

**Shantanu Pathak**  
**Assistant Registrar**  
Nodal Officer-Training & Placement



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Ref: AKTU/UIIC/2019/059

11<sup>th</sup> Dec' 019

To  
Directors/Principals  
Colleges affiliated/associated to Dr. APJ Abdul Kalam Technical University  
Lucknow, Uttar Pradesh

**Subject: Regarding Company upGrad Campus Hiring Opportunity for B.Tech & MBA (Marketing) students of 2020 passing out batch**

Dear Sir/Ma'am

Please to inform you that as part of Campus Hiring process for B.Tech & MBA (Marketing) students of 2020 passing out batch, Company upGrad wish to invite the students of AKTU affiliated colleges for this drive. Please find invitation and link for the participation of students as per the details attached herewith (Annexure 1). You are requested to kindly go through and encourage the students for registration latest by 13-Dec-2019.

**ERP Link:** erp.aktu.ac.in (**MANDATORY**)

If you have any concern, please feel free to write at [tnp.aktu@aktu.ac.in](mailto:tnp.aktu@aktu.ac.in)

With warm regards

(Shantanu Pathak)

Assistant Registrar

Nodal Officer – Training & Placement

**Copy to:**

1. Registrar, AKTU Lucknow
2. Finance Officer, AKTU Lucknow
3. Controller of Examination, AKTU Lucknow
4. Dean Student Welfare, AKTU Lucknow
5. Media Prabhari, AKTU Lucknow
6. Technical Officer, AKTU Lucknow
7. Pro VC, AKTU, Lucknow
8. Staff Officer, Hon'ble Vice Chancellor for kind information

(Shantanu Pathak)

## Annexure 1

## Campus Placements 2020

### Job Notification Form

#### COMPANY OVERVIEW

Name of the Company	upGrad
Website / Other source of Information	<a href="https://www.upgrad.com/">https://www.upgrad.com/</a>
Company Type	Educational
Brief write-up on the Company (50 to 75 words)	upGrad is an online education platform building the careers of tomorrow by offering the most industry- relevant programs in an immersive learning experience. Our mission is to create a new digital-first learning experience to deliver tangible career impact to individuals at scale. upGrad currently offers programs in Data Science, Machine Learning, Product Management, Digital Marketing, and Entrepreneurship etc. upGrad is looking for people passionate about management and education to help design learning programs for working professionals to stay sharp and stay relevant and help build the careers of tomorrow.

#### JOB PROFILE

Job Designation	Admissions Counselor – FOS
Job Description	<ul style="list-style-type: none"> <li>• upGrad was awarded the Best Tech for Education by IAMAI for 2018-19</li> <li>• upGrad was earlier selected as one of the top ten most innovative companies in India by FastCompany.</li> <li>• We were also covered by the Financial Times along with other disruptors in Ed-Tech</li> <li>• upGrad is the official education partner for Government of India - Startup India program too</li> <li>• We were also ranked as one of the top 25 Startups in India 2018</li> <li>• Our program with IIIT B has been ranked #1 program in the country in the domain of Artificial Intelligence and Machine Learning</li> <li>• At upGrad - we have partnered with leading universities such as IIIT Bangalore, BITS Pilani, MICA Ahmedabad, IMT Ghaziabad and Cambridge University's Judge Business School to offer programs in the domains of Data, Technology and Management.</li> <li>• If you love convincing people, are extremely customer centric and are excited by the challenges of a new emerging business environment, then we are looking for you.</li> <li>• Attractive pay, super-creative team to work with, open culture, fun office environment, smart and passionate minds to work with, along with a major uplift in your resume, is what this experience would get you.</li> </ul>
Place of Posting	Mumbai, Bangalore, Hyderabad, Delhi, Kolkata, Chennai, Ahmedabad

Key Responsibilities:	<ul style="list-style-type: none"> <li>● Setting up and conducting meetings with potential upGrad learners to propagate</li> <li>● upGrad's mission of providing career advancement opportunities.</li> <li>● Owning the complete sales closing life cycle for leads assigned to you. This includes meeting set up, product demonstration, sales closing, and post sales relationship management.</li> <li>● Maintaining a constant communication channel with leads through phone, meetings, email, chat and social media during the pre and post-sales processes</li> <li>● Maintaining a detailed database of all the interactions with the leads and provide constant feedback to the Student Experience Manager in order to optimize lead closure</li> </ul>
Type of Placement	Internship
<b>SALARY DETAILS</b>	
Cost to Company (CTC)	10 LPA (6 LPA fixed + 4 LPA Performance Incentive)
Training Period	Six Months
Salary / stipend paid during training	25000/- per month for Six Months
Bond or Service Contract (If Yes, give details)	NA
<b>SELECTION PROCESS</b>	
Shortlist from Resumes	No
Written Test (Technical / Aptitude)	NA
Group Discussion	NA
Personal Interview	Yes
Minimum Number of Offers You intend to make	NA
Eligible Department and Program	B.Tech & MBA (Marketing)
Specific Eligibility requirement (Please mention)	<ul style="list-style-type: none"> <li>● Excellent written and spoken communication skills (English proficiency)</li> <li>● Sales bent of mind, in order to understand and effectively communicate what upGrad is offering to its prospective learners and close applications</li> <li>● Approachable and vibrant personality</li> <li>● Comfortable with in city travel in order to meet prospective learners</li> <li>● Ability to approach any situation with patience and very strong empathy</li> <li>● Passion to deliver the highest levels of customer service at all times</li> <li>● Must be a team player with the ability to work independently, prioritize tasks, and meet targets/deadlines</li> </ul>

	<ul style="list-style-type: none"><li>• Basic proficiency in MS Office Suite (Outlook, Word, Excel) is preferable</li></ul>
Date & Time of the Drive	Yet to be Decided
Venue	Yet to be Decided
Expected Joining (dd/mm/yyyy)	Yet to be Decided