

## ABOUT GCMMF LTD

Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF Ltd), popularly known as 'AMUL', is India's largest food product marketing organization with an annual group turnover of Rs. 72000 Crore.

'Amul' brand cattle feed and feed supplements marketed by GCMMF is making its mark in Pan India having focus on quality and providing at affordable price with best quality products. Major product strengths are balanced feed, Value for Money, Wide no. of variants/SKU, Brand Value, Availability of the supplements and Trust of Farmers. To know more about us, please visit: [www.amul.com](http://www.amul.com).

## JOB DESCRIPTION

<b>Position</b>	Executive – Cattle Feed Marketing
<b>Location</b>	Corporate Office, Anand (Gujarat)
<b>No of Position</b>	01
<b>Major Accountabilities</b>	<p>The candidate will be responsible for 'Amul' brand cattle feed product knowledge awareness among sales team and dairy farmers, new product development, product quality assurance from third party plants and other activities related to sales and marketing of cattle feed and feed supplements.</p> <p>S/he will be responsible for increasing the product awareness and imparting product knowledge among WD's, retailers, dairy farmers and respective sales team by visiting various markets where 'Amul' cattle feed and feed supplements is selling. The major responsibility includes imparting product technical knowledge, farmers meeting, product promotion in various market, sales planning with sales team, New Product Launches, Achievement of sales targets etc.</p> <p>S/he will be also responsible for prospecting, qualifying, negotiating, and strategizing business development. S/he is required to track and analyse competitors' activities and suggest countermeasures from time to time. Their success will be measured by the delivery of business-critical goals, growth and gain in market share.</p>
<b>Education</b>	<b>UG:</b> Bachelor of Veterinary Science (B.V.Sc) <b>PG :</b> MBA/PGDM – Desirable (Not Mandatory)
<b>Experience</b>	5-10 years of relevant work experience in cattle feed Sales & Marketing. S/he should have knowledge of cattle feed & feed supplement products.
<b>Approx. CTC (per Annum)</b>	13.00 to 17.00 Lacs per annum Remuneration would be commensurate with qualification and experience
<b>How to apply</b>	Forward updated CV at <a href="mailto:vacancy@amul.coop">vacancy@amul.coop</a> Last date to apply is <b>04.05.2024</b> <b>Note:</b> Candidate having graduation in veterinary science (B.V.Sc) needs to apply only.