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/...1059..... Dated. 30/Oct/2026

Directors/HoDs (All Academic Departments)
University Main Campus & it's Constituent Campuses
I K Gujral Punjab Technical University Jalandhar, Kapurthala

Sub: Aditya Birla Sun Life Insurance – Joint Campus Placement Drive.

Respected Sir/Madam

I K Gujral Punjab Technical University invite students of it's Main Campus & Constituent campuses to participate in Aditya Birla Sun Life Insurance – Joint Campus Placement Drive as per details mentioned below: -

Designation	:	Direct Sales Executive (DSE) **(JD attached)**
Course/Stream	:	UG/PG (All streams)
Job Location	:	Pan India
Salary Package	:	CTC: 3.00 - 5.00 LPA + performance - linked incentives
Batch Eligible	:	2026 passed out
Required Skills	:	Good communication skills and Willingness to work in a field sales role

Interested students may register at the link mentioned below:-

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

You are requested to kindly direct the Training & Placement Faculty Coordinator(s) of your campus/ department to share the information with the concerned students. **Last date of online registration is 01-Nov-2026 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,

30-10-2026

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. Assistant Registrar (CR&A) For kind information & coordination.

"Propelling Punjab to a prosperous Knowledge Society"

1) Job Purpose

To derive Insurance Business. To ensure all the pre and post-sales support and services to the clients. Ensure not only achieving the target but also to make sure there is a consistent growth in the business every quarter.

2) Principal Accountabilities

Accountability	Supporting Actions
Achieve Targets related to Premium and NOP in order to contribute in overall growth of the company	1. Get leads as per targets decided. 2. Periodically monitor and review performance on the assigned top line and health parameters 3. Get the sales process, lead conversion and closure of sale
Executes smooth function of the sales and other processes in order to maximise business potential.	1. Communicate any process change or change in any rules and regulations by the help of different training module. 2. Ensure that actual sales and service aspects including sales calls, issuance and complaint handling are carried out without any blocks
Execute the right method of business acquisition in order get the profitable mix for the organisation	1. Scrutinise the business on regular basis and give the relevant information to superiors 2. Achieve Persistency targets as per the company norms so that renewals take place on time 3. Take corrective actions related to persistency and health

3) Relationships (If Applicable)

Internal	Frequency	Nature
Support Executives	Daily	To Log-in and receipting Policies.
Trainers	Monthly	For arranging trainings for self as well as for the relationships.
Issuance Coordinator	Daily	To Ensure the policies are Issued on time.
Client Service	As and When Required	Service-related issues.
External	**Frequency**	**Nature**
Relationship	Daily	Business Development and to ensure the smooth sailing,