

REOI No. WAMUL/2025-26/07
Date: 09.10.2025

West Assam Milk Producers' Co-operative Union Ltd, (WAMUL) Purabi Dairy, Panjabari, Guwahati-781037 on behalf of North East Dairy & Foods Limited (NEDFL) - A Joint Venture between National Dairy Development Board & Government of Assam, invites applications for the following positions on contract basis for an initial period of 2 (two) years. Selected candidates will be placed on rolls of North East Dairy & Foods Limited and posted in any of its operational areas within Assam.

Sl. No.	Position Name	No. of positions	Job specifications
1	Sr. Manager/ Manager (Organic & Agri Business)	01	Qualification: Full time B.Sc (Agriculture)/ M.Sc (Agriculture)/ MBA (Agri-Business) Experience: Minimum full time experience of 10 years for Sr. Manager and 7 years for Manager in commodity sourcing/ agribusiness/ organic value chain or similar activities. Candidates having knowledge of or having work experience in the field of Organic Production shall be preferred.
2	Manager/ Deputy Manager -Marketing & Sales (Ambient Segment)	02	Qualification: Full time Post-graduate degree/ diploma in the field of Marketing. Experience: Must have 7 years' full time experience for Manager / 5 years' full time experience for Deputy Manager in the field of marketing & sales in Dairy/ FMCG/ FMCD /Retail sector with exposure of working in North East Region. <i>However, full time Graduates with higher relevant experience may also apply.</i>
3	Manager/ Deputy Manager- Marketing & Sales (Frozen Segment)	02	Qualification: Full time Post-graduate degree/ diploma in the field of Marketing. Experience: Must have 7 years' full time experience for Manager / 5 years' full time experience for Deputy Manager in the field of sales and distribution, with minimum 2 years' experience in Frozen business /Ice cream business in Executive Level or higher. <i>However, full time Graduates with higher relevant experience may also apply.</i>
4	Deputy Manager/ Assistant Manager -Marketing & Sales (Fresh Segment)	03	Qualification: Full time Post-graduate degree/ diploma in the field of Marketing. Experience: Must have 5 years' full time experience for Deputy Manager/ 3 years' full time experience for Assistant Manager in the field of marketing & sales in Dairy/ FMCG/ FMCD /Retail sector along with minimum 1-year experience of handling a team. <i>However, full time Graduates with higher relevant experience may also apply.</i>
5	Assistant -Sales & Distribution (Fresh/Ambient/ Frozen Segment)	16	Qualification: Full time Graduate in any discipline from a recognized Institute/University. Experience: Minimum one year of full time working experience in Sales & Distribution in Dairy/ FMCG/ FMCD /Retail sector.
6	Assistant - Marketing & Branding	01	Qualification: Full time Graduate in any discipline from a recognized Institute/University. Experience: Minimum one year of full time experience in Marketing or Branding preferably from Dairy/FMCG / FMCD / Food product industry / Marcom activities in Telecom etc industry. <i>However, fresher with relatively sound knowledge of retail branding, promotional activities, consumer / sales activations, social media and digital marketing may also apply.</i>

Online applications will be accepted starting from **11th October, 2025 till 31st October, 2025** at <https://recruitment.purabi.coop/jobs>. Candidates are advised to review the advertisement details and other general terms and conditions available on the website. Internal Candidates (related to Purabi Dairy) who are interested in applying must submit a No Objection Certificate (NOC) from the concerned Group Head. Candidates eligible as per TOR shall have to undergo a Document Verification round followed by a Written Test and Personal Interview. **Any further modifications/ updates in the recruitment process shall be posted in the career page of WAMUL.**

Head-HR, (WAMUL), on behalf of NEDFL R.K Jyoti Prasad Agarwala Road, Juripar, Panjabari, Guwahati-781037