



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/ 878

29th January 2024

Sub. Placement opportunity for MBA, BA(JMC) and MA(MC) students of batch passing out in year 2024 from GGSIP University in the company “Transsion Holdings Ltd”.

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for MBA, BA(JMC) and MA(MC) students of batch passing out in year 2024 from GGSIP University in the company “Transsion Holdings Ltd” for your reference and circulation to students to apply on given link by **31 January 2024**:

Registration Link – <https://forms.gle/nNbS2jP62hbnPF459>

Name of Company – Transsion Holdings Ltd

Positions – Executive Trainees in 2 different roles

Details of Roles Offered:

1. ***Executive trainee (sales) - (For MBA – Marketing students)***

Flow of process

1. Pre Placement Talk
2. Group Discussion
3. Interview -1
4. Interview -2
5. Offer extension

2. ***Digital Anchor (Sales)- (For Business Journalism and mass communication – BA and MA)***

Flow of process

1. Video profile – 2 minute video (Need to be uploaded in registration form)
2. Pre Placement Talk
3. Interview -1
4. Interview -2
5. Offer extension

Eligibility: Final year students, passing out in year 2024

Package:

1. The CTC will be INR 7 LPA (90% fixed & 10% variable, paid biannually)
2. Gratuity
3. Incentives
4. Health & Term Life Insurance.

Location –

PAN India for Executive Sales

Digital anchor (Sales)

- Must haves: Passport so as to travel to China for training of 15 days to 1 month.
- CTC – INR 7 LPA – Depending on final selection (90% FIXED & 10% VARIABLE)
- **Over & above CTC –**
 1. 10% incentives based on Incentive policy
 2. Gratuity
 3. Family Health Insurance
 4. Term Life Insurance & Personal Accidental Insurance

Venue for placement drive : Virtual mode /Physical mode

Please refer JDs attached for more information.

LAST DATE FOR REGISTRATION IS 31 January 2024.



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

About Company –

Transsion Holdings, a leading global smartphone manufacturer (Itel Mobile , Tecno Mobile , Infinix Mobile). Transsion Holdings is a dynamic and innovative company that values fresh perspectives and a commitment to excellence. As we continue to expand our presence in the market, we are keen to identify and nurture the next generation of marketing professionals who will contribute to our success. Transsion Holdings is committed to fostering a culture of learning and development. Our Management Trainee Program provides young talents with the opportunity to work on cutting-edge projects, receive mentorship from industry experts, and embark on a rewarding career journey.

About Us

TRANSSION Holdings was founded as Transsion Technology in Hong Kong in **2006**, with a focus on the development, manufacturing, sales, and services of mobile communication products. We entered the **African market** with our Tecno and Itel brands, and started focusing on the African market in July **2008**, initially with feature phones. We released its **first smartphone in 2014**. We entered **India Market in early 2016**; and have grown tremendously over the short span with Itel becoming No.1 brand in less than 5K segment, and Transsion overall No.1 in less than 8K segment of feature & Smartphones in India.

TRANSSION Holdings is committed to becoming the most popular provider of smart devices and mobile services for consumers in global emerging markets. The company is best known for its high-quality multi-brand smart devices. Mobile phones are its core products, while it also offers mobile Internet services based on a self-developed operating system, Home Appliances, Laptops, Smart Gadgets and 'Speakers & Soundbars'.

Transsion's brand portfolio comprises leading mobile phone brands in emerging markets, including **TECNO**, **itel** and **Infinix**, as well as **Carlcare** for after-sales services, **oraimo** for smart accessories, and **Syinix** (Africa) for home appliances.

Transsion Holdings was listed on the **SSE Star Market** in 2019, and was included in the **MSCI China A Index, MSCI China A Onshore Index, MSCI China All Shares Index, STAR&CHINEXT 50 Index and STAR 50 Index**, etc.

Transsion has established manufacturing facilities in several countries and regions, including China, Ethiopia, India, and Bangladesh and so on. Moreover, Carlcare, Transsion's after-sales service brand, has more than 4,000 service contact points (including third-party cooperation points) to provide professional and efficient after-sales service to its customers. Carlcare is a major electronic and home appliance product-service solution provider in emerging markets. Currently, Transsion has a global sales network covering more than 70 countries and regions worldwide, including Nigeria, Kenya, Tanzania, Ethiopia, Egypt, India, Pakistan, Bangladesh, Indonesia, Philippines, and Colombia.

As per **Counterpoint**, Transsion Group brands (itel, Infinix and TECNO) registered 55% YoY growth in 2021 and crossed 10 million shipments for the first time ever in a single year in India. We also maintained their third position in the overall handset market, with itel being the largest player in the feature phone market. Aggressive launches with a strong value proposition, strong demand in Tier 2 and Tier 3 cities and hybrid channel strategy were some of the factors behind this growth.

Website

<https://www.transsion.com/?lang=en&code=>

Industry

Telecommunications

Company size

1,001-5,000 employees

Headquarters

Noida, Uttar Pradesh

Founded

2006

Specialties

Smartphones, Smart Accessories, Smart TVs, Laptops, Speakers, and Soundbars

JOB DESCRIPTION		Transsion Holdings, Inc.	
ROLE	Digital Anchor	LOCATION	Noida
DESIGNATION	Executive Trainee	DEPARTMENT	Digital
		FUNCTION	Digital anchor

A) PURPOSE OF THE POSITION:

Looking for anchors for our YouTube channel. Must have good knowledge of anchoring and good communication skills. Must be good looking and talented Must have good acting skills Must have good command in communication skills especially in English.
Both Freshers and Experienced can apply who want to build a career as an in-house Influencer with us. This job will interest to those people who like to stream and connect with audiences through Digital videos.

B) Key Responsibilities:

1. Proven experience as a video presenter or similar role
2. Strong public speaking and on-camera presence
3. Present video content on a wide range of topics with confidence, clarity, and enthusiasm
4. Collaborate with creative team to develop well-structured scripts and outlines for video presentations, ensuring accuracy and coherence
5. Utilize expressive body language, tone, and facial expressions to captivate the audience and make the content compelling
6. Adjust presentation styles to suit different audiences, video formats, and platforms as needed
7. Representing the brands voice and identity

C) Desired Candidate Profile

Description:

In the context of online and digital media, a digital anchor refers to a person who serves as the central host or presenter in online videos, live streams, or webinars

Type of Anchors – Type 1 – Comedian
Type 2 – Professionals
Type 3 – Attractive & High selling abilities

D) ELIGIBILITY CRITERIA -

1. The ideal candidate should have strong communication and content preparation skills, and the ability to present information in a clear and engaging manner
2. Good experience with both Long and Short video formats
3. Write clear, concise, and engaging scripts for our explainer videos
4. The candidate should be a creative and out of the box thinker
5. Should be confident on camera
6. Passport so as to travel to China for training of 15 days to 1 month.

E) Language - Fluent in Hindi and English.

F) Additional Competencies:

- Smart & Presentable
- Should have camera fluency. Ready for Camera Recordings & going live on videos
- Highly interactive
- Attractive in communicating
- Excellent Communication Skills
- Excellent Selling Skills.

Some Important Links for references –

- Tecno India LinkedIn - <https://www.linkedin.com/company/tecno-mobile-india/people/>
- Tecno India Instagram - <https://instagram.com/tecomobile?igshid=YmMyMTA2M2Y=>
- Tecno India Youtube - <https://youtube.com/@TECNOMobil>
- Itel India LinkedIn - <https://www.linkedin.com/company/itelmobileindia/>
- Itel India Instagram - https://instagram.com/itel_india?igshid=YmMyMTA2M2Y=
- Itel India Youtube - <https://youtube.com/@itelMobileIndi>

JOB DESCRIPTION		Transsion Holdings, Inc.	
ROLE	Executive Trainee	LOCATION	PAN India
DESIGNATION	Sales Trainee	DEPARTMENT	Sales
		FUNCTION	Sales Executive

A) PURPOSE OF THE POSITION:

- As a Sales Trainee at Transsion Holdings, you will be an essential part of our sales team, learning the ropes of the industry while developing crucial skills to excel in a sales career. This program is designed to provide comprehensive training and hands-on experience, offering a strong foundation for future success in sales.

B) Key Responsibilities in the role:

- Distribution & Channel Management
- Expanding Distribution network & achieving Primary, Secondary & Tertiary sales targets.
- Developing, executing & monitoring Sales & Distribution in the Mumbai & ROM, in order to ensure the achievement of sales targets.
- Improving the Dealer & Distribution network through monitoring performance & implementing all promotional activities & campaigns
- Monitoring outlet coverage & competitor activities and sales strategies.
- Implementing & supervising the sales plans, schemes
- Maximize sales opportunities, proactively create new opportunities to achieve sales targets.
- Planning & achievement of sales targets.

C) Desired Candidate Profile

A) ELIGIBILITY CRITERIA -

- Must have secured minimum 60% in 10th & 12th standard and graduation
- Must be a MBA from tier- II B – School.
- Must have an Excellent Communication Skills.

B) SKILLS REQUIRED –

- Self-starter, driven by results.
- Proactive, can work under pressure
- Tactful and assertive in handling partners.
- Good negotiation skills.
- Positive attitude for getting things done with a minimal supervision.
- Ability to build strong and effective working relationships with cross functional teams.
- Possess good communication, analytical and problem-solving skills.
- Should be ready to go for extensive market visit.
- Eye for Detail for competition mapping

About company

Transsion Holdings – itel, Tecno , Infinix mobile

Transsion Holdings was founded as Transsion Technology in Hong Kong in 2006, with a focus on the development, manufacturing, sales, and services of mobile communication products. Transsion entered the African market with its Tecno and Itel brands, and started focusing on the African market in July 2008, initially with feature phones. Transsion released its first smartphone in 2014.

Transsion set up its Nigerian subsidiary in June 2008, and had subsidiaries in seven countries in Africa by October that year. Transsion set up a manufacturing plant in Ethiopia in 2011. Transsion entered the Indian market in 2016. The market share of Transsion's smartphone brands in Africa combined surpassed that of Samsung in 2017, making Transsion the largest manufacturer of smartphones for the African market in the fourth quarter of 2017. Transsion was also the largest manufacturer of mobile phones in Africa in the first half of 2017. In October 2018, Transsion Holdings started producing smartphones in their new manufacturing plant in Bangladesh.

Transsion Holdings became a public listed company in September 2019 by listing on the STAR Market section of the Shanghai Stock Exchange. Apart from its successes in the African market, Transsion is among the fastest growing smartphone brands in India, with a YoY growth of 40% in 2019. It was also the number one brand in the entry[1]level smartphone market. The journey in India started from 2016 with brand Itel which is number 1 brand in under 7 K Category in Year 2022. It also launched its' smart phone brands – Tecno & Infinix in the year 2017. It has their own art of manufacturing in Noida & the corporate head-office of India in the heart of Noida Expressway.

Some Important Links for references –

- Tecno India LinkedIn - <https://www.linkedin.com/company/tecno-mobile-india/people/>
- Tecno India Instagram - <https://instagram.com/tecnomobile?igshid=YmMyMTA2M2Y=>
- Tecno India Youtube - <https://youtube.com/@TECNOMobil>
- Itel India LinkedIn - <https://www.linkedin.com/company/itelmobileindia/>
- Itel India Instagram - https://instagram.com/itel_india?igshid=YmMyMTA2M2Y=
- Itel India Youtube - <https://youtube.com/@itelMob>

