

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



Dr. A. P. J. Abdul Kalam Technical University
Lucknow, Uttar Pradesh
Sector-11, Jankipuram Extension, Lucknow
E-mail: ayush@aktu.ac.in

Ref: AKTU/UIIC/2021/475

12th July, 2021

To

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

Subject: Regarding “Prism Johnson Limited” hiring opportunity for B.Tech (Civil) from 2019/2020 /2021 /2022 pass out and passing out batch.

Dear Sir/Ma’am,

Please to inform you that as part of hiring process for B.Tech (Civil) from 2019/2020/2021/2022 pass out/passing out batch. Company “Prism Johnson Limited”. 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 **14th 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)

Annexure- A

Campus Placements 2021	
Job Notification Form	
COMPANY OVERVIEW	
Name of the Company	Prism Johnson Limited
Website / Other source of Information	http://prismjohnson.in
Company Type	Building Materials
Brief write-up on the Company (50 to 75 words)	Prism Johnson Limited (Formerly Prism Cement Limited) is one of India's leading integrated Building Materials Company, with a wide range of products from cement, ready-mixed concrete, tiles, bath products. The company has three Divisions, viz. Cement, H & R Johnson (India), and RMC (India). The equity shares of the company are listed on the Bombay and National Stock Exchanges.
JOB PROFILE	
Job Designation	EET/Territory Technical Executive
Job Description	<p>An Executive Engineer Trainee also known as Territory Technical Executive (TTE) will be responsible for all pre-sale and post-sale technical activities in his/her designated territory. Pre-sales activities will include creating brand awareness and enhancing demand among its network, influencers and Consumers. Post-sales activities will include providing technical guidance on construction practices and building materials being used at IHB sites, as well as handling complaints of technical nature. The TTE will also conduct promotional activities for demand generation and for achieving targeted sales along with brand recognition by conducting techno-marketing activities, regularly meeting customers and influencers, generating valuable leads, and collectively converting them to physical dispatches thru network. Other responsibilities include network and relationship building, engaging in new market development, maintaining MIS for all technical activities, identifying best practices in the industry and implementing them to improve and set best standards of technical services.</p> <p>1) Principal Accountabilities Accountability Supporting Actions Business performance delivery Conduct technical meets as per the approved budget Plan and take initiatives for target market growth Increase in premium products sales Promote products through structured market communication strategy on product features, quality attributes, differentiating parameters, economic savings by using these</p>

	<p>products, and providing technical guidance and support to masons, contractors, IHBS</p> <p>Demand Generation</p> <ul style="list-style-type: none"> • Strengthen demand generation and increase brand awareness • through targeted technical activities as per the budget • Conduct technical meets at dealers as well as retailer counters • Promote loyalty programs and interactive meets with architects/engineers/contractors/masons to create brand awareness • Understand product attributes thoroughly and communicate • the value proposition clearly to customers and influencers • Set clear objectives, evaluate progress and achieve results <p>Maintain Quality</p> <ul style="list-style-type: none"> • Conduct test on concrete at site with mobile testing van • to assure the customers on product quality. • Adhere to ISO norms and facilitate audit at required intervals <p>MIS</p> <ul style="list-style-type: none"> • Maintain MIS for the number of complaints resolved or unresolved as well as the time taken for resolution • Keep track of the number of sites visited and converted • Keep track of target—sale volume achieved (quantity in MT) • Ensure MIS is uploaded • Daily updation of Site Master <p>People Development</p> <ul style="list-style-type: none"> • Promote customer-centric culture (both internally and externally) among team members. • Attend periodic review meetings and technical trainings for • upgrading knowledge and improving hard and soft skills • Instil a high performance culture, focusing on teamwork • Liaison with the internal service
Place of Posting	Lucknow,Kanpur,Prayagraj,Varanasi(Territory)
Key Responsibilities:	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Product Knowledge 2. Territory Knowledge 3. Channel Management 4. Price Management 5. Reporting Mechanism 6. Role of Cross functional Department(Logistics/BI/Services/) 7. HR policy 8. Company Policy and Procedure 9. Competitor Knowledge 10. Awareness and Knowledge of IS 456, 1489, 10262 and SP23 <p>Skills:</p> <ol style="list-style-type: none"> 1. Microsoft Office(Word, Excel, Ppt) 2. Software- ESS(Employee Self Service), ASMS(Admin Support

	Management System) 3. Communication Skills Required Competency: 1) Business/ management skills: Planning and Organizing Guiding sales opportunities 2) Interpersonal effectiveness: Building customer relationships High impact communication 3) Personal attribute: Authenticity Passion for result Ownership Adapdability
Type of Placement	Offline
SALARY	
Cost to Company (CTC)	5 LPA
Training Period	6 Month
Salary / stipend paid during training	4.50 LPA
Bond or Service Contract (If Yes, give details)	NA
SELECTION PROCESS	
Shortlist from Resumes	Yes
Written Test (Technical / Aptitude)	Yes
Group Discussion	NA
Personal Interview	Yes
Minimum Number of Offers You intend to make	200
Eligible Department and Program	B.Tech (Civil) 2019/2020/2021/2022 batch
Specific Eligibility requirement (Please mention)	Aggregate score 60% & above.
Date & Time of the Drive	Tentatively 15 -July-2021
Venue	Will be decide after shortlisting
Expected Joining (dd/mm/yyyy)	Immediate.