



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/713.....

Dated 14/May/2026

**Directors/HoDs (All Engineering & Mgmt. Departments)**  
**University Main Campus & Constituent Campuses**  
**I K Gujral Punjab Technical University, Kapurthala Jalandhar**

**Sub: Berger Paints India - Joint Campus Internship Cum Placement Drive.**

**Respected Sir/Madam**

I K Gujral Punjab Technical University invite students of it's main campus & constituent campuses to participate in Berger Paints India - Joint Campus Internship Cum Placement Drive as per details mentioned below:-

Course/ Stream	:	B.Tech (All streams) & MBA (Sales/Marketing)
Package/Stipend	:	<b>During 02 months internship:-</b> 5k per month <b>After internship:-</b> 7.08 LPA (with take home of 28K post all deductions)
Location	:	Anywhere in North India(Haryana, Punjab, Himachal Pradesh, and Jammu Kashmir)
Batch Eligible	:	2025 passed out & 2026, 2027 passing out
Eligibility Criteria	:	60% throughout

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

<https://placements.ptu.ac.in/>

**Requirements:-**

1. **Field Sales:** Candidates must be comfortable with field sales activities.
2. **Analytical Skills:** Strong analytical skills and a basic understanding of mathematics are required.
3. **Proactive Attitude:** We are looking for go-getters with a high drive and initiative.
4. **Academic Performance:** A minimum of 60% marks in academics throughout.

**Post-Internship Opportunity:-**

- **Pre- Placement Offer (PPO):** Students who successfully complete the internship and meet the company criteria will be considered for a Pre-Placement Offer (PPO).  
**"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

- **Gross CTC:** ₹7.08 LPA (with take home of 28K post all deductions)

**Detailed Job Description is attached for your reference.**

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 15-May-25 before 1600 hrs.**

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

**With profound regards,**

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

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Head (CR&A): For his kind information
3. DR (ITS) - To upload at University website
4. File.

# Berger Paints India Limited

## Job Description



**Job title: Internship**

### **Essential Duties and Responsibilities:**

- Identifying and appointing dealer for deeper market penetration and reach in depth market share.
- Analyse and compare sales plans with the last year base and implement appropriate sales activities to achieve targeted sales.
- Institutional sales through architects, builders, Consultants etc
- Business Development, key account management.
- Budgeting and planning for the institutional sales for a financial year of the depot.
- Overseeing the sale activities of products thereby achieving increased sales growth/ maximized volume and value growth in depth.
- Assisting the dealers in achieving the targets and providing them with training
- Ensuring the seeding of new product in right Channel.
- Ensuring the SKU range availability at key outlets
- Conceptualizing and implementing sales promotional programs for brand building
- Ensuring profitability of dealers, in alignment with organization's policies and interest
- Making a territory monitoring report every month including competitor's activities.
- Conducting the retail audit to assess market potential, estimation of sale of competitors with a view to adopt suitable strategies for sale.
- Solving all the issue of dealer for making smooth business relation.

### **Personality Trait Requirements:**

- Highly energetic, motivated, confident candidates with good communication and selling skills.
- Should have the ability to get the 'feel' of the market and to convert products into business.
- Must be a go-getter with high drive and initiative.
- Should be a local candidate.