

Training & Placement Cell
Dr. B. R. Ambedkar University Delhi
Room No.23, Kashmere Gate Campus
Delhi-110006
Email: placements@aud.ac.in

Sub: - Placement opportunity for MBA students of Dr. B. R. Ambedkar University Delhi passing out in 2023 in the company “Crompton Greaves Consumer Electrical Limited”.

Please find the below details of placement opportunity for MBA students of batch passing out in 2023 in the company “**Crompton Greaves Consumer Electrical Limited**” for your reference and circulation to students to apply on given link by **11.01.2023**.

Registration Link:- <https://forms.gle/xFq67rRWzPmC9BGF9>

Name of the Company:- Crompton Greaves Consumer Electrical Limited,
<http://www.crompton.co.in/>

Designation: - Sales Trainee:-

* Sales Trainee (Post Six months basis performance they will be confirmed to Territory Sales Manager (TSM))

Salary:- 5 LPA (during traineeship)

About the Company:-

Crompton Greaves Consumer Electricals Limited is one of the leading consumer companies in India with a 90+ years old brand legacy. As of February 2016, It is an independent company under professional management and have 2 business segments – Lighting and Electrical Consumer Durables. They market their products under the “Crompton” brand name in India and select export markets. The brand “Crompton Greaves” is one of the oldest brands in the country and has a rich legacy associated with great quality, reliability, superior engineering capability, product design and inspires an immense amount of trust. In our journey as CGCEL we are making the brand more contemporary and are building on our legacy to become a more dynamic, younger and innovative “Crompton”. We will engineer this by building innovative products, that provide meaningful solutions to consumer needs. Over the last few years, we have launched some breakthrough products like India’s first anti-dust fan and anti-bacterial LED bulb.

With a growing range of products and SKUs driven by consumer focussed innovation a critical component of its success is based on being able to deliver the right product to the consumer across the country. It provides a structured product distribution and are increasing our direct and indirect reach across the country. Crompton’s products are also available across e-commerce marketplaces and new age large format departmental & electronics stores.

Location (Son of Soil will be preferred): Kolkata, Jalandhar, Bangalore, Lucknow, Chennai, Delhi, Coimbatore & Ghaziabad

Selection process:

1. MBA in Sales & Marketing
2. Age bracket – 23 to 27 years
3. Preferably native of same city (as above location) and proficient in local language where we wish to deploy them.
4. Aptitude Test comprising of logical reasoning and data interpretation
5. Personal Interview & offer
6. Selected students will be taken on company payroll.

Traineeship details:

- Sales Trainees will shadow TSM for 6 months
- Post 6 months, to be put in role of TSMs against vacant positions in the branches
- They will be in probation for additional 6 months' post appointment as TSMs in E1 Grade

Qualification: -

- MBA

*for batch 2022-23

ONLY ELIGIBLE AND INTERESTED STUDENTS OF DR. B. R. AMBEDKAR UNIVERSITY DELHI ARE ADVISED TO APPLY.

**(Mr. Sachit Sharma)
Assistant Registrar
Training & Placement Cell**