

[www.ultratechcement.com](http://www.ultratechcement.com) | [www.birlawhite.com](http://www.birlawhite.com)

**About UltraTech Cement Limited:**

UltraTech Cement Limited is the cement flagship company of the US \$48.3 billion Aditya Birla Group. A \$ 5.9 billion building solutions powerhouse, UltraTech is the largest manufacturer of grey cement, ready mix concrete (RMC) and white cement in India. It is the third largest cement producer in the world, excluding China. UltraTech is the only cement company globally (outside of China) to have 100+ MTPA of cement manufacturing capacity in a single country. The Company's business operations span UAE, Bahrain, Sri Lanka and India.

UltraTech has a consolidated capacity of 119.95 Million Tonnes Per Annum (MTPA) of grey cement. UltraTech has 22 integrated manufacturing units, 27 grinding units, one Clinkerisation unit and 7 Bulk Packaging Terminals. UltraTech has a network of over one lakh channel partners across the country and has a market reach of more than 80% across India. In the white cement segment, UltraTech goes to market under the brand name of Birla White. It has one White Cement unit and one Wall Care putty unit, with a current capacity of 1.5 MTPA. With 130 Ready Mix Concrete (RMC) plants in 50 cities, UltraTech is the largest manufacturer of concrete in India. It also has a slew of speciality concretes that meet specific needs of discerning customers. Our Building Products business is an innovation hub that offers an array of scientifically engineered products to cater to new-age constructions.



**About Birla White:**

Birla White, a unit of UltraTech Cement Limited, is a construction materials' company with a specialization in white cement products. In the year 1988, Birla White commenced its production of white cement in India, and since its inception, Birla White has cemented its place as a market leader in the entire cement category. Birla White brand boasts an impressive portfolio of white cement-based surface finishing products, that not only enable exquisite interior design, but also protects surfaces from weathering. The brand has constantly reinvented itself, by creating products that fulfil the needs of the ever-changing consumer attitude, and thus effectively becoming a huge part of the construction evolution in India.

**Job profile & responsibilities**

**Position:** TTSE CASC (Territory Technical Service Executive - Customer Application Support Cell) – Trainee.

**Accountability: Development of applicators**

**Supporting Actions:**

- Training & development of new applicators for white cement applications, new products on a regular basis in the assigned sales area
- Implementing Vikas schedules
- Organising and conducting training sessions for applicators for review & skill enhancement at head quarter level

**Accountability: Customer service** - Customer service by providing effective customer care to enhance customer loyalty & satisfaction

**Supporting Actions:**

- Visiting & supervising sites for better execution of job
- Finding solutions to the customers problems & issues
- Attending product & execution related complaints

**Accountability: Demand generation**

**Supporting Actions:**

- Organizing and conducting demand generation activities like Architects / Builders / Painting Contractors and Painters & Masons Meet , trade exhibitions, customer awareness camps, counter meets etc as per plan

- Conversion of various applications to BW applications by casting samples, follow up & providing applicators for execution for increasing white cement market potential
- Ensuring sampling of white cement applications, new products in coordination with Projects personnel for their approval
- Providing handy samples of various white cement applications, new products to retail team for promotion through retail network
- Arranging samples of various finishes for trade exhibitions and customer awareness camps etc.
- Conducting purity campaigns to educate our customers and enhancing the brand image

**Accountability: Attending Customer Quality Complaints** - To resolve complaints promptly & to the best of customer satisfaction in order to develop long term relationship with the customer.

**Supporting Actions:**

- Visit to site and physically examine the application sites.
- To organize testing of product through R&D.
- Feedback to Customer & CASC Head.
- Regular testing of product through independent laboratory.

**Accountability: CRM** - CRM & appraising the management regarding competitors activities

**Supporting Actions:**

- Organizing and conducting factory visits of applicators to ensure their loyalty
- Providing technical support to direct users & helping them in getting better quality for maintaining good relations
- Monitoring competitors product quality by collecting samples and sending the same to factory for analysis
- Briefing the retail team for competitors quality and arranging comparative analysis and reports on regular basis

**Accountability: Training** - Training for white cement applications, new products.

**Supporting Actions:**

- Organizing and conducting training sessions for team members for white cement applications, new products
- Solving the product & applications related problems & queries of team members on a regular basis

**Number of vacancies:** Limited. Please note that hiring will strictly depend on the quality of the candidates fulfilling our recruitment parameters.

**Job location:** Pan India

**Tentative duration of training/probation period:** 1 Year

**Compensation:** INR 5.00 LPA on joining and INR 5.50 LPA on confirmation after 1 yr.

**Educational Qualification:** B.E./B.Tech in Civil Engineering

**Batch:** 2023 passing out batch.

**Cut Off Criteria:** 60% throughout the career

**Skills/Expectations:** Should be energetic and keen to make a career in techno-sales domain

**Gender:** Male and Female

**Bond or service agreement:** 1 year service agreement.

**Joining:** The selected candidates have to join from June/July 2023 (Post completion of the final semester examination).

Please note that any candidate applying or selected are not supposed to pay any amount/fees (in any form) to the company or our recruitment partners or any parties concerned at any stage (before, during or after) the recruitment process or joining.

**Recruitment event organized & coordinated by**  
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