



Er. Navdeepak Sandhu
Placement Officer

ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ
PTU PUNJAB
TECHNICAL
UNIVERSITY

Ref. No. PTU/KO/PO/208

Date Oct 20, 2015

Joint Campus Placement Drive

I K Gujral Punjab Technical University is organizing Joint Campus Placement Drive of Bharti Airtel Ltd. on the following dates and locations.

Event Details:

Company Name : Bharti Airtel Ltd. (www.airtel.com)

Sr.No	Venue	Date	Time	Last Date of data submission	For queries Number
1	GJIMT, Mohali	Oct 21, 2015	0900 hrs	Oct 20, 2015 before 1300 hrs	+91-9814914844
2	PCTE Group of Institutes, Campus 2, Ferozepur Road Baddowal, Ludhiana	Oct 28, 2015	1030 hrs	Oct 27, 2015 before 1300 hrs	+91-97811029555
3	CT Institute, Shahpur Campus, Jalandhar	Oct 31, 2015	0900 hrs	Oct 30, 2015 before 1300 hrs	+91-9914504907 & +91-9914504909

Job Location : Punjab, J & K, HP & Haryana (Preference will be taken from the student)

Designation : Details as enclosed

Salary Package : 3.00 LPA

Course/Stream : MBA (Marketing)

Batch Eligible : 2016

Eligible Criteria : 50% (throughout)

Selection Process : Test, GD & Interview

Placement Officers are requested to forward the student data as per the above mentioned eligibility criteria (Excel format attached) through email at placements.ptu@gmail.com. **Any data directly forwarded by students will not be considered.**

Student must bring their CV, relevant certificates, mark sheets & Passport size photograph.

f. Amanpreet Kaur
Placement Officer

"Propelling Punjab to a prosperous Knowledge Society"

Punjab Technical University Jalandhar

Jalandhar-Kapurthala Highway, Near Science City, Kapurthala-144601. Ph. 01822-662580 Fax : 01822-662573

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Airtel Role Details

Campus Recruitment 2015-16

ROLE DETAIL – TSM METRO PREPAID



Job title	TSM Metro Prepaid
Job purpose	Ensure CMS & RMS growth. To enhance and sustain prepaid distribution network and maintain channel and trade effectiveness.
Deliverables in the job	<ul style="list-style-type: none">1) Base growth - Participate in new customer acquisition. Co-create and facilitate general trade for customer acquisition. Execute segment offer at retail to win inactive customer2) Data growth - Win data customer through acquisition and base management at retail. Co-create promotional activity to sharp shoot data customer3) Urban GTM - Building partner ecosystem - Investment, Infrastructure and Involvement. Key account management and general trade
Activities performed	<ul style="list-style-type: none">1) Channel Management - Building infrastructure , way of working at partner/retail and healthy investment.2) Sales planning and execution : Target setting, Dashboard monitoring and periodic review. Retail Engagement.3) GTM and Promotion activity :

ROLE DETAIL – TSM POSTPAID



Job title	TSM - Postpaid
Job purpose	To enhance targeted gross revenue by effective implementation of planned strategies that aim at capturing a dominant market share of the segment
Deliverables in the job	<ul style="list-style-type: none">1) Gross Adds, increase the no. of MNPs2) Keeping track on ROI & Profitability of channel partner3) Setting, communicating & monitoring daily sales targets(MNP/HRP/DOV)4) Recruitment of quality FSE's & channel partners5) Ensuring quality sales to checks churn
Activities performed	<ul style="list-style-type: none">1) 1)Grooming & training of the FSE's.2) 2) Hiring & inducting the FSE's.3) 3) Cold calling with channel partner & FSE's.4) 4) Doing beatwise market working with the FSE's.5) 5) Keeping updated with the competition plans and offerings.

ROLE DETAIL – TSM DSL



Job title	TSM - DSL
Job purpose	To grow DSL base and revenue in the allocated network elements
Deliverables in the job	<ul style="list-style-type: none">1) Increasing market share for airtel broadband by supervising the partner ecosystem.2) Grow high speed penetration and customer advocacy3) Work with stakeholders like TNL and CSD to ensure great customer experience4) Channel handling & manpower recruitment in channel
Activities performed	<ul style="list-style-type: none">1) Manage channel partners and FSEs to deliver business results in allocated elements2) Recruit, train and motivate FSEs to deliver business targets3) Meet HV customers and RWAs to build equity for the brand4) Resolve customer issues for positive word of mouth5) Plan and forecast DSL sales inline with AOP

ROLE DETAIL – TSM DTH



Job title	TSM DTH
Job purpose	To ensure achievement of sales target & revenues in the territory and also ensure optimum market penetration.
Deliverables in the job	<ul style="list-style-type: none">1) Achievement of gross sales targets - SOGA / HD contribution / LDP Contribution / Activating Outlets (SSO) / Transacting Outlets (LSO) / Revenue2) Create & Drive partner network & FSE's to meet the objectives3) Distribution Expansion / Correction & Infra Addition.
Activities performed	<ul style="list-style-type: none">1) Ensuring right infra / manpower with all partners.2) Training of FSE's on product/package & USP's.3) Effective & timely scheme communication.4) Tracking outletwise sales.5) Taking corrective actions at degrowing outlets.6) Pushing primary & secondary to have maximum stocking outlets carrying AV stock (more than competition).7) Outlet master based working so as to covers all towns / outlets to sell DTH.8) Visiting 20 outlets per day.

ROLE DETAIL – TSM VOICE



Job title	TSM - Voice
Job purpose	Gross acquisition through Channels, from Corporate Accounts
Deliverables in the job	Delivering Gross Adds to the customer through the partner Maintaining infra for delivery - Channel partners / FSEs /Tele-callers Quality of Business / Acquisition - Churn etc Partner Rol - Sustainable Business
Activities performed	Maximum business from the Accounts / Territory handled Training / Hygiene Requirement checks at partners 4 -5 Account visits Product penetration - Telemedia / Data etc

ROLE DETAIL – TSM DTH SERVICE



Job title	TSM – DTH Service
Job purpose	Manage the customer base for assigned geography; Manage and create partners for customer life-cycle management; drive retailer satisfaction
Deliverables in the job	Ensure closure of Service Request loops & intervene and handle complaints in case of escalations Escalating issues to Area Service Manager, if not resolved at territory level Analyze customer feedback forms & highlight areas of improvement and suggest interventions/initiatives
Activities performed	Ensure compliance to policy and processes by the Installation Engineers, meeting customer SLA's Manage the team responsible for installing, servicing and repairing structures and major components; guiding them on correct installation processes

ROLE DETAIL - COLLECTION MANAGER



Job title	Collection Manager
Job purpose	To own & drive collection & retention deliverables for the Zone; to manage Agency & Partner Network to ensure maximum efficiencies & productivity
Deliverables in the job	Ensuring higher collection efficiency through effective agency review mechanism Reducing Bad Debts with a lower barring and higher collections and recovery Ensure maximum customer retention, with timely collection, complaint resolution and close looping. Personal visits and engagement on high value customers to ensure least churn from this segment
Activities performed	Understand & Proactively prepare for future business challenges based on current trends Proactive Close Looping of Customer Issues at Collection Stage to avoid barring and churn Accurate capturing of customer VOC at various levels of interaction Team Management Capabilities & Managing Training and Attrition at Agency Level as well as direct team



Airtel Role Details

Campus Recruitment 2015-16

ROLE DETAIL – STORE MANAGER

Job title	Store Manager
Job purpose	The role has direct responsibility for the successful running of the Airtel store. The Store manager will ensure compliance with agreed guidelines to deliver a best in class experience & ensure store revenue & cost targets are met.
Deliverables in the job	Ensuring Store profitability & handling strategic roll-outs Store Operations & Audit / Compliance People Development / Team Management Enhancing Customer Experience
Activities performed	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