

NOTICE

Placement – Tenhard India Pvt. Ltd

Tenhard India Pvt. Ltd is a leading name in the E-media industry, serving as publishers for renowned titles like Tenhard Traveller and food. The company specializes in providing digital versions of magazines from various publishers using the latest technologies. Tenhard India also offers a significant platform for individuals seeking careers in sales and marketing, content writing, or blogging, allowing them to showcase their talents on the company's e-media products.

Job Description: The internship at Tenhard India Pvt. Ltd offers students the opportunity to engage with a new-age business focused on online marketing and sales. Participants will learn about various aspects of the industry and gain hands-on experience. The role involves responsibilities in areas such as market research, report preparation, database management, content writing, lead generation, promotions, telemarketing, and digital aspects of the business.

Role and Responsibilities For Sales and Marketing-Digital Marketing & Social Media Marketing Strategies-Marketing Analytics: Learn and understand various aspects of sales and marketing Work on live projects for customer acquisition and business development. Develop leadership qualities and understand consumer behavior Formulate sales strategies for the company Manage day-to-day sales and marketing functions Engage in customer interactions, telemarketing, sales, and email marketing Participate in events/exhibitions, corporate visits, and direct marketing Contribute ideas for business growth in team meetings and discussions Work on branding, email marketing, blogging, copywriting, SEO, YouTube and Facebook ads, Google ads, Google Analytics, and Periscope, Analyze provided data and demonstrated analytical and data visualization skills.

Task For Finance Domain intern: Monitor and identify clients, maintain client base through efficient interactions, and analyze changes in client needs Coordinate with prospects to understand individual client requirements and recommend plans

Task For HR Domain Intern :Coordinate new hire orientations, prepare and send offer and rejection letters, organize interviews, and shortlist candidates, Ensure new employees complete required paperwork, Support the planning and coordination of training programs **Task For Operation Domain Intern:**Prepare and maintain operational documentation, including standard operating procedures (SOPs),Generate reports on key performance indicators (KPIs) for the operations team,Work closely with customer service teams to understand customer needs, Attend training sessions or workshops related to operations management.

Task For Business Analytics Domain Intern:Use tools such as Excel, SQL, or other data analysis tools to extract insights,Analyze market data to provide recommendations for business strategies,Work closely with teams from various departments to understand their needs and challenges, Facilitate communication between business and technical teams

What to Expect: Interns will gain valuable experience in the sought-after field of Digital media, receive direct mentorship from experienced employees, and obtain a recommendation letter or certificate of completion based on performance. Depending on performance, interns may receive a Completion Certificate, Appreciation Certificate, and Excellence Certificate, enhancing their CV Interested candidates can apply for this internship opportunity and expect to receive mentorship, hands-on experience, and exposure to the dynamic Sales and Marketing domain

Location: Noida Sector-63 (Work From Office, also open to virtual/online internships/Hybrid)

Internship Duration: As per college policy

Eligibility Criteria: MBA/PGDM/BBA (Marketing/Finance/HR/Business Analytics can apply)

Pay & Benefits: Rs.15,000 (Rewards up to 3,000 additional on generated revenue of 50,000, Internship Certificate after successful completion)

PPO: For the best performer, the company may offer a PPO with a CTC of "Rs. 6.10 LPA-fixed" (during the first 6 months of the probation period) and a Pay per Performance up to Rs.2.15 LPA (variable pay) applicable after 6 months of the probation period. Further career growth will depend on the candidate's performance and will be rewarded accordingly.

**Students interested may also revert to Dr. Maulik Rathod (maulik.rathod@raiuniversity.edu)
Placement Coordinator, Rai School of Management Studies, by April 08, 2024.**

**Rajesh Nair
Training & Placement
Corporate Resource Cell**