

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



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Ref: AKTU/UIIC/2021/468

05th July, 2021

To

The Directors/Principals
Colleges affiliated/associated to Dr. APJ Abdul Kalam Technical University
Lucknow, UttarPradesh

Subject: Regarding “SLMG Beverages Pvt. Ltd (COCA COLA Manufacturing)” hiring opportunity for MBA from 2020/2021 pass out /passing out batch.

Dear Sir/Ma’am,

Please to inform you that as part of hiring process for MBA from 2020/2021 pass out /passing out batch. Company “**SLMG Beverages Pvt. Ltd (COCA COLA Manufacturing)**”. 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 in (Annexure- A). You are requested to kindly go through and encourage the students for registration latest by **6th July-2021**.

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,

(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 2021	
Job Notification Form	
COMPANY OVERVIEW	
Name of the Company	SLMG Beverages Pvt. Ltd (COCA COLA Manufacturing)
Website / Other source of Information	http://www.slmgbeverages.com/
Company Type	FMCG
A brief about the company:	SLMG Beverages was founded with a vision to be the largest anchor Bottler of Coca Cola Co. in India . SLMG was born after 3 decades of very successful manufacturing and distribution experience of Ladhani group. With 5 state of the art bottling companies with cumulative investment of US \$ 250mn and Revenues upwards of US \$ 500mn, Ladhani group is transforming towards new ambition. We aim to be amongst the top 10 bottlers of Coca Cola worldwide with US \$ 2 Billion+ Revenues by 2030. To make our dream a reality, we are in the process of building and nurturing a young, future ready professional organization.
JOB PROFILE	
Job Designation	Sales Trainee (ST)
Job Description	<p>Handling area assigned in terms of both primary and secondary sales growth.</p> <p>Build strong business relationships with customers(retailors) by adding value to the customer's business</p> <p>Understanding needs and wants of Shopkeepers and providing solution on the basis of same within time limits</p> <p>Providing in time relevant information to shopkeepers about schemes, rates & updation if any</p> <p>Ensuring proper supply of Coca-Cola products to retailers in effective and planned manner with zero demand and supply gap during peak season.</p> <p>Planning proper routes of supply for distributors in market by dividing routes into beats and fixing responsibility of manpower on the same keeping in mind number of outlets and market situation of all associates working under.</p> <p>Ensuring timely dispatch of near BBD(Best Before Date) products in market from distribution point.</p> <p>Assigning monthly weekly and daily task to frontlines including distributor salesman and reviewing the same during gate meeting. .</p> <p>Submit standard reports as per specified frequency</p> <p>Keep an eye on chilling equipment's in market and ensure purity & productivity by visiting market.</p>

	Updating concern department in case equipment movement plan and ensuring zero misplace of chilling equipment's. Ensuring 100 % scheme distribution to retailers provided by the company.
Place of Posting	UP East region{ Base location Faizabad-(Ayodhya) }
Key Responsibilities:	Handling area assigned in terms of both primary and secondary sales growth
Type of Placement	Off Campus drive (At Plant : Faizabad (Ayodhya)
Details required (If any)	NA
SALARY	
Cost to Company (CTC)	2.0LPA to 2.50 LPA
Perks & Benefits	TA-DA + Incentive
Training Period	04 months
Bond or Service Contract (If Yes, give details)	NA
SELECTION PROCESS	
Written Test	YES
Group Discussion	YES
Personal Interview	YES
Last date of registration for the drive.	06 th July 2021
Minimum Number of Offers You intend to make	60
Eligible Department and Program	MBA -2020 & 2021
Specific Eligibility requirement (Please mention) for Interview process	Only serious candidates Age between 18 to 25 years Must be UP East locals
Apps Required	NA
Date & Time of the Drive	July second week
Venue	At Plant : Faizabad(Ayodhya) Office
Expected Joining	Immediate