



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/...981.....

Dated. 08/Sept/2026...

Directors/ Principals

All the University Campuses & it's Affiliated Colleges

I K Gujral Punjab Technical University Jalandhar, Kapurthala

Sub: Bajaj Finance Limited - Joint Campus Placement Drive.

Respected Sir/ Madam

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

Designation : Deputy Managers (**Details attached**)

Course/ Stream : MBA / Post Graduate Degree

Batch Eligible : 2026 passed out

Job Location : Punjab - Tarn Taran

Salary Package : **For Metro location:-** Fixed: 4.50 LPA

Total CTC: 5.69 LPA

For Non-Metro location:- Fixed: 3.90 LPA

Total CTC- 4.93 LPA

Selection Process : Aptitude Test, HR Underwriting Round & Interview

Key Responsibilities: -

- Achieving growth and hitting sales targets by successfully empaneling dealers.
- Managing recruiting, objectives setting, coaching, and performance monitoring of sales representatives.
- Building and promoting strong, long-lasting customer relationships by partnering with them and understanding their needs.
- Driving the sales process from plan to close.
- Strong relationship management, communication, interpersonal, negotiation, and analytical skills.

Interested students may register at the link mentioned below:-

<https://sprw.io/stt-cTMPX>

“Propelling Punjab to a prosperous Knowledge Society”

I.K. Gujral Punjab Technical University

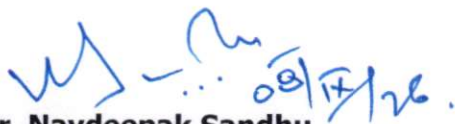
Jalandhar-Kapurthala Highway, Kapurthala -144 603. (M) : 94780-98136

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

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 10-Sept-2026 before 1000 hrs.**

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

With profound regards,



Dr. Navdeepak Sandhu

Head (CR&A)

CC:

- SVC: For kind information of the Hon'ble Vice Chancellor
- Assistant Registrar (CR&A): For information & coordination.
- DR (ITS) - To upload at University website
- File.

Role Overview

Deputy Manager – Consumer Durable Loan will be responsible for sourcing, driving, and managing consumer durable loan business through multiple channels, ensuring portfolio quality and achieving defined productivity targets.

Key Responsibilities

- 1Lead and manage the sales team to achieve business objectives.
 - Conduct daily dealer visits and maintain strong dealer relationships.
 - Ensure achievement of monthly, quarterly, and annual sales targets.
 - Organize and conduct regular dealer meetings to drive business growth.
 - Identify and enrol new dealers to expand market coverage.
 - Manage FTC hiring, onboarding, and performance tracking.
 - Increase market share and product visibility in the Consumer Durables segment.
 - Drive point expansion and enhance retail presence in assigned territories.
 - Monitor competitor activities and provide market feedback.
 - Ensure proper execution of company schemes, promotions, and branding activities.
 - Track productivity, sales performance, and dealer profitability.
 - Coordinate with internal teams for timely resolution of dealer and customer issues.
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Working Conditions

- **Working Days:** 7 days a week
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Key Competencies

- Strong sales and negotiation skills
- Knowledge of rural market dynamics
- Relationship management
- Result-oriented and self-driven

- Good communication and interpersonal skills