

**Sarvajanik Education Society  
S. R. Luthra Institute of Management**

**Report on Final Campus Placement of KENT RO Ltd. at SRLIM, Surat**

**KENT RO Ltd. offered INR 7.20 lacs p.a. to final year students of S. R. Luthra Institute of Management (SRLIM), Surat on 2<sup>nd</sup> February, 2016**



**Mr. Vivek Srivastava (General Manager - Sales, KENT RO Ltd.) Addressing students at SRLIM, Surat**

KENT RO Systems Limited is a 21st century healthcare products company with a vision to make the world a healthy and a happy place. Pioneers in bringing the revolutionary Reverse Osmosis (RO) technology to India, KENT started its operations from Noida, India in 1999.

KENT is number one brand in water purification business. KENT has now become synonymous with offering purity and is known for its robustness in technological performance and innovative designs enhancing quality of everyday living. It is marketing three most wanted products namely Water Purifiers, Air Purifiers and Vegetable & Fruit Purifiers and adding further more innovative products in days to come.

KENT RO Ltd. visited the SRLIM, Surat on 2<sup>nd</sup> February, 2016. Mr. Vivek Srivastava (General Manager- Sales, KENT RO Ltd.) and Mr. Hardik Bamroliya (Area Manager – Sales, KENT RO Ltd.) conducted Pre-placement talk. 9 Students participated for Pre-placement talk. Mr. Srivastava had briefed about KENT RO Ltd. and explained the Job Profile. The offered designation was Management Trainee - Sales and offered location including Surat, South Gujarat, Ahmedabad and Mumbai. They were looking for male candidates with marketing specialization. Candidates were expected to promote company's product among Corporate & Consumer Houses, prepare targets to achieve KRAs, prepare detailed reports with Executive Summary & Data Analysis annexed with main report to work out sales strategy for Corporate Sales & Consumer Houses. There were several question from students about their growth in career, incentive structure etc. and all these query of students were satisfactorily resolved by Mr. Srivastava and Mr. Bamroliya.

There were two stages of selection process.

**1. Written Test:**

The written test was taken for measuring the aptitude of candidates. All 9 students appeared for written test. The written test was held for 20 minutes based on basic quantitative, logical reasoning and verbal ability. All 9 students cleared the written test and moved forward for the Personal interview round.

**2. Personal Interview round:**

After assessment though written test, there was time to access Face to Face Interaction. Students were questioned in detail about their education, internship, family background, achievements, Strength and weaknesses and their attitude towards Job, Career and Life. Finally, 4 candidates were offered for INR 7.20 Lacs p.a. from SRLIM, Surat.

It was the good fortune for candidates who were selected in the firm, which is the number one brand in water purification business, it helps students to build up their career and also enhance growth opportunity as well.