



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/.....473

Dated...09/Dec/2025

**Directors/HoDs (All Academic Departments)**

**All the University Campuses**

**I K Gujral Punjab Technical University, Jalandhar**

**Sub: TasteofMom – Joint Campus Placement Drive.**

**Respected Sir/Madam**

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

Job Role	:	Growth Manager - Management Roles <b>(JD attached)</b>
Course/Stream	:	MBA / BBA / B.Com / B.Tech / UG/PG (all streams)
Job Location	:	Pan India
Salary Package	:	CTC: Up to INR 12.0 LPA
Batch Eligible	:	2025 passed out & 2026 passing out
Selection Process	:	Aptitude Test, GD & Interview

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

<https://docs.google.com/forms/d/1rkHdvhfZvdmqrf1f2s3ok50zHtNqcAScVgiX5Fy2TOE/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 10-Dec-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. Head (CT&P): For kind information
3. Deputy Director (T&P): For kind information
4. DR (ITS) - To upload at University website
5. 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**

# Taste of Mom

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## **Job Description: Growth Manager – Management Trainee (Campus Hiring)**

**Brand:** *Taste of Mom* – Authentic East Indian Traditional Healthy Sweets & Snacks

**Mission:** Empowering Rural Women Entrepreneurs Across India

**Website:** [www.tasteof.mom](http://www.tasteof.mom) (Revamping)

**Location:** Pan India (Tier 1 & Tier 2 Cities)

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## **About Taste of Mom**

Taste of Mom is a purpose-driven D2C brand bringing back the warmth, purity, and nostalgia of **East Indian traditional sweets & snacks**, handmade by **rural women entrepreneurs/SHG of Mothers..** Every product we sell empowers a woman in a village and supports her livelihood.

As we revamp [www.tasteof.mom](http://www.tasteof.mom) and expand PAN India across **D2C, Retail, Modern Trade, and Quick Commerce**, we are onboarding young and ambitious students from campuses to join our **0→1 growth journey**.

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## **Role: Growth Manager – Management Trainee**

A high-impact growth role designed for young talent who want to build, scale, and grow a brand from scratch.

You will be responsible for **building and generating revenue** across:

- **D2C** (Website, Marketplaces)
  - **B2C** (General Trade, Retail)
  - **B2B** (Corporates, Gifting, Institutions, Distributors)
  - **Modern Trade** (BigBazaar, StarBazaar-style formats, regional MT)
  - **Quick Commerce** (Blinkit, Zepto, Instamart, etc.)
  - **0→1 Journey execution**
  - **Leading teams of trainees as the brand scales**
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**6-Month Digital On-Job Training (OJT)**

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Selected students will undergo a **6-month structured Online OJT** covering all aspects of:

- ✓ **Sales & Business Development**
- ✓ **Growth Marketing & Performance**
- ✓ **Modern Trade & Retail Operations**
- ✓ **Quick Commerce Growth & Listings**
- ✓ **D2C Website & Marketplace Management**
- ✓ **Product Launches & Go-To-Market (GTM)**
- ✓ **Influencer, Community & Campus Marketing**
- ✓ **Revenue Ownership & Funnel Management**

**Upon successful completion → Guaranteed posting in a Tier 1 or Tier 2 city based on performance & preference.**

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## **Key Responsibilities**

### **Revenue & Growth**

- Build and drive revenue across D2C, B2C, B2B, MT, Quick Commerce channels.
- Execute 0→1 growth experiments, funnels & campaigns.

### **Sales & Business Development**

- Build partnerships with corporates, retailers, distributors, and gifting partners.
- Lead outreach, pitches, closures, and relationship management.
- Manage general trade and modern trade placements.

### **Marketing & Consumer Acquisition**

- Assist with performance marketing, SEO, CRM, influencer collaborations, and digital campaigns.
- Support brand storytelling & content creation around rural women entrepreneurs.

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## **Quick Commerce & Marketplace Operations**

- Handle product listing, pricing, visibility, merchandising, and growth on QC platforms.
- Work with category teams to secure better placement & demand generation.

## **Retail & Modern Trade**

- Support SKU planning, planograms, sampling, promotions, and account onboarding.
- Ensure availability, visibility & order flow.

## **Leadership & Team Management**

- Lead a small team of trainees/interns post-OJT.
  - Build playbooks, track KPIs, and drive performance.
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## **Who Can Apply**

### **Education**

- MBA / BBA / B.Com / B.Tech / Any UG–PG program from campus hiring.

### **Skills**

- Strong communication & persuasion
- Sales-first mindset
- Creativity in marketing
- Data-driven decision-making
- High ownership and entrepreneurial drive
- Ready to build from scratch (0–1)

### **Personality**

- Startup mindset
- Hustler attitude
- Passion for Indian food culture

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- Desire to create real social impact
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## Why Join Taste of Mom?

- Work at the intersection of **Food × Culture × Impact × Growth**
  - Build a brand with a mission to **uplift rural women**
  - Fast-track career growth in the startup ecosystem
  - Work across **Sales, Marketing, Growth, Retail & Quick Commerce**
  - Opportunity to lead teams early
  - PAN India exposure
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## Career Path After 6-Month OJT

- Growth Manager
  - Territory Sales Manager
  - Modern Trade Manager
  - Quick Commerce Manager
  - Brand & Marketing Lead
  - Regional Growth Lead
  - Business Development Manager
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## Compensation

- Stipend / CTC as per campus program norms

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- Performance-based incentives
  - Additional perks & benefits
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## How to Apply

Send your updated resume and a short note on ***“Why I want to join Taste of Mom”*** to: