



SURYA GOLDS PVT. LTD.

TO WHOMSOEVER IT MAY CONCERN

It is my pleasure to recommend Ms. Aishwarya Sehdev for a business program such as yours. As her supervisor, I have seen her grow in a corporate setting where she not only achieved, but fulfilled the prerequisites of formality and professionalism. Aishwarya was always keen on time management and it was visible in her efforts to submit work long before it was asked for her. She interned in the **Marketing Department** where she helped to run a social media campaign to advertise one of our new product lines. Not only did she use effective marketing techniques, but she also gave her inputs on the design, which helped improve the overall face of the brand.

Her immense knowledge of marketing techniques, such as the division between above-the-line and below-the-line promotional techniques, and exactly what each of these consist of, helped bring certain aspects of the brand back to place. From us, she learned how to bring her theory to practicality, and from her, we were able to benefit from the knowledge instilled in her.

Over the course of her internship, she was able to assist the marketing team increase their reach by a 1000 more people, and help place 50+ orders within the first few days itself. From the Sole increase in online presence and people reach, it is evident that Aishwarya, who served as an integral part of the marketing team, outdid herself. We at Surya Golds wish her all the best.

Sincerely,
For Surya Golds Pvt. Ltd.


Director



Place : Mumbai

Date : 05th July, 2023