

Anupam Nanda
Gold Medalist for the Best All Round Performance - Post Graduate Programme in Software Enterprise Management

With over eight years of experience in IT Product Development/Management and working with Samsung R&D Bangalore, Anupam has expertise in product life cycle-requirement gathering, market analysis, usability, design & architecture and deployment. He has worked with Samsung's Poland, Vietnam, China, Korea and India centres.

A keen badminton, basketball and table tennis player, a member of the Student Affairs Council at IIMB, a coordinator for the Branding and Communication Cell (2012-13) and an advisor to the PGSEM- SAC (2014-Current), Anupam who is passionate about technology sees great value in building strong networks. "On campus, I made many friends, not only from my batch but also from other programs be it the doctoral program or the one-year Global MBA program. These networks, formal and informal, further strengthened my learning. I can certainly say that two years of my life were very well spent at IIM Bangalore," he says.

To those who would like to emulate his lofty achievement, Anupam says: "You have got yourself into a world of great opportunity at IIM Bangalore. Grab every opportunity and use it well. Today, I cherish the years spent here and feel delighted at my own transformation."

The Post Graduate Program in Software Enterprise Management is project-oriented and Anupam's projects include:

- Market Sensing for Mid-Range Smartphone product, target segment & pricing for leading consumer electronics firm: Building a mid-range smartphone product (new product development) by Market analysis, competitor analysis, market segmentation, USPs (needs and pain points), pricing range and recommended product profile (camera, display size+type, performance, RAM, CPU etc.), software feature recommendations, apps used by target segment, pricing range and Go-To-Market strategy.
- Market Sensing for Rich Communication Services (RCS) based Messaging Solution for a leading US based mobile technologies firm: Building a Product development strategy and marketing strategy by Messaging market insights (OTT Apps), mobile data usage patterns of consumers, business model of OTT Apps, App monetization trends, RCS Market analysis (global deployment), Indian Telecom Market analysis resulting in recommendations on messaging app features Identifying new RCS based services and target segments for adoption.