



Raj Kumar Goel Institute of Technology

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Notice

2nd April, 2015

RKGIT/296/CRC/2014-15

Attn: MBA (Marketing) Final Year Students (Batch-2015).

Subject: Recruitment Drive of Applied Techno Products Pvt Limited.

Applied Techno Products Pvt Limited. is likely to conduct a recruitment drive for MBA(Marketing) Final Year students. The details are as follows:

About the company:

Applied Techno Products has established itself as a leading supplier of Utility Products and Engineered Systems. Our products and solutions find applications in a wide range of areas spanning Manufacturing, Power Generation, Transmission & Distribution, Process Industry, Defense, Railways and Refineries etc.

Profile 1: Business Development Executive

Salary : 12K-20K per month
Gender : **Male candidates only**
Job Location : Gurgaon / NCR

Job Description:

- Responsible for identifying potential clients, cold calling, making business proposal, meeting with clients & giving presentation on the range of products marketed by ATPL.
- Candidate will play an individual contributor role with the responsibility of sales and marketing within an assigned geographic region.
- Work closely with EPC contractors, power companies, and power equipment manufacturers, PSUs and other potential customers to get our products approved, specified & procured for use in various projects.
- Responsible for commercial & technical discussion with clients.
- Responsible for project sales, direct sales, product training, applications training, sales forecasting, project execution, sales planning and other functions/responsibilities assigned to him from time to time by the management.
- Willingness to travel extensively in India is must.

Skills required:

- Candidate should have good sales skills.
- He should be smart, confident, and presentable.
- He should have excellent communication skills.

Profile 2: Marketing Executive

Salary : 10-15 K per month
Gender : **Female candidates only**

Job Description:

- Create marketing plans for each key product within portfolio.
- Conduct market research to determine market requirements for existing and future products.
- Competitive Analysis of current market conditions and competitor information.
- Maintaining and Updating Customer Databases.
- Communicating with target audiences and managing customer relationships by Sending Mailers to clients & Customers regarding new Product range, new achievement, events, festivals etc.
- Managing the production of marketing materials, including Brochure & Catalogue.
- Maintaining and updating the Company Profile and its products which need to be communicated to the clients.
- Participating in events, Tradeshow, participated in exhibition for promoting our company as well as our products.
- Managing and redesign of company website.
- Review new technologies & keep the company at the forefront of development in digital marketing.
- Tracking conversion rates & making improvement to the website.

Notes:

- **All interested students are requested to register in CRC department on or before 4th April 2015 (Saturday) till 1:00 PM.**
- **Date of interview & venue will be intimated post registration and depending upon number of registrations.**

Prof. Dilip Moza
Head-CRC

Cc:

Mr. Harsh Sharma-Faculty Rep.-MBA (B. Tech)
Dr Vibhuti-HOD-MBA (B. Tech)
Dr. Arvind Singh-Principal-MBA
Mr.Upesh Bhatnagar-For Website update

Mr. Vipul Goel-Accounts Office
Prof. V. K. Singh-Dean 2nd shift
Shri H. G. Garg, Dean, RKGIT - GZB
Dr. S. C. Gupta- Director Academics
Dr. D. R. Somashekar, Director, RKGIT - GZB
Prof. B. K. Gupta, Advisor, RKGIT - GZB