



Balmer Lawrie & Co. Ltd.

[A Government of India Enterprise]

NEEDS PROFESSIONALS

in

SBU: TRAVEL & VACATIONS

Ref No.: BL/Rect/TE&V/FTC/TE&V/Vacations/January/2023
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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 & Specialty Lubricants, Tours & Travel and Logistics Services. It also has significant presence in most of the other businesses it operates, namely, Chemicals, Logistics Infrastructure, Refinery & Oil Field Services [ROFS], Cold Chain etc.

OPENING

The SBU Travel & Vacations is a major SBU of the Company & its team consists of handpicked professionals from the industry. The combined wealth of experience of the team tops more than 300 years in the Holiday Business. The Company has ambitious growth plans for the SBU. In pursuance of these objectives, the SBU seeks to bring on board professionals with dynamism, initiative and an innovative approach to business. The current openings are on 3 year fixed term contract in the Travel & Vacations Verticals of the SBU and the details of the positions are as given below:-

S. No.	Position	Grade	No. of Positions	Location	Max. Age (in Years)	Minimum Qualification	Minimum Experience (in Years)	Preferred Experience (Quality &/Year)	Job Description
1	Regional Manager (Sales & Operations) - West	FTE-4	1 (one)	Mumbai	40	MTM or Equivalent / MBA / Graduate Engineer OR Graduates may also be considered.	8 years for MTM or Equivalent / MBA / Graduate Engineer; 11 years for Graduates	Candidates with prior experience of sales & operations in the travel & tourism industry shall be preferred.	<p>The incumbent shall be responsible for the following:-</p> <ol style="list-style-type: none"> 1. Planning and implementing winning strategies for the regional market in line with the overall growth strategy for the business 2. Planning and managing over all P&L of western region. 3. Planning and delivering budget for the region, improving regional market share and driving top-line growth for the region while meeting the bottom-line targets/guidelines as well 4. Planning and building effective distribution channel by establishing performing TA, PPA and Franchisee network 5. Overall management and delivery of FIT operations for the region basis guidelines given by the Products & Operations team 6. Overall customer's buying experience and customer delight for the region 7. Planning and front ending regular customer engagement initiatives and overall customer management for the region 8. Retaining existing customers (repeat sales) and expanding new customer base by way of securing new business through referrals 9. Opening doors with new Corporate clients for MICE business. 10. Supporting MICE team in closing big ticket MICE deals for the business 11. Acting as a conduit between the regional market and operations and marketing. 12. Supporting operations and marketing function of the business with information and understanding w.r.t rapidly changing competitive landscape, customer needs, preferences and buying behavior etc. 13. Bringing consumer and the market closest to the other critical business functions 14. Supporting operations in delivering best in class products to customers 15. Supporting marketing in delivering effective market campaign for the region 16. Building and managing a winning sales team for the region. 17. Continuously plan, guide, mentor, inspire and motivate. 18. Build regional sales leadership pipeline 19. Recommending on and implementing business transformation, process improvement & change management initiatives and various policy related matters - <p>Be a part of the overall business leadership team and contribute towards the overall transformation, development and management of the business vertical</p> <p>The above list is only indicative and not exhaustive</p>
2	Deputy Manager (Marketing)	FTE-2	1 (one)	Mumbai	35	MTM or Equivalent / MBA / Graduate Engineer OR Graduates may also be considered.	4 years for MTM or Equivalent / MBA / Graduate Engineer; 7 years for Graduates (10+2+3)	Candidates with prior experience of marketing in travel industry shall be preferred.	<p>The incumbent shall be responsible for the following:-</p> <ul style="list-style-type: none"> • Development & Execution of Annual Marketing Strategy in line with business objectives and revenue targets • Digital Marketing & Influencer Marketing • Social Media Management. • Coordinate sales and marketing efforts to boost brand awareness. • Planning ATL & BTL communications. • Set, monitor progress, and submit performance reports <p>The above list is indicative and not exhaustive</p>

S. No.	Position	Grade	No. of Positions	Location	Max. Age (in Years)	Minimum Qualification	Minimum Experience (in Years)	Preferred Experience (Quality & Year)	Job Description
3	Asst. Manager (Sales & Key Accounts)	FTE-1	1 (One)	Kolkata	32	MTM or Equivalent / MBA / Graduate Engineer OR Graduates may also be considered.	2 years for MTM or Equivalent / MBA / Graduate Engineer; 4 years for Graduates (10+2+3)	Candidates with prior experience of sales in the travel & tourism industry shall be preferred.	<p>The incumbent shall be responsible for the following: -</p> <ul style="list-style-type: none"> Qualifying leads from digital campaigns, conferences, references, tradeshows, etc. Interaction with Government/PSU/Private Clients Developing quotes and proposals Attending conferences, meetings, and industry events & Interaction with Government/PSU/Private Clients Building and maintaining business relationship with current and potential clients and all related associates To be abreast with the latest happenings in the MICE business segment Issuing operational documents including billing & Prepare MIS Reports Ensure proper servicing of the Key Accounts allocated <p>The above list is indicative and not exhaustive</p> <p>The incumbent shall be responsible for the following:-</p> <ul style="list-style-type: none"> End to end customer management - Act as face of the Company to our retail customers and create WOW customer experience Meets both Revenue Target & Contribution target assigned to him/ her from Direct clients Customer service skills - conversion of queries & accuracy in quotes Complying with all extant policies / norms of the company / applicable statutory regulations Timely completion of all travel formalities of all the booked clients and in-time collection of the payments whereby ensuring complaint free service to the customers Track activities of competition in his/ her area of control and proactively initiate counter measures to retain or better market performance Help subordinates to be more self-reliable, efficient, disciplined and motivated for their development. Ensure training of staff at regular intervals to ensure that they are competent with product knowledge & selling skills. <p>The above list only indicative and not exhaustive.</p>
4	Senior Coordinator (Leisure)	FTO-2	1 (One)	Mumbai	30	Bachelor's Degree (10+2+3)	2 years	Candidates with prior experience of retail sales in the travel & tourism industry shall be preferred.	<p>The incumbent shall be responsible for the following:-</p> <ul style="list-style-type: none"> End to end customer management - Act as face of the Company to our retail customers and create WOW customer experience Meets both Revenue Target & Contribution target assigned to him/ her from Direct clients Customer service skills - conversion of queries & accuracy in quotes Complying with all extant policies / norms of the company / applicable statutory regulations Timely completion of all travel formalities of all the booked clients and in-time collection of the payments whereby ensuring complaint free service to the customers Track activities of competition in his/ her area of control and proactively initiate counter measures to retain or better market performance Help subordinates to be more self-reliable, efficient, disciplined and motivated for their development. Ensure training of staff at regular intervals to ensure that they are competent with product knowledge & selling skills. <p>The above list only indicative and not exhaustive.</p>

Note:

- The cut-off date for experience & maximum age is 31 January 2023. All candidates who are eligible as on the cut-off date may apply.
- The no. of vacancies are only indicative. Panel may be drawn from the recruitment process to fill drop-out or future vacancies.
- Degrees/Diplomas (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 UGC or an institution Deemed to be a University so declared by the Central Government, will be accepted. However, for ODL degree in Management and/or Information Technology recognition of AICTE shall be mandatory.

COMPENSATION

Selected candidates will be placed on a three year fixed term contract. Compensation will be linked to qualification and experience and shall be as per the industry standards.

HOW TO APPLY

1. Pls. apply through the e-recruitment portal <https://www.balmerlawrie.com/pages/currentopening> . To apply through the portal you need to first register. You can register using the following link:
https://careers.balmerlawrie.com/sap/bc/webdynpro/sap/hrrcf_a_candidate_registration?sap-client=100#
2. After creation of your profile, pls. ensure that you apply against the appropriate position by going to the “Employment Opportunities” tab. The link for the same is https://careers.balmerlawrie.com/sap/bc/webdynpro/sap/hrrcf_a_startpage_ext_cand?sap-client=100#
3. Only creation of profile does not ensure consideration of your candidature for a job.
4. In case of any difficulty, please send your feedback by clicking on the “Feedback” link.
5. Online submission of application is permitted on the website <http://www.balmerlawrie.com/pages/currentopening> between 0000 hours on **15 January 2023** till 2359 hours on **31 January 2023**.
6. Please read The Other General Conditions before applying for the positions.

Other General Terms & Conditions:

1. Before applying for the post, candidates should ensure that he/she fulfills 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. Incomplete applications received after the due date ARE LIABLE FOR BEING REJECTED SUMMARILY.
3. Request for change of Mailing address / Email / category / posts as mentioned in the application will not be entertained.
4. All the details given in the online application form will be treated as final and no changes will be entertained.
5. The prescribed qualification / experience are 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.
6. The job description mentioned is only indicative. It may change based on the requirement of the Company and discretion of the management.
7. 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.
8. 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 misleading or is not found in conformity with eligibility criteria mentioned in the advertisement.
9. The Company reserves the right to fill or not to fill all or any of the advertised positions without assigning any reason whatsoever.
10. 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.
11. The Company reserves the right to offer the position in appropriate lower Grade & Salary.
12. Any canvassing directly or indirectly by the applicant will disqualify his/her candidature.
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 relevant Experience. If any data not entered or incorrectly entered, the application shall be rejected without any correspondence with the candidate.
14. Any canvassing directly or indirectly by the applicant will disqualify his/her candidature. Any dispute with regard to recruitment against this advertisement will be settled within the jurisdiction of appropriate Court only.
15. The applicant must provide his/her correct and updated email id & mobile number. Please note that the intimation for interview, if shortlisted, will be sent through email only. 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.
16. 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.
17. The Company reserves the right to fill or not to fill all or any of the advertised positions without assigning any reason whatsoever.

18. Presidential Directives regarding Reservation on SC/ST/OBC/PwBD will be applicable which would include:
- 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.**
 - Upper age limit is relaxable for Ex-Servicemen [ES] as per extant applicable rules issued by the Competent Authority.
 - 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 fixed term engagement 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 engagement 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, if any, 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.
19. 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.
20. At any stage of this recruitment process including after recruitment or joining, in case it is found that the candidate 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 or in case of detection after appointment, his/ her services will be summarily terminated:
- 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.
21. The Location/ Place of posting 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.
22. Outstation candidates called for interview will be reimbursed travel expenses as per the rules of the Company.
23. Any communication as regards extension of last date of application shall be published on the Company's website only.

24. 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.
25. The application process will be closed at 11:59 pm on the last date for submission of applications.
26. Candidates are advised to complete the application process within official working hours i.e. 18:00 hours on the last date of receipt of applications (as notified in this advertisement) as technical support may not be available after 18:00 Hours. No request for consideration of application/ candidature shall be entertained by the Company in case a candidate is unable to complete application process due to a technical issue after 23:59 hours on the last date of receipt of applications.
27. No Correspondence shall be entertained by the Company with regard to recruitment.
28. Please note that no applications sent directly over email or telephone will be entertained. Interested applicants have to necessarily apply online on our website for the position. APPLICATIONS NOT RECEIVED THROUGH OUR WEBSITE SHALL NOT BE CONSIDERED.
29. Any query with regard to the application process may be sought by putting feedback in the <http://balmerlawrie.com/feedback> link.
30. The court of jurisdiction for any dispute will be at Kolkata.
