



KUDUMBASHREE BROILER FARMERS'  
PRODUCER COMPANY LTD.

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Regd Office: DOT SPACE BUSINESS CENTRE

TC 24/3088, Usha Sandya Building

Kowdiar, Dewasom Board Road, Thiruvananthapuram 695 033

CIN : U01100KL2019PTC057331, GSTIN/UIN : 32AAHCK5583G1ZG

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www.keralachicken.org.in

023/HR/2022/KBFPCL

17.04.2023

### Notification- MARKETING MANAGER

Kudumbashree Broiler Farmers' Producers Company Limited (KBFPCL) intends to take up Marketing Manager for one year on contract basis. Interested candidates shall send their resume along with duly filled application form and self-attested copies of relevant certificates to The Chairman & Managing Director, Kudumbashree Broiler Farmers' Producer Company Limited, TRIDA Rehabilitation Building, Medical College P.O Thiruvananthapuram, Pin code 695011 on or before **06.05.2023, 5.00 PM**. The envelope should be superscribed with '**Application for the post of Marketing Manager**'. To download notification and application form, please visit [www.keralachicken.org.in](http://www.keralachicken.org.in). The applicant should pay Rs 300/- as application fee through demand draft drawn in favor of '**Kudumbashree Broiler Farmers' Producer Company Limited**' payable at '**Thiruvananthapuram**'. The applicant should submit original DD along with the application. Only hard copy of the application will be accepted. The future vacancies will be filled from the rank list as per the requirements of the company. KBFPCL has the right to accept or reject any or all application without assigning any reason thereof.

**No of Post:** 1 (may vary)

#### **Qualification:**

- MBA in Marketing obtained from a Recognized University (regular course only)
- Minimum 2 years' post qualification experience in FMCG, out of which 1 years in managerial cadre is mandatory.

#### **Key Requirements:**

- Field Visits across Kerala
- FMCG Sales Skill
- Good Communication and Persuasion Skills
- Good knowledge in digital marketing
- Good command in MS-Office
- Good presentation and training skills



**Consolidated Pay:** Rs 40,000 per month.

**Age Limit:** Below 35 years as on 01.04.2023

**Roles & Responsibilities:**

- a) Present the company's products and technical information to prospect and current clients.
- b) Identify ways to improve performance and profitability of company.
- c) Manage district wise logistic support.
- d) Manage territory goals by prospecting, following up, and maintaining clients.
- e) Conduct customer field research studies.
- f) Analyze trial data and authoring technical sales presentations and reports.
- g) Follow up on payments for accounts.
- h) Conduct district wise meeting with mission staffs and beneficiaries.

**Selection Procedure:** The Shortlisted candidate shall be selected on the basis of written test and interview. The date of examination & Interview will be intimated via email and telephone.

Sd/-

Chairman & Managing Director  
Kudumbashree Broiler Farmers' Producer Company Limited

Approved for Issue



Chief Executive Officer  
Kudumbashree Broiler Farmers' Producer Company Limited



**KUDUMBASHREE BROILER FARMERS' PRODUCER  
COMPANY LIMITED**

APPLICATION FOR THE POST OF MARKETING MANAGER

1	Name				
2	Age as on 01.04.2023 & Date of birth				
3	Gender				
4	Nationality				
5	Phone Number Land Mobile				
6	Email ID (Shall be legible, all future correspondence will be through email ID only)				
7	Permanent Address				
8	Address for Communication				
9	Total post qualification experience (in number of years)				
10	Academic Qualifications (SSLC onwards)	(self-attested copies to be enclosed)			
	Qualification	Name of Institution	Name of University	Year of Passing	% of Marks



11	Post qualification experience (Attach separate sheets if required) (self-attested copies to be enclosed)				
	From	To	Name of the Organization	Designation	Nature of Work
12	Any pre-qualification experience				
13	Experience in Digital Marketing (YES/NO)				
14	Any other information (Attach separate sheets if required)				

15. Details of enclosures:

- 1) .....
- 2) .....
- 3) .....
- 4) .....

References (02 experts/persons):

- 1. ....
- 2. ....



Self-attested copies of academic qualifications, experience certificate(s) and proof for age, Copy of Aadhaar should be enclosed along with the application. Incomplete/ineligible/defective applications will be **summarily rejected without giving any notice to the applicant.**

### **DECLARATION**

1. I hereby declare that all information furnished in the application form are true, complete and correct to the best of my knowledge and belief. I also agree that my candidature/appointment shall be cancelled at any stage/time if it is found that the information furnished is wrong.
2. I agree to receive all correspondence by email.

Place:

Date:

**Signature of the candidate**