



Balmer Lawrie & Co. Ltd.

[A Government of India Enterprise]

NEEDS

PROFESSIONALS FOR OUR SBU - GREASES & LUBRICANTS

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 & Speciality Lubricants, Travel and Logistics services. It also has significant presence in most of the other businesses it operates, namely, Leather and Performance Chemicals, Logistics Infrastructure, Refinery & Oil Field Services, etc.

OPENING

Greases & Lubricants is one of the major businesses of the Company. It is the market leader in several customer and product segments. The Company has world class R&D capabilities and offers possibly the widest range of speciality lubricants in the country. The Company has ambitious plans for growth in retail market as well as exports, apart from strengthening its business in speciality industrial lubricants.

Job openings are for the following positions:

Position No.	Position Name	Location	Scale of Pay/ CTC	No. of Positions
1	Assistant General Manager [Marketing]- Western & Southern Region	Mumbai	Rs.36600-62000/ Rs. 12.1 - 19.4 lakhs per annum	1 no.
2	Assistant General Manager [Marketing] Channel Sales	Kolkata	Rs.36600-62000/ Rs. 12.1 - 19.4 lakhs per annum	1 no.
3	Assistant General Manager [Supply Chain Management]	Kolkata	Rs.36600-62000/ Rs. 12.1 - 19.4 lakhs per annum	1 no.
4	Deputy Manager [Marketing] Assistant Manager [Marketing]	Major Cities	Rs.24900-50500/ Rs. 8.3 - 15.3 lakhs per annum Rs.20600-46500/ Rs. 7.1 - 14.1 lakhs per annum	4 nos.
5	Asst. Manager [Research]	Kolkata	Rs.20600-46500/ Rs. 7.1 - 14.1 lakhs per annum	2 nos.

JOB & PERSON PROFILE

Job Sl. No	SBU Greases & Lubricants	
1	Designation	Assistant General Manager [Marketing] Western & Southern Region
	Job Profile	<p>The selected candidate will have overall responsibility of Sales in the Western & Southern Regions of the Country. The incumbent will be responsible for achieving the budgeted top-line and bottom-line growth of the SBU's business in the assigned markets. The incumbent in addition would be responsible for executing the marketing plans and also contribute to developing marketing initiatives and capacity building to ensure sustainable future growth</p> <p>Further, the major roles would include:</p> <ol style="list-style-type: none"> 1. Developing strategies to enhance existing market reach, increasing depth of distribution and develop business models to achieve profitable growth in new markets in the allotted territories. 2. Develop and administer appropriate pricing of products to achieve sustainable yet aggressive growth in market shares across product ranges. 3. Effectively coordinating with SBU marketing resources to develop and implement locally effective promotional activities towards Brand building. 4. Coordinate with other functions thus ensuring effective customer servicing. 5. Coordinate with the Marketing, Technical and R&D teams, facilitating development of new products. 6. Continuously augment the capability to handle diverse portfolio and achieve successful new launches. 7. Plan and implement system and practice level interventions to emerge as player with distribution might in the markets he/ she is assigned. 8. Lead a team of qualified professionals and develop their potential on a continuous manner for enhanced performance
	Person Profile	<p>Graduate in Mechanical /Chemical Engineering or Oil Technology, preferably with MBA/ postgraduate management qualification in Sales & or Marketing. Age on the Date of Notification of the Advertisement should not be more than 48 years.</p> <p>Applicants must have flair in the Sales function with in-depth understanding of multi-location, multi-product business model, with experience of at least 15 years of which at least 5 years should have been in sales/ marketing function, having delivered growth in lubricants/ industrial consumables/ FMCG/ Consumer durables Industry. Experience in sales to institutional/ industrial customers as well as in creating/ managing reseller network for retail sales is desirable. Preference will be given to those having experience in lubricants industry. The ideal candidate should have a strategist's mind and a missionary's zeal</p>

Job Sl. No	SBU Greases & Lubricants	
2	Designation	Assistant General Manager [Marketing] Channel Sales
	Job Profile	<p>The selected candidate will have overall responsibility of driving the Marketing function of the SBU's Retail portfolio at the national level and also support the overseas ventures as needed. The incumbent will be responsible for building the Balmerol brand and supporting the Sales team in achieving the budgeted top-line and bottom-line growth, balancing between local and national level interventions.</p> <p>Further, the major roles would be to:</p> <ol style="list-style-type: none"> 1. To develop a systematic research driven approach to marketing related activities for the SBU to aggressively grow its market share and profitability. 2. Develop and implement strategies related to strengthening the Balmerol brand including achieving a unique positioning and its promotion, communication etc. 3. Review/ develop product pricing, reseller commission structure, incentive schemes etc. 4. Develop creative briefs for channel marketing campaigns, striking effective balance between standardisation and localisation. 5. Plan and achieve time bound implementation of promotional plans through effective vendor management and coordination with/ support to sales team. 6. Track market needs/ new product opportunities and drive product development initiatives in coordination with the Technical, Production and Sales teams. 7. Plan and implement product launches. 8. Review product packaging and bring about innovation and improvements. 9. Continuously review and rationalise SKUs. 10. Build effective team work between the Marketing Team and Sales Force. 11. Evolve and implement systems for tracking competitor performance and activities in various market segments and evaluating Balmerol performance.
	Person Profile	<p>Graduate in Mechanical/Chemical Engineering or Oil Technology/ Science Graduate with MBA or PG Degree/ Diploma preferably with specialisation in Marketing / Product Management.</p> <p>Age on the Date of Notification of the Advertisement should not be more than 48 years.</p> <p>Applicants must have overall experience of around 15 yrs in sales/ marketing role in a multiproduct - multiple-SKU - multi-location setup. Experience in brand management, trade / channel management and rural marketing of</p>

	industrial consumables or similar products will be preferred. Experience in lubricants business would be an added advantage.
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Job Sl. No.	SBU Greases & Lubricants	
3	Designation	Assistant General Manager [Supply Chain Management]
	Job Profile	<p>The selected candidate will have overall responsibility of managing the supply chain of the SBU, from the sourcing of raw materials to product distribution. The incumbent is expected to deliver on the following areas:-</p> <ol style="list-style-type: none"> 1. Minimize overall cost of raw materials/consumables and services for the business, ensuring quality and timely positioning of materials and services through implementation of contemporary practices while adhering to the Company's policies and systems. 2. Efficient and timely distribution of the products to the channel partners and direct customers. 3. Benchmark the Supply Chain performance parameters of the SBU and work towards improving numbers in a time bound manner. 4. Catalyzing policy level changes to leverage technological developments and adoption of new systems and tools. 5. Strengthening supply chain related reporting and management system including e-enablement and greater integration with manufacturing and sales functions. 6. Strengthen systems for tracking supply and price trends of internal items in the national/ international market as well as their substitutes, and for assessment, reporting and management of associated risks, in sourcing. 7. CENVAT/ Service Tax/ Sales Tax/ matters 8. Export/ Import processes and facilitation 9. Working Capital Management 10. Vendor Development 11. Functionally lead a team spread across the various locations of the country and ensure up-gradation of knowledge and skill of the personnel engaged in the function on a continuous basis.
	Person Profile	<p>Engineering Graduate preferably (Chemical/ Mechanical) with MBA or PG Degree/ Diploma in Supply Chain/ Materials/ Operations Management. Age on the Date of Notification of the Advertisement should not be more than 48 years.</p> <p>Must have worked in manufacturing industry during the last 15 years, of which at-least 5 years in managing Supply Chain or Materials function in a multi-product, multi-location business. Should have first hand experience in handling high-value negotiations and commercial contracts. Experience in handling bulk purchase involving overseas suppliers will be an added advantage.</p>

Job Sl. No.	SBU Greases & Lubricants	
4	Designation	Deputy Manager [Marketing] / Assistant Manager [Marketing]
	Job Profile	<p>The selected candidate will have the responsibility of Sales and will carry out Marketing activities in the assigned area[s]. The incumbent will be responsible for achieving the budgeted sales targets in terms of quantity, revenue and profit The incumbent in addition would focus on identifying and exploring new opportunities in his area of control.</p> <p>Further, the major roles would be to:</p> <ol style="list-style-type: none"> 1. Achieve budgeted targets in terms of Sales volumes, market shares, Revenue, Profit and Collections both in institutional and retail sales. 2. Coordination with supply chain function to ensure timely availability of needed products at minimum cost. 3. Ensure time-bound implementation of Marketing activities, in relation to trade schemes roll-out and settlement, activation and launching of new products. 4. Coordinating with distributors and stockist to ensure healthy secondary sales. 5. Lead and motivate field sales personnel and supervise their performance. 6. Facilitate field activities related to development of marketing and sales strategies as also provide effective support to R&D/ Product Development and Product management activities through test marketing and data collection. 7. Effectively track competition activities at the market place and ideate for effectively countering them. 8. Plan and explore possibilities to enhance revenues through better market reach.
	Person Profile	<p>Graduate in Engineering, preferably Mechanical/Chemical or in Oil Technology with MBA / PG degree/diploma in Sales / Marketing Management with a minimum of 6 yrs experience for Deputy Manager and 3 yrs experience for Assistant Manager.</p> <p>Age on the Date of Notification of the Advertisement should not be more than 35 years.</p> <p>Applicants must have flair for Selling with in-depth understanding of multi-product channel based business model. Proven experience in delivering high sales growth in lubricants/ industrial-consumables industry will be an added advantage.</p>

Job Sl. No.	SBU Greases & Lubricants	
5	Designation	Assistant Manager [Research] - Lubricating Greases & Oils - Applications Research Laboratory, Kolkata
	Job Profile	<p>The selected candidate will have the responsibility for undertaking research work in relation to new product development activities in the Application Research Laboratory [ARL] of the SBU.</p> <p>The major roles would be to undertake:</p> <ol style="list-style-type: none"> 1. Studies and experiments involving product and process development. 2. Performance evaluation of products in the lab environment as well as in the field trials/ test marketing stages. 3. Overseeing of operations assigned analytical instruments of test rigs and equipment in the ARL including facilities their calibration, maintenance etc. 4. Overseeing of operations of Analytical Instruments facilitate maintenance and calibration activities. 5. Value engineering and process engineering activities facilitating scale up and commercial production. 6. Interacting with customers, visiting user sites to understand product application provide necessary support to elevate user experience.
	Person Profile	<p>Ph.D preferably in the areas of Organic Chemistry/ Polymer Science/ Surface Sciences having around 3 years experience in research/product development in the field of lubricants/ polymers/ emulsions.</p> <p>Age on the Date of Notification of the Advertisement should not be more than 35 years.</p>

Job Sl. No.	SBU Greases & Lubricants	
5	Designation	Assistant Manager [Research] Synthetic esters/ base-stocks, Applications Research Laboratory
	Job Profile	<p>The selected candidate will have the responsibility to undertake research work in relation to development of new synthetic esters and other base-stocks in the Application Research Laboratory [ARL] of the SBU.</p> <p>The major roles would be to undertake:</p> <ol style="list-style-type: none"> 1. Development and evaluation of vegetable oil based esters and other alternate base-stocks for lubricants. 2. Performance evaluation of base-stocks and end-products in the lab environment as well as in the field trials test marketing stages. 3. Overseeing of operations of Test Rigs and equipment in the ARL. 4. Overseeing of operations of Analytical Instruments facilitate maintenance and calibration activities. 5. Value engineering and process engineering activities facilitating scale up and commercial production. 6. Visits to customer/ user sites to understand product application provide necessary support to users/ customers at the time product trials.
	Person Profile	<p>Ph.D preferably in the areas of Organic Chemistry/ Polymer Science with around 3 years experience in the field of research/product development related to esters and other value added products from vegetable oils and analysis of oils and such products/ derivatives.</p> <p>Age on the Date of Notification of the Advertisement should not be more than 35 years.</p>

RESERVATION

The Government of India directives with regard to reservations for SC / ST / OBC / Physically Handicapped shall apply. Candidates belonging to these categories should specifically mention the same in their applications. 5 years relaxation in maximum age prescribed is applicable in case of SC / ST / OBC and Physically Handicapped candidates as per Government of India Directives. Candidates belonging to OBC category seeking the benefit of reservation should produce certificate from Revenue Officer not below the rank of Tehsildar, certifying that they do not belong to the creamy layer.

OTHER INFORMATION

- [a] Depending on qualification and experience, selected candidates will be fitted in the appropriate scale of pay in the grade, as per rules of the Company.
- [b] Outstation candidates called for interview will be reimbursed travel expenses as per the rules of the Company.
- [c] The Company may relax age in the case of exceptionally qualified / experienced candidates.
- [d] In the event of non-availability of candidates with suitable qualification and experience, the Company reserves the right to offer position in appropriate lower grades.
- [e] The locations mentioned are only indicative, selected candidates may be required to work in any location in India or outside the Country including assignments to the Company's Joint Ventures / associates.

HOW TO APPLY

- [a] Interested candidates may forward their candidature in the attached application format by post / courier addressed to the Executive Director [HR], Balmer Lawrie & Co. Ltd., Balmer Lawrie House, 21 Netaji Subhas Road, Kolkata 700001 or by e-mail attaching the application format duly completed in all respect to chrhc@balmerlawrie.com. The last date for receipt of applications is 22nd November 2009.
- [b] Candidates sending application by post / courier should clearly write the post applied for on the envelope.
- [c] Candidates should submit their applications, in the attached application format only.
- [d] Incomplete applications or those not in the prescribed format will not be entertained.
- [e] Those who apply through E-mail need not send their application by post / courier.