



SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER



Report on Final Campus Placement for CavinKare Pvt. Ltd. on 25th January, 2018 at Cavinkare Pvt Ltd, Mumbai



Quick Details

Employer	CavinKare Pvt. Ltd.
Date of Interview	25 th January, 2018
Designation Offered	Deputy Territory Sales Officer
Maximum Earning Potential	INR 5,00,000 p.a.
Interview conducted by	Ms. Madhavi Minocha (Human Resource – West, CavinKare Pvt. Ltd.)
No. of students Appeared	12
No. of Students Selected	04

Company Overview

CavinKare Pvt. Ltd is a FMCG major with a strong Pan India and International foot print in manufacturing and marketing personal care and food products. For the last two decades CavinKare has been providing the Indian market with a range of high quality beauty products that are backed by modern research and development, a strong distribution network and above all a selection of the safest ingredients for the products.

CavinKare Pvt. Ltd. was formerly known as Chik India Ltd., changed its name to CavinKare Pvt. Ltd. in 1998. In 1983 with a single product, CavinKare started out as a small partnership firm. The Company that began its journey as Chik India Ltd was renamed as CavinKare Pvt. Ltd (CKPL) in 1998. With innovative Entrepreneur C. K. Ranganathan at the helm, CavinKare has emerged into a successful business enterprise. The company has organized itself with the operating groups of personal care, foods, snacks, dairy, beverages, and international business.

Smart marketing and clear product positioning not only ensured CavinKare's growth but also helped the company broaden its product portfolio. Having established a firm foothold in the national market, the company is rapidly expanding into the international markets of Nepal, Sri Lanka, Malaysia, Singapore, Bangladesh, the United States, Africa and the GCC region.

The company has a dedicated Research & Development centre, equipped with latest equipment and technology that has supported the growth of the various divisions in their endeavour.

Job Profile

Offered designation:

Deputy Territory Sales Officer

Roles and responsibilities:

1. Primary and secondary target achievement
2. Monthly Sales planning and forecasting
3. Planning and executing sales , bills cut parameters
4. To implement, co-ordinate and execute all sales and distribution related plans and activities and to guide front liners so as to ensure target achievement for the assigned territory
5. Responsible for micro level planning on enhancing various distribution aspects of the business i.e. coverage, availability, productivity, RSP performance standards, availability for the defined geography. This includes ensuring stock rotation to keep stocks fresh.

Eligibility criteria:

1. 60% throughout (in 10th, 12th and graduation)
2. Only Marketing/Sales specialization students

Maximum Earning Potential: INR 5,00,000 p.a.

LOCATION:

Pan India

Selection Process

Short listing was done by HR department of the company and shortlisted students were called for Personal Interview at Cavinkare Pvt. Ltd., B- Ground Floor, Raheja Plaza 1, LBS Marg, Ghatkopar - West, Mumbai – 400604.

Personal Interview

Personal Interview was conducted by Ms. Madhavi Minocha (Human Resource – West, CavinKare Pvt. Ltd.) at the company premises for the 7 shortlisted students. Finally 4 students were selected for the aforementioned designation.