



BENGALURU CO-OPERATIVE MILK UNION Ltd
Dr.M.H.Marigowda Road, Dharmaram College Post,
Bengaluru-29



I Brief Description about the Organisation

The Bengaluru Co- operative Milk Union Ltd. (BAMUL) is biggest co-op milk union in Southern India, affiliated to Karnataka Co-op Milk Federation (KMF) which is the 2nd largest Milk Federation in India. The union is marketing milk and milk products in the brand name of NANDINI and has an annual turnover of around Rs. 1800 cores. The union has taken up a project with advanced technology for manufacture of Mozzarella, Cheddar and Processed Cheese, Whey Powder, Skim Milk Powder (SMP), Whole Milk Powder (WMP), Paneer using latest technology and the product will be into market shortly. The Union is availing the central government scheme of Export Promotion of Capital Goods (EPCG) for import of its machinery for the Kanakapura project and under which it has to satisfy the export commitments. With such investments the union has an ambitious target of selling the products pan India and abroad. Hence, **BAMUL is in the lookout for a Consultancy (Marketing) from an Individual/Institution/Firm.**

II Marketing Consultancy

A. Key Result Areas:

- To study and expand the existing market in India for Nandini Butter, Cheese, Ghee, Whey Powder, SMP, WMP & Paneer (here after referred as milk products) and provide plan for implementation.
- To study the market abroad for Nandini Butter, Cheese, Ghee, Whey Powder, SMP, WMP & Paneer and export it to maximum number of countries.
- Implement strategies to ensure targeted growth in sale of milk products pan India & abroad and build Nandini as a strong brand.
- To satisfy the EPCG export obligation of the milk products.
- To develop an appropriate advertising strategy.
- To formulate sales promotions plan.

B. Qualification and Skills for an Individual/Institution/Firm:

- Master in Business Administration from premier organizations like IIMs, XLRI, IRMA and others with specialization in marketing.
- Worked in a senior management position in an organization selling milk products having a minimum yearly turnover of Rs. 500 crores.
- More than 10 years experiences in marketing of milk products pan India, in which a minimum of 5 years of International experience in export of milk products.
- Familiarity of overseas markets and major players in each of the products.

- Hands on experience in export of Butter, Cheese, Whey powder and Milk powder to at least 5 countries and familiarity with EPCG requirements.
- Possess knowledge and skills in formulating of marketing strategy and implementation.
- Knowledge on statutory requirement, regulations to be followed and declarations for marketing of each of the products in different countries.
- Knowledge and skills in Customer service, Client relationships, Familiarity with media channels, Interpersonal communication, Self-starter, Multi-tasking, Innovative, Creative, Leadership quality and People management.

C. Terms of References

1. Advice on opening up of new markets for milk products and to increase market share in each of the products in the country.
2. Advice on launching of new products/ variants, existing and new product pack sizes etc, so as to respond to the changing needs and taste of the consumers and remain competitive in the market place.
3. Shall identify potential overseas market for Nandini products, study the feasibility/ viability and render advice on strategies to introduce and promote products in such markets.
4. Advice on statutory requirements, declarations for the products and labeling requirement, so as to facilitate necessary action/compliance by production, quality and marketing division.
5. Shall assist on the statutory/legal requirements for export of milk products.
6. Shall assist on focused branding, segmentation, targeting and positioning for each products.
7. Shall formulate the marketing mix for successful marketing and achieve the set targets.
8. Shall assist to design and produce effective promotional materials.
9. Shall establish mechanism to track sales, collect feedback and formulate marketing strategies as and when necessary.
10. Shall suggest for improvements in respect of storage, movement of milk products, price & commission structure, appointment of agents/ wholesale dealers etc.
11. Advice on matter of sales & distribution policies and procedures including development of network of stockiest, distributors, retailers for sale of milk products pan India and abroad.
12. Shall advice in identification of professionally competent advertising agency and formulation of the terms to govern their service.
13. Co ordinate with marketing division in drawing up suitable advertising plans from time to time for milk and milk products.
14. Shall research on food/dairy industry, markets, demographics, trends, sales results, and other data related to unions products and services.
15. Analyze details of competitor offerings, including specifications, market share, pricing, and promotional materials.
16. Shall advice the union on measures to maintain consistent quality parameters.
17. Advice on the changes to improve/maximize the output and efficiency of the marketing/sales personnel's.

D. Consultancy period and fees

- The period of the consultancy shall be for 11 months initially, which can be extended further.
- The consultant deputed will be a paid consultancy charges as per the mutual agreement.
- The consultant/ firms representative is entitled for TA/DA as applicable to senior officers in BAMUL to the approved tours undertaken.

E. Documents to be uploaded.

- Recent CV of the Individual/ organization profile.
- Aadhar card copy for Individual,
- For Institution/Firm registration details.
- PAN card copy.
- Recent photo of the Individual.
- Degree and Postgraduate degree certificate.
- Relevant documents to establish 10 years work experience in marketing of milk and milk products and 5 years in export of Milk products.
- Document to establish working for EPCG obligations.
- Submit one performance certificate issued by the organization worked/provided consultancy.
- Reference of two individuals /organization with good stature/reputation in dairy industry.

The interested candidates/firm need to send in their updated CV/Organisation profile with a brief write-up on your suitability for this work to mmbamul@gmail.com on or before 01.03.2018. The union reserves the right to accept or reject any or all the applications without assigning any reasons thereof. For further details visit www.bamulnandini.coop or

Contact :

Dr. Suresh B.P

Manager (Marketing)

Office : 08025520541

Mobile : 7760966825

Email : mmbamul@gmail.com