



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Centre of Training and Placement

Ref. No. IKGPTU/T&P/04.....

Dated. July/12/2024

Directors/HoDs (CSE Department)  
All the University Campuses  
Affiliated with IKG PTU

Sub: DeltaX - Joint Campus Online Placement Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of its campuses to participate in DeltaX - Joint Campus Online Placement Drive as per the below mentioned details:-

Designation : Associate Product Engineer (Details attached)  
Course/ Stream : B.Tech (CSE/CoE/SE)  
Salary Package : INR 7.00 LPA  
Job Location : Bangalore, Hyderabad and Pune  
Batch Eligible : 2025 passing out  
Eligibility Criteria : 50% throughout  
Selection Process : Online MCQ Test, Coding test & Interview

**Note:-** Candidates will go through a training boot camp for 4 months and transform into Full-Stack Developers which will be starting w.e.f. Jan 2025 onwards.

You are requested to kindly direct the Training & Placement Faculty Coordinator of your campus/department to forward the student data of willing students as per the attached excel sheet through email at [placements.ptu@gmail.com](mailto:placements.ptu@gmail.com) by July 29, 2024 before 1300 hrs. **Data directly shared by the students will not be considered.**

*Date & Time of the placement drive will be informed later on.*

With profound regards,

Er. Navdeepak Sandhu  
Deputy Director (T&P)

**"Propelling Punjab to a prosperous Knowledge Society"**

**I.K. Gujral Punjab Technical University**

Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580

**E-mail :** [placements@ptu.ac.in](mailto:placements@ptu.ac.in) **Website :** [www.ptu.ac.in](http://www.ptu.ac.in)



# Advertising Cloud for an AI-driven Future

Class of 2025

[www.deltax.com/campus/](http://www.deltax.com/campus/)

CTC: INR 7 Lakhs Per Annum

Location: Bengaluru, Hyderabad and Pune

Training: 4 months



**Do you see yourself as a**

**Problem Solver?**

**Ace Troubleshooter?**

**Code Ninja?**

Find your inner calling @ DeltaX

# Digital Advertising is Growing Globally

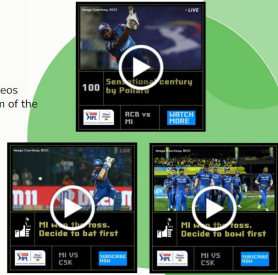
“Online Advertising is growing to become the single largest advertising medium globally and has already outpaced TV in developing markets”

## Case Study: Hotstar

Client: Hotstar India / Mindshare

### Concept - Moment Marketing

Leverage LIVE match triggers to activate engaging videos getting customers to tune-in and watch the live stream of the match.

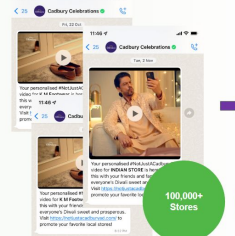
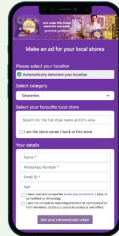


DeltaX

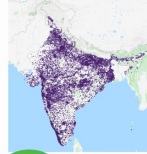
Private and Confidential

## Case Study: Cadbury Celebrations (2.0) contd.

www.NotJustACadburyAd.com



This is how local retailers in India celebrated Diwali in 2021



DeltaX

Private and Confidential

## Case Study: L'Oréal Professionnel

Client: L'Oréal Professionnel / Wavemaker

### Concept

L'Oréal Professionnel, a transformative beauty leader, wanted to help their 500+ partner salons in India across 121 cities with qualified leads to give a boost to their sales by giving them an option to pick from 40+ offers that were exclusively made available to them.



DeltaX

Private and Confidential

# We are building for an AI-driven Future

"At DeltaX we are building the 'Advertising Cloud' - to help advertisers leverage and optimize spends across each channel through a unified interface"

# What Makes us Awesome!



## Code is Poetry

You are judged by the code  
you write



## Ownership-driven

You are not limited by a job  
description



## Bullshit-free

Make mistakes; Get work  
done; Have Fun!



## Culture is Recursive

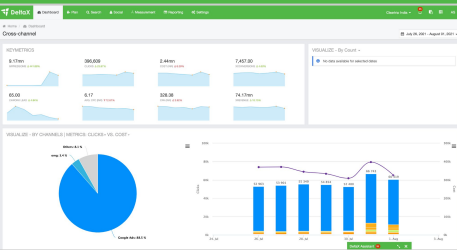
People join us for the work & stay  
for the culture!

# What Makes us Awesome!

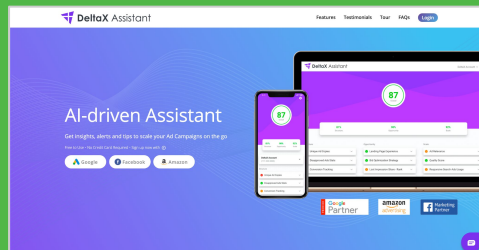
## ★ Product-based Startup

Build products, build strong foundation for your career by working across industry leading products

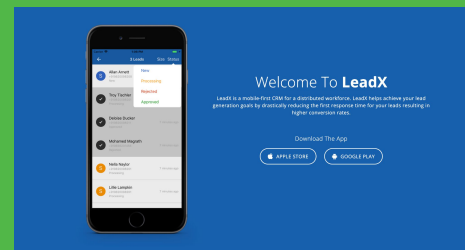
— You could be working on some of our flagship products —



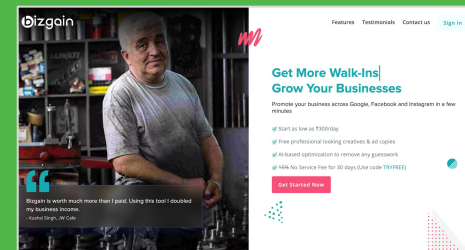
DeltaX Platform



assistant.deltax.com



leadx.app



bizgain.in

# What Makes us Awesome!

## ★ Training Bootcamp

Intensive 4-month bootcamp with mentorship which transforms you into a full-stack developer

– You will be trained to become masters of our technology stack –





# Work with Cutting-edge Technologies

DATASTORE

BACKEND

CLOUD

MOBILE

FRONTEND



elasticsearch



Flutter



Vue.js





Work alongside like-minded engineers who are  
equally passionate about life



# Campus Hiring Process

<b>Round 1</b>	<b>Online Technical MCQ Test</b> Will cover fundamentals for Programming, Data Structures, Networking and Micro-processors.  Expected No. of Questions: 50 Multiple Choice Questions. Assessment Duration: 45 Minutes. Difficulty level: Questions levels vary from easy to moderate.
<b>Round 2</b>	<b>Online Coding Assessment (any programming language)</b>  Helpful alert: Only serious coders will qualify
<b>Round 3</b>	<b>Technical Interview</b>  What we look for? - Logical clarity - Algorithm & Programming Concepts

# Do you have the X?

"I have the freedom to write the code in my way and use the latest utilities/frameworks that I love. Apart from this, I got a full exposure of frontend, backend, database and deploying my code on virtual machines. This is what I absolutely love about DeltaX."



Gautam Gadipudi  
MIT, Manipal (2018 Passout)

"Working alongside highly skilled engineers in a tech driven environment on challenging projects is the kind of drive that a fresher needs to grow as an engineer, and that is exactly what DeltaX provides. Not to mention all the fun!"



Shriganesh PG  
RNSIT, Bangalore (2018 Passout)

"Your first job makes all the difference! I'm happy to have started at DeltaX where I was able learn best engineering practices and work with cutting-edge technologies with guidance from like-minded seniors."



Kishan  
Batch 2018

"There's a lot about the culture at DeltaX. A wide array of problems to solve, new challenges everyday, the best selection of technology and tools, and a kick-\*ss team to be a part of!"



Amrith Yerramilli  
RNSIT, Bangalore (2013 Passout)

"Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important."



Ankit Ojha  
Batch 2016

"When you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."



Vamsi Sai  
CMRIT, Batch 2017

Visit [www.deltax.com/campus/](http://www.deltax.com/campus/) to learn more

We would love to hear back from you [hireme+campus@deltax.com](mailto:hireme+campus@deltax.com)



# Associate Product Engineer (Fullstack Developer)

Job Description

**CTC:** INR 7 Lakhs Per Annum

**Location:** Bengaluru, Hyderabad and Pune

## Responsibilities

- Write code :)
- Ownership for the entire lifecycle of your code: development, test, production, and subsequent fixes and improvements.
- Implement code that is clear, concise, tested, and easily understood by others.

## Engineering Culture & Practices

- You will work in an agile SCRUM team.
- Our teams follow BDD, REST, Continuous Integration and Continuous Delivery.
- We operate hundreds of multi-tenant databases using MS SQL Server
- C#, Vue.js and SQL are the common languages that our teams use.
- Centralized monitoring across our entire stack using ELK Stack (Elasticsearch, Logstash, Kibana)

Sr.No.	Student Name	Email id	Phone no.	Branch/Stream	Overall CGPA	Preferred Work location
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