



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

Ref. No. IKGPTU/T&P/..347.....

Dated: 25/Aug/2025

**Directors/ Principals**

All the University Campuses & It's Affiliated Colleges

I K Gujral Punjab Technical University Jalandhar, Kapurthala

**Sub: Ceasefire Industries Pvt. Ltd. - Joint Campus Placement Drive.**

**Respected Sir/Madam**

I K Gujral Punjab Technical University invite students of it's campuses & affiliated colleges to participate in Ceasefire Industries Pvt. Ltd. - Joint Campus Placement Drive as per details mentioned details:-

Designation	:	Detailed JD attached
Course/ Stream	:	(MBA/PGDM in Marketing, Sales, or a related field) Basic Knowledge of Computer Application
Job Location	:	Pan India
Salary Package	:	<b>During probation period:</b> 3.78 LPA <b>After probation period:-</b> 5.21 LPA
Batch Eligible	:	2026 passing out
Requirements	:	Must own a personal conveyance and laptop (Mandatory for this core sales role)

**Interested students may register at the link mentioned below:-**

<https://docs.google.com/forms/d/1rlqOExajvVhIppGPX7FrBdta0tMcZHPmWb4aNq0aSsc/edit>

You are requested to kindly direct the Training & Placement Officer/ Faculty Coordinator of your college/ college to share the information with the concerned students. **Last date of online registration is 29-Aug-24 before 1300 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
5. DR (ITS) - To upload at University website
6. File.

**"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

<b>Group Entity:</b>	<b>Ceasefire Industries Private Limited</b>	<b>Requisition Date:</b>	
<b>Role Title:</b>	CMT/ FSS/SFSS/EFSS– Sales	<b>Job Code:</b>	CSDI/FL/01
<b>New or Existing Role:</b> Existing			
<b>Role Holder's Name:</b>			
<b>Line Manager's Name &amp; Role Title:</b> Head of Location			
<b>Functional Line Manager(s)' Name(s) &amp; Role Title(s):</b> Business Head			
<b>Business/Function &amp; Location:</b>		Direct Sales, Pan India	
<b>Company Details:</b>			
<p>Ceasefire – Headquartered in India, Ceasefire is a fast emerging global fire safety brand, known for manufacturing globally-certified (<b>BRE LPCB, BSI Kite Mark, VDS</b>), <b>firefighting solutions that are built at the very forefront of technology.</b></p> <p><a href="https://www.ceasefire.in/about-us">https://www.ceasefire.in/about-us</a></p> <p>Ceasefire today is a leading manufacturer of a 360 degree-unified fire fighting product portfolio and a fast-emerging global name that protects millions across the globe. The company has set its foot in the UK with an aim to fulfill the market gap by offering a holistic fire safety range to the customers, all under one banner. With massive investment in terms of offices, product demonstration facilities, warehouses and stocking points; Ceasefire is equipped to give world-class services to the customers in India and abroad.</p> <p><b><u>One Brand, 360 Degree Fire Fighting Solutions</u></b></p> <p>With its globally certified, holistically integrated range of fire fighting solutions, the company is amongst the rarest in the world to have such a diverse product portfolio. The range includes a complete spectrum of solutions including Fire Extinguishers – powder, water, foam, CO2 and clean gases based extinguishers, the specialized extinguishers for metal fires, and a range dedicated to the revolutionary Watermist technology to name a few. In-panel systems for cabinet protection – that include LPCB approved CQRS and suppression solutions for extremely small spaces called Mini. Powder, Watermist or Gaseous Agent based Room Systems and specialized Kitchen Suppression Systems including Commercial and Domestic systems based on Watermist or Wet Chemical technology, and other Specialised Fire Fighting Systems, as part of a single eco-system.</p> <p><b><u>Demand Fulfiller as Well as a Demand Generator</u></b></p> <p>In addition to the all-encompassing product range, Ceasefire offers some unique solutions that are trendsetters in the industry like the Ceasefire Launcher that is an extinguisher + suppression system or a Mini that is world's smallest suppression system to an Atom X which is world's first retrofittable fire suppression system.</p> <p><b><u>Our Manufacturing Edge</u></b></p> <p>Ceasefire's competitive edge &amp; the quality promise stems from the company's state-of-the-art production facility with cutting-edge manufacturing capabilities. This production facility is one of the most advanced in the world and is fully compliant to the Factory Production Control (FPC) requirements of the highest global standards including EN3, EN1866, LPCB, BSI, MED, PED, VDS, ISO and OHSAS.</p> <p><b><u>Sales Management</u></b></p> <p>The day-to-day working is fully supported by a robust yet user friendly CCRM that allows a salesperson to record every transaction he has in his role as a recruiter and as a salesperson. The CCRM follows the SPANCO process and allows our sales manager or CBA to follow through a sale from the very start, i.e. from creating a customer profile sheet to making a prospect, sending him a proposal and executing the order received. It also acts as an archive of marketing materials such as brochures, videos, manuals which can be sent to many customers at the same time.</p>			

**Role Context:** The person will be responsible to generate business in the assigned market using listed accounts provided to him/ her or through her/ his market intelligence

Skill and Responsibilities	
Skills Required	<ul style="list-style-type: none"> <li>• 0-4 months experience for Management Trainee</li> <li>• 4-12 months for FSS/SFSS (Fire Safety Specialist/ Sr. Fire Safety Specialist) experience in sales</li> <li>• 12-24 months for EFSS (Executive Fire Safety Specialist) experience in sales</li> <li>• Good Communication skills</li> <li>• <b>Must have own conveyance and laptop</b></li> </ul>
Qualification	<ul style="list-style-type: none"> <li>• <b>Education:</b> MBA/PGDM in Marketing, Sales or a related field.</li> <li>• Basic Knowledge of Computer Application</li> </ul>
Job responsibilities	<ul style="list-style-type: none"> <li>• Promote and sell firefighting and security products to clients within the assigned territory.</li> <li>• Build, develop, and maintain strong relationships with prospective customers to generate new business opportunities.</li> <li>• Handle lead generation, conduct proactive follow-ups, and drive lead conversion through effective communication and persuasion.</li> <li>• Ensure strict adherence to the organization's defined sales processes and protocols.</li> <li>• Schedule and conduct a minimum of 5-7 field client meetings daily to present solutions and generate sales.</li> <li>• Deliver engaging sales presentations and demonstrate strong closing skills to finalize deals.</li> <li>• Maintain accurate and up-to-date daily sales activity reports and performance tracking.</li> <li>• Regular upskilling through online training programme to generate customer need instead of just selling as per customer requirement.</li> </ul>
MIS / Reports management details	<ul style="list-style-type: none"> <li>• Regularly update inputs through CRM/SMP</li> <li>• Regular updating of activities of DMS</li> </ul>
Compensation	<ul style="list-style-type: none"> <li>• <b>Probation Period:</b> ₹3.78 LPA</li> <li>• <b>Post-Probation:</b> ₹5.21 LPA</li> <li>• <b>For other positions salary will be increased proportionately</b></li> </ul>

CMT Salary Calculation	CTC during Probation	CTC after Confirmation	
Components	Amount	Amount	
Basic	15100	15100	
HRA	7063	7063	
Advance Statutory Bonus	4481	4481	
<b>Gross</b>	<b>26644</b>	<b>26644</b>	
Monthly Performance Linked Reim.	4090	5648	Based on minimum input parameters and order generation. 100% paid in the month of joining
Performance Linked Reim.	0	10427	Based on sales volume
Total Variable	<b>4090</b>	<b>16075</b>	
Gratuity	726	726	
<b>Total CTC</b>	<b>31460</b>	<b>43445</b>	