



SUMMER INTERNSHIP REPORT BATCH 2023 - 2025

- 📍 Rajiv Gandhi Salai (OMR), Kalavakkam, Chennai - 603 110 Tamil Nadu, India
- ☎ **+91 44 2746 9774 | +91 73388 45103 | +91 95975 57030**
- ✉ mba.placements@ssn.edu.in
- 🌐 www.ssn.edu.in



Summer Internship Highlights

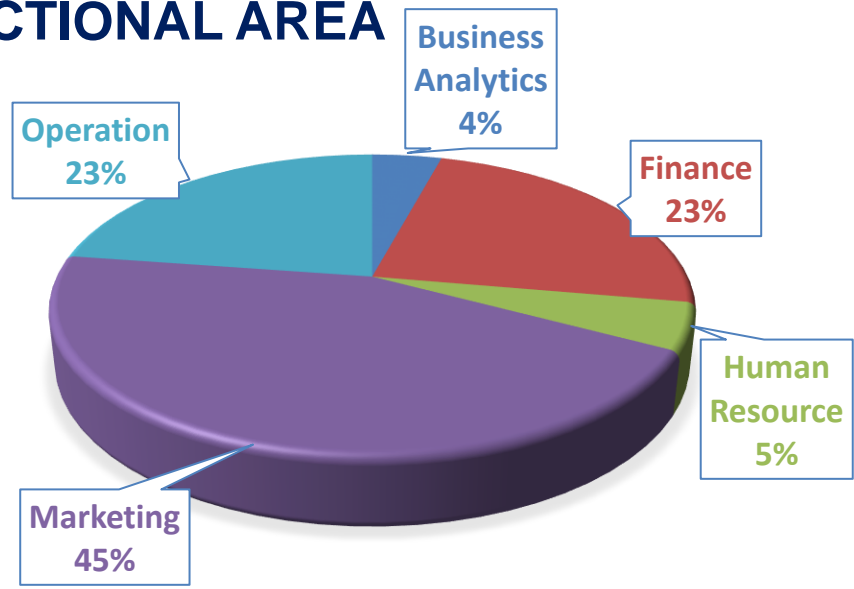
The twenty-fourth batch (2023-25) of MBA students from SSN School of Management has successfully concluded their 8-week summer internship, held between May and July 2024. This year, the internship season was marked by robust industry participation, with 72 companies joining both on-campus and off-campus to provide students with valuable practical exposure across a variety of sectors. The companies were impressed by our students' commitment, as each intern engaged in either research-based projects or hands-on professional assignments, highlighting their readiness for industry roles.

The season witnessed contributions from our longstanding recruitment partners as well as exciting new entrants, including **Hamleys (Reliance Brands Ltd.)**, **Factreehub**, and **Red Taxi**. The addition of these companies provided fresh perspectives and opportunities for our students. Several dynamic start-ups, such as **Raptee**, **Mobolutions**, **Spendflo**, **Greenevironment**, and **Neur Industries**, also contributed to the diversity of roles available, offering students opportunities to work in innovative, agile environments.

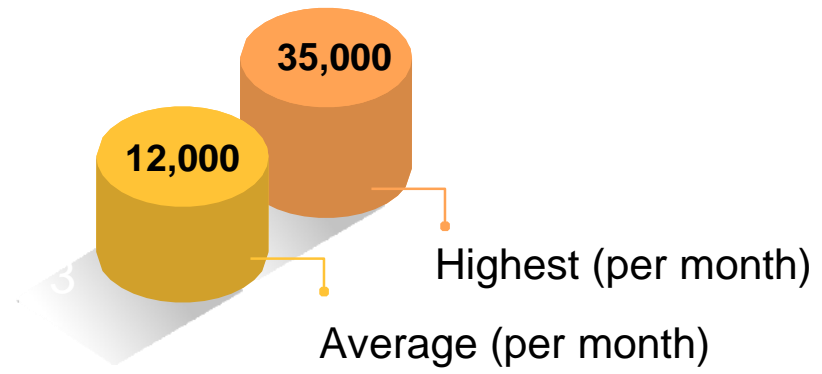
Notably, the dedication and performance of our students were recognized through four pre-placement offers (PPOs), secured by exceptional interns who exceeded expectations during their internships. These offers are a testament to our students' capabilities and their alignment with industry requirements.

With valuable experience and insights gained from their summer internships, our students are now preparing enthusiastically for the placement season, which kicks off in September. The practical knowledge and skills acquired during these internships will serve them well as they embark on their careers.

FUNCTIONAL AREA



STIPENDS



INTERNSHIP COMPANIES

FUNCTIONS & SUB-DOMAINS

Business Analytics

- Digital Analysis
- Digital Marketing
- AI Analysis

Finance

- Corporate Finance
- Finance & Accounting
- Financial Statement Analysis
- General Finance
- Security Analysis
- Portfolio Analysis

Human Resource

- General HR
- IT

Marketing

- Sales
- Business development
- LDP - Intern
- Digital Marketing
- Market Research
- SEO
- Network strategy
- Dealership development
- After Market Sales
- Copywriting
- Product Growth
- Competitive Analysis

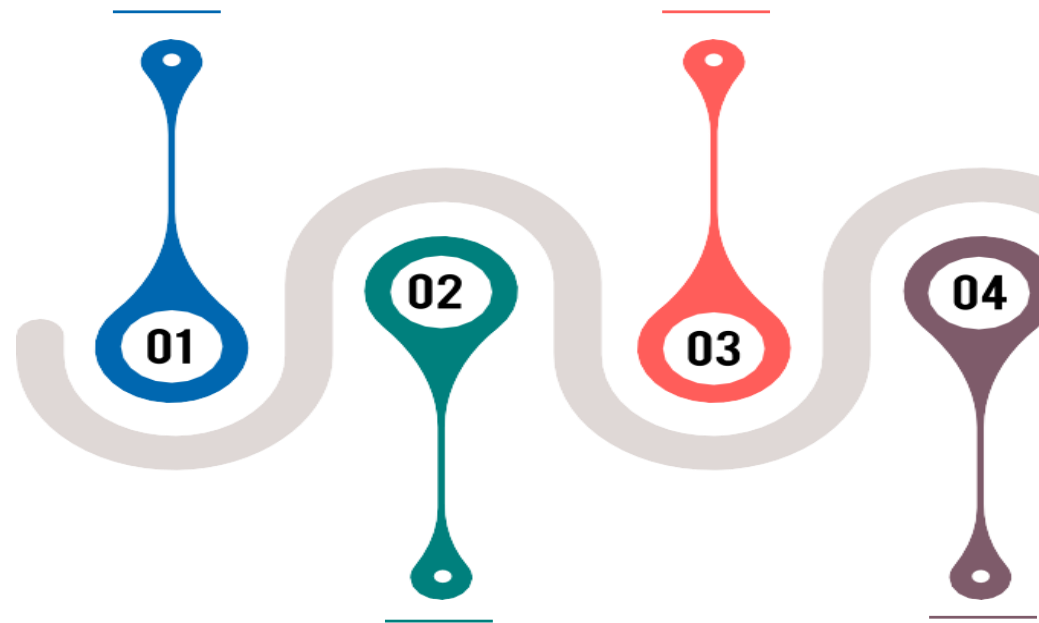
Operations

- IT Product Management
- General Management
- Business Consulting
- Project Management
- Operative Analytics
- Business Analytics
- Enterprise Analytics
- Lean Management
- Hospital Management
- Production Management

- ❖ Complete orientation and understand company policies
- ❖ Meet with your mentor and receive project briefs

- ❖ Submit a weekly report detailing progress and challenges
- ❖ Participate in review meetings for feedback

SIP Workflow



- ❖ Complete a final report covering your internship experience
- ❖ Attach all required documents and data

- ❖ Present your report in a formal viva setting
- ❖ Answer to questions posed by panel to understand your contributions

OUTCOMES

First-Hand Experience with Business Problems

Interns encountered real-world challenges specific to their functional areas, such as project management, supply chain issues, financial analysis, or digital marketing, helping them understand the complexities of actual business situations.

Organizational Orientation

Interns gained valuable insights into organizational culture and structure. Exposure to company workflows, policies, and collaboration methods provided a deeper understanding of corporate environments.

Understanding of Functional Areas

Across areas such as Business Development, Project Management, Marketing, HR, Finance, and IT Services, interns could grasp the core responsibilities and key metrics of their assigned functional areas. They learned the relevance of each function in supporting overall business objectives.

Practice-Reports

Interns practiced documentation and report creation, producing detailed analyses and findings relevant to their projects. These reports not only served as project deliverables but also as practice for professional documentation skills.

Pre-Placement Offers (PPOs)

High-performing interns demonstrated their skills and potential to hiring managers, leading to PPOs in several cases. This reinforced the internship's value as a pathway to long-term career opportunities within these companies.

BATCH
2023-2025

SSM
School of Management



Company	Project-Title	Function	Sub-domain
Hyundai	Business Planning	Finance	General Finance
Coastal Aquaculture Research Institute	Streamlining Talent Acquisition	HR	Talent Acquisition
Daimler	Dealer Development	Marketing	Networking & Dealership
Schwing Stetter	Export & Import Logistics	Operations	Supply Chain
Freudenberg – NOK	Lean Management	Operations	Lean Culture
IP EVER	AI Development	Business Analytics	Data Analytics
Saint Gobain	Visual Merchandising	Marketing	Brand & Communication
In22Labs	Product Development	Business Analytics	Digital Marketing

STUDENT ANECDOTES

Nandhini S:

My summer internship at Shriram Capital in Chennai was exceptional. I handled key tasks like MIS reporting, DCF valuations with WACC, and analysed Shriram Finance's NBFC operations. The experience extended beyond technical skills, offering a deep dive into the organization's inclusive culture. Treated as a valued team member, I was welcomed into a supportive community where the security team's daily care and an invitation to a senior employee's family event were standout moments. A special thanks to my Vice President, Mr. Mohit Surana, whose mentorship was invaluable. His willingness to guide me through complex concepts and his approachable, people-first leadership made this internship a truly transformative experience.

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Nandhini S

2023-2025

Shriram Finance



Summer internship at Shriram Finance offered invaluable exposure to MIS reporting, DCF valuation, and hands-on financial analysis, shaping me with practical skills and real-world experience.

STUDENT ANECDOTES

Jeyadhanush:

I interned as Digital Marketing Intern in new product development at In22Labs and My responsibilities included conducting competitor analysis for a valuation tool, focusing on features, social media presence, and promotional strategies. I also engaged in creating and refining digital marketing posters, which involved iterative feedback sessions with my guide and the company's MD. Towards the latter part of the internship, I researched and compiled data on accelerators and incubators, providing a comprehensive regional breakdown. This experience significantly enhanced my understanding of valuation tools, competitive analysis, and digital marketing strategies.



Jeyadhanush

2023-2025

In22Labs

As a Digital Marketing Intern at In22Labs, I conducted competitor analysis for a valuation tool, crafted engaging digital marketing posters, and researched accelerators and incubators. This role broadened my expertise in strategic analysis and innovative marketing techniques.

STUDENT ANECDOTES

Kaviya Ravi:

I earned a finance intern position at SSN Incubation Foundation after selecting Entrepreneurship Development as a cross-functional elective, which introduced me to innovation and incubation centers. My CEO's words, "There is no Finance without business," inspired me to explore business operations deeply. I streamlined financial operations and successfully drafted five SOPs, including one on share transfer. I also collaborated with the SSN central finance team, addressing financial grievances. The most rewarding aspect was the relationships I built, gaining mentors and friends along the way. I'm looking forward to building a career where I can combine finance with business strategy, continue learning, and grow through meaningful collaborations.

Kaviya Ravi **2023-2025** **SSN iFound**



Inspired by my CEO's words, "There is no Finance without business," I streamlined operations, crafted key SOPs, and collaborated with the SSN finance team, building invaluable connections and mentors along the way.

STUDENT ANECDOTES

Abinaya

My experience as a Summer Research Analyst Intern at Venture Intelligence was immensely enriching and educational. We delved into the world of finance, applying our classroom knowledge in a professional setting. This allowed us to see how theoretical concepts function in real life. The two-month internship taught me a great deal, and I will always be grateful for this opportunity.

Abinaya

2023-2025

Venture Intelligence



As a Summer Research Analyst Intern at Venture Intelligence, I gained valuable, hands-on experience in finance, applying classroom concepts in a real-world setting. This two-month internship was both educational and enriching.

STUDENT ANECDOTES

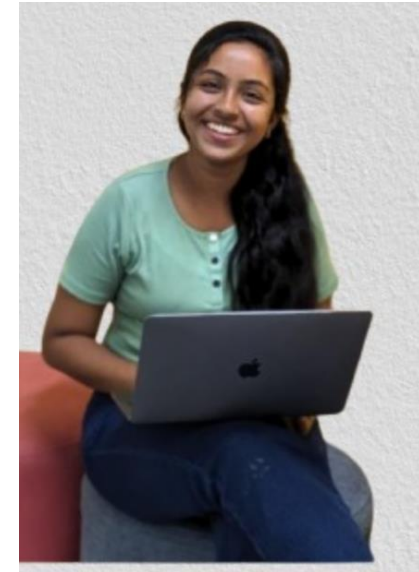
Priya Santhini

I had an enriching experience as a Partner Marketing Intern at Whatfix, where I worked across various areas, including partner enablement, advocacy, and demand generation. This role provided me with a comprehensive understanding of partner marketing within the partner ecosystem and insights into how marketing functions in the B2B SaaS space. Additionally, I enjoyed the privilege of networking with colleagues who generously shared their experiences. Overall, it was a fantastic blend of learning and networking that has greatly enhanced my professional growth.

Priya Santhini

2023-2025

WhatFix



As a Partner Marketing Intern at Whatfix, I gained hands-on experience in partner enablement, advocacy, and demand generation, deepening my understanding of B2B SaaS marketing. This role offered valuable learning and networking opportunities that enriched my professional growth.

STUDENT ANECDOTES

Suresh Kumar R

As I conclude my summer internship at Bharat Heavy Electricals Limited (BHEL), Boiler Auxiliaries Plant in Ranipet, I'm filled with gratitude and a sense of accomplishment. This journey has been transformative, shaping my professional skills and personal growth. From the moment I stepped into BHEL, the excitement was palpable. The vast plant, bustling with activity, became a crucible of learning for me. My internship spanned various departments—Production, Procurement, Material Planning, Operations Planning & Control—each offering unique insights. The mentorship of Mr. Jubin Mathew was invaluable, guiding me through complex projects and challenges. The camaraderie with colleagues and fellow interns added joy to my experience. Whether brainstorming solutions or sharing a laugh over lunch, these interactions enriched my journey. Seeing my MBA knowledge applied in real-world scenarios was incredibly rewarding, bridging theory and practice, and enhancing my problem-solving skills.

Suresh Kumar R 2023-2025 BHEL



My summer internship at Bharat Heavy Electricals Limited (BHEL) in Ranipet was transformative, offering hands-on experience across Production, Procurement, and Operations Planning. Guided by invaluable mentorship, I applied my MBA knowledge to real-world challenges, enhancing both my skills and professional growth.

STUDENT ANECDOTES

Sree

During my internship at Creator Stack, I delved into the dynamic world of product marketing, specifically for direct-to-consumer (D2C) brands. My journey covered everything from market research and data-driven go-to-market strategies to hands-on social media management and affiliate marketing. Diving deep into the D2C landscape, I analyzed market trends, competitor tactics, and customer behavior, translating insights into strategic actions that elevated client engagement and visibility. I expanded my role by managing social media channels, creating content that sparked meaningful interactions, and driving affiliate partnerships to amplify reach. Taking the lead on outreach campaigns and organizing corporate events further honed my skills in client communication and strategic thinking. Each task not only refined my marketing acumen but also showed me the power of data in crafting impactful campaigns. This experience connected my MBA theory with real-world practice, equipping me with strategic foresight, adaptability, and hands-on expertise essential for navigating today's fast-paced marketing world.

Sree

2023-2025

Creator Stack



At Creator Stack, I gained hands-on experience in product marketing for D2C brands, focusing on market research, go-to-market strategies, and social media management. I led outreach campaigns, affiliate marketing, and corporate events, bridging MBA concepts with real-world application and enhancing my strategic marketing skills.

Report Conclusion

In conclusion, the 2024 summer internship season provided an enriching platform for the twenty-fourth MBA batch (2023-25) at SSN School of Management to bridge academic learning with industry application. Our students have demonstrated their ability to contribute meaningfully across diverse sectors, thanks to a highly supportive network of industry partners. Their exposure to various functional roles has equipped them with the skills and insights that will undoubtedly prove valuable as they transition into full-time careers.

With placements for the Class of 2025 beginning in October 2024, our students are well-prepared and eager to showcase the knowledge and professionalism gained through these internships. We look forward to witnessing their continued success and positive impact in the industry.

Reach us at

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