



SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER



Report on Final Campus Placement for Sumilon Industries Ltd. on 16th March, 2018 at S. R. Luthra Institute of Management



Quick Details

Employer	Sumilon Industries Ltd.
Date of Interview	16 th March, 2018
Designation Offered	Marketing Executive
Maximum Earning Potential	INR 1,80,000 p.a.
Interview conducted by	Ishita P. Chatatwala (Manager - HR) Ankur Barvaliya (Assistant Manager - HR)
No. of students Appeared	12
No. of Students Selected	0

Company Overview

One of the leading name in Polyester film, Metallizing, Lacquering I Laminating, Holography Film, Hot Stamping foils, Metallic yarn, Jari & Zari Kasab. Sumilon group, floated in the year 1977-78 has today emerged as a major player in Metallic yarn industry in India. Sumilon is the only company in the world having all the facilities of manufacturing metallic yarn in house under one single roof, starting from BOPET Film, Resins, and

Dyes etc. to ABS Bobbins and Cones. Having acquired a market share of approximately 35% of the total sale in India and has an export sale of 1000 MT / Month. Sumilon is appreciated worldwide for its innovative range and excellent quality.

Job Profile

Designation Offered	Marketing Executive
Roles and Responsibilities	<ol style="list-style-type: none">1. Overseeing and developing marketing campaigns2. Organizing events and product exhibitions3. Conducting Promotional Activities4. Coordinating internal marketing and an organization's culture5. Monitoring performance6. Updating databases and using a customer relationship management (CRM) system7. Devising and presenting ideas and strategies8. Conducting research and analysing data to identify and define audiences
Package (MEP)	INR 1,80,000 p.a.
Location	Surat
Eligibility Criteria	-

Selection Process

12 students appeared for Pre Placement Talk, out of which 7 further appeared for Personal Interview.

Personal Interview

The Interviews of 7 Students were conducted by Ishita P. Chatatwala (Manager - HR) and AnkurBarvaliya (Asst. Manager - HR) at SRLIM campus.