



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/.393.....

Dated...14/oct/2025

HODs (Department of Applied Sciences & Mgmt.)
I K Gujral Punjab Technical University Jalandhar, Kapurthala

Sub: LifeCell International Pvt. Ltd. - Campus Placement Drive.

Respected Sir/Madam

I K Gujral Punjab Technical University invite students of its main campus to participate in LifeCell International Pvt. Ltd. – Campus Placement Drive as per details mentioned below:-

Designation	:	Executive – Customer Relationship (Male & Female) Junior KAE - Females KEY Account Executive (KAE) - Females (Detailed JDs attached)
Course/ Stream	:	B.Sc. / M.Sc. – Biotechnology / Pharma / Life Sciences MBA – Healthcare / Marketing
Job Location	:	Delhi NCR , Punjab & Chandigarh
Salary Package	:	Tier A Cities: 3.50 LPA Tier B Cities: 3.00 LPA Tier C Cities: 2.50 LPA (Travel Allowance & Attractive Monthly Sales Incentives)
Batch Eligible	:	2025 passed out & 2026 passing out

Interested students may register at the link mentioned below:-

https://docs.google.com/forms/d/150YBouwUq6OqTnsUOdMn7PtisKmxJkWoV_84gyJLb9A/edit

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 16-Oct-25 before 1100 hrs.**

Date & time of the campus 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

Job Description

About LifeCell: Established in 2004, LifeCell International is India's top stem cell and tissue storage bank. We harness Cell, Genes, & Tissue Sciences to offer cutting-edge healthcare solutions, such as a >97% donor match rate for stem cell transplants, rapid genomics testing for pregnancies & infants, advanced wound care products and cellular skin science based cosmetics.

Business Division: BioBank (Health Bank).

Position: Executive Customer Relationship (ECR) / Key Account Executive (KAE).

Responsibilities:

1. Doctor & Hospital Relationship Management:

- Conduct in-person monthly meetings with all the assigned Gynaecologists (target doctor) to promptly address feedback, deliver industry updates and strengthen partnership with best-in-class services.
- Utilise relationships with hospital staff to collaborate on raising awareness and enrolling expectant parents (target client) for stem cell banking services.

2. Key Account Management:

- Establish corporate partnerships with existing & new hospitals specialising in women and child care services (target hospitals) to drive business growth.
- Engage in proactive education of expectant parents through personalised counselling or elevator pitches about the benefits of stem cell banking.
- Distribute educational materials during their hospital visit to stimulate interest and awareness.

3. Marketing Event Management:

- Execute minimum four marketing events per month to enhance brand visibility & patient engagement.

4. Customer Delight Management:

- Gather pertinent client information to initiate cold calls and facilitate professional in-person presentations at their home, office, or hospital.
- Deliver engaging presentations to expectant parents to consistently meet specified sales targets.
- Deposit client funds in the company's bank account within specified timelines.
- Ensure timely provision of sample collection kits for clients and coordinate seamlessly with the paramedic team during childbirth.
- Ensure clients and healthcare professionals receive excellent post-sales service to guarantee satisfaction, retention, and referrals.

5. Market Intelligence:

- Provide actionable insights to drive strategic decisions based on industry trends and opportunities.

6. Performance Management:

- Meet responsibilities, adapt to change, and perform extra tasks assigned by superiors & the company.

What We Seek:

- **Experience:** 0 - 3 years.
- **Educational Qualification:** BSc or MSc or Biotech or Pharma or MBA.
- **Vehicle:** Two wheeler with valid driving licence.
- **Availability:** Weekends and late evenings. You will avail a week-off between Tuesday and Thursday.
- **Language:** Proficient in English & local languages.
- **Attributes:** Rapport-building, Proactivity, Collaboration, Adaptability, Incentives-driven.

Learning Opportunities: Build strong connections with healthcare professionals & medical institutions, ensuring their continuous engagement and satisfaction. Hone the art of effective communication & host captivating marketing events to spark the interest of expectant parents. Master the art of delivering persuasive presentations & delighting customers thereby meeting the sales goals & elevating your performance.

What You Will Get:

1. Compensation and Benefits:

- CTC + Attractive Monthly Incentives.
- Local Conveyance.
- Comprehensive Medical Insurance.
- Company-Provided Tablet.
- Salary Advance Loan.
- By Your Own Device (BYOD).

2. Career Growth and Development:

- Speedy Path to Promotion.
- Professional Development & Training Opportunities.
- Opportunities for Internal Mobility or Transfers.
- Win Trips to National & International Destinations.

3. Employee Recognition and Engagement:

- Performance Recognition & Awards Program.
- Employee Recognition & Appreciation Events.
- Employee Referral Program with Incentives.

4. Work-Life Balance and Well-being:

- Vibrant Company Culture
- Team Building Activities and Events.
- Supportive & Collaborative Team Environment.
- Open Door Policy for Feedback & Suggestions.

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Business Division: BioBank (Health Bank).

Position: Junior Key Account Executive (Junior KAE) (Counsellor)

Responsibilities:

1. Marketing & Awareness Activities

- Execute marketing initiatives like Stem Cell Awareness Week, Mommies Day Out, Antenatal Classes, Gifting Activities, Lucky Draws, etc., including weekends if events are planned.
- Be available at designated hospitals and clinics to drive awareness and engagement through these activities.

2. Counseling & Lead Generation

- Conduct in-person counseling sessions with expectant parents at assigned maternity clinics/hospitals to educate them on the benefits of cord blood stem cell banking as a preventive healthcare initiative.
- Distribute educational materials to the target audience during OPD hours to generate interest in our services.
- Collect contact details of expectant parents to facilitate formal presentations for their families.
- Generate and record daily leads from designated hospitals and clinics.

3. Lead Nurturing & Appointment Scheduling

- Make outbound calls to convert leads into appointments for the sales team.
- Maintain regular follow-ups with the sales team to track presentation status and ensure maximum conversion from appointments to presentations.

4. On-Ground Presence & Relationship Building

- Be present at hospitals/clinics for counseling, even when no marketing activities are scheduled.
- Stay updated on advancements in **stem cell science**, gather feedback on services, and build rapport with hospital support staff to foster growth opportunities.
- Represent the company professionally among all stakeholders to enhance brand credibility.

5. Reporting & Compliance

- Enter all leads and appointments in the company's Lead Management System (LMS) daily.
- Maintain and submit performance reports and daily activity logs for periodic review by the reporting authority.

What We Seek:

- **Experience:** 0 - 3 years.
- **Educational Qualification:** BSc or MSc or Biotech or Pharma or MBA or any Graduate.
- **Vehicle:** Two wheeler with valid driving licence.
- **Availability:** Weekends and late evenings. You will avail a week-off between Tuesday and Thursday.
- **Language:** Proficient in English & local languages.
- **Attributes:** Rapport-building, Proactivity, Collaboration, Adaptability, Incentives-driven.

What You Will Get:

1. Compensation and Benefits:

- CTC + Attractive Monthly Incentives.
- Local Conveyance.
- Company CUG Sim Card for official purposes.

2. Career Growth and Development:

- Professional Development & Training Opportunities.
- Opportunities for Internal Mobility or Transfers.

3. Employee Recognition and Engagement:

- Performance Recognition & Awards Program.
- Employee Recognition & Appreciation Events.

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