



Regarding Resume Pointers Verification

2 messages

Sahil Kumar <sahil.24204@sscbs.du.ac.in>
To: Kritiy Baid <kritiy@peesafe.com>
Cc: cbsresumes@sscbsdu.ac.in <cbsresumes@sscbsdu.ac.in>

Sun, 8 Mar, 2026 at 4:17 pm

Hi Kritiy,

This is to confirm that the following students of Shaheed Sukhdev College of Business Studies, University of Delhi have been working as **Research & Strategy Intern** on Live Projects undertaken in collaboration with PeeSafe from **January to March (8 Weeks)**.

Here is the list of the students along with the work has been undertaken in respective project by them:

1. Personal Care: Gen Z Adoption & Retention

Members:

Achyutam Koul
Anushruti
Garima Choudhary
Jarbera D.K Tamang
Jiya Bishnoi
Kashish Raj
Khushi Jain
Mohit Raheja
Sarathak Jain

Work Undertaken:

- Conducted primary consumer research involving **500+ survey responses**, focus group discussions, and 1:1 interviews to generate consumer insights and support growth strategy development across personal care categories
- Planning to synthesize quantitative and qualitative data to build consumer insight frameworks, identifying key drivers, barriers, trust factors, and drop-off points across the user journey
- Proposed to contribute to development of implementation-ready strategy playbooks, including trial & loyalty journeys, retention funnels, and experiment roadmaps with measurable success metrics
- Planning to support creation of Instagram-based community engagement strategies and insight-led communication frameworks tailored for personal care
- Planning to develop insight-driven content strategies, including **25+ content ideas** mapping to trial and loyalty objectives and a **30-day content calendar** aligned with consumer personas and engagement stages
- Proposed to support creation of comprehensive consulting deliverables including consumer insights decks, strategy frameworks, research datasets, and documentation for client handover

2. Feminine Hygiene: Trial & Loyalty

Members:

Aryan Dhamija
Avani Gupta
Gajanan Ingewad
Kannan Chachra
Bhavy Muwal

Mahi Gupta
Antra Sinha
Srisham Dash
Shivay Jain

Work Undertaken:

- Conducted primary consumer research involving **500+ survey responses**, focus group discussions, and 1:1 interviews to generate consumer insights and support growth strategy development across feminine hygiene & Gen Z personal care categories
- Planning to synthesize quantitative and qualitative data to build consumer insight frameworks, identifying key drivers, barriers, trust factors, and drop-off points across the user journey
- Proposed to contribute to development of implementation-ready strategy playbooks, including trial & loyalty journeys, retention funnels, and experiment roadmaps with measurable success metrics
- Planning to support creation of Instagram-based community engagement strategies and insight-led communication frameworks tailored for feminine hygiene
- Planning to develop insight-driven content strategies, including **25+ content ideas** mapping to trial and loyalty objectives and a **30-day content calendar** aligned with consumer personas and engagement stages
- Proposed to support creation of comprehensive consulting deliverables including consumer insights decks, strategy frameworks, research datasets, and documentation for client handover

Best Regards,



Sahil Kumar
Bachelor of Management Studies
Shaheed Sukhdev College of Business Studies,
University of Delhi
M: +91 9229952591
E: sahil.24204@sscbs.du.ac.in

Krity Baid <krity@peesafe.com>
To: Sahil Kumar <sahil.24204@sscbs.du.ac.in>
Cc: cbsresumes@sscbsdu.ac.in <cbsresumes@sscbsdu.ac.in>

Mon, 9 Mar, 2026 at 2:16 pm

Hi Sahil,

I'm confirming all the points as ongoing. Survey's complete.

I'm happy to confirm completion when all deliverables are shared in a week or two, which we are currently on track for.

—
Best,
Krity Baid
Founder's Office, Pee Safe

[Quoted text hidden]