NORTH EAST DAIRY AND FOODS LIMITED.
Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari, Guwahati – 781037

JOB INFORMATION:

Position	Deputy Manager/Assistant Manager-Marketing & Sales (Frozen Segment)
Minimum Qualification	Full time post-graduate degree/ diploma in the field of Marketing or equivalent qualification from recognized Institute/University. However, graduates with 4 years of experience handling team in Frozen Segment may apply.
Experience	Must have 6 years' full-time experience for Deputy Manager/ 4 years' full- time experience for Assistant Manager in the field of marketing & sales in Frozen/Dairy/ FMCG/ FMCD /Retail sector. Preference will be given to candidates having minimum 2 years' experience in Frozen business /Ice cream business in Executive Level or higher.
Job Location	Jorhat/Dibrugarh

Age: Candidates should not be less than **28 years of age** and more than **38 years of age** as on **1st November, 2026**. However, relaxation may be given in case of appropriate or outstanding candidates.

Salary: CTC Rs.7.90 lakhs- Rs. 8.98 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

MAIN RESPONSIBILITIES:

- Achievement of Sales Target (Primary & Secondary) of Ice-Cream Business.
- Plan and execute ice cream category business for Purabi Dairy.
- Frame Annual Ice Cream Business Plan for assigned geography.
- Set up Cold chain infrastructure for Ice Cream Business.
- Translate the business plan to area-wise, product-category-wise targets for different channels.
- Design, implement and monitor Launch Plan and promotion plan.
- Manage business relationships with Key Accounts including General Trade Institution, HORECA (hotel, restaurant, café) channels to achieve sales targets and KPIs.
- Develop and execute company's sales & business development plans in relation to Key Accounts, General Trade Institution and HORECA (hotel, restaurant, café), Ecom, Qcom channels.
- Develop business strategies (related to sales & marketing) to grow business size and market share in the ice cream sector, monitor performance of such strategies and adapt accordingly.
- Identify and Improve company product positioning.
- Strategize for setting up Ice cream parlous across potential markets.
- Competitor Research.
- Prepare sales forecast basis linearity of sales, seasonality etc.
- Analyze sales data and prepare relevant reports.
- Develop Marketing Model for continuous growth and market expansion with strengthening of the Brand "PURABI".
- Arrange for market surveys to understand market requirements, SWOT Analysis to identify and resolve bottlenecks to ensure continuous growth.
- Liaise and coordinate with Production Team for supplies. Provide market feedback on existing products and also specific feedback for deciding new products.
- Develop effective schemes to drive business volume.
- Develop motivational factors for the sales Team so as to make them active in the field for continuous growth.
- Plan and implement capacity building of the sales force.

JOB SPECIFICATIONS

Skills/Attributes: Technical	• In-depth knowledge to undertake market demand analysis, analyzing the competition in the market, Knowledge of FMCG/Ice-cream/milk /dairy sector is a must. Knowledge of supply chain management. • Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making. • Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
Skills/Attributes: Social and Managerial	• Ability to work effectively in teams. • Good communication, presentation and inter-personal skills. • Proficiency (read, write, speak) in Assamese, Bengali, Hindi & English (any of two) is must. • Tech Savvy on social media platforms

Reporting, Performance Review and Leave Terms:

- The Deputy Manager/Assistant Manager-Marketing & Sales (Frozen Segment) will report to the General Manager Sales & Marketing NEDFL.
- Performance will be reviewed as per Key result areas (KRA). The remuneration may be enhanced on an annual basis as per prevailing rules, which will be performance based.
- Will be eligible for paid leaves/Holidays as per the applicable norms/policy of NEDFL.
- For any authorized tour within the operational areas, he/she will be paid TA/DA as per norms/policy of NEDFL.

NEDFL reserves the right to post the selected candidates in any other location in business interest of the company.