



SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER



## **Report on Final Pool Campus Placement for CavinKare Pvt. Ltd. on 16<sup>th</sup> September, 2019 at Saint Kabir Institute of Professional Management, Ahmedabad for 11 B-Schools of State of Gujarat**



### **Company Overview**

CavinKare Pvt. Ltd is a FMCG major with a strong Pan India and International foot print in manufacturing and marketing personal care and food products. For the last two decades CavinKare has been providing the Indian market with a range of high quality beauty products that are backed by modern research and development, a strong distribution network and above all a selection of the safest ingredients for the products. CavinKare Pvt. Ltd. was formerly known as Chik India Ltd., changed its name to CavinKare Pvt. Ltd. in 1998. In 1983 with a single product, CavinKare started out as a small partnership firm. The Company that began its journey as Chik India Ltd was renamed as CavinKare Pvt. Ltd (CKPL) in 1998. With innovative Entrepreneur C. K. Ranganathan at the helm, CavinKare has emerged into a successful business enterprise. The company has organized itself with the following operating groups; Personal Care, Foods, Snacks, Dairy, Beverages, International Business

Smart marketing and clear product positioning not only ensured CavinKare's growth but also helped the company broaden its product portfolio. Having established a firm foothold in the national market, the company is rapidly expanding into the international markets of Nepal, Sri Lanka, Malaysia, Singapore, Bangladesh, the United States, Africa and the GCC region. The company has a dedicated Research & Development centre, equipped with latest equipment and technology that has supported the growth of the various divisions in their endeavour.

### Quick Details

<b>Employer</b>	CavinKare Pvt. Ltd
<b>Date of Interview</b>	16 <sup>th</sup> September, 2019
<b>Designation Offered</b>	Deputy Territory Sales Officer
<b>Maximum Earning Potential</b>	INR 550000 p.a.
<b>Eligibility Criteria</b>	<p>ONLY FOR MARKETING SPECILISATION with</p> <ul style="list-style-type: none"> <li>• Driving for Results</li> <li>• Solution Orientation</li> <li>• Planning and Organising Skills</li> <li>• Interpersonal Skills</li> </ul>
<b>Interview Conducted by</b>	Ms. Madhvi Minocha, HR Manager
<b>No. of students Appeared</b>	1
<b>No. of Students Selected</b>	89

### Selection Process Details

Stages of Selection	Pre-Placement Talk	Stage 1 Online test	Stage 2 GD	Stage 3 PI	Selected
	Appeared	Appeared	Appeared	Appeared	
<b>Students</b>	89	79	55	17	<b>1</b>