



# Balmer Lawrie & Co. Ltd.

[A Government of India Enterprise]

NEEDS

**Regional Sales Head - Western Region on FIXED TERM CONTRACT BASIS at Mumbai**  
in

**SBU: TRAVEL & VACATIONS**

## **THE COMPANY**

Balmer Lawrie, a public sector company under the Ministry of Petroleum & Natural Gas, is a professionally managed, multi-location, diversified conglomerate having presence in manufacturing as well as service sectors, with a consistent track record of growth and profitability. High standards of customer service, innovative outlook and dedicated human resources have enabled the organization to achieve leadership position in many of its businesses.

## **PRODUCTS AND SERVICES**

The Company operates in various business segments through Strategic Business Units [SBUs] and Joint Venture Companies [JVCs]. It is the market leader in Steel Barrel, Industrial Greases & Specialty Lubricants, Tours & Travel and Logistics Services. It also has significant presence in most of the other businesses it operates, namely, Leather Chemicals, Logistics Infrastructure, Refinery & Oil Field Services [ROFS] etc.

## **OPENING**

The SBU Travel & Vacations is a major SBU of the Company & its team consists of handpicked professionals from the industry. The combined wealth of experience of the team tops more than 300 years in the Holiday Business. The Company has ambitious growth plans for the SBU. In pursuance of these objectives, the SBU seeks to bring on board professionals with dynamism, initiative and an innovative approach to business. The current opening is on 3 years fixed term contract and the details of the position are as given below:-

<b>Position Name</b>	Regional Sales Head - Western Region
<b>Location</b>	Mumbai
<b>No. of vacancies</b>	1 (one)
<b>Minimum qualification</b>	Graduation
<b>Max Age</b>	45 years
<b>Minimum Post Qualification Experience (Years)</b>	11 years
<b>Preferred Experience</b>	Candidates with prior experience of handling sales in the Tourism industry will be preferred.

## **JOB PROFILE**

The incumbent will be responsible for managing sales of the Vacations vertical in the western region and will be responsible for overseeing the operational performance of the Branches vis-à-vis Sales, Sales Realization, Collection etc. S/he will be responsible for establishing BL as a prime player in the regional market by playing a leading role in acquiring adequate market share and ensuring required top and bottom line growth. The responsibilities will also include identifying critical deviation from plan and proactively initiating corrective actions along with extensive coordination between branches and the operations team to ensure achievement of Annual Business Plan. The key duties and responsibilities will be as given below:-

- Planning and implementing winning strategies for the regional market in line with the overall growth strategy for the business. Develop operational performance target for the Vacations vertical, obtain necessary approval for the same and lead the team in achieving the Annual Business Plan, ensuring adherence to budgetary and policy sanctions.
- Planning and managing over all P&L of western region. Planning and delivering budget for the region. To achieve MoU objective as assigned and overall top-line and bottom-line target at regional level, along with physical and budgetary parameter in relation to sales and collection.

Continuously review financial performance of the business to ensure sales, realization, collection and profit figures are in alignment to business plan, proactively initiate corrective actions as and when needed, keep the vertical head apprised on such matter and seek his assistance and involvement as and when required.

- Improving regional market share and driving top line growth for the region while meeting the bottom line targets/guideline as well.
- Planning and building effective distribution channel by establishing performing TA, PPA and Franchisee network. Leverage contacts and business network to put in place the alliances and preferred partner networks, plan and develop sales distribution channels and effective management of the same.
- Overall management and delivery of FIT operations for the region basis guidelines given by the Products & Operations team. Co-ordinate with the product development team and provide inputs for developing a bouquet of over-the-counter (OTC) products as well as boutique packages to ensure that the business has an offering for target segments/destinations for outbound and domestic tours. Work with the product development team to ensure that pricing on products are done effectively taking into consideration competition and cost perspectives.
- Ensure that customer delight for the region and that the overall customer's buying experience is exemplary
- Planning and front ending regular customer engagement initiatives and overall customer management for the region.
- Retaining existing customers (repeat sales) and expanding new customer base by way of securing new business through referrals.
- Opening doors with new Corporate clients for MICE business. Supporting MICE team in closing big ticket MICE deals for the business.
- Acting as a conduit between the regional market and operations and marketing. Supporting operations and marketing function of the business with information and understanding w.r.t rapidly changing competitive landscape, customer needs, preferences and buying behavior etc. Bringing consumer and the market closest to the other critical business functions.
- Supporting operations in delivering best in class products to customers.
- Supporting marketing in delivering effective market campaign for the region.
- Identify areas where process standardization and benchmarking will help improve operational performance. Explore areas where the Travel and Vacations businesses can mutually benefit by leveraging cross linkages.
- Building and managing a winning sales team for the region - Continuously plan, guide, mentor, inspire and motivate. Build regional sales leadership pipeline.
- Recommending on and implementing business transformation, process improvement & change management initiatives and various policy related matters - Be a part of the overall business leadership team and contribute towards the overall transformation, development and management of the business vertical.
- Any other duty that may be assigned to him/her from time to time.

### **COMPENSATION**

Selected candidates will be placed on three year fixed term contract. Compensation will be linked to qualification and experience and shall be as per the industry standards.

### **HOW TO APPLY**

1. Pls. apply through the e-recruitment portal. To apply through the portal you need to first register. You can register using the following link:  
[https://careers.balmerlawrie.com/sap/bc/webdynpro/sap/hrrcf\\_a\\_candidate\\_registration?sap-client=100#](https://careers.balmerlawrie.com/sap/bc/webdynpro/sap/hrrcf_a_candidate_registration?sap-client=100#).
2. After creation of your profile, pls. ensure that you apply against the appropriate position by going to the "Employment Opportunities" tab. Only creation of profile does not ensure consideration of your candidature for a job.
3. In case of any difficulty, please send your feedback by clicking on the "Feedback" link.
4. Last date for submission of applications is **15<sup>th</sup> June, 2018**.
5. Please read The Other General Conditions before applying for the positions.

**Other General Terms & Conditions:**

1. Before applying for the post, candidates should ensure that he/she fulfills the MINIMUM ELIGIBILITY and other criteria mentioned in this advertisement. BALMER LAWRIE & CO. LTD. being the Appointing Authority would be free to reject any application at any stage of the recruitment process, if the candidate is found ineligible for the post for which he/she has applied. No correspondence shall be entertained in this regard.
2. Incomplete applications received after the due date ARE LIABLE FOR BEING REJECTED SUMMARILY.
3. Request for change of Mailing address / Email / category / posts as mentioned in the application will not be entertained.
4. The prescribed qualification / experience are the minimum and mere possession of the same does not entitle a candidate for shortlisting and or final selection. Candidates will be shortlisted based on the relevance and quality of experience vis-à-vis the requirements of the advertised role. The Company's decision shall be final in this regard.
5. The job description mentioned above is only indicative. It may change based on the requirement of the Company and discretion of the management.
6. Only short listed candidates who are found prima facie eligible based on the details given in the application form will be called for the written test and / or personal interview as the case may be.
7. Candidature of the candidate is liable to be rejected at any stage of the recruitment process or after recruitment or joining, if any information provided by the candidate is found to be false or is not found in conformity with eligibility criteria mentioned in the advertisement.
8. The Company reserves the right to relax age in case of candidates with longer years of experience/in case of exceptionally qualified or experienced candidates.
9. The Company reserves the right to fill or not to fill all or any of the advertised positions without assigning any reason whatsoever.
10. The Company reserves the right to shortlist candidates depending upon the number of vacancies and application received, etc., and also to decide the modalities for recruitment whether through Interview / Written Test/ Group Discussion or all of these and the venue/schedule thereof.
11. The Company reserves the right to offer the position in appropriate lower Grade & Salary.
12. Any canvassing directly or indirectly by the applicant will disqualify his/her candidature. Any dispute with regard to recruitment against this advertisement will be settled within the jurisdiction of appropriate Court only.
13. The applicant must provide his/her correct and updated email id & mobile number. Please note that the intimation for interview, if shortlisted, will be sent through email only.
14. The number of vacancies is indicative. The Company reserves the right to increase or decrease the number of vacancies purely on need basis at any point of time during recruitment process.
15. The Location/ Place of posting mentioned are indicative, selected candidate shall be required to work in any location in India or outside the Country including assignments to Company's Joint Ventures/ Associates.
16. Outstation candidates called for interview will be reimbursed travel expenses as per the rules of the Company.

17. In respect of exceptionally qualified & qualitatively experienced candidates the minimum overall years of experience as prescribed, may be relaxed at the sole discretion of the Company.
18. The advertisement will be taken down from the company website at 06:30 pm on the last date for submission of applications.
19. Please note that no applications sent directly over email or telephone will be entertained. Interested applicants have to necessarily apply online on our website for the position. APPLICATIONS NOT RECEIVED THROUGH OUR WEBSITE SHALL NOT BE CONSIDERED.

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