



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

("ವಿ ಟಿ ಯು ಅಧಿನಿಯಮ ೧೯೯೪" ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)



Visvesvaraya Technological University

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centralized Placement Cell(CPC)

Regional Office, RHCS Layout, Annapoorneshwari Nagar, Bangalore-560091

Ref: CPC Drive – 2022-23/08

Date: 2nd Nov 2022

Opening for

BE/B.Tech +
MBA

2023 Pass out



Supports the*
Recruitment drive
For

DRIVE
08

VE COMMERCIAL VEHICLES
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE

Company Profile:

Greetings from VE Commercial Vehicles!

With immense pleasure we would like to introduce ourselves as India's leading industry in commercial vehicles. **VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited.** In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, Volvo buses, exclusive distribution of Volvo Trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines and Eicher part business. A multi-brand, multi-division company, backed by innovative products & services. The world of commercial vehicles is always on the move, be it new emerging markets, ultramodern infrastructure, new policies, and the aspirations of customer. And VECV is always ahead with a continuous transformation of a holistic ecosystem which is based on progressive thinking, advanced technology, and unshakable values. This keeps VECV miles ahead from the rest.

Position: Management Trainee- Sales & Marketing

ACADEMIC ELIGIBILITY CRITERIA

Eligibility Criteria:

- **MBA(Marketing/IB) students who did BE/B.Tech** in Mechanical/Automobile/Electrical/Production/Mechatronic/Electronics at UG level
- Applicant should have obtained greater than 60% throughout academics (10th, 12th, Graduation, MBA until last semester)
- MBA in Marketing or International Business
- BE/B.Tech in Mechanical/Automobile/Electrical/Production/Mechatronic/Electronics.
- No backlog at the time of applying.

Selection Process:

- Online Assessment
- Group Discussion
- Personal Interview

Registration Link(Last date to register 7-11-2022)

<https://forms.gle/wz5QWeiZET2BmUBi7>

VTU CPC wishes all the candidates a prosperous career ahead ...

*VTU CPC is only a platform to link the recruiter and the candidates. The candidates are advised to take maximum care in selecting the recruiter and terms & conditions of appointment. VTUCPC is not responsible for any lapses in the agreement between the candidate and their recruiter.

Dr. Binoy Mathew, Director, VTU's Centralized Placement Cell (VTU CPC) Email: placement@vtu.ac.in, Web: <https://vtu.ac.in/en/vtu-placement/>

Come Join Us – SALES & MARKETING

Management Trainee – Sales & Marketing

Purpose of the Role : The position exists in order to partner with dealerships to drive volumes and market share for VECV Products.

- **Sales Strategy** : Driving channel management, seeding new products, Identifying target segment, create market & ensure sales volume by targeting prospective customers in the product segment with the objective of enabling sales & financial target achievement.
- **Stakeholder Management** : Collaborate with different stakeholders (Internal & external) via different channels to ensure customer satisfaction on product performance.
- **Improving Market Penetration** : Develop a complete understanding of the area of operation. Ensure the manpower availability at dealership accordingly to Business Plan. Plan and execute a monthly action plans. Review & Monitor the Dealer Sales Executive performance. Check the actual commercial outflow by explaining the Value proposition to the customers



Our Value System



What we are looking for

- Fast learner and passion for sales
- Self-motivated with a results-driven approach
- Assertive communicator with good influencing skills
- Ability to collaborate with diverse stakeholders