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

JOB INFORMATION:

Position	Assistant (Sales & Distribution)-Fresh Segment
Minimum Qualification	Graduate from a recognized institute/University
Experience	Minimum 1 year of full-time working experience in Sales & Distribution in Dairy/ FMCG/ FMCD sector
Job Location	Guwahati, Tinsukia, Goalpara

Age: Not above **30 years as on 1st November, 2026**. However, relaxation may be given in case of extraordinary/ outstanding candidates with relevant experience.

Salary: Salary: CTC Rs. 4.22 lakhs to 4.55 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

MAIN RESPONSIBILITIES:

- Achievement of Sales Target-Primary/ Secondary.
- Carry out daily scheduled tasks for market visit. Submission of daily market visit report (DSR)
- Achieve targeted distribution parameters and escalate as per instruction.
- Responsible for growth of business volumes by visiting assigned market as per norms.
- Identify and register the outlet for regular service to fulfill the demand as per desired time.
- Competitor's Activity Report to be submitted on weekly basis as per given format.
- Execute marketing activities, promotions.
- Any other responsibilities/functions deemed necessary by the Marketing Manager in order to meet the level of the services in the organization.
- To monitor / follow up to maintain smooth stock flow and cash flow from the assigned routes / distributors.
- Active participation in any organizational interest. Respond to questions and requests for information.

JOB SPECIFICATIONS

Skills/Attributes: Technical	• Good communication skills (pleasant and convincing). • Must have two-wheeler and Android Mobile Handset. • Computer knowledge (Reports on MS-Excel, MS Word). • Result oriented and comfortable working in a fast-paced office environment.
Skills/Attributes: Social and Managerial	• Analytical Skills & Team work and People Management Skills. • Proficiency (read, write, speak) in Assamese, Hindi & English (any of two) is must. • Devoted to a task or purpose with loyalty or integrity Inspires teammates to follow them.

Reporting, Performance Review and Leave Terms:

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