

Project Title : Competitor Analysis and Positioning Recruitment Process Mapping

Key Learning : He engaged deeply in brand positioning and consumer analysis, strengthening his communication and problem-solving skills through collaboration on research initiatives, campaign planning, and translating data findings into strategic recommendations that contributed to brand growth.

STUDENT'S PROFILE

PAWANJOT KAUR



Age : 23 years

With a strong interest in finance and marketing, she believes in the power of problem-solving and creativity to turn challenges into opportunities while focusing on learning and growth.

Area of Specialization : Finance & Marketing

Graduation : BBA

University : Panjab University

Summer Internship: BCM Foundation

Project Title : Branding and Positioning of BCM Schools and Financial Analysis of BCM Schools

Key Learning : The internship provided her with exposure to SOP preparation, branding and positioning projects for educational institutions, and financial analysis. It strengthened her research, documentation, strategic planning, and analytical decision-making abilities while giving her practical insight into organizational processes.

PRATEEK SINGH



Age : 23 years

Representing Panjab University as an international sports person, he is proficient in web development and leadership and is committed to excellence in every pursuit.

Area of Specialization : Marketing & HR

Graduation : BBA

University : Panjab University

Summer Internship : Atul Fasteners, Ludhiana

Project Title : Digital Marketing & Recruitment

Key Learning : At Atul Fasteners, he worked on digital marketing and HR initiatives, including designing online campaigns, managing website content, analyzing performance metrics, and supporting HR processes. This experience enhanced his marketing skills, HR knowledge, and teamwork abilities.

STUDENT'S PROFILE

RADHIKA



Age : 23 years

Curious, hardworking, and creativity-driven, she specializes in Human Resource and Finance.

Area of Specialization : HR & Finance

Graduation : B.Com

University : Panjab University.

Summer Internship: Ludhiana Beverages Private Limited

Project Title : An Empirical Investigation into the Employee Lifecycle and Organisational Dynamics of Ludhiana Beverages Pvt. Ltd.

Key Learning : She developed a managerial perspective on HR functions, strengthening her practical capabilities and recognizing the strategic role of employee lifecycle management in driving organizational growth and fostering a positive and engaging workplace experience.

RIDHI PUNIANI



Age : 22 years

Focused on business strategy, digital marketing, and project management, she brings a structured approach to problem-solving, supported by analytical thinking, clear communication, and adaptability in dynamic business environments, contributing effectively to evolving business settings.

Area of Specialization : Marketing & HR

Graduation : BCA

University : Punjabi University, Patiala.

Summer Internship : Aadvi Business Structures, Ludhiana

Project Title : Integrating Artificial Intelligence in Aadvi Business Structure Consulting and Operations

Key Learning : During her summer internship in the marketing domain, she gained hands-on experience in market research, branding, and promotional strategies, enhancing her communication and analytical skills while contributing to impactful campaigns and practical business growth initiatives.

STUDENT'S PROFILE

RISHITA JAIN



Age : 21 years

Bridging analytical insight with creative strategy, she is enthusiastic about business development and leadership, committed to learning, evolving, and making a tangible impact through purposeful action.

Area of Specialization : Marketing & Finance

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : The Times of India

Project Title : Customer Aquisition and Market Research : Internship Experience in Times of India

Key Learning : Her internship at Times of India provided a transformative experience in client acquisition, strategic marketing, and brand storytelling. It honed her research, communication, and persuasion skills while offering practical exposure to real-world business challenges and opportunities.

SAHIL ARORA



Age : 23 years

With a strong foundation in business knowledge and experience, he combines a diligent work ethic with a passion for continuous learning. Observant and detail-oriented, he quickly adapts to new situations and identifies opportunities for improvement. With a keen ability to learn and apply new concepts, he consistently strives for growth and excellence.

Area of Specialization : Marketing & Finance

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : The Times of India

Project Title : Driving Sales through fieldwork and cold calling: An internship experience at The Times of India

Key Learning : He engaged in field sales by approaching clients, scheduling meetings, and maintaining professionalism. He learned to evaluate advertisement ROI through response rates, brand recall, and lead generation, gaining insight into the connection between field activities, sales revenue, and organizational growth.

STUDENT'S PROFILE

SAURABH TANEJA



Age : 23 years

Driven by growth and opportunity, he embraces a *carpe diem* mindset and is eager to learn, connect, and contribute to meaningful business success.

Area of Specialization : Finance & Marketing

Graduation : B.Com (Hons.)

University : Panjab University

Summer Internship : Ralson (India) Limited

Project Title : A Comprehensive Study on Financial Statement Analysis of Ralson (India) Limited

Key Learning : His internship involved analyzing financial statements, leveraging SAP ERP, and understanding GST frameworks. These experiences sharpened his analytical acumen and technical expertise, providing practical exposure that prepared him to handle complex financial operations efficiently.

SHRUTI



Age : 22 years

Striving to evolve as a strategic leader, she aims to foster a culture of innovation and creativity.

Area of Specialization : Finance & HR

Graduation : BBA

University : Panjab University.

Summer Internship : Ganga Acrowols Ltd.

Project Title : HRIS and employee data management at Ganga Acrowols Ltd.

Key Learning : During her internship in HR, she handled employee data updates, payroll coordination, and compliance documentation. This experience enhanced her technical proficiency, accuracy, and understanding of HRIS and operational HR processes.

STUDENT'S PROFILE

SIDHARTH JANDA



Age : 24 years

Aspiring to develop professionally and personally, he dedicates himself to growth through hard work and continuous learning.

Area of Specialization : HR & Operations

Graduation : BA

University : Panjab University

Summer Internship : The Times of India

Project Title : Bridging theory with practice : Key learnings from a field internship at The Times Of India

Key Learning : He learned how the effectiveness of advertisements is measured by analyzing clients' response rates, brand recall, and lead generation. He gained insight into the connection between fieldwork, sales income, and business development.

SIMRPREET KAUR



Age : 22 years

With a keen interest in social media, content creation, and marketing, she aspires to own her own business and is actively involved in NGO work.

Area of Specialization : Marketing & HR

Graduation : BBA

University : Panjab University

Summer Internship : IOL Chemicals and Pharmaceuticals Ltd.

Project Title : Marketing research on Minoxidil and Dihydromyrcenol

Key Learning : She conducted marketing research on APIs such as Minoxidil and Dehydomyrcenol, gaining insights into market trends, competition, regulatory frameworks, and product positioning, while developing strong analytical, research, and communication skills in a disciplined and ethically driven work environment.

STUDENT'S PROFILE

SMRIDHI GOEL



Age : 24 years

An Impact-driven management graduate with strengths in content writing, marketing strategy, and customer research. Proven record of leadership, client engagement, and creative execution, with exposure to banking and financial operations.

Area of Specialization : Finance & Marketing

Graduation : B.Com

University : Delhi University

Summer Internship : IndusInd Bank

Project Title : Assessing Customer Satisfaction Using The SERVQUAL Model: A Study of IndusInd Bank

Key Learning : She developed comprehensive skills in retail banking operations, financial analysis, analytical research, and regulatory compliance while enhancing her proficiency in data management, banking systems, and cross-functional collaboration. She also demonstrated client engagement capabilities and lead generation acumen in a dynamic financial services setting.

SUDHANSHU KUMAR



Age : 22 years

Focused on understanding the basics of business operations and development, he is building a strong foundation in management principles.

Area of Specialization : Finance & Marketing

Graduation : B.Com

University : Panjab University

Summer Internship : S.D Industries

Project Title : Working Capital Mangement in S.D Industries

key learning : He actively engaged in managing debtor accounts, estimating feed production, and reducing cash transactions during his internship. Handling feed distribution, data collection, and product customization helped enhance his operational, analytical, and financial management capabilities.

STUDENT'S PROFILE

SUHANA SALUJA



Age : 22 years

Thriving at the intersection of finance, marketing, and innovation, she brings a problem-solving mindset and a passion for creating practical business solutions, aiming to contribute to organizational growth, strengthen brand value, and deliver measurable results.

Area of Specialization : Finance & Marketing

Graduation : BBA

University : Panjab University

Summer Internship : EaseMy Trip, Ludhiana

Project Title : The Impact of Marketing Campaigns on revenue generation: A financial study of Marketing Campaigns on EaseMyTrip

Key Learning : She learned to plan, execute, and analyze digital campaigns, set KPIs, use analytics tools, allocate budgets effectively, understand consumer behavior, and further improve her teamwork, communication, and client-handling skills.

VAIBHAV JAIN



Age : 22 years

Valuing creativity and teamwork, he focuses on shaping ideas into successful outcomes. Guided by a pursuit of quality and continuous growth, he strives to contribute to projects that make a meaningful and lasting difference.

Area of Specialization : Finance & Operations

Graduation : B.Com

University : Panjab University

Summer Internship : Avon Cycles Limited

Project Title : Analysis of Financial Statements

Key Learning : As a Finance and Taxation intern, he gained hands-on experience in financial reporting, tax compliance, and regulatory processes. His responsibilities included preparing tax returns, supporting audits, reconciling financial data, and maintaining accurate records, enhancing his practical knowledge and professional skills.

STUDENT'S PROFILE

VANSH KHANNA



Age : 22 years

Driven to turn ideas into impactful outcomes, he is skilled in operations, strategy, and project execution, with a passion for problem-solving, innovation, and leadership to create real value.

Area of Specialization : Finance & Operations

Graduation : B.Com

University : Panjab University

Summer Internship : M/s Nikhil Udyog

Project Title : Management of Operation

Key learning : He conducted trend analysis of footwear styles, studied competitor strategies, and gained exposure to supply chain coordination. This experience enhanced his market research ability, strategic thinking, and understanding of product movement from production to retail execution.

VIDUSHI GUPTA



Age : 22 years

Dedicated to management and strategy, she aims to build a career where she can apply her skills and create a measurable impact.

Area of specialization : Marketing & HR

Graduation : BBA

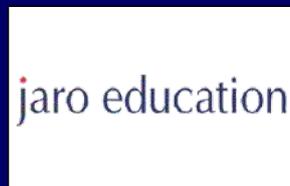
University : Panjab University.

Summer Internship : Shiva Glass Industries Private Limited

Project Title : Shaping Transparency and Gaining Experience In Field of Marketing and Operations in Glass Industry

Key Learning : The marketing internship provided her with exposure to market research, campaign planning, and consumer behavior analysis. She developed actionable insights, contributed to brand growth strategies, and enhanced her analytical and interpersonal skills by applying theoretical knowledge to real-world business scenarios.

OUR PAST RECRUITERS



Looking Forward To Collaborate With You



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