



CHRIST ACADEMY
INSTITUTE FOR ADVANCED STUDIES

AFFILIATED TO BANGALORE UNIVERSITY |||| BENGALURU - 02 ||||

SCHOOL OF BUSINESS & MANAGEMENT MBA
PRESENTS

CORPORATE INTERACTION



FRIDAY 27 JANUARY

VENUE : FIRST FLOOR SEMINAR HALL
AT 11:30 AM

WITH

MR. KARAN LAKHWANI

HEAD OF INDIA, APPTWEAK)



AUDIENCE : SBM MBA STUDENTS

2/7/23, 10:19 AM

Christ Academy Educational Institutions Mail - Corporate Talk



Shilu Varghese <shiluv@caias.in>

Corporate Talk

5 messages

Sat, Jan 7, 2023 at 9:44 AM

Shilu Varghese <shiluv@caias.in>

To: karan@apptweak.com

Cc: Benjamin Jones <benjamin@caias.in>, Binu Paul <binuppaul@caias.in>, Principal CAIAS <principal@caias.in>, Vice Principal <viceprincipal@caias.in>

Dear Karan

As discussed over phone by Dr Binu , it will be a pleasure to have you on campus to interact with our management students. Can you kindly suggest possible dates this month so that we can take it forward ?

--
Regards

Dr.Shilu Varghese

Assistant Professor,SBM

Christ Academy Institute for Advanced Studies

Christ Nagar, Hullahalli

Begur - Koppa Road, Sakkalwara Post

Bengaluru , Karnataka 560083

Email:shiluv@caias.in

www.caias.in

Tue, Jan 10, 2023 at 9:45 AM

Karan Lakhwani <karan@apptweak.com>

To: Shilu Varghese <shiluv@caias.in>

Cc: Benjamin Jones <benjamin@caias.in>, Binu Paul <binuppaul@caias.in>, Principal CAIAS <principal@caias.in>, Vice Principal <viceprincipal@caias.in>

Principal <viceprincipal@caias.in>

Hello Dr. Shilu,

Thank you for dropping an email. I would be pleased to be at the campus and interact with management students.

I am available on the following dates;

18th of January between 12 pm to 5 pm

19th of January between 10 am to 1 pm.

27th of January between 10 am to 5 pm

Do let me know which date works best for you.

I look forward to hearing from you.

[Quoted text hidden]

Tue, Jan 10, 2023 at 12:50 PM

Shilu Varghese <shiluv@caias.in>

To: Karan Lakhwani <karan@apptweak.com>

Cc: Benjamin Jones <benjamin@caias.in>, Binu Paul <binuppaul@caias.in>, Pradeep K R <pradeep@caias.in>, Principal CAIAS <principal@caias.in>, Vice Principal <viceprincipal@caias.in>

2/7/23, 10:19 AM

Christ Academy Educational Institutions Mail - Corporate Talk

Hello Karan

Thank you for accepting our invitation . As suggested by you, Shall we plan it on 27 th Jan , Friday 11:30 to 1 PM ?? It would be great if you could share your profile, a photo , name of the topic , pick and drop location details .

[Quoted text hidden]

Tue, Jan 10, 2023 at 4:10 PM

Karan Lakhwani <karan@apptweak.com>

To: Shilu Varghese <shiluv@caias.in>

Cc: Benjamin Jones <benjamin@caias.in>, Binu Paul <binuppaul@caias.in>, Pradeep K R <pradeep@caias.in>, Principal CAIAS <principal@caias.in>, Vice Principal <viceprincipal@caias.in>

Sure, the timing works. I'll be sure to share the details shortly.

[Quoted text hidden]

Thu, Jan 19, 2023 at 4:01 PM

Shilu Varghese <shiluv@caias.in>

To: Karan Lakhwani <karan@apptweak.com>

Cc: Pradeep K R <pradeep@caias.in>

Great, thanks!

[Quoted text hidden]

Contact

karan.d.lakhwani@gmail.com

www.linkedin.com/in/karanlakhwani
(LinkedIn)

Top Skills

Recruiting
People Management
Problem Solving

Languages

English (Native or Bilingual)
Hindi (Native or Bilingual)
Kannada (Limited Working)
Sindhi (Elementary)

Certifications

Online Marketing Fundamentals
Technical Recruiter Foundation
Online Marketing Certified
Diploma in Modern Applied
Psychology
App Store Optimization Certification

Karan Lakhwani

Head of India at AppTweak (App Data Platform of the Year 2022)
Greater Bengaluru Area

Summary

I like to solve problems. Throughout my career, I have been driven by my intellectual curiosity to find answers to the most pressing questions. Whether it's finding a perfect weekend getaway or understanding businesses and monetization models. I have experience working in SaaS and Start-Ups. I have found that nothing satisfies me more than meeting new people, developing new relationships, solving problems, and contributing to the overall growth of a business.

My intellectual curiosity also drives me to be a lifelong learner. If you hand me a book, share details of a new course or just throw a case study on me, it's highly likely I'll spend my brain time on it. I love traveling around the world, spending time with dogs and eating amazing food.

Currently I work for AppTweak, a App Store Optimization (ASO) tool driven by data science for apps and games empowering app developers and marketers to improve their app store visibility and increase their organic downloads. If you're keen to know more about ASO and Apptweak you can reach me on karan@apptweak.com.

Experience

AppTweak

2 years 11 months

Head of India

April 2022 - Present (11 months)
Bengaluru, Karnataka, India

AppTweak is an App Store Optimization (ASO) tool driven by data science for apps and games empowering app developers and marketers to improve their app store visibility and increase their organic downloads. I currently lead AppTweak's expansion efforts in the Indian region. Our top clients include

Practo, ixigo, Games 24 X 7, EA Games, etc. If you're keen on understanding more about ASO, drop a line to karan@apptweak.com

Head Of Business Development
April 2020 - March 2022 (2 years)
Bengaluru, Karnataka

LinkedIn
3 years 8 months

Sales Manager
April 2018 - March 2020 (2 years)
Bengaluru Area, India

Managed LinkedIn's fastest growth segment of search and staffing customers within Talent Solutions, LinkedIn's largest and fastest growing business. Our key strategic objective at LinkedIn is to connect talent with opportunity at massive scale; Search & Staffing Accounts are one of the key enablers of that strategy.

As a part of the team I help Search & Staffing companies hire, market & sell on LinkedIn.

Associate Relationship Manager
August 2016 - March 2018 (1 year 8 months)
Bengaluru Area, India

As a Relationship Manager in the Inside Sales Team my goal was to enable SMBs to make smart hiring decisions and enhance their employer brand by leveraging LinkedIn's Talent Solutions.

Practo
Territory Sales Manager
April 2015 - July 2016 (1 year 4 months)

Worked with the sales team of Practo Ray, an online medical practice management software that provides doctors with appointment scheduler and electronic medical record services, prescriptions along with billing, and other healthcare management services.

Madison World
Marketing Intern
April 2014 - May 2014 (2 months)

Worked with the Madison Media Team at the Bengaluru office on the project titled: Understanding the Connect between Campaigns and shift in Brand Imagery for Levi's® - A Digital Marketing Perspective.

ODigMa

Intern

January 2014 - May 2014 (5 months)

Bangalore

Worked on writing articles and blogs for various clients for their SEO objectives and gained experience on how to make best use of keywords while writing articles on various topics, creating back-links and ensuring that the user has relevant information to read as he is exposed to a blog post or an article.

AOL

Intern

June 2011 - November 2012 (1 year 6 months)

Bangalore, India

Worked as a Sub-Editor at CoolAge. CoolAge celebrates college life-be it fests, debates or plays. The platform allows college-goers to publish what's going on in their college, in their own words. In short a website, for the students, by the students.

Milaap Social Ventures

Volunteer

August 2012 - October 2012 (3 months)

Bangalore, India

Worked as a volunteer for Milaap, a social lending platform which enables you to lend to India's working poor so they can get access to education, clean water, safe lighting and more.

A small loan goes a long way. And comes back to you.

Campus Disha

Intern

June 2012 - August 2012 (3 months)

Bangalore

Worked with a start up run by students for students with a view to provide instant support to campus students in placement, interview and in everything around campus.

Bennett, Coleman and Co. Ltd. (Times Group)

Freelancer/Contributor

June 2008 - June 2010 (2 years 1 month)
Lucknow, India

Regularly wrote for Education Times, Lucknow Times and other special features of The Times of India.

Education

Indian Institute of Management, Lucknow
EPSM, Sales & Marketing · (2020 - 2021)

Christ College - Bangalore
Master of Business Administration (MBA), Marketing · (2013 - 2015)

Alliance University
BBM, Bachelors of Business Management · (2010 - 2013)



CHRIST ACADEMY

INSTITUTE FOR ADVANCED STUDIES

AFFILIATED TO BANGALORE UNIVERSITY || BENGALURU - 56 ||

From

Dr Shilu Varghese

Asst Prof, SBM

CAIAS

To

The Principal

CAIAS

SUB: EVENT APPROVAL REQUEST

Dear Fr Principal

We SBM MBA seek your permission to conduct a corporate interaction on Friday , 27th January 2023 from 11:30 AM to 1PM for SBM MBA Students. The speaker of the day will be Mr Karan Lakhwani, Head of India, Apptweak. Kindly approve the same.

Bangalore

23/1/23

Yours Faithfully

Dr Shilu

2/7/23, 10:51 AM

Christ Academy Educational Institutions Mail - Invitation for Corporate Interaction



Shilu Varghese <shiluv@caias.in>

Invitation for Corporate Interaction

1 message

Pradeep K R <pradeep@caias.in>
To: MBA 2022 Batch <mba2022@caias.in>, MBA 2021 Batch <mba2021@caias.in>, Shilu Varghese <shiluv@caias.in>, Benjamin Jones <benjamin@caias.in>, Binu Paul <binuppaul@caias.in>, MBA Director CAIAS <director.mba@caias.in>

Thu, Jan 26, 2023 at 6:31 PM

Dear students,

This is to inform you that the School of Business and Management is organizing a corporate talk title "corporate Interaction" for both first and second year MBA.

The Resource person for the day is Mr. Karan Lakhwani, Head of India, Apptweak.

Looking forward to meeting you all for the session!

Warm regards



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SCHOOL OF BUSINESS AND MANAGEMENT

MIND THE GAP : CORPORATE TALK SERIES

Event: Corporate Interaction

Date of Event: 27/01/2023

Venue: First Floor Seminar Hall

Time: 11:30 AM

Target Audience: SBM MBA Students

Event Coordinator: Dr. Shilu Varghese

Resource person : Mr. Karan Lakhwani (Head of India, Apptweak)

The School of Business and Management of Christ Academy Institute for Advanced Studies has organized the corporate interaction as a part of "Mind The Gap", the corporate talk series on 27th January 2023. The guest speaker of the day was Mr. Karan Lakhwani, he is currently working as the head of India at Apptweak. Dr. Benjamin Jones, Assistant Professor of School of Business and Management of CAIAS, has welcomed Mr. Karan Lakhwani with a sapling. Ms. Praisey Joseph from 1st year MBA has welcomed Mr. Mohan Kumar and she has done MC for the event. The program was started exactly at 11:30 AM and it was a one and a half hour session. First and second year MBA and some of the final year BBA students of CAIAS were the audience for the corporate talk.

Mr. Karan Lakhwani, the resource person for the day has an excellent work experience. He has worked as a territory sales manager at Practo Ray, the sales manager and associate relationship manager at LinkedIn, the head of business development at Apptweak and presently working full time as head of India at Apptweak. Mr. Karan Lakhwani has given a clear understanding about ASO to the students. He spoke about ASO, the importance of ASO, frequent misconception, ASO equations, top trends of ASO. Mr. Karan Lakhwani and Ms. Shreya who came along with Mr. Karan Lakhwani gave clear insights on cost of acquisition, search engines, ASO benefits, conversion rate optimization, search ranking, key word optimization process etc. The speaker has spoke briefly about the wide career opportunities in this particular field that every students can focus more, so that the students those who are interested can improve their knowledge and skills that are required for these jobs.

The speaker has made the session very interesting and engaging by interacting with the audience and asking them many questions. To make sure that the students are understanding the concept they have used very simple and realistic examples. After the session the speaker has provided the opportunity for everyone to have an informative question and answer session, during which the resource person gave clear answers to the doubts and queries of the audience. By the end of the informative discussion, on behalf of School of Business and Management, Dr. Binu. P Paul, Director of School of Business and Management of CAIAS, presented a memento as a token of appreciation to the speaker and Mr. Vijay of first year MBA proposed the vote of thanks for the fruitful session, brought an end to the informative corporate talk session.

No: of Students Present: -

Target Audience: 1st year & 2nd year MBA







CHRIST ACADEMY

SCHOOL OF BUSINESS & MANAGEMENT MBA
CORPORATE INTERACTION 27/1/23
ATTENDANCE

Sl	Name	Sem	Sign
1	Akash R	I	AB
2	Apeksha	I	Apeksha
3	K Nasim	I	Kg
4	Kevin Sajeev	I	Kevin
5	Nitish Kumar	I	Nitish Kumar
6	Mathai Praisey Joseph	I	Mathai
7	Shiva Pratap Singh	I	AB
8	Shobhit Agrahari	I	AB
9	Suiyibambe	I	Suiyibambe
10	Sweety Singh	I	Sweety
11	Vijay K	I	Vijay
12	Rohit R	I	RR
13	Rakshitha N	I	Rakshitha N
14	Kiran N Nathani	I	Kiran
15	Misbahudheen	I	Misbah
16	Niveditha M	I	Niveditha
17	Mayur Singh B	I	AB
18	Ankitha G	I	AG
19	Aiswarya Prasanthan	I	AB
20	Pooja BI	I	Pooja BI
21	Rooja N	I	Rooja N
22	Nagarjun R	I	Nagarjun R

23	Sukanya Appasaheb Bagouda Patil	I	<u>Sukanya</u>
24	Santhosh Kumar S	I	<u>Santhosh S</u>
25	Sanjay K	I	<u>Sanjay K</u>
26	Balraj M	I	AB
27	Tarun N V	I	AB
28	Rathan B S	I	AB
29	Janardhan Reddy S	I	<u>Janardhan</u>
30	Jeevith S N	I	<u>Jeevith</u>
31	Amal K Joseph	III	AB
32	Jeevitha	III	<u>Jeevitha</u>
33	Prathiksha Pk	III	<u>Prathiksha</u>
34	Tarvi Anand	III	AB
35	Lena Sebastian	III	<u>Lena</u>
36	Kavana P	III	<u>Kavana P</u>
37	Sachith Kumar Sj	III	<u>Sachith</u>
38	Santosh Nayak K	III	<u>Santosh K Nayak</u>
39	Joythi Tm	III	AB
40	Bharath G M	III	<u>Bharath</u>
41	Kishore N	III	<u>Kishore N</u>
42	H Shivakumar	III	AB
43	Vishva V Vaze	III	<u>Vishva V</u>
44	Dhanusha K	III	<u>Dhanusha K</u>
45	Praveen R	III	<u>Praveen</u>
46	Sachin Shetty	III	AB
47	Soujanya Vasudev Patgar	III	AB
48	Abhishek R Reddy	III	<u>Abhishek R Reddy</u>
49	Akhil Toms	III	<u>Akhil Toms</u>
50	Henna Maria	III	AB
51	John Jose Manjaly	III	AB
52	Mary Davis	III	AB
53	Naveen Jacob Koshy	III	AB
54	Sneha Roy	III	AB
55	Vijayalakshmi R	III	<u>Vijayalakshmi R</u>
56	Selvin Santan Dsouza	III	<u>Selvin</u>
57	Praveen Kumar	III	<u>Praveen</u>

58	Thejus Thomas	III	<i>Thejus</i>
59	Aman Kumar	III	<i>Aman</i>
60	Gagana H	III	<i>ABH</i>
61	Stallone S Siqueira	III	<i>Siqueira</i>
62	Tejaswini V	III	<i>Tejaswini</i>
63	Sandeep	III	<i>Sandeep</i>
64	Niharika H K	III	<i>Niharika</i>
65	Spandana P	III	<i>Spandana</i>
66	Amitha V	III	<i>AB</i>



School of Business & Management

Corporate Interaction

DATE: 27th January 2023 **TIME:** 11:30AM

Name of the Faculty/ Conducting the event:

Mr. Karan Lakhwani

Class: SBM MBA

No of Students: 65

How would you rate the Corporate Interaction with Mr. Karan Lakhwani?

6 responses



Do you think events such as Corporate Interaction will add value to your learning exposures?
6 responses



Do you think that the event accomplished the desired goals?
6 responses

