



After facilitating

52 Placement Interviews generating Job Placement Offers for 164 Students in 2016,
39 Placement Interviews generating Job Placement Offers for 151 Students in 2015,
39 Placement Interviews generating Job Placement Offers for 130 Students in 2014, and
33 Placement Interviews generating Job Placement Offers for 144 Students in 2013, we at the *University Placement & Counselling Cell* of our esteemed Navsari Agricultural University; are pleased to announce that **the 21st Campus Placement Drive of Placement Programme-2017 for Big Basket – Innovative Retail Concepts Pvt. Ltd.** is to be held **during 4th week of May, 2017** @ NAU, Navsari. The details are as follows:

Big Basket – Innovative Retail Concepts Pvt. Ltd. – www.bigbasket.com

- ☞ The Big Basket is India's Largest Online Food and Grocery Store. With *over 19,000 products and over a 1000 brands* in the catalogue, they can offer everything that the customers are looking for. Right from Fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged Products, Beverages, Personal Care Products, Meats - they have it all.
- ☞ It is a *Pan-India Company* offering our services in **Bangalore, Hyderabad, Mumbai, Pune, Delhi NCR, Chennai, Ahmedabad, Kolkata, and a host of Tier 2 cities and towns.** Big Basket is an extremely well capitalized firm and the clear leader by miles. Their inventory based model, maniacal focus on customer, and a strong process orientation has ensured very high levels of customer satisfaction.
- ☞ They are the only firm in the online space to cater to both monthly purchases (that typically need a large assortment with very high fill rates) and daily/weekly top up purchases (that need to be express delivered in 60 - 90 minutes). Independent analysts and investors have compared their model (and services) with the typical marketplace model of some competitors and concluded that they have **the winning formula that is extremely difficult to replicate.**
- ☞ **In the last four and half years since inception,** they have seamlessly crossed many milestones and won many awards like the **BMA Best Startup of the Year 2014, VC Circle Awards Consumer Internet Company of the Year Award 2016.** They have constantly innovated and strengthened processes. Their App has several features that make it easy for customers to place orders. Some of these features use advanced analytics to predict what a customer may want to buy at any point of time. Analytics also ensures that the notifications they send customers on their app are also very customized and helpful. As a result of all this, **their customer retention is one of the highest in the entire e-commerce space.**
- ☞ The Big Basket culture is a great differentiator. They have a terrific work culture that focuses on four core values and four core culture elements. Culture is a differentiator when it is 'lived' and drives actions and decisions.

Golden Opportunity for UG (Agri.) OR UG (Agri. Biotech.) OR UG (Horti.)

Available Job Profile: Fruits & Vegetables - Quality Control Executive @ Surat and Ahmedabad

☞ Pay Offer: 20,000 to 25,000 + Other Benefits like Family Cashless Mediclaim, etc. + Excellent Learning Exposure...

Expected Essentials from the Ideal Candidate:

✓ Energetic, talented, self driven Candidates having UG in Agriculture or Horticulture or Agri Biotechnology with Conceptual Clarity, Practical Orientation and Flair for the required job profile...

☞ Selection Process: Registration and Resume Submission (in hard and soft copy) with the Institute Placement Officer (latest by 18th May, 2017 11:00 am) ...The shortlisted candidates will only appear in the Selection Process to be held during 4th Week of May, 2017 @ the DSW Office, NAU, Navsari...

☞ Expected Joining on the Job: **Within a Week after Selection**

Dr. Mehul G. Thakkar

Associate Professor in HRM & TPO @ AABMI

University Placement & Counselling Head @ NAU

E-mail: mehulgthakkar@nau.in, tpo.abmnau@gmail.com

Contact No.: 02637-282960 (O), 9427163205 (M)

Dr. C. V. Savalia

Director of Students' Welfare &

Chairman of University Placement & Counselling Cell @ NAU

E-mail: dswnavsari@nau.in, dswnavsari@gmail.com

Contact No.: 02637-292112 (O), 9979888962 (M)

Placement Programme 2017: *Aiming Higher... Striving Hard... We Can, We Will...*