



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/PN/_863

18th January 2024

Sub. Placement opportunity for BBA or MBA (Marketing) students of batch passed out in year 2023 of GGSIP University in the company “BCI (Bar Code India)”.

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for BBA or MBA (Marketing) students of batch passed out in year 2023 of GGSIP University in the company “BCI (Bar Code India)” for your reference and circulation to students to apply on given link by **20th January 2024**:

Registration Link – <https://forms.gle/X7pnHFM3vN9zd87r9>

Company Name – BCI (Bar Code India)

Position – Marketing Executive

Eligible Degrees – BBA or MBA (Marketing) students of batch passed out in year 2023

Office Location – Global Magnum Park, Sector 58, Gurgaon

Office Mode – WFO

Working Days – Monday to Friday

CTC – INR 3.0 – 4.0 LPA

Joining – Immediate

LAST DATE FOR REGISTRATION IS 20th January 2024.

(Dr. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIPU

Job Description: Marketing Executive

Company Overview:

Bar Code India is a place where extraordinary people gravitate in order to do their best work. Together we craft customized solutions and experiences people once couldn't have imagined — and now can't imagine living without! If you're excited by the idea of making a real impact, and joining a team where we pride ourselves in being one of the most diverse and inclusive companies in the Country, a career with BCI might be your dream job!

Key Responsibilities:

- Develop and implement demand generation strategies and campaigns.
- Use data and analytics to measure and improve the performance of demand generation efforts.
- Collaborate with other departments, such as product and customer service, to create cohesive demand generation efforts.
- Conduct market and customer research to identify opportunities.
- Proficiency in marketing automation and CRM software.
- Research, track, maintain and update leads.
- Make outgoing calls + emailers to develop new business.
- Contact prospects to qualify leads.
- Develop a strong knowledge of the company's products and services to facilitate the sales process.

Desired Skills and Experience:

- Results Driven & Persistent
- Time Management
- Excellent Telephone Sales
- Customer Service
- Selling to Customer Needs
- Motivation for Sales
- Handles Rejection
- Professionalism

Attributes:

- Past achievement in new and expanded client business generation.
- Demonstrated ability to actively manage multiple tasks.
- Must be a goal oriented, persuasive, self-motivated and independent worker.
- Must be able to work well under pressure and be efficient in meeting deadlines

Benefits:

- Opportunities for professional growth and career advancement.
- Health insurance coverage.
- Competitive compensation package.
- Comprehensive training and mentorship to fast-track your career development.
- Collaborative and inclusive work environment that values diversity and innovation.
- Dynamic and inclusive work environment that fosters personal and professional

growth.

Join our team and be part of an organization that values your talent, rewards your hard work, and offers endless opportunities for growth and success.

Education & Experience

Experience: 0-1 years

Job Title: Marketing

Executive

Employment Type: Permanent Job, FullTime

➤ Education- MBA Preferred

About Bar Code India

Welcome to the extraordinary world of Bar Code India (BCI), where we have proudly led the charge in revolutionizing supply chain technologies across India for over two decades. Our mission is simple yet powerful: empowering businesses and their ecosystems to unlock unparalleled quality and efficiency through enhanced visibility and intelligence.

With an impressive portfolio of leading manufacturing and retail customers under our wing, including Flipkart, Cipla, FedEx, Unilever, Colgate, Ikea, Sony, and Hero, BCI stands at the forefront of the industry. Innovation is the heartbeat of our organization, driving us to excel in barcoding, enterprise mobility, and RFID. We have recently taken our prowess to new heights by developing an awe-inspiring IoT stack of solutions, empowering our customers with transformative digital advancements.

Our team, comprising over 250 talented individuals across 7 offices in India, is united in reimagining the Indian supply chain solution industry. Within our vibrant and dynamic workplace, we firmly uphold our values of diversity, equity, and inclusion, fostering a culture of boundless growth, seamless collaboration, and constant learning.

Now, the time has come for you to join us in shaping the next frontier of our industry. Together, we will disrupt the status quo, leaving an indelible mark and making a genuine difference. This is not just a job – it's an invitation to be part of something extraordinary.

Visit us at

[Company page](#)
[LinkedIn page](#)

