



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/484.....

Dated...10/Nov/2025

Directors/HoDs (All Academic Departments)

All the University Campuses

I K Gujral Punjab Technical University, Jalandhar

Sub: InternsElite – Joint Campus Placement Drive.

Respected Sir/Madam

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

Designation	:	Business Development Associate (Details attached)
Course/Stream	:	UG/PG (Any stream)
Salary Package	:	Probation period (3-6 months):- For UG: 15k PM+ 10k incentives For PG: 17K PM + ₹12K incentive After Probation:- For UG: CTC 4.00 to 6.00 LPA (Based On Performance) For PG: CTC 6.00 to 8.00 LPA (Based On Performance)
Job Location	:	Gurugram, Haryana
Batch eligible	:	2026 passing out

Interested students may register at the link mentioned below:-

<https://docs.google.com/forms/d/1cOBfFL25pe5HqJ3psKjHKNdgLNPLrvIZRzOpAOLqTWY/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 13-Nov-25 before 1300 hrs.**

Date & Time of the selection process will be informed later on.

For any queries you may please call the undersigned @ +91- 9478098136.

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

Business Development Associate

Industry:

Edutech / E-Learning

Company Overview:

InternsElite Edutech is an innovative leader in the Edutech domain, empowering learners worldwide with high-quality, accessible, and practical education. Established with a vision to bridge the skill gap and enhance career growth, we are committed to providing AI-driven learning experiences that redefine education standards. Join a team of passionate, ambitious professionals dedicated to shaping a future where knowledge unlocks success.

About the Role:

As a Business Development Associate at InternsElite Edutech, you will play a pivotal role in driving the growth and success of our organization. Your responsibilities will involve building meaningful relationships, identifying opportunities, and converting leads into loyal customers.

You will collaborate with a dynamic team passionate about education, sales strategies, and client success. With structured training and abundant

opportunities for growth, this role will enable you to unlock your potential and contribute to a rapidly growing organization.

Roles and Responsibilities:

1. Identifying Potential Clients & Partnerships

- Conduct market research to uncover leads and opportunities.
- Engage actively with educational institutions, professionals, and learners.
- Utilize networking platforms, outreach campaigns, and events to drive growth.

2. Understanding Client Needs

- Communicate effectively and listen actively to understand client goals.
- Analyze challenges to offer customized solutions from InternsElite Edutech.

3. Advising Suitable Programs

- Recommend relevant courses aligned with client objectives.
- Highlight InternsElite Edutech's innovative offerings to support career growth.

4. Driving the Sales Process

- Manage the complete sales cycle from lead generation to deal closure.
- Deliver compelling presentations, address objections, and negotiate successfully.

5. Relationship Management

- Build and maintain strong relationships with clients.
- Resolve concerns proactively and explore upselling and cross-selling opportunities.

6. Meeting Sales Goals

- Achieve monthly sales and revenue targets.
- Track performance, refine strategies, and ensure consistent results.

Skills Required:

- Bachelor's or Master's degree in any discipline
- Strong communication and interpersonal skills
- Thrive in fast-paced, dynamic startup environments
- Quick to adapt to sales strategies and target-driven goals

Job Details:

Location: Gurugram, Haryana

Working Days: 6 days a week

Probation Period: 3 - 6 months

Stipend:

- For UG ₹15,000 PM + ₹10,000 incentives (On Target overachieved) during probation.
- For PG ₹17,000 + ₹12,000 incentives (On Target overachieved) during probation.

PPO Opportunity (UG): CTC ₹4 to ₹6 LPA (Based On Performance)

PPO Opportunity (PG): CTC ₹6 to ₹8 LPA (Based On Performance)

Why Join Us?

- Collaborate with an ambitious and like-minded team.
- Gain hands-on experience in the Edutech industry.
- Contribute to transforming the global education landscape.
- Huge earning potential with performance-linked incentives.

Employee Benefits:

At InternsElite Edutech, we recognize the hard work and dedication of our employees. Here are some benefits that come with being a part of our team:

- Competitive salary package with an attractive incentive structure.
- Performance-based bonuses and rewards.
- Flexible work arrangements post-probation (based on performance).
- Supportive and dynamic work environment.