

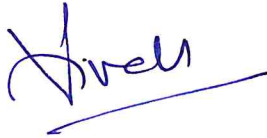
Date: 07/10/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Vihaan Tandon** has successfully completed his internship at Adani Wilmar Ltd. in **Marketing** Function for a period of **4 Weeks** from **16th June 2022 to 30th July 2022**.

He was found to be sincere and dedicated towards the work assigned. We wish him all the best for his future endeavors.

For Adani Wilmar Ltd.



**Vivek Chaturvedi**  
**Head Talent Acquisition**

## **Internship: Adani Wilmar Limited**

**Project Undertaken:** Conducted Product Market Research to determine whether it was a good idea for their new product, olive oil, to enter the market.

During my internship, I was part of the Finance and Marketing team at Adani Wilmar Limited. I researched the market space for Adani's new product, olive oil. Additionally, I conducted competitor benchmarking by visiting various supermarkets and studying how the market has been growing locally and globally. Furthermore, I studied the export and imports of the product on government websites over the past decade to analyze the growth in the industry. Lastly, I collated all my research into a presentation that highlighted the key takeaways.

### **About Adani Wilmar Limited:**

Adani Wilmar is a billion Dollar company, and one of the largest FMCG companies in India. It has revenues of over 7 billion dollars. It is the largest supplier of edible oil in India. It is one of the few large FMCG food companies in India to offer most of the essential kitchen commodities for Indian consumers, including edible oil, wheat flour, rice, pulses, and sugar. Their products are offered under a diverse range of brands across a broad price spectrum and cater to different customer groups.

The company is joint venture incorporated in January 1999 between the Adani Group, a 200-billion-dollar company, which is a multinational diversified business group with significant interests across transport and logistics, and energy and utility sectors, and the Wilmar Group, one of Asia's leading agribusiness groups which was ranked among the largest listed companies by market capitalization on the Singapore Exchange as of February 2021. As a joint venture between the Adani Group and the Wilmar Group, they benefit from our strong parentage. They benefit from the Adani Group's in-depth understanding of local markets, extensive experience in domestic trading and advanced logistics network in India, and leverage on the Wilmar Group's global sourcing capabilities and technical know-how. It has its headquarters in Ahmedabad, Gujarat.

### **Key Pointers**

- One of the few large FMCG food companies in India to offer most of the essential kitchen commodities for Indian consumers, including edible oil, wheat flour, rice, pulses, and sugar.
- No. 1 edible oil brand in India / "Fortune", our flagship brand, is the largest selling edible oil brand in India.
- One of the fastest growing packaged food companies in India.
- India's largest importer of crude edible oil
- Mundra is the one of the largest single location refineries in India with a designed capacity of approximately 5,000 tonnes per day.
- Largest lauric fat manufacturer in India.
- Largest manufacturer of castor oil in India and one of the largest basic oleochemical manufacturers in India
- Largest exporter of castor oil and its derivatives and one of the largest exporters of oleochemicals in India.

Date: 05/06/2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to Certify that **Vihaan Tandon** has worked with Klaxon Homes, a subsidiary of Krios Building Products, for a period of 8 weeks. He completed his Internship from May 1st, 2021 to 1st June, 2021 and from April 23rd, 2022 to 20th May, 2022. He worked in the New Product Development department and helped launch 5 products successfully.

Vihaan was very hard working and disciplined in any assignment given to him. His assignment included the feasibility of launching new products on various online market places after doing due diligence on the marketability of the product. He completed all his assignments on time and successfully. Our best wishes to him for his career.

For KLAXON Homes



Atul Tiwari  
Project Manager

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## **Internship: Klaxon Homes**

### **Project Undertaken:**

I was part of the Finance and Marketing team at Klaxon Homes. I conducted feasibility studies for the launch of 20 new products online on different online retail platforms such as Amazon, Flipkart, Pepperfry, etc. Furthermore, I worked on pricing analysis for the competitive launch of 20 products online. Also, I suggested design changes to the sales team to maximize sales. Lastly, I also worked on freight cost optimization.

### **About Klaxon Homes:**

Klaxon Homes is one of the largest online suppliers of Furniture in India. It is the largest OEM supplier to the top Furniture Retailers like Amazon, Flipkart, Pepperfry, Hometown, Nilkamal and Urban Ladder. Klaxon has the largest selection of Beds, Wardrobes, Study Tables, Coffee Tables, Bar Tables and Dressing Tables. Klaxon has 2 state of the art manufacturing facilities and 14 showrooms. It is a company based out of Ahmedabad (Gujarat).

## **Internship: FWWB – Friends of Women's Worlds Banking → Ongoing Internship**

### **Project Undertaken:**

I am currently working as an intern at the organization. I help in identifying and reaching out to farmer-producer groups such as cooperatives under a trust or society that require soft loans. Moreover, I help in evaluating the creditworthiness of the product cycle and business plans. I also understand the strength of the leader of the cooperative and the group dynamics within the institution. Another aspect of my role is to visit the partner institutions and interact with the managing board. I help in evaluating the responses of the employees, client surveys, strength of documentation, board structure, supporting documents of the business plan, and conducting ratio analysis. Furthermore, I help in identifying risk factors and capacity-building needs of the institutions. Lastly, I also help in building a case for the team to present to the credit committees with recommendations on the loan amount.

### **FWWB – Friends of Women's Worlds Banking**

FWWB is an affiliate of Women's World Banking, a global network created to focus on the need for women's direct access to financial services and recognizing women's role in building a nation's economy. FWWB's primary goal is to promote direct participation of poor women in the economy through access to financial services. FWWB was created to extend and expand informal credit supports and networks within India to link them to a global movement. The mission for FWWB is to provide financial and capacity building services to organizations promoting livelihoods and self-reliance of poor women.

FWWB is the largest B2B financial institution, with lending to over 500 Microfinance Institutions and NGO's. Cumulatively, it has helped over 20 million Women in India.