



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/931.....
Directors/ Principals

Dated..13/08/2026..

All the University Campuses & it's Affiliated Colleges

I K Gujral Punjab Technical University Jalandhar, Kapurthala

Sub: Hike Education Pvt. Ltd. - 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
Course/ Stream	:	B.Tech/ M.Tech (Any stream)/ BBA/BCA/B.Com/ MBA/ MCA
Salary Package	:	For UG students:- 6.72 LPA For PG students:- 7.50 LPA For B.Tech students:- 6.96 LPA
Job location	:	Gurugram, Mumbai, Hyderabad & Jaipur
Batch Eligible	:	2027 passing out (2025 & 2026 passed out students may also be considered)
Selection Process	:	Group Discussion, Impromptu Round & Interview

Interested students may register at the link mentioned below:-

<https://hikeeducation.com/campus-placement-drive/>

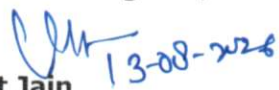
Further students from IKGPTU campuses need to register themselves at the placement portal also @ placements@ptu.ac.in

Detailed Job Description is attached for your information.

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 18-Aug-26 before 1000 hrs.**

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

With profound regards,


Er. Mohit Jain

Assistant Registrar (CR&A)

CC:

- SVC: For kind information of the Hon'ble Vice Chancellor

• ***"Propelling Punjab to a prosperous Knowledge Society"***

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala -144 603. (M) : 94780-98136

E-mail : placements@ptu.ac.in Website : www.ptu.ac.in



Job Description





About Us

Hike Education Pvt. Ltd. is one of the leading Ed-Tech company 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. Hike Education's role is to simplify the education journey by helping learners explore programs, understand their options, choose suitable courses, and navigate the admission process with expert guidance

We Are Present in



Gurugram



Mumbai



Hyderabad



Jaipur

Our Vision

To become India's most trusted career and education platform, empowering every learner to make informed choices, acquire industry-relevant skills, and achieve meaningful professional growth.

Our Mission

To simplify the education and career journey through personalised guidance, quality learning opportunities, and trusted support.

What we are looking for

- Strong Communication Skills
- Sales Mindset, Consultative Approach
- Persuasion & Negotiation Skills
- Target Orientation, Relationship-Building Ability
- Follow-Up Discipline
- Confidence & Resilience
- Learning Agility
- Team Collaboration
- Customer-Centric Approach
- Professional Attitude

Job Description

Designation - BDM/BDE - Career Advisor (End to End Sales)

Key Responsibilities / KRAs

- Sales Conversion: Connect with a minimum of 100 working professionals daily through CRM leads/data, generate qualified prospects, and drive conversions.
- Counselling working professionals and fresh graduates for online higher education like MBA, PGDM, MCA and bachelor programs.
- Counselling & Guidance: Understand learner requirements and provide detailed guidance on online education programs, curriculum, benefits, and career outcomes.
- Target Achievement: Achieve daily, weekly, and monthly sales, call, talk-time, and admission targets through end-to-end sales activities.
- Sales Strategy Execution: Execute effective cold calling, follow-ups, objection handling, rapport building, and negotiation to maximize lead conversion and build a strong sales pipeline.

What this role offers?

Hands-on counseling experience

Specialize in Education Consulting. Educating someone is a good deed, than selling FMCG products like whitening cream, hair oil OR Insurance products.

Performance-driven learning

With rapid career growth opportunities. Women usually do well in counseling, hence women are more successful.

Working Days -

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

Dress Code -

Monday to Friday : Business Formals
Saturday Smart Casuals

Remuneration Structure

Locations	Gurugram, Mumbai, Hyderabad, Jaipur		
Category	Post Graduate	B.Tech	Under Graduate
Fixed Salary Monthly (Cost A)	32,000	30,000	28,000
Monthly Incentives	15,000	15,000	15,000
Outdoor Meeting Allowance	3000	3000	3000
Variable Earnings** (Cost B)	18,000	18,000	18,000
Performance Continuity Bonus***	1,50,000	1,20,000	1,20,000
Cost to Company (Annual)	7,50,000	6,96,000	6,72,000

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

Outdoor Meeting Allowance** (Rs.100/- per day * 30) (Payable only for the days of outdoor meeting)

***Performance-cum-Continuity Bonus.

The detailed Terms & Conditions governing the eligibility, calculation, and payout of the Performance-cum-Continuity Bonus are outlined below.

A. For Master's Degree Holders



First 6 Months:

Employees who achieve 100% of their targets will be eligible for a bonus of **₹60,000** upon successful completion of six (6) months of service.



7th to 12th Month:

Employees who achieve 100% of their targets will be eligible for a bonus of **₹90,000** upon successful completion of one (1) year of service.

B. For B.Tech / Undergraduate



First 6 Months:

Employees who achieve 100% of their targets will be eligible for a bonus of **₹50,000** upon successful completion of six (6) months of service.



7th to 12th Month:

Employees who achieve 100% of their targets will be eligible for a bonus of **₹70,000** upon successful completion of one (1) year of service.

Amount will be released after 2 Months of tenure completion and is only applicable for active employees.

Bonus is a variable component of the employee's remuneration, designed to achieve the following objectives:

Reward sustained high performance by recognizing employees who consistently demonstrate excellence in their roles.
Recognize loyalty and commitment by encouraging long-term association and contribution to the organization.

Hiring Process



FOR ANY QUERY, PLEASE CONTACT CR@HIKEEDU.IN