



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/...964.....

Dated. 01/Sept./2026...

Dean (Academics)/ Directors/HoDs (Department of Civil Engineering)
University Main Campus & It's Constituent Campuses
I K Gujral Punjab Technical University Jalandhar, Kapurthala

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

Respected Sir/Madam

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

Designation	:	Interns (Details attached)
Course/ Stream	:	B.Tech (Civil Engineering)
Salary Package	:	During 02 months internship:- 5k per month
Job Location	:	Punjab/ Himachal Pradesh/ J&K/ Haryana (Posting locations will be decided by Business and not students)
Batch Eligible	:	2025 & 2026 passed out & 2027 passing out

Requirements:

- **Field Sales:** Candidates must be comfortable with field sales activities.
- **Analytical Skills:** Strong analytical skills and a basic understanding of mathematics are required.
- **Proactive Attitude:** We are looking for go-getters with a high drive and initiative.
- **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 our criteria will be considered for a Pre-Placement Offer (PPO)
- **Gross CTC:** ₹7.08 LPA (with take home of 28K post all deductions)

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 of your campus/ department to share the information with the concerned students. **Last date of online registration is 03-Sept-2026 before 1100 hrs.**

"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

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,

Handwritten signature in blue ink, appearing to be 'Jain' followed by a date '01-09-2024'.

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.