

**Sarvajanik Education Society
S. R. Luthra Institute of Management**

Report on Final Campus Placement of CarTrade.com at SRLIM, Surat

**CarTrade.com offered INR 2.16 lacs p.a. to final year students of S. R. Luthra Institute
Of Management (SRLIM), Surat on 12th June, 2015**



**Mr. Amit Patel (Business Development Executive, CarTrade.com) addressing final year
students of SRLIM on 12th June, 2015**

CarTrade.com is one of India's leading online auto marketplace providing buyers and sellers a structured platform for transacting in new and used vehicles. Since its inception in 2010, they have strong network of more than 4000 dealers. Currently, over 4 million unique consumers visit CarTrade.com every month and avail of its features. CarTrade.com's business can be divided into two parts: CarTrade.com, the consumer portal where the users can visit to buy and sell used/new cars and CarTrade Exchange, the dealer portal which helps them manage their business operations.

Mr. Amit Patel (Business Development Executive, Cartrade.com) visited S. R. Luthra Institute of Management (SRLIM), Surat on 12th June, 2015. Cartrade.com offered designation of Marketing Executive to the final year students of SRLIM, Surat. Mr. Patel conducted Pre-placement talk he commenced with company profile with Maximum Earning Potential (MEP) of INR 2.16 Lacs p.a. Candidates was expected to have Internet & Automobiles (Four Wheels) knowledge. Roles and responsibilities of candidate for the offered designation will be to visit existing dealers and support to grow business across the South Gujarat.

There were 8 students appeared for the Pre-Placement Talk. Mr. Patel Conducted the first round of Personal Interview, 3 students were shortlisted for the further rounds. Second round of selection, telephonic interview was conducted by Mr. Hiren Shroff (State Head, Cartrade.com). Shortlisted candidate were assessed based on their knowledge about Surat market, marketing traits and skill of maintaining relationship. One student is shortlisted for final round with HR Department.

Final round was conducted by Ms. Shruti Shetty (H. R. Executive, Crtrade.com) explained him about HR policies of the organisation. Candidate was asked questions to test his attitude towards work. Finally one student from SRLIM, Surat got selected at such a leading firm.