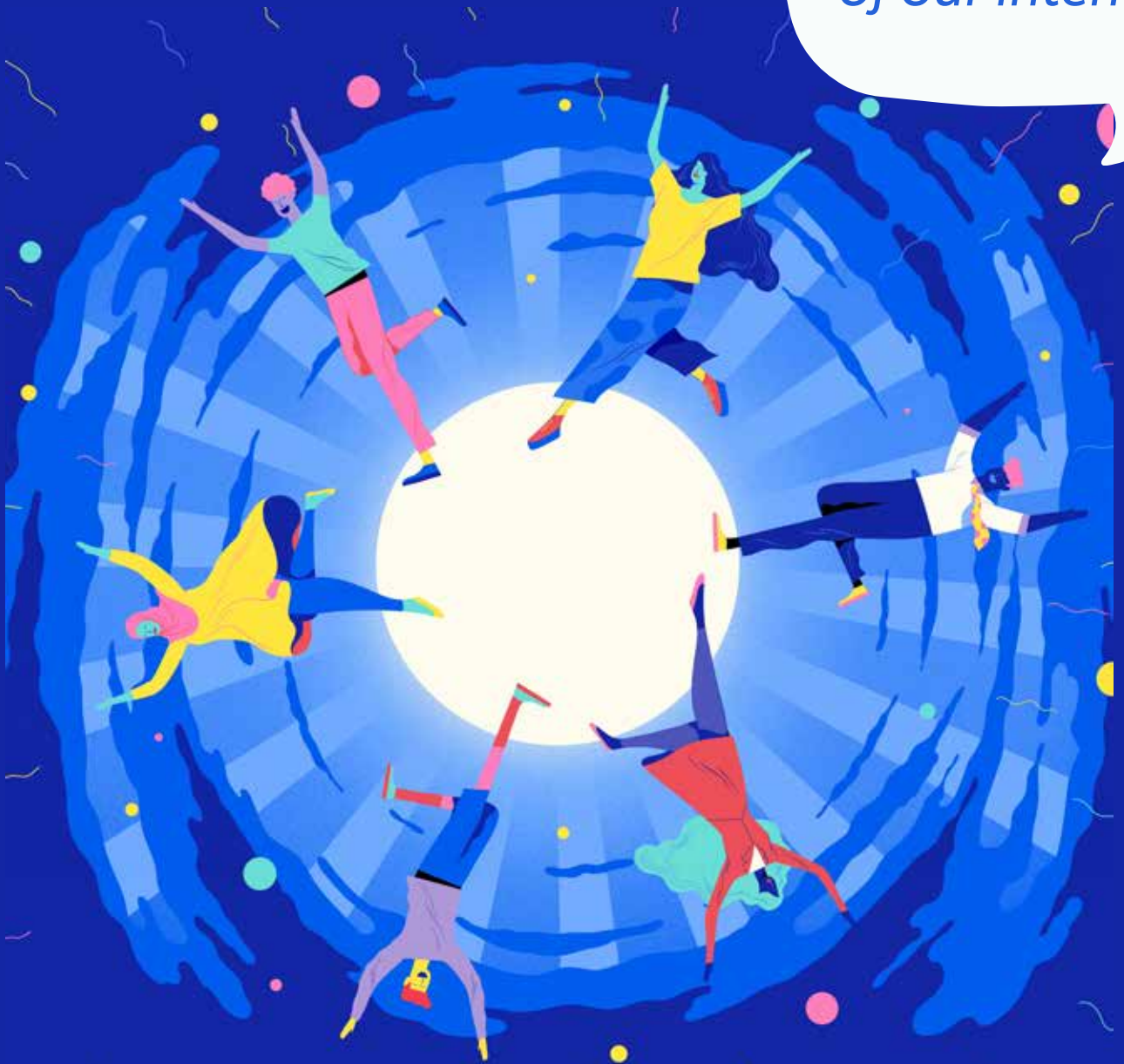


Power of U

Read more about
the journey
and experiences
of our interns..



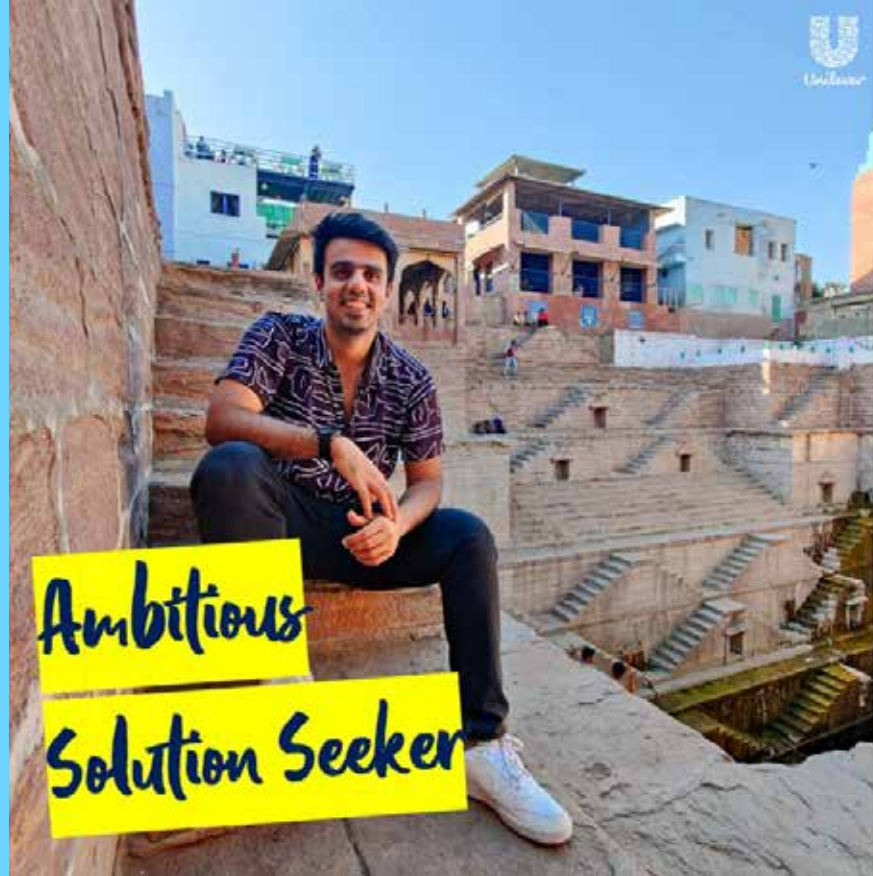
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Joshua Melwani

UFLP - Sales & Marketing

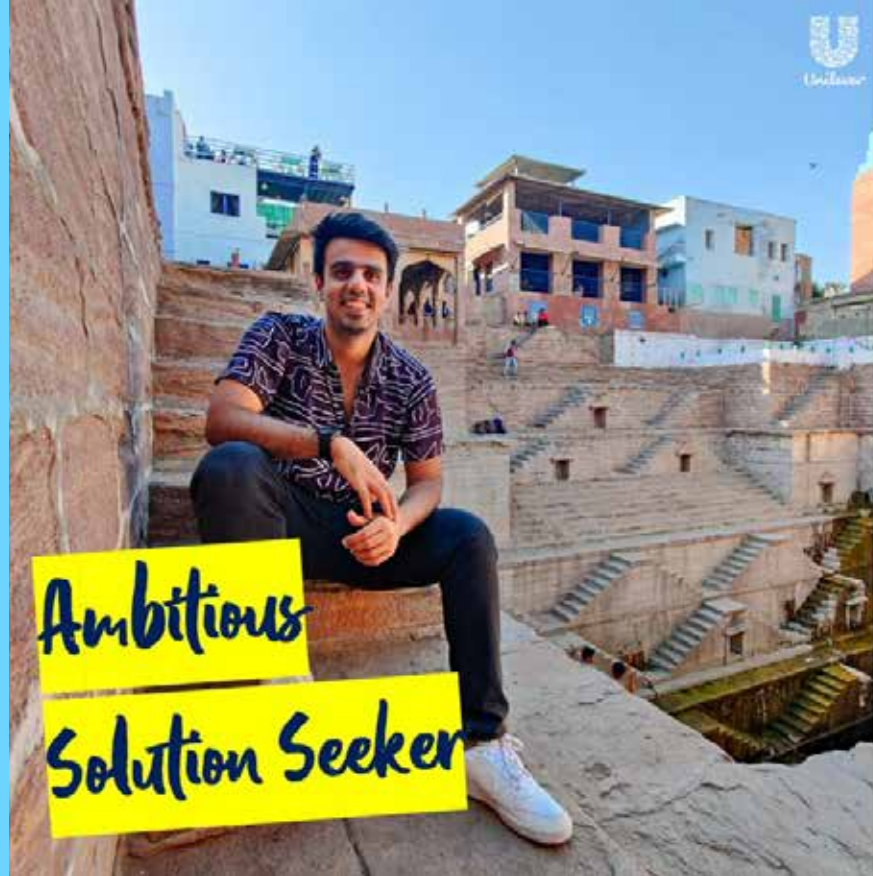


I remember exclaiming too loudly in the middle of a class as everyone's phone buzzed with an email of the shortlisted teams for HUL's prestigious Carpe Diem – and it had our names. 2 days later, we weren't amongst the winning teams, yet I found myself sitting for a pre-placement interview. 6 hours and a rollercoaster of emotions later, my phone buzzed familiarly - I had been selected for HUL's flagship ULIP internship program. A month before the internship the pandemic struck, seeding doubt that this virtual internship would be a makeshift shadow of a physical one. It's safe to say it was anything but that – I was tasked with developing a market entry strategy for Bru in the West and a full-fledged brand strategy for Bru Select. I couldn't believe my ears when I first heard the brief given to an intern!

This experience was a trailer of what I admire at this company - you're treated like a leader from Day 0 – whether you're a student, intern or employee. You're given ambitious goals, experienced leadership to guide you, and the freedom to take calculated risks to make mistakes. The learning curve over the two months that followed was a personalised example of why this company is known as the CEO factory. Since then, I've had the opportunity to work with the Skin Cleansing marketing team to develop the next

Joshua Melwani

UFLP - Sales & Marketing



VWash campaign and other projects on Lifebuoy, followed by a stint with the Mumbai sales team to unlock delivery efficiency for the GSK-HUL integration, despite no prior experience in sales or operations. The only constant has been the novelty of challenges thrown my way, and the result – accelerated learning and personal growth. I've now learned to embrace the beautiful chaos of new experiences, places and people, knowing that the best thing that can happen to you is being thrown into the deep end.



Pranjali Jagdish Rao

L.I.M.E. Season XIII

We had 7 hours to submit our one slider deck and we had no idea in hindsight. Having brainstormed several ideas over the past few days and rejecting each and every one of them, we had almost given up on making our submission. With no hopes left, Debrup, Nuzhat and I casually started talking about what we would do once CoVid-19 ends. I told them about my passion for travel and that I couldn't wait to travel again. As I was talking about my adventures in Canada, it suddenly struck me that I wanted to have some Maple Syrup. At that moment, I could hear myself saying, "I wish we could have some Maple Syrup flavoured ice creams in India" and I went on saying, "maybe this could be our idea! Ice creams with international flavours!" I still vividly remember Debrup saying, "Now that's our Eureka moment!" Rest of it is history! What started as a simple craving became one of the most important parts of our MBA Journey! We have had lots of fun along with ample amounts of learning at every level.

Our LIME journey is even more memorable because we have had fun fiascos that challenged us. From juggling our 1st presentation in between our end terms to finding a proper spot to present while being on separate trips during our semi-finals and then having the conundrum of moving to our campus during our finals, we have



Pranjali Jagdish Rao

L.I.M.E. Season XIII

had our share of craziness during each of our presentations. But the hard work and the dedication that we put in throughout this, finally paid off for us.

Before starting off with our MBAs, we would hear our seniors talk about several case competitions, especially HUL LIME. Now that we are on the other side of the fence, we must say that this indeed has been the ultimate competition that we could have the privilege to be a part of.

Interacting with several mentors from HUL has also given us a broader perspective about how strategies work.

I would like to thank HUL for giving me the opportunity to be a part of such a coveted competition and for giving me the stage to showcase our big idea. I will cherish this memory for a lifetime.

Himani Joshi

LIME Winner, ISB



'If we were to know everything,
we'd learn nothing.
Life in itself is a Do-it-yourself project'

The world today works in silos, limited to virtual thumbnails on video conferencing platforms. And as HUL LIME Season 12 comes to a close, a thought lingers behind: You'd think a case competition is just graphs and tables and numbers thrown into a visually appealing deck. HUL LIME was the opposite.

I had never thought I'd get a chance to speak to 100+ unique households across India, listen to the challenges they were facing on a day to day basis and share a cup of tea with them, albeit virtually. It was a mammoth task to execute and yet it was listening to the consumers speak with passion about how they wanted to protect their families that led to deeper insights into what they truly needed. And HUL LIME made that happen.

The constant feedback from the HUL mentors and LIME jury helped us improve & streamline the insights into what is often known in business speak as 'Go-to-Market' strategy. But at the end, it became larger than that, it became about witnessing the resilience of the human spirit, something the Power of U aptly represents!



Varunkrishnan Ravi

S&M Management Trainee

HUL interview, back at SP Jain, Mumbai is still vividly etched in my memory. Pure excitement of getting a shot to work in one of India's largest FMCGs, home to some of the most iconic brands kept me awake the whole night, and yet by morning, I was raring to go!

The two months of internship that followed were nothing short of a rollercoaster ride. My work as part of the face cleansing team required me to closely understand consumer needs and use data to derive actionable insights. I was fortunate to have found a great tutor in Piyush Sethia, who kept pushing me every step of the way and asking me to go the extra mile. The sheer magnitude of personal growth I had witnessed in those two months gave me the confidence that HUL was the place to be.

I am now a proud management trainee and despite my joining in the midst of defining the "new normal", HUL ensured that onboarding, induction and stints proceed without any deterrents. My first stint was with the Customer Marketing team with 2 key deliverables; design the trajectory for Vim in Modern Trade nationally, and create a plan to aid competitive share gain for Domex. It's a great feeling to know that my inputs would help shape the development of the categories in the upcoming years!



Varunkrishnan Ravi

S&M Management Trainee

Sooraj, my tutor, was supportive throughout and helped me navigate through volumes of data. Mohit Sud, who is my coach for the entirety of the program, has inspired me to develop an attitude of having a healthy dissatisfaction with the status quo and keeping in mind the perspectives of multiple stakeholders while looking at a solution. Beyond the range of phenomenal brands, HUL is home to amazing talent that is laced with humility and passion. It is these people that make HUL tick and I feel great to be a member of this fraternity!