



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/...583.....

Dated...10/03/2026..

**Directors/ Principals**  
**All the University Campuses & it's Affiliated Colleges**  
**I K Gujral Punjab Technical University Jalandhar Kapurthala**

**Sub: Hike Education Pvt. Ltd. (www.hikeeducation.com) - Joint Campus Placement Drive.**

**Respected Sir/Madam**

I K Gujral Punjab Technical University invite students of its campuses & affiliated colleges to participate in Hike Education - Joint Campus Placement Drive as per details mentioned below:-

Designation : Business Development Manager /Executive (**Details attached**)  
Course/ Stream : B.Tech/ M.Tech (Any stream)/ BBA/BCA/B.Com/ MBA/ MCA  
Salary Package : Details attached  
Job location : Gurugram, Mumbai, Hyderabad & Jaipur  
Batch Eligible : 2025 passed out & 2026 passing out  
Selection Process : Group Discussion, Impromptu Round and Interview

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

[https://docs.google.com/forms/d/1NiJvJmjU-qgfL\\_UQ387HvLq\\_DEx0bF6JNXqhEwfEG4c/edit](https://docs.google.com/forms/d/1NiJvJmjU-qgfL_UQ387HvLq_DEx0bF6JNXqhEwfEG4c/edit)

You are requested to kindly direct the Training & Placement Officer/ Faculty Coordinator of your college/ campus to share the information with the concerned students. **Last date of online registration is 13-Mar-26 before 1300 hrs.**

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

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

**With profound regards,**

  
**Er. Mohit Jain**  
Assistant Registrar (CR&A)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. DR (ITS) - To upload at University website
3. 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 Us

Hike Education is one of the leading Ed-Tech companies working in association with top B- schools providing support and assistance to the working professionals offering courses by the associated Universities. The aim is to bridge the gap between aspiring professionals and B- schools to help them pursue higher education and level up their career paths.

## We Are Present in



## Department - Sales (Growth & Revenue)

### Job Title and Key Responsibilities Areas

#### Business Development Manager /Executive (Basis - Educational Qualification).

**Sales Conversion:** By connecting each day with a minimum of 100 working professionals - our primary target audience, from the database / leads present on the CRM software, you are expected to create a pool of genuine prospects.

**Counselling & Guidance:** Provide detailed information about the online education programs, including curriculum, benefits, and career outcomes, ensuring prospective students make informed decisions.

**Target Achievement:** Consistently meet or exceed daily/weekly/monthly sales targets and KPIs (Key Performance Indicators), including connected calls, talk time, and admissions. As observed, this is an 'End-to-End Sales' role wherein you initiate conversations through cold-calling activity and eventually lead them toward final closures. Make a minimum calls per day (as per the policy) to potential leads/ students/clients from the provided database to ensure a steady pipeline and meet performance expectations.

**Sales Strategy Execution:** Implement sales techniques to maximize lead conversion rates, including effective cold calling, objection handling, and rapport building. Moreover, providing prospective customers with a detailed information about the programs being offered, through telephonic / video - counselling or an in - person meeting, further helps in creating a strong pipeline for the days ahead.

### Working Days -

Monday to Saturday Office Timings -  
10:00 AM to 7:00 PM

### Dress Code -

Monday to Friday : Business Formals  
Saturday : Smart Casuals

\*Candidates can choose upto 2 preferred job locations. However, basis - requirements the final job location will be allocated accordingly.

## On Job Training Module

### Position Overview:

As a Business Development Manager/Executive-Trainee, you will be responsible for converting potential leads into enrolled students. You will connect with prospective students and working professionals, understand their educational goals, and guide them through the enrolment process. Your primary role will be to drive admissions by delivering high-quality information, addressing concerns, and demonstrating how our programs align with their personal and professional growth. This is a highly rewarding sales role where you will receive in-depth training and support to enhance your skills in sales, communication, and customer relationship management.

1 Month Work From Office Training Module			
Degree	PG	B.Tech	UG
Salary	<b>20K</b>	<b>20K</b>	<b>20K</b>
Qualification Criteria	Trainee who successfully complete the one-month WFO training program and meet all required criteria will be offered a permanent position with the company		
Requalification Criteria	Failure to meet the assigned targets during the training period may lead to appropriate consequences, including an extension of the On-the-Job Training (OJT) period.		

## Remuneration Structure of Tier 1 Cities

Locations	Gurugram, Mumbai, Hyderabad		
Category	Post Graduate	B.Tech	Under Graduate
<b>Net Home Intake (Cost A)</b>	<b>40,000</b>	<b>35,000</b>	<b>32,000</b>
Monthly Incentives*	17,500	17,500	17,500
Outdoor Meeting Allowance*	4500	4500	4500
Punctuality Bonus*	1500	1500	1500
<b>Variable Earnings (Cost B)</b>	<b>23,500</b>	<b>23,500</b>	<b>23,500</b>
<b>Cost to the Company (Cost A + Cost B)</b>	<b>63,500</b>	<b>58,500</b>	<b>55,500</b>
<b>Cost to the Company (Annual)</b>	<b>7,62,000</b>	<b>7,02,000</b>	<b>6,66,000</b>

## Remuneration Structure of Jaipur City

Locations	Jaipur		
Category	Post Graduate	B.Tech	Under Graduate
<b>Net Home Intake (Cost A)</b>	<b>35,000</b>	<b>30,000</b>	<b>28,000</b>
Monthly Incentives*	17,500	17,500	17,500
Outdoor Meeting Allowance*	4500	4500	4500
Punctuality Bonus*	1500	1500	1500
<b>Variable Earnings (Cost B)</b>	<b>23,500</b>	<b>23,500</b>	<b>23,500</b>
<b>Cost to the Company (Cost A + Cost B)</b>	<b>58,500</b>	<b>53,500</b>	<b>51,500</b>
<b>Cost to the Company (Annual)</b>	<b>7,02,000</b>	<b>6,42,000</b>	<b>6,18,000</b>

**Monthly Incentives\*** (Payable on the basis of percentage of achievement as per internal incentive policies)

**Punctuality Bonus\*** (Payable on the basis of 100% attendance and the Internal policy)

**Outdoor Meeting Allowance\*** (Rs.150/- per day \* 30) (Payable only for the days of outdoor meeting)