



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/..209.....

Dated...12/march/2025

**Directors/HoDs (Department of CE & Mgmt.)
All the University Campuses
I K Gujral Punjab Technical University**

Sub: Berger Paints India - Joint Campus Placement & Internship Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of its campuses to participate in Berger Paints India - Joint Campus Placement & Internship Drive as per details mentioned below:-

Designation	:	Interns (Details attached)
Course/ Stream	:	B.Tech (CE) & MBA (Sales & Marketing)
Package/Stipend	:	During 02 months internship:- 5k per month
Job Location	:	Jammu, Srinagar, Jalandhar, Bathinda, Chandigarh, Himachal, Ambala & Zirakpur
Batch Eligible	:	2025 passing out
Eligibility Criteria	:	60% throughout

Interested students may register at the link mentioned below:-

<https://docs.google.com/forms/d/1UDp0r9WRYYXtdTOKsbWDpJbUmRBrd49TsD9LAiahpMk/edit>

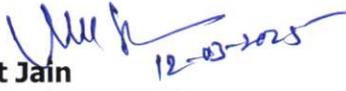
Post-Internship Opportunity:-

- **Pre- Placement Offer (PPO):** Students who successfully complete the internship and meet the company criteria will be considered for a Pre-Placement Offer (PPO).
- **Gross CTC:** ₹7.08 LPA (with a fixed component of ₹3.68 LPA and a take home of 22K post all deductions)

You are requested to kindly direct the Training & Placement Faculty Coordinator of your campus/ department to share the information with the concerned students. **Last date of online registration is 17-Mar-25 before 1000 hrs.**

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

With profound regards,


Er. Mohit Jain
Assistant Registrar (T&P)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Registrar: For kind information
3. Head (CT&P): For kind information
4. Deputy Director (T&P): For kind information

"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 Website : www.ptu.ac.in

Berger Paints India Limited

Job Description



Job title: Internship

Essential Duties and Responsibilities:

- Identifying and appointing dealer for deeper market penetration and reach in depth market share.
- Analyse and compare sales plans with the last year base and implement appropriate sales activities to achieve targeted sales.
- Institutional sales through architects, builders, Consultants etc
- Business Development, key account management.
- Budgeting and planning for the institutional sales for a financial year of the depot.
- Overseeing the sale activities of products thereby achieving increased sales growth/ maximized volume and value growth in depth.
- Assisting the dealers in achieving the targets and providing them with training
- Ensuring the seeding of new product in right Channel.
- Ensuring the SKU range availability at key outlets
- Conceptualizing and implementing sales promotional programs for brand building
- Ensuring profitability of dealers, in alignment with organization's policies and interest
- Making a territory monitoring report every month including competitor's activities.
- Conducting the retail audit to assess market potential, estimation of sale of competitors with a view to adopt suitable strategies for sale.
- Solving all the issue of dealer for making smooth business relation.

Personality Trait Requirements:

- Highly energetic, motivated, confident candidates with good communication and selling skills.
- Should have the ability to get the 'feel' of the market and to convert products into business.
- Must be a go-getter with high drive and initiative.
- Should be a local candidate.