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

**JOB INFORMATION:**

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| **Position** | Deputy Manager/Assistant Manager-Marketing & Sales (Fresh Segment) |
| **Minimum Qualification** | Full time post-graduate degree/ diploma in the field of Marketing or equivalent qualification from recognized Institute/University. |
| **Experience** | Must have 6 years of full-time experience for Deputy Manager/ 4 years' full-time experience for Assistant Manager in the field of marketing & sales in Dairy/ FMCG/ FMCD /Retail sector along with minimum 2-year experience of handling on role team. However, full time Graduates with relevant experience of 4 years or more may also apply. |
| **Job Location** | Guwahati, Assam |

**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 PURPOSE: (captures essence of the job in brief):**

Execute the business plan to area-wise, product-category-wise targets for retail and institutional sales.

**MAIN RESPONSIBILITIES:**

- Achieve annual business plan in terms of Primary & Secondary sales of Fresh Business in the designated territory.
- Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
- Analyze the market for milk and products and buyer behavior to prepare an implementable Marketing Model for continuous growth and market expansion with strengthening of the Brand "PURABI" in the designated area of operation.
- Prepare & maintain database of Routes, Sub routes and Retail Points and to map with the Demand/Supply.
- 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 specific feedback for deciding new products.
- Develop effective schemes for Distributors and Retailers. Develop motivational factors for the sales Team in order to make them active in the field for continuous growth.
- Plan and implement capacity building of the sales force (design and execute incentives plans and sales promotion activities).
- Plan and execute cost effective logistics for the designated area to optimize cost per litre.
- Set up consumer grievance redressal mechanism and build a consumer connect system.
- Crate Management system (Recon & Hygiene).
- Liaison with LMP, Security Personal, Manpower supplier etc.
- Cost Management – distribution cost, transportation cost, input cost etc.

**JOB SPECIFICATIONS**

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| **Skills/Attributes: Technical** | • In-depth knowledge to undertake market demand analysis, analyzing the competition in the market, Knowledge of milk /dairy sector is an added advantage with knowledge of supply chain management.<br>• Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making. |
| **Skills/Attributes: Social and Managerial** | • Good communication, presentation and inter-personal skills.<br>• Analytical Skills & Team work and People Management Skills.<br>• Proficiency (read, write, speak) in Assamese, Bengali, Hindi & English (any of two) is must.<br>• Devoted to a task or purpose with loyalty or integrity Inspires teammates to follow them. |

**Reporting, Performance Review and Leave Terms:**

- The Deputy Manager/Assistant Manager-Marketing & Sales (Fresh Segment) will report to the 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.**