

## Why Join HCCB?

Welcome to the world of HCCB!

We are a story of SOUL and SCALE, HEAD and HEART, STEEL and TECHNOLOGY, PEOPLE and COMMUNITY. Our operations started in 1997 with the simple aim of making beverages for the India of the 21st century. Two decades later, we are one of India's top FMCG companies. Only because fellow Indians, who have faith in the quality and purity of our products, pick our beverages, 439 times per second. Our 15 factories, spread across India, manufacture the beverages that India wants. And if it is about India, we better make the best. With stringent processes, world-class machines, state-of-the-art equipment, and the best packaging materials, we make 68 different beverage products in multiple categories. In doing so, we strive to leave things better than we first inherited. Be it by skewing our energy sourcing towards renewable and clean energy, or collaborating with the local communities, to make their lives better.

We are HCCB, we are Inspired by India.

To read more about us on [www.hccb.in](http://www.hccb.in) or follow our social media handles.

**Role 1 : Job Description:**

**Objective:** The purpose of the role is to execute all channel related activities for the designated area through vendor which includes eating and drinking, modern trade, mom and pop retailers, grocery and non – traditional channels or point of sale and vendor management

**Job Responsibilities:****Channel Programs**

1. Execution of unit specific initiatives in E&D, Grocery, and Convenience channel as per plan shared
2. Ensure outlet activation execution as per RED standards
3. Ensure support development and implementation of unit activation plans, using approved national/regional channel standards.
4. Planning of standard approved activation elements & other marketing collaterals
5. Execution and portfolio management as per the plan shared

**Across depots & distributors**

1. Execution of local initiatives
2. Tracking of systems and evaluation process
3. Local Initiatives to scale up the national/regional program

**Analysis and Reporting**

1. Activation as per RED / DEEP RED to do list.
2. Identify gaps & growth opportunities in various channels as per PITA model
3. Tracking of competition activities
4. Ensure activation in market through analysis RSA data

**Travel:** Above 90%

**Role 2 Job Description:**

**Objective:** To achieve the sales (Primary and Secondary), distribution and merchandising objectives for the specified routes, through a team of Market Growth Representatives for a key market (volume and image)

**Job Responsibilities:**

1. **Sales Plan Execution:**
  - a. Coordinate and achieve sales objectives for assigned Territory routes by brand and pack on a daily basis for secondary, primary volumes (Physical Cases & unit Cases), Gross revenue (GR) & Net revenue (NR).
  - b. Define route plans of the Market Growth Representatives, Account Developers to optimize coverage cost effectively and ensure adequate productivity.
2. **Customer Management:** Drive Relationship with Outlets through the team of Market growth representative and Account Developers to ensure sustained business.
3. **Market Expansion:**
  - a. Drive Horizontal Expansion with respect to number of outlets opened versus target to improve business in the coming years.
  - b. Take up the responsibility of opening new outlets during market visits and provide necessary support in terms of elements, discounts, coolers etc.
  - c. Drive conversion of high value/ high visibility outlets to Depth Outlets (Happy Deal, Vision 2020, Teen & College Outlets, Outlets in Emerging Channels) and ensure execution as per Company norms
  - d. Market share gain through various ground level interventions such as driving outlet level billing vertically & horizontally.
4. **Market Execution:** Execute Channel Programmers, Promotional activities for the given set of outlets. Plan for merchandising elements, coolers based on outlets/ market requirements and as per the RED standards. Prepare MGR wise action plans for improving RED (Right Execution) parameters, HE etc.
5. **Asset Control:** Ensure regular tracking of our Assets and ensure asset movements etc in compliance to the Asset Policy.
6. **Distribution Management:** In routine ensure monitoring distributor ROI, SKU wise margins, DMS (Distribution Management System), scheme spend distributor to market outlets.

**Travel – 90%**