

BCT Ventures

Management Trainee (MT): Digital Marketing & Content P&L

Path to Business Management / Product Leader

Location:	Mumbai (Ghatkopar) — 100% Work from Office
Role Structure:	3-Month Internship → Full-Time PPO
Compensation:	₹15,000/month stipend → ₹6L-₹8L PPO
Joining Date:	Immediate
Eligibility:	Available full-time post-internship (path-to-degree is workable)

About BCT Ventures

We are not just another D2C brand; we are India's first AI-native consumer brands platform. Starting with the massive, untapped nutrition and wellness market, we are fundamentally rewiring how consumer goods are built, distributed, and scaled. We leverage proprietary AI engines—Nucleus, Resonance, and Meridian—to turn clinical practitioner expertise and real audience demand signals into protocol-based products.

The Leadership: You will be working at a company founded by an elite team of operators—Kashyap Vadapalli, KV Ravi Shekhar, and Anubhav Sonthalia. We bring decades of experience building, scaling, and exiting category-defining companies (Google, Pepperfry, Vedantu, Sokrati, WPP). We don't just understand consumer demand and digital growth; we have built the tech to automate and amplify it. At BCT Ventures, we believe that just as digital transformed distribution and data transformed decision-making, AI is transforming how brands are born.

The Role & Key Responsibilities

We are looking for sharp, high-agency engineering graduates to join as **Management Trainees (MT)**. This isn't a shadow role; you will take direct ownership of a Digital Marketing and Content-based P&L. You will be the engine driving growth, leveraging our AI systems to optimize media buying, creative testing, and audience building at scale.

- **End-to-End P&L Ownership:** Primarily operate a P&L covering Content → Ads (Performance & otherwise) → CM3 Output.

- **Ecosystem Management:** Manage your own website properties and integrate with third-party operations (3P Ops) as required.
- **Agile Rotation:** While focused on marketing and content, you may be rotated into cross-functional roles like Supply Management as business needs dictate to build a holistic understanding of the company.

This position is designed as a fast-track program directly leading to a **Business Management or Product Leader** role within the company.

What We Require From You

- **Core Skills:** Strong quantitative aptitude, proficiency in MS Excel, and a keen interest in storytelling and consumer psychology.
- **AI-Native Execution:** You must be highly comfortable and confident using AI and Large Language Models (LLMs) to multiply your output, solve problems faster, and automate workflows.
- **Relentless Hustle:** This is a high-growth venture environment. We expect flexible work hours, but high intensity and a strong drive to succeed are non-negotiable. This mindset may require stretching over the weekends when critical business needs arise.
- **Availability:** Ready to join immediately. You must be available to transition to a full-time role immediately post-internship (we are open to candidates currently finalizing their path-to-degree).

What's In It For You?

- **Accelerated Trajectory:** Skip the standard corporate ladder. You will experience rapid learning and career growth that usually takes a decade, compressed into your first few years.
- **Masterclass in FMCG & D2C:** Get a front-row seat to the most advanced, data-driven approach to brand building in the country.
- **Future-Proof Leadership & The Founding Team Advantage:** We aren't just hiring trainees; we are actively forging the next generation of FMCG and consumer brand leaders. **This is an exceptional opportunity to join the early founding team.** This will likely be the last batch of early hires who will work closely with the founders.

In-person collaboration is critical to our speed of execution. Join us in Ghatkopar, Mumbai, to build the future of AI-native brands.