



SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER



**Report on Final Campus Placement for Airtel Ltd. on  
13<sup>th</sup> & 14<sup>th</sup> February, 2019 at S. R. Luthra Institute of Management**



## Company Overview

Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 413 million customers across its operations at the end of March 2018.

Quick Details	
Employer	Bharti Airtel
Date of Interview	13 <sup>th</sup> & 14 <sup>th</sup> February 2019
Designation Offered	1. Territory Sales Manager – Rural Prepaid 2. Airtel Store Manager
Maximum Earning Potential	1. INR 4,45,000 p.a. 2. INR 3,70,000 p.a
Interview Conducted by	Mr. Shreyosi Chaudhary (Head – TMD)
No. of students Appeared	121
No. of Students Selected	2

## Job Profile

### Roles and Responsibilities:

#### 1. Territory Sales Manager – Rural Prepaid:

Ensure CMS & RMS growth. To enhance and sustain prepaid distribution network and maintain channel and trade effectiveness, Base growth - Participate in new customer acquisition. Co-create and facilitate general trade for customer acquisition. Execute segment offer at retail to win inactive customer, Data growth - Win data customer through acquisition and base management at retail, Co-create promotional activity to sharp shoot data customer Building partner ecosystem - Investment, Infrastructure and Involvement. Key account management and general trade, Channel Management - Building infrastructure, way of working at partner/retail and healthy investment, Sales planning and execution: Target setting, Dashboard monitoring and periodic review, Retail Engagement.

## **2. Airtel Store Manager:**

A unique opportunity to work in the areas of Customer experience as well as Sales, Develop store strategies to raise customers' pool, expand store traffic and optimize profitability, Ensure a consistent, quality store experience for customers: customer needs are met, complaints are resolved, and service is quick and efficient, Ensure motivation & development of the store staff, Ensure completion of store operational requirements.

**Location:** Surat and South Gujarat.

## **Selection Process Details**

121 students appeared for the Pre-Placement Talk, out of which 95 students from SRLIM appeared for further rounds of the selection process.

### **Aptitude:**

95 candidates appeared in this round, i.e. aptitude test. 47 were shortlisted for the Group Discussion.

### **Group Discussion:**

47 candidates appeared in this round, from which, 12 were shortlisted for the Personal Interview-1 with their outstanding performances in GD.

### **Personal Interview-1:**

Out of 12 candidates, 3 were shortlisted for the Personal Interview-2.

### **Personal Interview-2:**

Upon completion of the above mentioned rounds, finally 2 candidates were selected for the aforementioned designation.