



SARVAJANIK EDUCATION SOCIETY
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Report on Final Campus Placement for Berger Paints Ltd. on 15th November, 2017 at S. R. Luthra Institute of Management



Quick Details

Employer	Berger Paints Ltd.
Date of Interview	15 th November, 2017
Designation Offered	Sales Officer Trainee and Technical Sales Officer Trainee (TSOT)
Maximum Earning Potential	INR 6,50,000 p.a. and INR 6,00,000 p.a. respectively
Interview conducted by	Mr. Subhashish Das (Vice President – Corporate HR & Personnel)
No. of students Appeared	11
No. of Students Selected	02 (only for SOT)

Company Overview

Berger Paints India Limited is a leading paint company of India, headquartered in Kolkata with a consolidated gross sales turnover of more than Rs.5300crs, having its operations spread across India, Nepal, Poland & Russia. The company is into the business of manufacturing & selling variety of paints & specialty coatings, primarily through its four major business line operations of - Decorative Paints

(Retail), Automotive & General Industries Paints, Protective Coatings & Powder Coatings.

Job Profile

Offered Designation: Sales Officer Trainee (TSOT)

Roles and Responsibilities:

1. To connect to retailers
2. To maintain relationship with depot and retailers
3. First year will be training only (Both off job and on job)
4. Package: INR 6,50,000 p.a.

Location: PAN India

Eligibility Criteria:

- Students have scored at least 55% marks all throughout the academic career (10th, 12th, Graduation and MBA up to Sem. II).
- Only for students with Marketing/ Sales Specialization.
- Only for Male Candidates.

Selection Process

There was no Pre placement talk, 11 students from SRLIM, Surat appeared for online Aptitude test

Group Discussion:

Out of 11 students 3 were shortlisted for group discussion which was held at Mumbai on 11th December 2017.

Personal Interview 1:

First round of Personal Interview was conducted by Mr. Subhashish Das (Vice President – Corporate HR & Personnel) at Mumbai in which 2 students got shortlisted for Personal interview.

Personal Interview 2:

Final round of interview was held at Baroda conducted by and this was proud for the Institute that 2 students got selected.

This was a proud moment for S. R. Luthra Institute of Management as 8900 students initially applied across India for SOT designation, of which only 78 were finally selected, from which 2 students were from SRLIM for SOT designation.