



SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER



## Report on Final Campus Placement for Modi Media on 14<sup>th</sup> December, 2017 at S. R. Luthra Institute of Management



### Quick Details

<b>Employer</b>	Modi Media
<b>Date of Interview</b>	14 <sup>th</sup> December, 2017
<b>Designation Offered</b>	1. Marketing Executive 2. Social Media Manager 3. Content Writer
<b>Maximum Earning Potential</b>	INR 297,500 p.a.
<b>Interview conducted by</b>	Mr. Keyur Modi (Owner of Modi Media) and Mr. Jenish Gandhi (Surties Page Manager)
<b>No. of students Appeared</b>	31
<b>No. of Students Selected</b>	5

## Company Overview

Modi Media is a Digital Marketing Firm based in Surat with high end B2B and B2C clients.

## Job Profile

Designation Offered	Marketing Executive
Roles and Responsibilities	<ol style="list-style-type: none"><li>1. Business Development</li><li>2. Creating New Clients</li><li>3. Retaining Existing Clients</li><li>4. Client Service</li><li>5. Accomplishing Company's &amp; Individual Goals</li></ol>
Package (Maximum Earning Potential)	Rs. 297,500
Location	Surat
Eligibility Criteria	Only Marketing specialization can apply.

Designation Offered	Social Media Manager
Roles and Responsibilities	<ol style="list-style-type: none"><li>1. Finding the New Ways for Social Media Promotion</li><li>2. Managing All the Social Media Platforms</li><li>3. In Digital Marketing, Social Media Marketing is the vast term, it Carries Many More roles &amp; Responsibility with it which can't be Enclosed here.</li></ol>
Package (Maximum Earning Potential)	Rs. 297,500
Location	Surat
Eligibility Criteria	Only Marketing specialization can apply.

Designation Offered	Content Writer
Roles and Responsibilities	<ol style="list-style-type: none"><li>1. Do you have the Habit of Keeping your Answer Lengthier in Exams? Well Right...!! You will best Fit for our Requirements.</li></ol>
Package (Maximum Earning Potential)	Rs. 297,500
Location	Surat
Eligibility Criteria	Only Female Marketing specialization can apply.

## Selection Process

There was Pre placement talk delivered by Mr. Keyur Modi, 29 students from SRLIM, Surat appeared for the same.

### Personal Interview

21 students appeared for the Personal Interview was conducted by Mr. Keyur Modi (Owner of Modi Media) and Mr. Jenish Gandhi (Surties Page Manager) at SRLIM Campus. Finally, 5 students were selected from SRLIM.