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-Marketing & Sales

(Ambient Segment)

Manager/ Deputy Manager-

Marketing & Sales

(Frozen Segment)

Deputy Manager/ Assistant

Manager - Marketing & Sales

(Fresh Segment)

Assistant -Sales &

Distribution

(Fresh/Ambient/Frozen

Segment)

Assistant - Marketing &

Branding

posted in the career page of WAMUL.

Date: 09.10.2025

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. However, full time Graduates with higher relevant

Qualification: Full time Post-graduate degree/ diploma in the field of

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. However, full time Graduates

Qualification: Full time Post-graduate degree/ diploma in the field of

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. However, full time Graduates with higher relevant experience may also apply.

Qualification: Full time Graduate in any discipline from a recognized

Experience: Minimum one year of full time working experience in Sales & Distribution in Dairy/ FMCG/ FMCD / Retail sector.

Qualification: Full time Graduate in any discipline from a recognized

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. However, fresher with relatively sound knowledge of retail branding, promotional activities, consumer / sales activations, social media and digital marketing may also apply.

with higher relevant experience may also apply.

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SI. No.	Position Name	No. of positions	
Mark Grant	I NOT IN East Daily & Foods I	Imitea and posted	in any of its operational areas within Assam.

SI. 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 02 Manager/ Deputy Manager Qualification: Full time Post-graduate degree/ diploma in the field of

Marketing.

Marketing.

Institute/University.

Institute/University.

Online applications will be accepted starting from 11th October, 2025 till 31th 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

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

02

03

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01

experience may also apply.

REOI No. WAMUL/2025-26/07

JURIPAR, PANJABARI, GUWAHATI-781037 (ASSAM)





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

JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)
Position	Sr. Manager / Manager (Organic & Agri Business)
No. of positions	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.
Job Location	Anywhere within Assam

Age: Not above **38 years as on 1st January, 2025**. However, relaxation may be given in case of appropriate or outstanding candidates.

Salary: CTC Rs.10.06 lakhs - Rs.11.14 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

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

To plan, strategize and execute actions for setting up and developing an organic business through Cooperatives/ FPOs/ FPCs, in Assam

MAIN RESPONSIBILITIES:

- Identify specific organic products or commodities for production, processing, sales and distribution in Assam.
- Map the organic crop production, storage and processing of Assam Collecting data on agricultural practices, crop yields, and market trends for business planning and reporting to management and stakeholders
- Assessment of market size of organic food products in Assam
- Assessment of existing players in Assam and North East in the area of organic production and marketing
- Liaison/ coordinate with National Cooperative Organics Ltd. (NCOL)
- Setting up of value chain for sourcing of certified organic produce (specific commodities) from producer groups / FPOs
- Coordinate with the farmer groups for promoting organic food production and align with NEDFL/ NCOL.
- Promote formation of new farmer groups in terms of Cooperatives/ FPOs/ FPCs for various agri commodities.
- Conducting awareness programs and training sessions for farmers on organic farming principles and practices, organic product certification requirements and processes.
- Collaborating with farmers, local communities, research institutions, and government agencies on organic agriculture initiatives
- Assisting farmers in adopting organic methods and resolving queries related to organic production
- Liaison with certification authorities for organic certification.
- Coordinate with various government agencies/ departments like Agriculture Department/ Horticulture Department/ Cooperation Department.
- Team building for the said job.
- Any other tasks delegated from time to time by the Reporting Officer.

JOB SPECIFICATIONS:

Skills/Attributes: Technical	 In-depth knowledge or working experience in the field of Organic Production. Knowledge of regulatory aspects of organic food production, packaging and labelling 	
Skills/Attributes: Social and Managerial	 Good communication, presentation and inter-personal skills. Analytical Skills & Team work and People Management Skills. Proficiency (read, write, speak) in Assamese, Bengali, 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:

- Will report to Managing Director, 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.





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

JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)
Position	Manager / Deputy Manager - Marketing & Sales (Ambient Segment)
No. of positions	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. However, full time Graduates with higher relevant experience may also apply.
Job Location	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.





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

JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)
Position	Manager/ Deputy Manager-Marketing & Sales (Frozen Segment)
No. of positions	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. However, full time Graduates with higher relevant experience may also apply.
Computer Skills	Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
Job Location	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: (captures essence of the job in brief):

For planning and executing Sales & Distribution and Marketing activities for Frozen product (ice cream) segment.

Roles and Responsibilities:

- Plan and execute ice cream category for Purabi Dairy.
- Frame Annual Ice Cream Business Plan.
- Set up Cold chain infrastructure for Ice Cream Business.
- Translate the business plan to area-wise, product-category-wise targets different channels.
- Design, implement and monitor Launch Plan and promotion plan.
- Manage business relationships with Key Accounts including General Trade and Food Service (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, and Food Service (hotel, restaurant, café) 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 parlours across potential markets.
- Competitor Research
- Prepare sales forecast basis linearity of sales, seasonality etc.
- Analyze sales data and prepare relevant reports
- 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. 	
Skills/Attributes: Social and Managerial	 Ability to work effectively in teams. Good communication, presentation and inter-personal skills. Tech Savvy on social media platforms 	

Reporting, Performance Review and Leave Terms:

- The Manager/ Deputy Manager-Marketing & Sales (Frozen 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 (Frozen 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.





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

JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)	
Position	Deputy Manager/Assistant Manager-Marketing & Sales (Fresh Segment)	
No. of positions	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. However, full time Graduates with higher relevant experience may also apply.	
Job Location	Anywhere within Assam	

Age: Not above 35 years as on 1st January, 2025. 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:

- 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 also specific feedback for deciding new products.
- Develop effective schemes for Distributors and Retailers.
- 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 (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.
- Logistics / Warehouse management, Distribution vehicle management
- Crate Management system (Recon & Hygiene).
- Liaison with LMP, Security Personal, Manpower supplier etc.
- Damage Product Replacement.
- Delivery Note execution.
- Fuel allocation to in-house vehicles.
- Co-ordinate with vendors for timely arrival and dispatch of army supplies.
- Bill processing of hired vehicles.
- Wastage / Pilferage control.

- · Set systems and processes to improve dispatch functions (equipment's, trolleys, wash
- basins, markings, bin cards, lightings etc.)
- Maintenance of cleanliness and hygiene at dispatch dock.
- Maintain rooster of manpower, (specifically during festivals and occasions).

JOB SPECIFICATIONS:

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. Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making.
Skills/Attributes: Social and Managerial	 Good communication, presentation and inter-personal skills. Analytical Skills & Team work and People Management Skills. Proficiency (read, write, speak) in Assamese, Bengali, 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 Deputy Manager/Assistant Manager-Marketing & Sales (Fresh Segment) will report to 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.
- 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.





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

JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)
Position	Assistant -Sales & Distribution (Fresh/Ambient/ Frozen Segment)
No. of positions	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.
Location	Anywhere within Assam, Meghalaya.

Age: Not above 30 years as on 1st January, 2025. However, relaxation may be given in case of appropriate or outstanding candidates.

Salary: CTC Rs. 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 Supervisor/ Executive/ Senior
 Executive/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/Ambient/ Frozen Segment) will report to Deputy Manager/ Assistant Manager 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.





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

JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)
Position	Assistant -Marketing & Branding
No. of Positions	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. However, fresher with relatively sound knowledge of retail branding, promotional activities, consumer / sales activations, social media and digital marketing may also apply.
Location	Anywhere within Assam

Age: Not above 30 years as on 1st January, 2025. However, relaxation may be given in case of appropriate or outstanding candidates.

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

MAIN RESPONSIBILITIES:

- Retail Branding activities instore and outdoor solutions.
- Disseminate positive Brand communication.
- Assist in developing visibility solutions for existing and new products to help achieve sales targets by sales team in line with business plan of NEDFL.
- Assist in Branding as per Business Plans including On Shop Branding, Vehicle Branding etc.
- Assist in Digital campaigns namely Facebook Digital Campaigns, Instagram Campaigns, follower base enhancement for Social sites etc.
- Conduct Promotion activities like retail activations, consumer contact events.
- Management of the Call Centre Database
- Coordination with agencies of print and electronic media (TV, Radio, Social Media Agencies).
- Assist in Organizing events and Live Campaigns and retailer engagement programs.
- Assist the concerned authority in executing marketing activities, promotions, when appropriate.
- Any other responsibilities / functions deemed necessary by Executive Marketing / Manager Marketing in order to meet the level of the services in the organization.

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 -Marketing & Branding will report to Deputy Manager / Assistant Manager -Marketing
- 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.





JURIPAR, PANJABARI, GUWAHATI-781037 (ASSAM)

General Terms and Conditions:

- 1. Candidature will be liable for cancellation if at any stage it is found that information furnished in the application or supporting documents is misleading/misrepresented/incomplete/false.
- 2. Candidates not meeting the requisite qualification and experience need not apply.
- 3. Internal Candidates (related to Purabi Dairy), who are interested in applying must submit a No Objection Certificate (NOC) from the concerned Group Head.
- 4. Shortlisted candidates shall be called for a document verification round and only eligible candidates will undergo a Written Test followed by a Personal Interview. NEDFL may conduct a Preliminary Online Interview as a part of the shortlisting process.
- 5. Candidates shall be mandatorily required to bring an Application Form to be provided over mail to shortlisted candidates as per the prescribed 'Application Format' along with all the Original certificates/documents relating to qualification, experience, age, identify proof, latest salary etc. and a set of self-attested copies of the same and one passport size photograph, on the day of document verification. The originals will be returned after corroboration with the copies. Candidates are advised to go through the Terms of Reference (ToR) provided in the above cited website. *Application received through email will not be entertained*.
- Any further modification/ updates in the recruitment process shall be posted at https://recruitment.purabi.coop/jobs.
- 7. Managing Director, NEDFL reserves the right to modify/postpone/cancel the recruitment without assigning any reason to the candidates.
- 8. Canvassing in any form will culminate into direct disqualification and rejection.

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