

THE  NEW
INDIAN EXPRESS

Bengaluru's GQ Boy Has Other Plans

Sumukh Mehta's start-up makes CVs with infographics and is flooded with requests

● **Express News Service**

Bengaluru-based business administration graduate Sumukh Mehta might have made news for bagging a year-long paid internship at GQ magazine's London office but he's still weighing his options.

Post Brexit, he says, he's considering other opportunities as well.

He works from Social on Church Street with his designer, and says his start-up Your Pitch is taking off very well. Creating CVs and presentations with infographics, he reasons, is a full-time job.

Nevertheless, the internship has landed him more orders, and from across the world, he explains. This includes people from the USA, Canada, Australia, Pakistan and Hong Kong, besides those living in other cities across the country.

"I've actually been doing this for eight months, even as a student," says Mehta, who passed out of Jain University's Centre for Management Studies a couple of months ago. "I'd got about 160 orders then, but over the past month, about 70 more have flooded in."

His 20-page, magazine-like CV — with him posing as a model on its cover page — landed him the opportunity with the Conde Nast publication he had dreamed of working with for many years. This was despite the Conde Nast website saying only those with UK resident or work



I've actually been doing this for eight months. I'd got about 160 orders earlier, but over the past month, about 70 more have flooded in.

— Sumukh Mehta, Founder, Your Pitch



visas could apply.

He believes his success has shown people the potential of what an impressively presented CV can do for them.

He's also mulling over an idea for an e-zine, to be launched as a Snapchat channel.

"It'll have the latest updates relevant to the city on lifestyle and fitness trends and events," he says.

