

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, Cold Chain 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	Manager [Brand]	Greases & Lubricants	E3 [60000 - 180000]	1 [One]	2 years' MBA or Post Graduate Degree / Diploma [#] in Management or Post Graduate Degree with Specialisation in Media Science / Mass Communication / Multimedia / Digital Marketing / Media Studies	37 Years	09 Years	Experience in Branding, MassCom, Trade Marketing, Advertising and Promotions, ATL & BTL, Agency Handling, Vendor Management etc. Candidates from Lubricants/ FMCG/Automotive Industries will be preferred.

* The cut-off date for minimum experience & maximum age is 29.03.2024. 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 AICTE valid for the year when the PG Diploma has been completed.

Degrees / Diploma (other than the ones specified in UGC Notice dated 23.2.2018) which are UGC recognized Open and Distance Learning (ODL) programmes treated as equivalent with the Degrees / Diploma acquired from regular Universities / Institutes in the country conducted by ODL Institutions recognized by UGC or an institution Deemed to be a University so declared by the Central Government, will be accepted. However, for ODL degree / diploma in Management and / or Information Technology recognition of AICTE shall be mandatory. CA / ICWA will however not be considered. Engineering course done through ODL Mode will also not be considered except where IGNOU has granted the B. Tech Degree or Diploma in Engineering awarded by IGNOU to the students who were enrolled up to academic year 2011-12 with IGNOU and not for post 2012.

Note:

1. Online submission of application is permitted on the website <http://www.balmerlawrie.com/pages/currentopening> between 1000 hours on **06.03.2024** till 2359 hours on **29.03.2024**.
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.recruitment@balmerlawrie.com with the ref.no. of the advertisement and position name as subject or contact 033-22225218.

*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#

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)
E3	60000 - 180000	60000	20.30 Lakhs per annum

CTC shall include Basic Pay, DA, HRA, Medical (for self, spouse and two dependent children), 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 apply through proper channel, obtaining necessary NOC which is required to be submitted at the time of the interview. In the absence of NOC, eligible candidates will be allowed to appear for the interview, however, 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. 60000** per month with a corresponding CTC of **20.30 Lakhs per annum** depending on the place of posting.

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/1st 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-NCL/PwBD/EWS 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 OBC [NCL]). 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. For EWS category applicants, appointment shall be provisional and subject to the Income and Asset Certificate to be verified through proper channels and if the verification reveals that the claim to belong to EWS is fake / false, the services of the concerned applicant(s) will be terminated forthwith without assigning any further reasons.**
- Upper age limit is relaxable for Ex-Servicemen [ES] as per extant applicable rules issued by the Competent Authority subject to production of proper documents in support thereof.
- Candidates from SC/ST/OBC (Non-Creamy Layer)/ PwBD/ EWS category must mention their caste/disability details correctly in the application form and upload their self-attested Caste/ Tribe/ Community/Disability/Income & Asset 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 [NCL]/PwBD/ EWS/ ES category and other testimonials 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 / testimonials.

PLACE OF POSTING

The initial place of posting may be in **Kolkata**. However, selected 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	Manager [Brand]
SBU / Function	Greases & Lubricants
Grade	E3 [60000 - 180000]
Maximum Age	37 Years as on 29.03.2024
Minimum Qualification	<p>2 years' MBA or Post Graduate Degree / Diploma# in Management or Post Graduate Degree with Specialisation in Media Science / Mass Communication / Multimedia / Digital Marketing / Media Studies</p> <p><i>#Post Graduate Diploma in Management should be certified as equivalent to Post Graduate Degree by AICTE valid for the year when the PG Diploma has been completed.</i></p> <p><i>Degrees / Diploma (other than the ones specified in UGC Notice dated 23.2.2018) which are UGC recognized Open and Distance Learning (ODL) programmes treated as equivalent with the Degrees / Diploma acquired from regular Universities / Institutes in the country conducted by ODL Institutions recognized by UGC or an institution Deemed to be a University so declared by the Central Government, will be accepted. However, for ODL degree / diploma in Management and / or Information Technology recognition of AICTE shall be mandatory. CA / ICWA will however not be considered. Engineering course done through ODL Mode will also not be considered except where IGNOU has granted the B. Tech Degree or Diploma in Engineering awarded by IGNOU to the students who were enrolled up to academic year 2011-12 with IGNOU and not for post 2012.</i></p>
Minimum Experience (Years)	09 years as on 29.03.2024
Preferred Experience	Experience in Branding, MassCom, Trade Marketing, Advertising and Promotion, ATL & BTL Campaigns, Agency Handling, Vendor Management, etc. Candidates from Lubricants / FMCG/ Automotive Industry will be preferred
Indicative Job Description	<p>The incumbent will be responsible for -</p> <ol style="list-style-type: none"> 1. Overseeing a wide array of business functions including branding, communication channels, product development, online and offline promotions, and market research etc. 2. Crafting blue print for Balmerol brand in order to lead and manage the category and sub brands within the portfolio, maximizing relevant brand differentiation and the brand communication tools mix for maximizing the sales & profit contribution of the brand within the region. 3. Creating consumer demand by developing, implementing and executing marketing initiatives and activities for brand Balmerol in close working with B2B and B2C sales team. 4. Overseeing the Automotive Retail & B2B performance and to make sure the brand Balmerol stands relevant to the target customer in creative and innovative manner. 5. Closely monitoring and analysing sales volumes, brand pack movement, market share trends and competition activity and intervene with brand communication mix and on ground activation programmes. 6. Planning & Implementation: Lead annual communication planning with external agencies (media, creative, PR and BTL), by developing communication brief and closely working with agencies [Digital & Creative] in media planning, creative development and implementation according to agreed brand strategy and communication objectives and agreed BPC investment for Balmerol brand etc. 7. Plan and implement regional/national consumer promotions in alignment with sales to enhance growth of volumes, margins and efficient A&P per litre to achieve annual business targets. 8. Implement Consumer Marketing initiatives; to develop and successfully implement marketing initiatives and programmes for "Balmerol" focused brands, to develop and deploy compelling communication to consumers for the brand. 9. Monitoring the implementation of all the above activities and track/review the performance against the agreed marketing objectives and business targets to ensure effective implementation of brand plan and to take course corrective actions when necessary to ensure Sales Volume & Gross Margin targets are achieved. 10. Manage and monitor brand budget within the agreed plan and drive cost leadership of all marketing initiatives with no compromise of effectiveness. 11. Serving as the point-person for developing, implementing and executing marketing initiatives and activities for brand Balmerol. These initiatives and activities include campaigns (procurement, merchandising, print, web, social media, broadcast, etc.), events and sponsorships. 12. Any other assignments as may be given from time to time. <p>The above list is indicative only and not exhaustive.</p>
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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 is 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/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 Minimum 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/Income & Asset 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) [wherever CGPA / DGPA or letter grade is awarded, equivalent % of marks should be indicated as per norms adopted by the University / Institute]
 - 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) - NCL/ Persons with Benchmark Disability (PWBD)/ EWS/ ES 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)
 - Past employment proof
 - Present employment proof
 - Identity Proof (AADHAAR / PAN / Passport)
 - Latest passport size photo
 - 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 <https://balmerlawrie.com/feedback> link.
35. Selected candidate(s) before joining will be required to get Medical Fitness Certificate. Selected candidate who is declared Medically fit will only be allowed to join. Their confirmation will also be subject to verification of character antecedents from concerned District Authorities.
36. The court of jurisdiction for any dispute will be at Kolkata.

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