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To Whom It May Concern,

I am delighted to recommend Palak Samani, whose exceptional performance in CaseQuest: National Case Challenge exemplifies the strategic thinking and product excellence that define our most accomplished students at BITS School of Management and CreatED.

Palak's experience with CreatED has been marked by meaningful impact. Her previous work developing an agri-tech platform for farmers demonstrated her ability to understand complex stakeholder ecosystems and translate user needs into scalable solutions. This platform-thinking expertise proved invaluable during the CaseQuest challenge, where she guided Team 10 through intricate product decisions with remarkable focus and clarity.

Her contributions to the gifting recommendation engine showcased sophisticated product management capabilities. Palak's understanding of how emotional intelligence could be systematically integrated into technology solutions, translating abstract concepts like relationship dynamics and occasion-based preferences into algorithmic logic; reflected exceptional analytical depth. The seamless user experience that impressed both jury members and Nicobar's in-house team stemmed largely from her strategic guidance.

What distinguishes Palak is her ability to maintain user-centricity while managing complex technical requirements. Her leadership in ensuring their multiple-choice-based quiz maintained Nicobar's brand tone which is neutral, calm, and human-centered while delivering functional excellence demonstrated mature understanding of brand strategy and product development. The clarity and polish evident in their final presentation reflected her meticulous attention to strategic communication.

I recommend Palak with complete confidence for any opportunity requiring product leadership, strategic thinking, and user-focused innovation.

Sincerely,

Dr. Saravanan Kesavan,

Dean, BITS School of Management.