



<https://internsschool.online/job/bajaj-auto-internship-opportunities-for-undergraduates/>

Bajaj Auto Internship Opportunities For Undergraduates

Description

Bajaj Auto is seeking a highly motivated and experienced Marketing Manager to lead our marketing efforts and drive the success of our iconic brand in the automotive industry. The ideal candidate will have a proven track record in developing and executing effective marketing strategies, a deep understanding of the automotive market, and the ability to lead a dynamic marketing team.

Responsibilities

- Develop and implement comprehensive marketing strategies to promote Bajaj Auto products and enhance brand visibility.
- Lead a team of marketing professionals, providing guidance and fostering a collaborative working environment.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Oversee the planning and execution of marketing campaigns across various channels, including digital, social media, traditional advertising, and events.
- Manage the marketing budget, ensuring efficient allocation of resources and cost-effective campaigns.
- Work closely with product development teams to align marketing efforts with product launches and updates.
- Monitor and analyze the performance of marketing initiatives, adjusting strategies as needed to achieve KPIs and objectives.
- Develop and maintain strong relationships with media partners, agencies, and industry stakeholders.
- Stay up-to-date with industry trends and innovations to keep the company at the forefront of the automotive market.

Qualifications

- Bachelor's degree in Marketing, Business Administration, or a related field (Master's degree preferred).
- Proven experience (minimum 5 years) in marketing management within the automotive industry.
- Strong leadership and team management skills.
- Exceptional communication and interpersonal abilities.
- Strategic thinker with a data-driven and results-oriented approach.
- Creative problem-solving skills and a passion for innovation.
- Familiarity with automotive market dynamics and consumer trends.
- Proficiency in marketing software and tools.

Experience

- Minimum of 5 years of marketing experience, preferably in the automotive industry.
- Demonstrated success in developing and executing marketing strategies that drive brand growth and sales.

Hiring organization
Bajaj Auto

Employment Type
Intern

Duration of employment
6 months

Industry
Automotive

Job Location
Pune, Maharashtra, India, 111045,
Pune, Maharashtra, India

Working Hours
8

Base Salary
10

Date posted
July 25, 2025

Valid through
21.09.2027

- Experience managing and mentoring a marketing team.
- Budget management experience.
- Strong portfolio of successful marketing campaigns.

Skills

- Leadership and team management
- Strategic planning and execution
- Market research and analysis
- Budget management
- Data-driven decision-making
- Creative thinking and innovation
- Strong communication and presentation skills
- Proficiency in marketing software and tools

Job Benefits

- Competitive salary and performance-based bonuses
- Health, dental, and vision insurance
- Retirement savings plans
- Professional development opportunities
- Employee discounts on Bajaj Auto products
- Supportive and inclusive company culture
- Opportunities for career growth within a global automotive leader

Contacts

To apply for this position or for more information, please contact our Human Resources department at hr@bajajauto.com or visit our careers page at www.bajajauto.com/careers. You can also reach out to our corporate office at the following address:

Bajaj Auto Limited Corporate Headquarters Akurdi, Pune – 411035 India

Join us at Bajaj Auto and be a part of an exciting journey in the automotive industry!