

Sarvajanik Education Society

S. R. Luthra Institute of Management

Report on Final Campus Placement of Kapu Gems at SRLIM, Surat

Kapu Gems recruited Marketing and HR executives from S. R. Luthra Institute of Management (SRLIM), Surat.



KAPU GEMS is established in India around 2 decades back, they are one of the leading manufacturers of large-sized high end diamonds. They are globally renowned for selling substantial number diamonds through website and excellent standards of manufacturing with detailed grading.

The offered profile for Marketing included sales promotion and sales for domestic and International customers. Sales team works closely with management and generating new business, provides the necessary research for client, understand their requirements. The offered profile for HR students was to coordinate, negotiate and liaison with employment and advertising agents, advertisement, recruitment and schedule interview. She also needs to attend employees' grievances and complaints; She is also responsible to provide guidance if necessary, review compensation. In all, it was really nice and relevant work profile for young fresh blood.

24 aspirants have applied for Marketing and 8 have applied for HR from S. R. Luthra Institute of Management (SRLIM), Surat. They were interviewed by Mr. Rajnikant D. Patel, Manager (IT) and Ms. Kajal Soni, Manager (Marketing) at Kapu Gems, Surat on 4th June, 2014. After first round at Surat, 9 students from Marketing and 2 Students from HR were shortlisted for the next round of interview at Kapu Gems, BKC, Mumbai conducted by Ms. Kajal Soni, Manager (Marketing) and Mr. Kalpesh Savani, Partner.

Finally, 5 from Marketing and 1 from HR were selected.