



**WEST ASSAM MILK PRODUCERS' COOPERATIVE UNION LTD.  
ON BEHALF OF NORTH EAST DAIRY AND FOODS LIMITED**



Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari, Guwahati – 781037

**JOB INFORMATION:**

|                         |                                                                                                                                                                                                                                                                                                                 |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Company</b>          | North East Dairy & Foods Limited (NEDFL)                                                                                                                                                                                                                                                                        |
| <b>Position</b>         | Manager/ Deputy Manager -Marketing & Sales (Ambient Segment)                                                                                                                                                                                                                                                    |
| <b>No. of positions</b> | 02                                                                                                                                                                                                                                                                                                              |
| <b>Qualification</b>    | Full time Post-graduate degree/ diploma in the field of Marketing.                                                                                                                                                                                                                                              |
| <b>Experience</b>       | 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> |
| <b>Job Location</b>     | Anywhere within Assam                                                                                                                                                                                                                                                                                           |

**Age:** Candidates should not be less than 35 years of age and more than 40 years of age as on 1st January, 2025. However, relaxation may be given in case of appropriate or outstanding candidates.

**Salary:** CTC Rs.8.98 lakhs- 10.06 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

**Main Purpose:**

To lead the Sales and Distribution of FMCG category of dairy and related products under brand Purabi Dairy in Assam and other North Eastern States.

**Main Roles and Responsibilities:**

**Roles -**

- Handle General Trade & Modern Trade for Dairy/Beverages categories/honey/ FMCG etc.
- The incumbent will be responsible for primary and secondary sales target achievement of the business.
- Adept at identifying and developing key clients for business excellence and accomplishment of targets.
- Channel Management – distribution, logistics, sales force etc
- Develop strategies: Creating sales strategies, marketing plans and promotional activities to meet company goals
- Establish new range of products.

**Responsibilities –**

- Primary and secondary target achievement of the business.
- Monthly Sales planning and forecasting, taking into account the shelf life
- Cost Management – distribution cost, transportation cost, input cost etc.
- Month wise business forecasting – number of working days, linearity of sales, seasonality etc.
- Inventory Management - Ensuring minimum inventory levels and overseeing SKU-wise indenting for timely stock connectivity.
- Data analysis & aligning with the Annual Operating Plan.
- Competition tracking & making proactive plans to counter competition.
- Allocate manpower in different areas depending upon market potential and individual capabilities
- Mentor, motivate and guide team members ensuring sales - business generation and achieving budgeted figures, and activity ratio on monthly basis
- Training subordinates to develop requisite skills; conducting trainings on products, selling skills, lead prospecting and closing skills.

- Maintaining communication with related departments like production, logistics, merchandising and inventory to work out demand forecasts.
- Providing feedback from market, collecting feedback on product quality, pricing, packing, and competition activities etc.
- Keeping company information confidential, even after termination of employment

**Desired Skills:**

- Has networking with channel members viz. super stockiest, distributors, wholesalers, retailers, etc across NER.
- Possess Strong analytical, problem solving & organizational abilities.
- Good team handling skills.
- Result oriented and high achievements.
- Possess exceptional relationship management skills & interpersonal skills.
- Positive attitude and high integrity.
- Multi-linguistic & an effective communicator.
- Own vehicle required (either 2w or 4w).

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

- The Manager / Deputy Manager -Marketing & Sales (Ambient Segment) will report to the General Manager, 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.
- The Manager / Deputy Manager -Marketing & Sales (Ambient Segment) 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.
- Transferrable to any location of NEDFL operational areas, as directed from time to time.

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

