

Sarvajanik Education Society
S. R. Luthra Institute of Management

**Report on Final Campus Placement of Maahi Milk Producer Company
Limited at SRLIM, Surat**

**Maahi Milk Producer Company Limited offered INR 1.44 Lacs p.a.
to final year students of S. R. Luthra Institute of Management
(SRLIM), Surat on 7th April, 2016**



Maahi Milk Producer Company Limited was incorporated on June 7, 2012, as a PRODUCER COMPANY under the provisions of Part-IXA of the Companies Act, 1956, in the State of Gujarat, to undertake the business of pooling, purchasing, processing of milk and milk products primarily of the Members and also of others, marketing of the same and to deal in activities that are part of or incidental to any activity related thereto.

The Company commenced its commercial operations from 18th March 2013 with its milk procurement operations extending to the then seven districts of Saurashtra and Kutch region of Gujarat covering 1,912 villages and 2,142 MPPs (Milk Pooling Points) and with shareholders' base consisting of 85,194 members, who were milk producers.

Pre-Placement talk and first round of interviews were held at company's Surat office situated at Ring Road, Surat. The designations offered were "Business Development Executive (BDE)/Territory In charge (TI)" with maximum earning potential of INR 1.44 lacs p.a. Mr. Pragnesh Daftary (Assistant Manager, Maahi Milk, Surat) conducted the pre-placement talk. He briefed about the company, role offered, compensation etc. Candidates were expected to develop business in the assigned geographical location, which includes increase in milk sales volume, business expansion and penetration. Ready to travel in field with two-wheeler and driving license were additional requirements.

12 students attended the pre-placement talk. Numerous questions were asked by students concerning job profile, growth prospects etc. which were resolved effectively by the company executives. 7 students moved for the first round of interview.

Total 4 candidates were shortlisted for final round of interview which was held at company's head office at Rajkot. Mr. Punit Pandya (Manager-HR) took the final interview. All the 4 candidates were selected for the job. It was a good opportunity for those students who were interested to make their career in FMCG industry.