

**KRIBHCO INVITES APPLICATIONS FOR THE POSITION OF
MANAGER (MARKETING)/SR. MANAGER (MARKETING) for
CMO, Noida (transferable all over India)**

Krishak Bharati Cooperative Ltd. (KRIBHCO) is a leading manufacturer and distributor of fertilizers and other agro-inputs in India. KRIBHCO, a Multi State Cooperative Society, was established to produce quality agriculture inputs mainly chemical fertilizers. KRIBHCO sells about 45.00 LMT of Urea through cooperative societies / institutional network and private dealers. KRIBHCO has also expanded the product basket and is currently marketing imported DAP, NPK, NPS, MOP besides certified and hybrid seeds, liquid biofertilisers, compost, Zinc Sulphate and Water soluble Fertilizers.

Society intends to expand its marketing volumes of Zinc Sulphate and Water soluble fertilizers and add micro nutrients in product basket.

KRIBHCO is looking for dynamic, committed, experienced and result oriented professional, who can achieve desired goals of the society and is interested in taking up challenging assignments. The details are as follows: -

Manager/Senior Manager- Marketing of Specialty Fertilizers (Micronutrients, Zinc Sulphate and Water Soluble Fertilizers)

Core Responsibilities

- Responsible for Annual Sales Planning and Budgeting. Market Development, Supply and Distribution, building channel network, brand promotion for specialty fertilizers and micro nutrients.
- Responsible for achieving the sales targets as planned.
- Formulate strategic long-term plan based on product life-cycle
- Identify strategic partners / suppliers for products as per the business plan.
- Identify potential opportunities for specialty fertilizers in the domestic market & identify opportunities for business expansion / new projects
- Collect and analyze market intelligence data to understand competitors pricing and distribution strategy and take necessary action and for expanding and updating product line
- Manage indents raised by the State Offices and ensure procurement & distribution of products so as to meet sales targets and ensure adherence to the regulations
- Analyze MIS data on stocks, consumption patterns, costs and track compliance with regulations
- Design and develop product promotion schemes for specific markets & products, in coordination with Marketing Services department and State Managers
- Coordinate for planning, designing and execution of promotional schemes, product exhibitions, farmers' development initiatives, etc.
- Ensure effective Customer Relationship Management

Competencies Required

- Should be competent in management of dealer network and business area administration.
- Good exposure of rural marketing, logistics, sales promotion and market development schemes/ design.
- Excellent communication and inter-personal Skills
- Flexible and able to manage multiple tasks in restricted timeframes
- Persuasive and innovative with negotiating and influencing skills

KRISHAK BHARATI COOPERATIVE LIMITED (KRIBHCO), a multi state cooperative organization with its operation on PAN India and international basis, invites application from the Indian Citizen eligible candidates **for the Post of Manager (Marketing)/ Sr. Manager (Marketing)** in the pay scale of **Rs 32900/-58000/- & 36600-62000/-** respectively with DA and perks of Basic Pay with other allowances/facilities like CPF, Group Gratuity & Group Life Insurance, Pension with Medical facilities for self and dependent family members with Housing, Conveyance and Computer/education Loan for children facilities with proper career growth.

Details Qualification, Experience & age for the above Post are as follows-

Qualification: Candidates should be B.Sc (Ag)/M.Sc(Ag), recognized by the any State /Central government University/or equivalent.

Experience: Minimum 15 years **as on 31.03.2017** in marketing of specialty fertilizer and micronutrients. **Candidates having flair & exceptional achievement in sales and marketing of Micro-nutrients will be given preference.**

Age Limit: Maximum **40-45 years as on 31.03.2017** (Relaxation in age can be considered for otherwise suitable candidates.)

No. of Post : One

Pay Scale :Rs. 32900/-58000/- Or 36600-62000/-(Under Revision)

Mode of Selection –Written Test and or Personal Interview.

Candidates should apply within 30 days from the date of this advertisement in the application form duly filled in with self-attested photocopy of academic qualification, age and Experience certificate through Speed Post/Courier at the following Address:

**Dr. I.B. Singh
AGM (HR)
KrishakBharati Cooperative Limited,
KRIBHCO Bhawan,
A-10 Sector-1
Noida - 201301
Distt-Gautam Budh Nagar (UP)**

Envelope containing **Application and other documents should be super scribed as "Application for the post of Manager (Marketing)/Sr. Manger (Marketing)"** on its top.

Last date for receiving applications: 18th November, 2017.

KRIBHCO Management reserves the right to accept / reject any or all applications without assigning any reason thereof.

KRISHAK BHARATI COOPERATIVE LIMITED
A-10,SECTOR-1 NOIDA-201301(UP)
APPLICATION FORM

1	Post Applied For		Recent Colour Passport Size Photograph to be pasted here		
2	Name of the Candidate (in Block Letters)				
2	Father/Husband's Name				
4	Date of Birth(DD-MM-YYYY)				
5	Present Address for Correspondence with contact Phone No.				
6	Permanent Address with Contact Phone/Mobile NO.				
7	E-Mail Address & Mobile No.				
8	Category (SC/ST/OBS/PH) Proof to be attached				
9	Religion				
10	Nationality				
11	Educational /Professional qualification from Matriculation onwards:-				
	Examination Passed	Board/Institute/ University	Year of Passing	% age of Marks	Main Subjects
a)	X(Matriculation)				
b)	XII(10+2)Inter				

c)	B.Sc (Agri)						
d)	M.Sc (Agri)						
e)							
12	Details of Experience, if any (in Chronological Order): (Separate Sheet may be enclosed, if required)						
	Name of Organization & full Address	Position held	Place of Posting	Period with Date	Scale of pay & Basic Pay	Total Emoluments Drawn	Brief Description Of duties
a)							
b)							
c)							
d)							
13	Details of Computer Knowledge						

I declare that the information furnished above by me is true to the best of my knowledge and brief and that nothing material has been concealed therein. In case, any of the above information is found false, at any stage, my candidature shall stand summarily rejected.

Signature.....

Name :.....

Encl:

Place :

Date: