

Dr. Ayush Srivastava
Assistant Registrar
Nodal Officer-Training & Placement



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Ref: AKTU/UIIC/2021/347

29th Jan' 2020

To
Directors/Principals
Colleges affiliated/associated to Dr. APJ Abdul Kalam Technical University Lucknow, Uttar Pradesh

Subject: **Regarding company Byju's hiring opportunity for any Graduate of batch 2018, 2019 & 2020 students**

Dear Sir/Ma'am,

Please to inform you that as part of hiring process for any Graduate of batch 2018, 2019 & 2020, company Byju's wish to invite the students of AKTU affiliated colleges for this drive. Please find invitation and link for the participation of students as per the details attached herewith (Annexure A). You are requested to kindly go through and encourage the students for registration latest by **31-Jan-2021**.

ERP Link: erp.aktu.ac.in (**MANDATORY**)

If you have any concern, you are requested to feel free to write at tnp.aktu@aktu.ac.in

With warm regards,

A handwritten signature in blue ink, appearing to be 'A. Srivastava', with a horizontal line extending to the right.

(Dr. Ayush Srivastava)
Assistant Registrar
Nodal Officer – Training & Placement

Copy to:

1. Registrar, AKTU, Lucknow
2. Finance Officer, AKTU, Lucknow
3. Controller of Examination, AKTU, Lucknow
4. Dean Student Welfare, AKTU, Lucknow
5. Media Prabhari, AKTU, Lucknow
6. Technical Officer, AKTU, Lucknow
7. In-charge Placements, AKTU, Lucknow
8. Staff Officer, Hon'ble Vice Chancellor for kind information

(Dr. Ayush Srivastava)

Campus Placements 2020	
Job Notification Form	
COMPANY OVERVIEW	
Name of the Company	Byju's
Website / Other source of Information	www.byjus.com
Company Type	Educational
Brief write-up on the Company (50 to 75 words)	<p>At BYJU'S we are looking for Business Development Associate who are keen on building for the future.</p> <p>BYJU'S is the world's most valuable ed-tech company and the creator of India's most loved school learning app which offers highly adaptive, engaging and effective learning programs for students in classes 1 -12 (K12) and competitive exams like JEE, NEET, CAT, and IAS. BYJU'S - The Learning App, the flagship product for classes 4-12 was launched in 2015. Today, the app has over 35 million registered students and 2.4 million annual paid subscriptions. With an average time of 71 minutes being spent by a student on the app every day from 1700+ cities, the app is creating a whole new way of learning through visual lessons. It is encouraging students to become self-initiated learners. The Disney BYJU'S Early Learn App was launched in June 2019, a special offering from BYJU'S in collaboration with Disney India for students in classes 1-3. In early 2019, BYJU'S also acquired Osmo, a Palo Alto-based maker of educational games to transform the whole offline to online learning experience</p>
JOB PROFILE	
Job Designation	Business Development Associate Inside Sale
Job Description	<p>You will start your journey at BYJU'S as an individual contributor working in a team to introduce and showcase the unique way in which BYJU'S-The Learning App helps students learn better. You will also be responsible for counselling these students and will play a role in their learning journey. Your key role will be to connect with students and parents across the country about one of the world's most loved learning apps and how it will help students learn not just for exams, but way beyond.</p> <p>Your role will start with contacting potential customers (parents and students) from a database provided by the company to set up meetings, counsel the students on learning pedagogies and the BYJU's personalized learning journey. You will be working 5 days a week with Mondays and Tuesdays being week-off. This hybrid model of sales will give you an exposure to the best of inside-sales and direct-sales. Please download the BYJU's Learning App to understand the magic of the BYJU's courses which has been widely accepted not just across thousands of towns in India but by millions of users across the globe. We look forward to having you on board Team BYJU's.</p> <p>Working Days: 5 days' work per week</p>
Place of Posting	<p>Will be posted as per native places or near to, in the below list of cities :</p> <ul style="list-style-type: none"> • Aligarh • Allahabad

- Almora
- Ambedkar Nagar
- Auraiya
- Azamgarh
- Bagpat
- Bahraich
- Ballia
- Banda
- Barabanki
- Bharatpur
- Bijnor
- Budaun
- Buxar
- Chandauli
- Chitrakoot
- Dholpur
- Etah
- Faizabad
- Farrukhabad
- Fatehpur
- Firozabad
- Gautam Buddha Nagar
- Ghazipur
- Gonda
- Gorakhpur
- Hamirpur
- Hardoi
- Hathras
- Jalaun
- Jaunpur
- Kaimur (Bhabua)
- Kannauj
- Kanpur Nagar
- Kaushambi
- Kheri
- Mahoba
- Mainpuri
- Mathura
- Mau
- Mirzapur
- Moradabad
- Muzaffarnagar
- Nainital
- Panna
- Pilibhit
- Pratapgarh
- Raebareli
- Rampur
- Sant Ravidas Nagar
- Satna
- Shahjahanpur

	<ul style="list-style-type: none"> • Shrawasti • Sonbhadra • Sultanpur • Udham Singh Nagar • Unnao
Key Responsibilities:	<ul style="list-style-type: none"> ○ It will be a field sales role post conversion to BDA. ○ Call and connect with potential customers from the database provided. ○ Establish strong, profitable rapport and book demo sessions with them in the comfort of their own houses with the entire family over the weekend. ○ Drive successful revenue for the organization by explaining and counseling the student properly based on prior research about the student's activity on the free application explaining them the benefits of e-learning and a hybrid curriculum. ○ Update and manage all sales activities and account information in CRM.
Type of Placement	Full Time
SALARY DETAILS	
Cost to Company (CTC)	CTC: upto Rs. 10 Lakhs (Rs.7 Lakhs {Fixed pay} and Rs. 3 Lakhs {Performance/Variable pay}) Rs. 3 Lakhs (for first 2 months of training) after which it is upto Rs. 10 LPA
Training Period	2 Months
Salary / stipend paid during training	Rs. 3 Lakhs (for first 2 months of training) after which it is upto Rs. 10 LPA
Bond or Service Contract (If Yes, give details)	NA
SELECTION PROCESS	
Shortlist from Resumes	NA
Written Test (Technical / Aptitude)	NA
Group Discussion	NA
Personal Interview	YES
Minimum Number of Offers You intend to make	150
Eligible Department and Program	Minimum Graduation in ANY respective field of Batch 2018,2019 & 2020 We believe that if the interest and drive is there to increase business and yield revenue for the company, it qualifies as enough for the role
Specific Eligibility requirement (Please mention)	Any presentable Graduate , of Batch 2018,2019 & 2020
Date & Time of the Drive	YTD
Venue	YTD
Expected Joining (dd/mm/yyyy)	YTD