



SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER



Report on Final Campus Placement for Magicrete Building Solutions Pvt. Ltd. on

21st December, 2018 at S. R. Luthra Institute of Management



Company Overview

Magcrete Building Solution is one of the second largest manufacturers of Aerated Autoclaved Concrete (AAC) blocks in India with an installed capacity of 800,000 cubic meters in a fully integrated automatic manufacturing facility. One of the plants is located near Surat, Gujarat and is the largest AAC plant in a single location in India and the second plant is located in Jhajjar in the state of Haryana. The Company has revenues in excess of INR 300 crores and is part of a group with combined revenues of over INR 500 crores with roots in textiles, chemicals and real estate. The company is engaged in pioneering innovative building materials in the Indian market with its flagship product being Autoclaved Aerated Concrete (AAC) Blocks. The company comprises of highly qualified and well experienced professionals:

1. Management team: A young team of professionals from IITs and IIMs
2. Advisory team: An excellent board with extensive experience (individual experience of more than 25 years) in textiles, real estate and chemicals.

Quick Details

| | |
|----------------------------------|--|
| Employer | Magcrete Building Solution |
| Date of Interview | 21 st December, 2018 |
| Designation Offered | Executive – Sales & Marketing |
| Maximum Earning Potential | INR 3,40,000 p.a. |
| Eligibility Criteria | Student with good presentation and communication skills will be preferred. Also, Student who has done graduation in BE (Civil) & MBA (Marketing) ideal candidate for this position |
| Interview Conducted by | Ms. Shivangi Shukla (Sr. HR Executive), Mr. Ankit Sheladiya (AGM- S&M) and Mr. Abhishek Vithlani (Executive- S&M) |
| No. of students Appeared | 43 |
| No. of Students Selected | 1 |

Job Profile

Roles and Responsibilities: Organizing sales visits, Indicating/presenting products, Representing the organization at trade exhibitions, events and demonstrations, Establishing new business, Maintaining accurate records, Reviewing sales performance, Negotiating contracts

Location: Surat, Vadodara and Ahmedabad

Selection Process Details

| | Pre-Placement Talk | Stage 1 Offline Aptitude Test | Stage 2 GD | Stage 3 PI | Stage 4 | Stage 5 |
|-------------------|---------------------------|--|-----------------------|-----------------------|----------------|----------------|
| | Appeared | Appeared | Appeared | Appeared | Appeared | Selected |
| # Students | 43 | 29 | 25 | 13 | - | 1 |

43 students appeared for the Pre-Placement Talk, out of which 29 students from SRLIM appeared for further rounds of the selection process.

Group Discussion:

25 candidates appeared in this round. Out of which, 13 were shortlisted for the Personal Interview with their outstanding performances in GD.

Personal Interview:

Upon completion of the above mentioned rounds, finally 1 candidates were selected for the aforementioned designation.