



Office of Corporate Relations & Alumni

ਆਈ.ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ

PTU PUNJAB
TECHNICAL
UNIVERSITY

Estd. Under Punjab Technical University Act. 1996
(Punjab Act No. 1 of 1997)

Ref. No. IKGPTU/CD/PO/358

Dated Jan 13, 2017

Directors/Principals
All Management Colleges/Institutes
Affiliated to IKG PTU

Sub: Bharti Airtel Ltd. (www.airtel.com) - Joint Campus Placement Drives.

Sir/Madam

I K Gujral Punjab Technical University is going to organize Bharti Airtel Ltd. - Joint Campus Placement Drives at two different locations of Punjab.

The further details of the drives are mentioned below:

Sr.No	Venue	Date	Time	Last date of data submission	For queries Number
1	IKG PTU, Jalandhar - Kapurthala Road, Kapurthala	Jan 19, 2017	1000 hrs	Jan 17, 2017 before 1300 hrs	+91-9478098076
2	GJIMT, Phase-2, Mohali	Jan 24, 2017	1000 hrs	Jan 20, 2017 before 1300 hrs	+91-9814994711

- Job Location : Punjab, J & K, HP & Haryana
- Job Details : Details attached
- Course/Stream : MBA Marketing (Major/ Minor)
- Salary Package : 3.00 LPA on joining (Details attached)
- Batch Eligible : 2017
- Eligible Criteria : 50% throughout
- Selection Process : Test, GD & Interview

You are requested to kindly direct the placement officer of your institute to forward the data of willing students as per the above mentioned criteria (excel format attached) mentioning the participation venue through email at placements.ptu@gmail.com.

"Propelling Punjab to a Prosperous Knowledge Society."



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Student must bring their CV, photocopies of relevant certificates, mark sheets and 1 passport size photograph.

For any further queries you may please call Mr. M S Bedi, Assistant Director (CR&A) @ +91-9478098076.

With profound regards,

Deputy Director
(Corporate Relations & Alumni)

CC:

- Dean (R&D), IKG PTU for information.
- HoD (Management), IKG PTU, Kapurthala for information & n/a.
- Director, GJIMT Mohali for information & n/a.
- Assistant Director (CR&A), IKG PTU for information & coordination.

JOB DESCRIPTIONS



Role : TSM Rural Prepaid - Sales

Purpose of the Job

Increasing the Customer Market Share, Revenue Market Share and Top of The Mind Awareness in the assigned territory in prepaid business through the distribution network.

Deliverables

- ✓ Driving Customer Market Share by driving prepaid activations to increase Share of Gross Adds through retailers
- ✓ Driving Revenue Market Share by ensuring the recharge availability by increasing the retail width and also pushing all the products of Airtel such as Airtel Money, 3G, Dongles (Data Card) etc.
- ✓ Strengthening Distribution by increasing the LAPU Selling Outlets, SIM Selling Outlets, Data Selling Outlets to the maximum possible extent in the assigned territory
- ✓ Driving the basic distribution parameters such as Channel Partner Management, Foot Plans, FSE productivity and Channel Satisfaction
- ✓ Driving TOMA scores by ensuring maximum branding and visibility in assigned territory and capturing the retailer's base to the maximum possible extent

Major Challenges :

Driving multiple products through the same channel partners

Driving huge targets of prepaid activations by ensuring high quality is a huge challenge

Role : Store Manager - Sales

Purpose of the Job

Located in the store, this role has direct responsibility for the successful running of the Airtel store. The person will ensure compliance with agreed guidelines to deliver a best in class experience & ensure store revenue & cost targets are met.

Deliverables

- ✓ Store Operations & Audit / Compliance
 - Adherence of Store Operations in line with pre-defined SOPs
 - Ensure that the look and feel of the store is as per guidelines/standards
 - Track efficient Cash handling; prevent shoplifting / ensure safety and security
 - Visual merchandising as per plan / guidelines
 - Inventory and stock management to prevent stock-outs or excess Inventory
 - KPI reporting as per guidelines and on-time
- ✓ Strategic Roll outs of Store
- ✓ Store Profitability
- ✓ Team Management
- ✓ Customer Experience

Role : TSM DTH - Sales

Purpose of the Job

Completing Sales target in the territory by strengthening the distribution network.

Deliverables

- ✓ Ensuring Primary and Secondary activations
- ✓ Ensuring LAPU movement in the market
- ✓ Managing transacting retailers by giving them incentives, redressing their grievances and increasing their number by converting non transacting retailers to non-transacting retailers
- ✓ Training distributors, retailers, FOS etc.
- ✓ Ensuring retailer expansion

Major Challenges :

Monitoring Field On Sales

Coordination between Territory Managers of sales and service

Monitoring TAT of installation

Ensuring Quality of Service

Role : TSM B2B - Sales

Purpose of the Job

Strategizing and driving channel partners (Direct Selling Agents) and system integrators to improve market share in the existing Business-To-Business accounts and ensuring highest level of customer satisfaction.

Deliverables

- ✓ Driving revenue increase, market share and penetration of all Data products e.g. MPLS, VPN, VOIP, ILL through Channel Partners.
- ✓ Controlling Channel Partner Field Sales Executives (FSEs) attrition by ensuring constant training programs, improving quality of recruitment, driving Rewards and Recognition and ensuring proper onboarding process
- ✓ Acting as a mediator between Channel Partners and Channel alliance team and ensuring that channel claims and settlements are closed timely.
- ✓ Working closely with Channel Partners and System Integrators (only for data) to support and close enquires generated. Responsible for Channel Partner's Return on Investment.
- ✓ Ensuring right reach to the market (High end corporate, Small Medium Enterprises, Airtel Enterprise Services)

Major Challenges :

- ✓ Stop revenue outflow as churn
- ✓ Hiring right kind of resources
- ✓ Payout and special schemes between Channel Partner and teams
- ✓ Internal coordination with various teams

Role : TSM DSL - Sales

Purpose of the Job

Strategizing and achieving maximum revenue from residential customers by managing both Direct Selling Agents(DSAs) and Distributors and ensuring highest level of customer satisfaction.

Deliverables

- ✓ Driving revenue increase, market share and penetration of all product lines by managing Channel Partners (Direct Selling Agents and Field Sales Executives).
- ✓ Responsible for marking territories and increasing the Tag utilization in Low Utilized Pillars (LUPs).
- ✓ Controlling Channel Partner FSEs attrition by ensuring constant training programs, improving quality of recruitment, driving Rewards and Recognition(internal market scheme management) and ensuring proper on boarding process.
- ✓ Working closely with Channel Partners to support, close enquires generated and convert the leads.
- ✓ Responsible for revenue acquisition.
- ✓ Responsible for infrastructure development, FSE code management and RWA management. Keeping an account of active outlets and ensuring retail outlet health in terms of timely commissions, merchandise, services and relationship).
- ✓ Responsible for branding and merchandising of outlets.

Major Challenges :

Operational challenges that occur between the time when sales is picked from a consumer to the installation of product
Stop revenue outflow as churn

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Rewards

CTC

- **Rs 3.25L** (on confirmation)
- Fixed to Variable ratio- Sales: **80:20** ; Non-sales: **90:10**
- Potential to earn Variable Pay up to **200%**

Confirmation

- Confirmation Bonus: **Rs 25K**
- This amount is fully recoverable in case an employee exits before end of 6 months from date of payout

Allowances

- Phone bill
- DTH
- Broadband
- Smartphone reimbursement

Performance Bonus

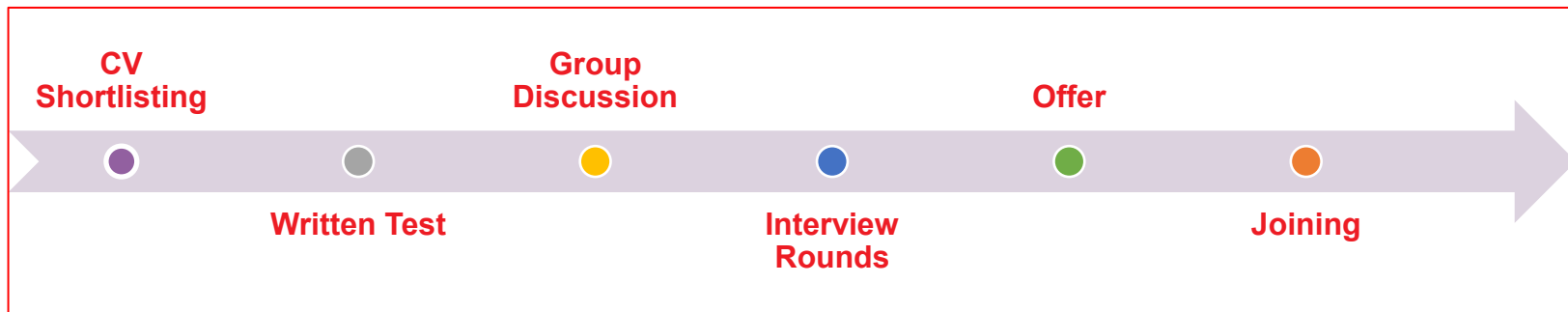
- **One time payout** at the end of 18 months: **Rs. 60K/50K/40K** (basis performance)

TCC at Joining: INR **3.0 L**

Fixed to Variable ratio for first 6mnths is **80:20** (all functions)

Variable Pay for first 6 months will be paid out in 2 installments – at the end of 3rd & 6th month

Selection Process



THANK YOU

Student ID	Name	MBA			Contact No.	Email - ID	Home Location		10 + 2				Graduation				Summer Internship	
		Major	Minor	Marks (1st year)			District	State	Percentage	Passing Year	Board	Stream	Stream	Percentage	Passing Year	College/ University	Organization	Project