

Needs Professionals

**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 services 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 Industrial Greases & Specialty Lubricants, Steel Barrel, Corporate Travel and Logistics Services. The Company also has significant presence in most of the other businesses it operates in, namely, Refinery & Oil Field Services [ROFS], Chemicals, Logistics Infrastructure, etc.

**CURRENT OPENINGS**

The company is looking for qualified and experienced professionals to man a key Executive role as per details given below:

S. No	Role	SBU / Function	Grade	No. of Vacancies**	Minimum Qualification (only AICTE/ UGC/ MHRD/ AITA/UFTAA/ Govt. of India/State Govt approved Institutes/ Universities)	Max Age (years) *	Minimum Experience (years)*	Preferred Experience
1	<a href="#">Head [Marketing]</a>	Temperature Controlled Warehouse	E4 (70000 - 200000)	1 (One)	Full time regular Degree in Engineering OR 2 years full time regular Post Graduate Degree / Diploma ## in Management / MBA	40 years	11 years <sup>§</sup>	Experience in Sales / Operations Function of Cold Chain or related industries of similar nature may be preferred. The Company is looking for professionals with proven capability handling Sales of multilocal fast moving / perishable warehousing facilities. Professionals with relevant industry / user industry experience or those with experience in refer-transportation industry etc may apply

<sup>§</sup>Candidates with minimum 9 years of experience may also apply they may be considered for the positions of Manager [Marketing] in grade E3 (Pay Scale Rs. 60000 - Rs. 180000)

\* The cut-off date for relevant experience & maximum age is 21.05.2021. All candidates who are eligible as on the cut-off date may apply for the currently advertised positions.

Panel may be drawn as against interviews conducted, if any, during this recruitment process, for filling of similar vacancies arising in future as per the Recruitment Rules of the Company.

\*\* This is only indicative. Panel may be drawn from the recruitment process to fill drop out or future vacancies.

PwBD (Persons with Benchmark Disabilities) are eligible to apply.

##Post Graduate Diploma in Management should be certified as equivalent to Post Graduate Degree by AIU valid for the year when the PG Diploma has been completed.

**Note:**

1. Online submission of application is permitted on the website <http://www.balmerlawrie.com/pages/currentopening> between 0000 hours on **28.04.2021** till 2359 hours on **21.05.2021**.
2. Avenues for career growth in the organization shall be governed by the prevailing rules & practices depending on the qualification & performance.

For any queries please mail to [chrd@balmerlawrie.com](mailto:chrd@balmerlawrie.com) with the ref.no. of the advertisement and position name as subject or contact 033-2225218.

\*Applications sent directly to the above mail id shall be summarily rejected, Applications submitted using the 'Online' format shall only be considered.

**HOW TO APPLY**

Please register yourself using the 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#)

**After creation of your profile, please apply against the appropriate job by going into the "Employment Opportunities" tab.**

**COMPENSATION**

Grade(s)	Basic Scale (Rs.)	Initial Basic Pay (Rs.)	CTC at the beginning of the scale (Rs / lakhs per annum)
E4	70000 - 200000	70000	21 Lakhs per annum
E3	60000 - 180000	60000	17 Lakhs per annum

CTC shall include Basic Pay, DA, HRA, Other Perks & Allowances, Performance Related Pay, encashment of earned leaves, work related benefits and Retiral benefits as applicable in the grade as per rules of the Company. (Post-Retirement Medical Coverage Scheme is applicable to candidates who are 50 years of age or below as on date on which they come on the regular rolls of the Company. However, this condition shall not be applicable in case of candidates who join after resigning from any CPSE, provided the total of past service in the CPSE and future service in the company till the date of normal retirement is 10 years or more). All the benefits will be governed by the policy of the Company in force and as amended from time to time.

Candidates employed with Government Departments/ CPSUs / Autonomous Bodies should to apply through proper channel, obtaining necessary NOC which is required to be submitted at the time of the interview. In the absence of NOC, no benefit related to continuity of service and/ or Pay Protection shall be admissible to an applicant who is presently serving Government Departments/ CPSUs / Autonomous Bodies. For candidates who do not have NOC issued by Government Departments/ CPSUs / Autonomous Bodies or those from private sector the Basic Salary shall be fixed at **Rs.70000 or Rs.60000** per month, as the grade may be, with a corresponding CTC of **21 and 17 Lakhs** per annum respectively.

**CONCESSIONS, RELAXATIONS & RESERVATION**

- Upper age limit is relaxable by 5 years for SC/ST candidates and 3 years for Other Backward Classes (OBC) - non creamy layer (NCL) candidates.
- The Caste/Tribe/Community certificate issued by the following authorities in the prescribed form for SCs/STs and for OBCs as per format available on the Company website will only be accepted as proof in support of a candidate's claim as belonging to the Scheduled Caste or the Scheduled Tribe or the Other Backward Class. Certificates received in any other format shall not be considered for availing reservation benefits.

- (i) District Magistrate/Additional District Magistrate/Collector /Deputy Commissioner/Additional Deputy Commissioner/ Deputy Collector/1<sup>st</sup> Class Stipendiary Magistrate/Sub Divisional Magistrate/Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.
  - (ii) Chief Presidency Magistrate/ Additional Chief Presidency Magistrate/Presidency Magistrate;
  - (iii) Revenue Officer not below the rank of Tehsildar; and
  - (iv) Sub-Divisional Officer of the area where the candidate and/or his family normally resides.
- The reserved category candidates are required to produce the original caste/ PwBD certificate/s in prescribed format as given in our website or of Government of India, issued by the competent authority at the time of interview, in support of their claim. In addition, the OBC-NCL (OBC-Non Creamy layer) candidates will be required to submit a valid caste certificate in the prescribed format as given in our web site as applicable for purpose of reservation in appointment to posts under Government of India/Central Government Public Sector Undertaking as contained in DOPT Memo No. 36036/2/2013- Estt. (Res.) dated 30-05-2014 from a competent authority issued in the year of advertisement. Further the OBC-NCL candidates will have to give a self-undertaking, at the time of Personal Interviews if called for, indicating that they belong to OBC-Non Creamy Layer.
  - If the SC/ST/OBC-NC/PwBD certificate has been issued in a language other than English, the candidates will be required to submit a self-certified translated copy of the same in English.
  - Reservation & Relaxation for Persons with Benchmark Disabilities as per Govt. rules shall be applicable.
  - The Upper age limit for Persons with Benchmark Disabilities (PwBD) candidates is relaxable by 10 years (15 years for SCs/ STs & 13 years for OBCs). Persons with 40% or more Disability shall be eligible for relaxation. The PwBD candidates must possess a Certificate to this effect issued by the Board/ countersigned by the Medical Superintendent/ Chief Medical Officer/ Head of Hospital of Government as per the format available on the Company website. Certificates received in any other format shall not be considered for availing reservation benefits. Necessary assistance for access, seating and scribe/reader in terms of Govt. guidelines shall be provided to PwBD candidates during the selection process. However, to avail this facility, separate specific communication to this effect must be sent in the <http://balmerlawrie.com/feedback> within 7 days of submission of application.
  - **Reservation of posts for SC, ST and OBC (non-creamy layer) & Economically Weaker Sections (EWS) will be as per Govt. Guidelines.**
  - Upper age limit is relaxable for Ex-Servicemen as per extant applicable rules issued by the Competent Authority.
  - Candidates from SC/ST/OBC (non-creamy layer)/ PwBD category must mention their caste/disability details correctly in the application form and upload their self-attested Caste/ Tribe/ Community/Disability Certificate at relevant portion in the Application Form. **In case the candidate does not upload the self-attested certificate in the correct format as detailed above, such candidates shall be treated as belonging to General Category and no reservation benefits shall be extended to such candidates.**
  - The candidate's appointment shall remain provisional till such time as the Caste/ Tribe/ Class (NCL / EWS) certificates and other testimonials are verified and certified by appropriate authority as genuine. The candidate's services shall be liable to be terminated forthwith without assigning any reason in case the above verification reveals that his/her claim for belonging to SC/ST/OBC/PWBD/ EWS/ ES category and other testimonials, if any, is found false. BALMER LAWRIE & CO LTD also reserves the right to take such further action against the candidate, as it may deem proper, for production of such false caste / class certificate.

#### **PLACE OF POSTING**

The initial place of posting may be in Mumbai. However, candidates may be placed at any of the locations in India or abroad where the Company or its Joint Ventures has its operations and the decision on the matter shall be made at the time of joining at the sole discretion of the Company depending on the exigencies of work.

The Company reserves the right to create a panel through empanelment of candidates if more than one candidate is found suitable and offer employment opportunity to such empaneled candidate(s) in future in similar role at same or different locations.

Please read [The Other General Conditions](#) before applying for the positions.

## PERSON PROFILES

Position Title	Head [Marketing]
SBU	Temperature Controlled Warehouse
Grade	E4 (70000 - 200000)
Maximum Age	40 years as on 21.05.2021
Minimum Qualification	Full time regular Degree in Engineering OR 2 years full time regular Post Graduate Degree / Diploma ## in Management / MBA ##Post Graduate Diploma in Management should be certified as equivalent to Post Graduate Degree by AIU valid for the year when the PG Diploma has been completed.
Minimum Experience (Years)	11 years <sup>§</sup> as on 21.05.2021 <sup>§</sup> Candidates with minimum 9 years of experience may also apply they may be considered for the positions of Manager [Marketing] in grade E3 (Pay Scale Rs. 60000 - Rs. 180000)
Preferred Experience	Experience in Sales / Operations Function of Cold Chain or related industries of similar nature may be preferred. The Company is looking for professionals with proven capability handling Sales of multilocal fast moving / perishable warehousing facilities. Professionals with relevant industry / user industry experience or those with experience in refer-transportation industry etc may apply
Indicative Job Description	<p>The incumbent will be responsible for -</p> <ol style="list-style-type: none"> <li>1. Should have a deep understanding &amp; managing of Marketing &amp; Sales of Cold Chain industry or related industries of similar nature.</li> <li>2. Should have a Customer Centric approach and knowledge on branding and promotion programs along with market research capabilities.</li> <li>3. Should be focused on achieving Business plans and drive towards sustainable growth of business.</li> <li>4. Should have capabilities of leading, managing, building and direction setting of Marketing and Sales team.</li> <li>5. Should be well versed in developing pricing strategies &amp; new business development.</li> <li>6. Should be an excellent communicator, influencer, innovative, analytical and proactive</li> <li>7. Manage and achieve pan India Sales target and profitability, Marketing, Advertising, Branding &amp; Business Development with focus on acquiring new customers for various Units and Balmer Lawrie subsidiaries on Pan India basis.</li> <li>8. Support the Management in identification of appropriate locations for future TCWs</li> <li>9. Understand the market dynamics w.r.t. Cold Chain market and channelize, design and implement strategic business plans with efforts towards building a sustainable customer base and strong customer relationship</li> <li>10. Achieve 100% adherence to credit policy of the unit/ SBU as well as budgetary and MOU targets</li> <li>11. Must ensure complete involvement in operations for deployment of new clients</li> <li>12. Assist, lead &amp; develop the marketing and sales team to develop lead generation plans ensuring maximum utilization of facilities with growth in top line. Lead the team in implementing brand building and customer connect programs/ initiatives</li> <li>13. Gather market insights, industry trends, conduct market research activities &amp; demand forecasting for direction setting of the business</li> <li>14. Conducting regular customer visits, understand and resolve customer issues and complaints and take preventive action to prevent reoccurrence in future</li> <li>15. To plan initiatives for business development in respective regions while effectively catering to national key accounts, product categories and industry segments</li> <li>16. Creating, developing and managing an effective MIS to monitor the sales activities</li> </ol>

	<p>17. Effectively communicating the sales plan on daily/weekly/monthly business or on time to time basis to collaborate with the Operations team and internal stake holders for efficient management of Supply chain</p> <p>The above list is indicative only and not exhaustive</p> <p>The ideal candidate:</p> <ul style="list-style-type: none"><li>a) Should have a deep understanding &amp; managing of Marketing &amp; Sales of Cold Chain industry or related industries of similar nature.</li><li>b) Should have a Customer Centric approach and knowledge on branding and promotion programs along with market research capabilities.</li><li>c) Should be focused on achieving Business plans and drive towards sustainable growth of business.</li><li>d) Should have capabilities of leading, managing, building and direction setting of Marketing and Sales team.</li><li>e) Should be well versed in developing pricing strategies &amp; new business development.</li><li>f) Should be an excellent communicator, influencer, innovative, analytical and proactive</li></ul>
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## Other General Conditions:

1. Before applying for the post, candidates should ensure that he/she fulfils 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. All Minimum Eligibility conditions as mentioned in the advertisement shall also be considered as Essential Eligibility conditions. The Company shall be within its rights to reject the candidature of an applicant at any stage of selection process if the applicant does not meet the minimum eligibility conditions.
3. No claim of possession of a qualification equivalent to a prescribed qualification would be entertained and decision of the Company in this regard would be final and binding.
4. In case the post applied for is not mentioned clearly & correctly an application is LIABLE FOR BEING REJECTED SUMMARILY without any correspondence.
5. Incomplete applications, applications not as per the prescribed format or applications received after the due date ARE LIABLE FOR BEING REJECTED SUMMARILY without any correspondence.
6. All the details given in the online application form will be treated as final and no changes will be entertained.
7. Request for change of Mailing address / Email / category / posts as mentioned in the application will not be entertained.
8. 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.
9. All minimum eligibility qualifications, where applicable, should be recognized by UGC/AICTE/ Govt. of India/State Govt and from UGC/AICTE/ Govt. of India/State Govt recognized/affiliated institutes/colleges/universities as on the date of passing. Candidates, shall be required to submit an undertaking in the prescribed format to that effect at the time of submission of original testimonials before being advised for Medical Examination. Application of such shortlisted candidates not submitting the undertaking in the prescribed format shall be summarily rejected & no refund of fees (submitted if any) shall be made. In the event where the qualification acquired is not found to be recognized by UGC/AICTE/ Govt. of India/State Govt recognised University/ Institutes post selection, the appointment shall be terminated without further notice.
10. The job description(s) mentioned above is only indicative. It may change based on the requirement of the company and discretion of the management.
11. 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.
12. Category (SC/ST/OBC[NCL]/PWBD/Ex-Servicemen/EWS/General) once mentioned in the application form will not be changed and no benefit of other category will be admissible later on.
13. The Candidates should correctly enter the Start Date & End Date in DD.MM.YYYY FORMAT for work experience details as the same shall be reckoned for checking eligibility against Post Qualification relevant Experience. If any data not entered or incorrectly entered, the application shall be rejected without any correspondence with the candidate.
14. The OBC candidates who belong to "CREAMY LAYER" are not entitled for relaxation of age and/or for consideration against reserved positions
15. Relaxations / Reservations etc. for SC/ST, PWBD and OBC (Non-Creamy Layer) & EWS will be as per Government Rules.
16. Candidates from SC/ST/OBC (non-creamy layer)/EWS/PwBD category should produce the original caste/ class/ disability certificate issued by Competent Authority in the prescribed format as given in our website as per the guidelines of Government of India in support of their claim, at the time of interview. In case, the candidate fails to produce the certificate issued by Competent Authority, his / her candidature will not be considered and his/ her travelling expenses will not be reimbursed.
17. 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 or such information is not supported by appropriate documentary evidence.
18. The Company reserves the right to fill or not to fill all or any of the advertised positions without assigning any reason whatsoever.
19. 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.
20. The Company reserves the right to offer position in appropriate lower Grade & Salary.
21. Any canvassing directly or indirectly by the applicant will disqualify his/her candidature.
22. The candidates should clearly and correctly write their mobile number and correct email address. Please note that the intimation for interview will be given through email addresses only.
23. At any stage of this recruitment process including after recruitment or joining, in case it is found that the candidate has given incorrect information while filling up the online application form or has indulged in any of the following or similar activity, the said applicant shall be liable to be disqualified, prosecuted and debarred for all appointments in BALMER LAWRIE & CO LTD and his/her application / appointment shall be rejected with no reimbursement of travel fare.

- a. Has submitted misleading information or false documents
  - b. Has suppressed any relevant material fact(s)
  - c. Has submitted information not in conformity with the eligibility criteria mentioned in the advertisement
  - d. Has resorted to unfair means during the Written Test /Recruitment process
  - e. Is found guilty of impersonation
  - f. Has created disturbance affecting the smooth conduct of the Selection Process at the centre/ venue for the process selected by the Company or at any other stage
  - g. Has uploaded non-human or irrelevant photograph.
- BALMER LAWRIE & CO LTD shall not entertain any correspondence from such candidates.
24. Those short listed for the Selection Process shall be intimated through e-mail. They are required to bring the following original certificates as documentary proof along with self-attested photocopies for submission at the time of interview:
    - Proof of Age,
    - Educational Qualifications (All the Mark sheets & Certificates)
    - Service Certificate of past employment & proof of date of joining & its continuity in the present Organization
    - Last Salary Certificate/ Payslips (Last 3 months) (where applicable)
    - Copy of Scheduled Caste/ Scheduled Tribe/ Other Backward Class (OBC)/ Persons with Benchmark Disability (PWBD)/ EWS certificate, if applicable from the Competent Authority. OBC certificate produced by candidates should clearly indicate that they do not belong to creamy layer.
    - NOC (where applicable)
    - In the absence of any of the above documents, the candidate may not be allowed to appear for interview and in that case, no travel expenses shall be reimbursed.
  25. Out Station Candidates called for Interview shall be entitled for to & fro travel reimbursement from the mailing address mentioned in the on-line application form to the venue of interview by the shortest route as per rules. The mode and class of travel shall be intimated to the candidates as part of the mail sent to the candidates with details of the interview. Candidates providing mailing address of a country other than India, in the application form, will be reimbursed to and fro fares as per the entitlements, from the port of arrival in India to the venue of interview by the shortest route as per rules. The candidate will be required to fill in the Travelling Allowance (TA) form at the Interview centre and submit proof for travel undertaken.
  26. 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.
  27. The Location / Place of posting if 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.
  28. Outstation candidates called for interview will be reimbursed travel expenses as per the rules of the Company.
  29. Any communication as regards extension of last date of application, shall be published on the Company's website only.
  30. In case it is found at any stage that the candidate is not meeting the requirements as laid down in the advertisement, his/her candidature may be cancelled.
  31. Balmer Lawrie shall not be responsible for any loss of email/communication letter sent, due to invalid/wrong email id/wrong postal address/postal delays/loss in transit etc. No request in this regard will be entertained.
  32. No Correspondence shall be entertained by the Company with regard to recruitment. The list of selected candidates shall be uploaded on the company website career page.
  33. Any information or communication with regard to the advertisement related to the position or changes in the minimum requirements, terms & conditions, extension of last date of application, cancellation of the advertisement etc. shall be published on the Company's website only. So the candidates must check the Company's website for updated details.
  34. Any query with regard to the application process may be sought by putting a feedback in the <http://balmerlawrie.com/feedback> link.
  35. The court of jurisdiction for any dispute will be at Kolkata.

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