

Sarvajanik Education Society
S. R. Luthra Institute of Management
Report on Final Campus Placement of HIL Ltd (C.K Birla Group Company) at
SRLIM, Surat

HIL Ltd (C.K Birla Group Company) offered 2.5 lacs p.a. to final year students of S. R. Luthra Institute Of Management (SRLIM), Surat



Established in 1946, HIL is a comprehensive building solutions provider with a rich legacy, including as India's largest manufacturer of fibre cement roofing sheets. HIL is known for its technology prowess, strong customer centricity and innovative green practices. With a vision of providing shelter to every Indian, the company is committed to developing customer-appropriate building solutions that are also environmentally sensitive.

The company has a pan-India presence and strong distribution network. With a combined capacity of more than a million tons per annum, HIL is India's largest manufacturer and supplier of fibre cement sheets. It also exports products and machinery for the manufacture of building products to many countries.

HIL Limited has visited to S. R. Luthra Institute of Management (SRLIM), Surat for final campus recruitment on 26th June, 2014. The placement talk was presented by Mr. Rajiv Upadhyay (COO, AAC Blocks, Panels & Hysil Business) and Mr. Shailendra Dikshit (AVP, Block Operation). 20 students of SRLIM attended pre placement talk. He began with the introduction of the firm.

Their expectation from the candidates was to generate sales through meeting prospective customers & identifying the new projects coming up in their respective regions. He needs to develop relationship with the buying influencers (Contractors / Architects etc). With the job profile offered, there is great opportunity for the candidate to enhance his career in the field of marketing.

After the rounds of Group Discussions and Personal Interview, 2 students were finally selected.