**STATEMENT OF PURPOSE**

My name is Adith Dinesh Kainathudan, and I am writing to express my keen interest in pursuing the MSc in Strategic Marketing at IBS, Hungary. With a solid foundation in commerce, I am eager to deepen my knowledge and skills in marketing to contribute meaningfully to the field and make a significant impact upon my return to India.

I completed my senior secondary education from ST. Antony’s HSS in 2018, followed by higher secondary from the same institution in 2020. My academic journey continued at Sahrdaya College of Advanced Studies, where I earned a Bachelor of Commerce in 2023. This academic background has equipped me with a strong analytical foundation and a comprehensive understanding of business operations, finance.

During my undergraduate studies, I developed a keen interest in marketing. I was particularly fascinated by the dynamic nature of the field, the strategic thinking involved, and the ability to influence consumer behavior and drive business success. My coursework, coupled with practical projects, has provided me with valuable insights into market research, digital marketing strategies, consumer behavior analysis, and the use of technology in marketing.

Choosing IBS, Hungary for my postgraduate studies is a strategic decision driven by several factors. The MSc in Strategic Marketing program at IBS is renowned for its rigorous curriculum, experienced faculty, and strong industry connections. The program's emphasis on strategic thinking, digital marketing, and global marketing trends aligns perfectly with my career aspirations. Additionally, the multicultural environment at IBS will provide me with a global perspective and the opportunity to learn from peers from diverse backgrounds.

My long-term goal is to return to India and apply the knowledge and skills gained from this program to the Indian market. India, with its rapidly growing economy and diverse consumer base, offers immense opportunities for strategic marketing professionals. I am particularly interested in leveraging digital marketing strategies to help businesses reach their target audiences effectively and sustainably. My father will be sponsoring all the expenses related to my education, which further underscores the support and commitment of my family towards my career aspirations.

In conclusion, I am confident that the MSc in Strategic Marketing program at IBS, Hungary will provide me with the advanced knowledge, practical skills, and global exposure needed to excel in the field of marketing. I am eager to contribute to the academic community at IBS and to leverage my education to make a positive impact in the marketing industry upon my return to India. I look forward to the opportunity to be a part of this esteemed institution and to embark on this exciting academic and professional journey.

Thank you for considering my application.

Sincerely,

Adith Dinesh Kainathudan