



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/...1021

Dated... 25/Sept/2026

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

Sub: Persevex - Joint Campus Placement Drive.

Respected Sir/ Madam

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

Designation	:	Business Development Associate / EdTech Sales
Course/ Stream	:	UG/ PG (Any streams)
Salary Package	:	During 06 months Internship:- 15k pm + 10k performance based incentives After Internship:- 5.00 LPA - 7.00 LPA
Job Location	:	Bangalore
Batch Eligible	:	2026 Passed out & 2027 passing out
Selection Process	:	Aptitude Test, Group Discussion (GD) & HR Round (Virtual).

Interested students may register at the link mentioned below: -

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

Detailed Job description is attached for your reference.

You are requested to kindly direct the Training & Placement Faculty Coordinator(s) of your campus/ department to share the above information with the concerned students. **Last date of online registration is 29-Sept-2026 before 1000 hrs.**

With profound regards,


Er. Mohit Jain

Assistant Registrar (CR&A)

CC:

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

"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 the Company:

Persevex is a Bangalore-based EdTech organization committed to empowering students and professionals through high-quality educational services, career development programs, and industry-aligned training. Our vision is to bridge the gap between academic learning and real-world requirements by fostering innovation, critical thinking, and professional excellence.

We work with leading educators, industry experts, and institutions to deliver cutting-edge curriculum, practical exposure, and career support through personalized learning solutions.

Opening Overview

- Category: Mass Recruiters (5 LPA – 7 LPA)
- Job Functions: Business Development / EdTech Sales
- Job Profile CTC: ₹5,00,000 – ₹7,00,000 per annum

Compensation:

- Salary: ₹5 LPA to ₹7 LPA + Performance-Based Incentives
- Internship Period: 6 months
- Stipend during Internship: ₹15,000/month + up to ₹10,000 Incentives

Roles and Responsibilities:

- Identify and develop strategic partnerships with educational institutions and corporate clients.
- Build a strong pipeline of potential clients through direct outreach, networking, and digital campaigns.
- Monitor and analyse lead conversion performance; optimize outreach strategies to meet conversion targets.
- Maintain regular communication with prospects and ensure high follow-up consistency.
- Create and execute lead nurturing campaigns, events, and engagement strategies.
- Stay updated with all Persevex products and services and pitch them effectively to potential partners.
- Create customized proposals and negotiate with stakeholders to close deals.
- Build strong internal relationships across growth, content, and operations teams to drive success.

Skills Preferred:

- Strong verbal and written communication skills (English preferred).
- Excellent negotiation and persuasion abilities.
- Strong team collaboration mindset.
- Self-motivated, target-oriented, and able to work under pressure.
- Quick learner with a high attention to detail.

Work Environment:

- Full-time opportunity with a fast-paced, impact-driven EdTech startup.
- Potential for full-time employment post probation, based on performance.

Eligibility Criteria:

- Students currently pursuing Bachelor's/Master's in any discipline (preferably final or pre-final year)
- Excellent communication, interpersonal, and presentation skills
- Basic knowledge of sales, digital marketing, or education sector is a plus
- Must be proactive, detail-oriented, and goal-driven