

Date: 20.01.2020

Letter of Recommendation

I had my first interaction with Shalini Sinha in April 2019 when she interned in our organization for two months. From our interactions and feedback that I have received from my subordinates, I infer that she has strong appetite for learning and is easily able to grasp new ideas and processes. Her performance was exemplary and she proved to be a trustworthy resource.

Reliance Brands Limited is a retail company headquartered in Mumbai, India and represents over 50 international brands in the country through Joint Venture partnerships, Franchisee Agreements, etc. As an intern, Shalini worked as part of my team for three brands - *Ermenegildo Zegna, Paul & Shark, and Bally*.

The Indian luxury market is in its nascent phase and with new brands opening doors constantly there is tough competition for the consumer share of wallet. Hence, Shalini had to support the marketing and sales teams with finding new potential customers for the brands. For the Ermenegildo Zegna brand, she created and constantly updated the database of potential leads and sent the excel sheet to the communication team. She had to overcome limitations of data, forecasted outcomes from the data, and found ways to improve it. Additionally, she came up with the idea of targeting families of the children who attend elite schools in Mumbai. She also helped press source samples from Zegna's couture line to maintain its presence within the celebrity circle. During this period, she also analysed the competitive prices for the three brands, vis-à-vis, their competition in the market.

At a young age, Shalini has nailed an internship in London Fashion Week 2020, for which she will be visiting London in February 2020. Her comprehension of the fashion industry, various brands, and magazines was helpful. Based on my experience, I would say that her performance was ahead of her age in the industry. Shalini's ideas and strategies were noteworthy and positive.

She is farsighted and a strategic planner and she executes her tasks with immense professionalism. Her suggestion about targeting the families where the male students seek exclusive suits on graduation, and prom nights was met with praise. Onboard with the idea, Shalini used websites, her peer contacts, and YouTube videos of schools to collect information about such families. She also wrote a report, which highlighted in how many ways the database can be used, what are the limitations, and what can be done during a later stage to improve it.

Shalini swiftly acclimatized herself to the professional atmosphere and surprised us with her performance, professional approach and polished manners, rarely seen among an intern. Even during her breaks, she was scrolling fashion magazines or attending an online course. Her enthusiasm towards fashion and luxury makes her a great fit for the industry.

I believe that strong conceptual knowledge and professional exposure has made her proficient with the essential concepts. It is the right time for her to pursue Masters in Fashion Studies/Management and further consolidate her knowledge in the field. It would be a significant step and would open new avenues for her to further her career. Considering her focus and eagerness to learn and broaden her horizons, I believe she will do quite well in her academics. Overall, Shalini is a motivated and hardworking person with a pleasant demeanour who embraces her work well.

Sincerely,

Sonali Manilal
Former General Manager - Marketing and PR
Ermenegildo Zegna, Bally, Paul & Shark
Reliance Brands Limited