Kabani Tech
#ideaFoundry

Job Description: Marketing Intern

Gain end-to-end exposure to marketing strategy, brand building and demand generation in B2B technology.

Company	Kabani Tech (www.kabanitech.com)
Role	Marketing Intern
Department	Marketing & Growth
Location	Hybrid
Duration	2 Months
Start Date	01 – 11 - 2026
Eligibility	Current-year MBA students / MBA aspirants (Marketing, Digital Strategy or Business preferred)

ABOUT KABANI TECH

Kabani Tech is a product design and engineering company specialising in IoT, embedded systems, PCB design, MedTech and custom software. We partner with startups, MSMEs and R&D teams to take ideas from concept to prototype, pilot build and production-ready design, all under one roof. Our work sits at the intersection of hardware and software, and our team is built around speed, technical depth and ownership. Learn more at www.kabanitech.com.

ABOUT THE ROLE

Kabani Tech is looking for analytical and creative MBA students and aspirants to join us as Marketing Interns. This is a generalist role covering brand positioning, digital marketing, campaigns, market research and lead-generation support, giving you a complete view of how a B2B technology company builds awareness and pipeline.

You will support the marketing lead in shaping how Kabani Tech is positioned to startups, MSMEs and R&D teams, and work alongside sales and engineering to launch campaigns that generate qualified enquiries.

ROLES & RESPONSIBILITIES

- **Marketing Strategy Support:** Assist in developing marketing plans, positioning and messaging for Kabani Tech's service lines, including IoT, embedded systems, PCB design, MedTech and custom software.
- **Digital Marketing:** Support execution of campaigns across LinkedIn, email, Google and other channels, including basic SEO, email campaigns and paid-media coordination.
- **Market & Competitor Research:** Analyse target segments, competitors, pricing and trends; prepare concise insight reports for the leadership team.
- **Lead Generation Support:** Work with the sales team to design outreach campaigns, landing pages and lead magnets; track lead sources and campaign effectiveness.

- **Events & Partnerships:** Assist in planning webinars, startup and industry events, and partner or community collaborations; manage registrations and follow-ups.
- **Brand & Collateral:** Help create and update brochures, capability decks, case studies and website content to maintain a consistent brand identity.
- **Analytics & Reporting:** Monitor KPIs such as website traffic, engagement, leads and conversion; build dashboards and monthly performance summaries.
- **Cross-Functional Coordination:** Collaborate with sales, design and engineering teams to ensure marketing efforts align with business goals.

ELIGIBILITY CRITERIA

- Current-year MBA students or MBA aspirants (Marketing, Digital Strategy or Business Management preferred).
- Freshers are welcome; prior internship or project experience in marketing is an advantage.
- Ability to commit to the full internship duration.

KEY SKILLS & COMPETENCIES

- Excellent English communication skills, written and verbal.
- Strong analytical thinking and ability to turn data into actionable recommendations.
- Understanding of core marketing concepts: segmentation, positioning, funnel, and the 4Ps.
- Working knowledge of digital channels, social media and SEO fundamentals.
- Proficiency in MS Excel / Google Sheets and PowerPoint / Google Slides.
- Strong project management and time management skills; ability to handle multiple tasks.
- Curiosity about technology products and B2B markets.

GOOD TO HAVE

- Exposure to Google Analytics, Search Console, HubSpot, Mailchimp or similar tools.
- Experience with Canva or basic design tools.
- Experience organising campus events, clubs or marketing competitions.

WHAT YOU WILL GAIN

- Comprehensive exposure to B2B technology marketing, from strategy to execution.
- Practical experience with campaigns, analytics and lead-generation workflows.
- Close mentorship from the marketing lead and visibility with company leadership.
- Real projects that strengthen your portfolio and MBA profile.
- Internship Certificate and Letter of Recommendation on successful completion.

CAREER GROWTH

High-performing interns may be considered for a full-time role such as Marketing Executive, Marketing Associate or Growth Associate, based on performance and business requirements.

HOW TO APPLY

https://kabanitech.com/careers