



ARKA JAIN UNIVERSITY
TRAINING & PLACEMENT DEPARTMENT

PLACEMENT OPPORTUNITY @ THE SINGHANIA GROUP

NOTICE NO.: AJU/T&P/UG/0080/21-22

DATE: 12/04/2022

NAME OF COMPANY: THE SINGHANIA GROUP

PAYROLL COMPANY: THE SINGHANIA GROUP

Registration Deadline is 10 am, 13th April 2022

ABOUT COMPANY:

Singhania Group's journey began as a part of their forefathers' move from Mukundgarh, Rajasthan to Ranchi, Jharkhand in the year 1882. Their forefather Late Prahlad Rai Singhania embarked on spare parts distribution business in 1980 with a vision of uncompromising integrity and hence established Trade Wings. In 1982 they broadened their boundaries and started dealing in Firecrackers under the name Trade Friends. Their further expansion into construction in 2005 with Salasar Builders was driven by their constant desire and dedication to establish a strong name in the world of business.

In the year 2005 with their tireless effort, they entered the automobile industry by bringing Bajaj two-wheeler showrooms to Ranchi. With the involvement of a new generation of businessmen from the family, they expanded their automobile portfolio into 4 wheelers, luxury two and four-wheelers, heavy construction equipment across over 15 cities in the state of Jharkhand, Bihar, and West Bengal all in a matter of 15 years. With young and dynamic energy from the new generation, in 2018 they expanded into the manufacturing sector starting with Scented Herbal Colours under the brand Chandamama. They have blossomed with employee strength in 4 digits, following the culture of work ethics and customer satisfaction. At The Singhania Group, they take much pride in their priority of making their customers happy and delighted in each interaction with themselves.

WEBSITE: <https://www.thesinghaniagroup.com/>

DESIGNATION: 1) Sales Consultant
2) Marketing Executive

JOB LOCATION: Jamshedpur, Ranchi, Dhanbad

ELIGIBLE COURSE: BBA/BCOM

ELIGIBLE PASSING YEAR: 2022

GENDER ELIGIBLE: Male & Female

SALARY PACKAGE OFFERED:

For Sales Consultant:

CTC Rs.10, 000/- to 16,000/- per month + PF & ESI+ Fuel Allowance + monthly incentive

For Marketing Executive:

CTC Rs.15, 000/- to 22,000/- per month + PF & ESI+ monthly incentive

JOB DESCRIPTION FOR THE ROLE OF SALES CONSULTANT

- Greet customers as they arrive at the car dealership, and engage them in conversation to categorize their car buying needs.
- Provide customers with information on available car makes and their prices.
- Assist customers in determining the features that they need in a car, and provide them with possible options.
- Show customers displayed cars, both from the inside and the outside, to assist them in making informed buying decisions.
- Work cars' controls to demonstrate their features, and accompany customers on test drives.
- Assist customers in inspection conditions of used cars, providing them with background and ownership information.
- Create and maintain rapport with both existing and new customers, and suggest trade-ins where appropriate.
- Match buyers' requirements with various available models, or provide customers with timelines on when their exact matches will be available.
- Negotiate prices, by ensuring that the parameters of limitations set by the company are adhered to.
- Lead customers through the buying process, ensuring that they are provided with the right bills and invoices.
- Ascertain that all documents related to cars and their sales are complete and accurate, and handed over to the customers at the close of each sale.
- Ensure customer satisfaction is the highest from the point of first contact (walk-in, tele-in, tele-out, reference) till the whole cycle of Sales is completed including handholding till service takes over.
- Share of daily commitment vs achievement report.
- Completion report of MG.Net usage on a daily basis.

JOB DESCRIPTION FOR THE ROLE OF MARKETING EXECUTIVE

- Total lead generation for dealer through various internal and external channels based on and measured through targets.
- Lead response across all marketing channels.
- Managing of special offers – Consistently updated daily to all channels.

- Complete website control – Content, rate books, special offers, news, blog and all others.
- Content building: Landing Pages, market segmentation, bid optimisation, ad copy.
- Creation and distribution of email campaign communications.
- Organise car displays and outdoor activity for vehicle promotion
- Used car advertising including quality, distribution, photos, specifications and finance packages.
- Bring new ideas and plans to the table in terms of marketing and contributing to plans.

REQUIREMENTS:

- * Candidate must know car driving & should have driving license
- * Candidate must have their own two wheeler
- * Communication & presentation skill has to be good

TENTATIVE JOINING DATE/PERIOD: Immediate

DATE OF INTERVIEW: 15.04.2022 & 16.04.2022

INTERVIEW ADDRESS: MG Showroom, Pulsar Plaza, Line Tank Road, Ranchi – 834001

REPORTING TIME: 10.30 AM

SELECTION PROCESS:

1. Face to Face Interview

PROCESS OF REGISTRATION:

01. Interested students need to click on the below link or copy/paste the link on Google Chrome (or any other Web Browser) to fill all their details in the provided Google form and should submit to register successfully.

<https://forms.gle/ks9bSvBvCcFDn1g37>

02. Students registered with the T&P Department for placements, are only eligible.

03. Already placed & debarred students are not eligible.

04. Updated list of debarred students is available with the respective Faculty Coordinators.

05. Please note that it is mandatory to submit the above form to nominate successfully.

06. The form can be submitted only once, thus please be cautious while filling up the form.

07. The Resume File name must be student's own name.

08. Registration deadline for Nomination is 10:00 am, 13th April 2022.

09. One student can Register only once, thus be cautious while registering.

10. Please Note: The Registration process will automatically turn off after the provided deadline.

11. You are advised to read & understand the disclaimer below before applying for this opportunity.

12. Coordinating Training & Placement Manager: Mr. Rahul Rej (WhatsApp @ 9831664615).

Sd/-



HEAD – TRAINING & PLACEMENTS

Disclaimer: The above Notice is based on the information as shared by the employer. The employer reserves the right to change or modify the afore-mentioned job details without any prior information. The Training & Placement Department and the University will not be responsible for any deviation. Nominating or applying for the vacancy/job profile indicates your agreement to all the Terms & Conditions/Training & Placement Department Placement Policy, in these terms, as modified from time to time. Therefore students are strictly advised to read clearly& understand the Placement Policy (Procedural & Behavioural both) laid by the AJU Training & Placement Department, before applying for the above-mentioned profile.