

Dr. Ayush Srivastava
Assistant Registrar
Nodal Officer-Training & Placement



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Ref: AKTU/UIIC/2020/314

29th Dec' 2020

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

Subject: **Regarding company Aditya Birla Health Insurance Co. Ltd hiring opportunity for MBA students of 2021 batch**

Dear Sir/Ma'am,

Please to inform you that as part of hiring process for MBA students of 2021 batch, company Aditya Birla Health Insurance Co. Ltd 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 A). You are requested to kindly go through and encourage the students for registration latest by **31-Dec-2020**.

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

If you have any concern, you are requested to feel free to write at tnp.aktu@aktu.ac.in

With warm regards,

A handwritten signature in blue ink, appearing to be 'A. Srivastava', with a horizontal line extending to the right.

(Dr. Ayush Srivastava)
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. In-charge Placements, AKTU, Lucknow
8. Staff Officer, Hon'ble Vice Chancellor for kind information

(Dr. Ayush Srivastava)

Campus Placements 2020

Job Notification Form

COMPANY OVERVIEW

Name of the Company	Aditya Birla Health Insurance Co. Ltd
Website / Other source of Information	https://www.adityabirlacapital.com/
Company Type	Healthcare
Brief write-up on the Company (50 to 75 words)	<p>Aditya Birla Health Insurance Co. Limited (ABHICL) was incorporated in 2015 as a 51:49 joint venture between Aditya Birla Capital Limited (ABCL) and MMI Strategic Investments (Pty) Ltd. ABHICL commenced its operations in October 2016.</p> <p>Both these groups have come together with the common vision, commitment and know-how to make a positive impact on the way individuals and families adopt a healthier lifestyle by using smart technology and innovative product and service offerings. ABHICL has entered the Indian health market with the intent to offer health insurance to a wider set of customers while driving awareness and changing existing consumers attitude towards health.</p> <p>With this differentiated business model, In addition to being a payer of healthcare expenses, ABHICL serves as an enabler and influencer of health and healthcare choices that customers make. Thus, ABHICL would act like a much needed catalyst to grow the prevalent health insurance landscape in India through product innovations and a wider choice of consumer relevant products. ABHICL has connected solutions to the role a customer thinks health plays in their own life – be it as an enabler of good things or as a barrier to achieving life goals.</p> <p>‘Empowering and motivating families to prioritize health and lead a fulfilling life’, is ABHICL’s core business philosophy.</p> <p>ABHI is part of Aditya Birla Capital which is our holding company, is a universal financial solutions provider and one of the largest financial services players in India. It is committed to serving the end-to-end financial needs of its retail and corporate customers under a unified brand — Aditya Birla Capital. Delivering a wide range of money solutions for protecting, investing and financing, Aditya Birla Capital serves millions of customers across the country.</p> <p>Our Employer Value Proposition -</p> <ul style="list-style-type: none"> • One of the Biggest & most trusted brands in India with multiple lines of businesses across industries • Opportunity to be part of a start-up which gives them a chance for swift growth for the performers • Work for an organization known for its values & culture • Opportunity to move to other roles (like operations and customer service) and other companies post completion of vintage and achievement of performance criteria • An outlook to change the landscape of health insurance in India – therefore an opportunity to source more policies and earn more incentives
JOB PROFILE	

Job Designation	Management Trainee
Job Description	<p>TPD Bancassurance-Sales Manager</p> <p>Managing sales activities for the partner bank (large) in the designated market through the assigned channels to ensure that the business plan is met or exceeded. This will include regular engagement with the Bank Sales hierarchy of the partner bank to improve mindshare and then driving the sales through team members to ensure that they meet their targets. He/she will also be responsible to drive training and sales promotion activities in the assigned Branches/units</p> <p>Understand market dynamics and offering of other insurers to the Bank</p> <p>Continuous interaction with Unit Bank hierarchy and other stakeholders</p> <p>Launch unit level initiatives to boost sales as per requirement and as per competition initiatives</p> <p>Meet prospects in banking relationship and outside to build awareness of Health Insurance, products of Aditya Birla Health to:</p> <p>Build a funnel of leads to sell Health Insurance policies through activities and references</p> <p>Ensure Sales of Health Insurance Policies through leads received and through self-sourced leads;</p> <p>Updating customer details in Customer Relationship Management (CRM)</p> <p>Continuous follow-up with prospects to ensure sales closure</p> <p>Ensure quality customer service delivery</p>
Place of Posting	Lucknow, Gurgaon, Noida & Jaipur
Key Responsibilities:	Same as JD
Type of Placement	Full time
SALARY DETAILS	
Cost to Company (CTC)	3.0 Lacs + 60,000 Incentives* (*This is calculated at 100% target achievement as per current incentive plan, and will change as per performance and incentive plan in force at that point of time)
	Relocation Expenses will be reimbursed by the company, which includes brokerage and travel conveyance.
Training Period	On job training
Salary / stipend paid during training	As per CTC
Bond or Service Contract (If Yes, give details)	No
SELECTION PROCESS	
Shortlist from Resumes	NA
Written Test (Technical / Aptitude)	Yes, aptitude test (Computer Based)
Group Discussion	NA
Personal Interview	Yes
Minimum Number of Offers You intend to make	10

Eligible Department and Program	MBA of batch 2021. Leaves will be provided as per number of papers in final examination however he/ she has to apply prior
Specific Eligibility requirement (Please mention)	40% or more in 10 th and 12 th examinations Students ready to relocate within the region/zone.
Date & Time of the Drive	Yet to be decided
Venue	Virtual
Expected Joining (dd/mm/yyyy)	Yet to be decided