



The Punjab state Cooperative Milk Producers' Federation Limited (Milkfed Punjab) invites applications/resumes for engagement of 09 full time consultants (Sales & Distribution) i.e. 03 (For Fresh Milk & Milk Products) for Verka Mohali Dairy, 01 (For Fresh Milk & Milk Products) for Verka Amritsar Dairy, 02 (For Fresh Milk & Milk Products) for Verka Ludhiana Dairy, 01 (for Ice cream) for Verka Chandigarh Dairy and 02 for Q-com/E-com/MFS at Milkfed Head Office on contract basis initially for a period of one year (which can be extended further as per requirement).

For further detailed information & updates, may please visit our website <https://verka.coop/career/>

General Manager (HR)
For Managing Director

THE PUNJAB STATE COOPERATIVE MILK PRODUCER'S FEDERATION LIMITED
S.C.O. No. 153-155, SECTOR 34-A CHANDIGARH - 160022
www.verka.coop

Terms & Conditions

The Punjab State Cooperative Milk Producers' Federation Limited (Milked Punjab) invites applications/resumes for engagement of 09 full time consultants (Sales & Distribution) i.e. 03 (For Fresh Milk & Milk Products) for Verka Mohali Dairy, 01 (For Fresh Milk & Milk Products) for Verka Amritsar Dairy, 02 (For Fresh Milk & Milk Products) for Verka Ludhiana Dairy, 01 (for Ice cream) for Verka Chandigarh Dairy and 02 for Q-com/E-com/MFS at Milkfed Head Office on contract basis initially for a period of one year (which can be extended further as per requirement).

Educational Qualification & Experience

MBA in Marketing/Equivalent from a reputed University/Institute along with at least 5 years' experience in Sales & Marketing of Dairy/ FMCG/ food/ beverage/ Icecream sector

OR

Graduate from a reputed University/Institute along with at least 10 years' experience in Sales & Marketing of Dairy/ FMCG/ food/ beverage/ Icecream sector

Candidates having additional qualifications relevant to Sales, Marketing, FMCG, Dairy or Business Development shall be given preference.

Educational Qualifications & Experience – Q-Com / E-Com / MFS Consultants

MBA/PGDM in Marketing, Sales, Business Management or equivalent from a recognized University/Institute with minimum 5 years of relevant experience in Key Account Management (KAM), preferably handling Q-Commerce, E-Commerce or Modern Trade/MFS operations in Dairy, FMCG, Food or Beverage sectors.

Candidates having hands-on experience in managing key accounts/platforms such as Blinkit, Zepto, Swiggy Instamart, Flipkart, Amazon, Reliance Retail or other organized retail/e-commerce platforms shall be given preference.

Scope of Work

The consultants shall primarily be responsible for:

- Ensuring achievement of assigned sales and business development targets which would be assigned by concerned Verka Dairies in consonance to Rs 1000 Cr/month target envisioned by Milkfed
- Identification and onboarding of new retail, institutional, HoReCa and other potential customers.
- Identification of new sales channels and business opportunities
- Regular market visits and monitoring of product availability and visibility.

Work Profile and Responsibilities

The consultant will function as a Field-level Sales & Business Development Consultant for the assigned territory/category, responsible for:

1. Achievement of assigned sales/KPI targets.
2. Acquisition of new customers and expansion of outlet/distribution network.
3. Development of institutional/HoReCa business, wherever applicable.
4. Monitoring product availability, market gaps and competitor activities.
5. Generation and conversion of new business leads.

Performance Parameters/KPIs and Targets

Performance shall be evaluated through measurable parameters, including:

Key Result Area (KRA)	Key Performance Indicator (KPI)
Sales Achievement	Achievement against monthly sales targets
New Customer Acquisition	Addition of new customers/outlets
Market Development	Expansion into uncovered/potential markets
Institutional/HoReCa Business	New business generated, wherever applicable

Specific KRAs & KPIs – Q-Commerce / E-Commerce / MFS Consultants

Performance of consultants assigned to Q-Com/E-Com/MFS at Milkfed Head Office shall be evaluated against the following channel-specific parameters:

Key Result Area (KRA)	Key Performance Indicator (KPI)
Sales & Revenue Growth	Achievement of assigned monthly and annual sales targets across Q-Com, E-Com and MFS channels.
Platform Development	Onboarding of new platforms, expansion into new cities and development of existing platform operations; Increase in live SKUs; reduction in out-of-stock instances; and improvement in product availability.
Marketing & Visibility	Execution of platform-specific marketing campaigns, promotional activities and visibility initiatives against approved plans.
Business Analytics & Reporting	Regular submission of sales performance, SKU-wise and city-wise data, market insights, competitor benchmarking and periodic performance reports.

Performance Evaluation: Performance shall be evaluated on the basis of achievement of assigned sales targets, channel-wise growth, expansion of platform and SKU presence, operational efficiency, profitability and timely execution of approved business development initiatives. Specific quantitative targets shall be assigned by Milkfed Head Office and reviewed periodically.

Remuneration for the above consultants shall be negotiable. Managing Director may increase/decrease the number of consultants to be engaged depending upon the requirement. Interested eligible candidates may send their resumes by post/e-mail. The last date of receipt of the resumes is 20.10.2026.

Important instructions for the candidates:-

1. The engagement is of temporary nature and shall be on contract basis, initially for a period of one year, which may be extended further depending upon satisfactory work, conduct and performance of the person and requirement of the job.

2. The remuneration of selected candidates shall be negotiable. Statutory deductions like TDS etc., shall be applicable as per prevalent rules from time to time.
3. Interested eligible candidates may send their CVs with name, Father's Name, Date of birth, Educational Qualifications & scores from Class X onwards, Work Experience, Contact details (with e-mail and Mobile Number), Photograph.
4. Milkfed reserves the right to evaluate the resumes and call selected number of candidates for further interview. The decision of The Managing Director, Milkfed shall be absolute and final in this regard. The shortlisted candidates shall be called at Milkfed Head Office, Chandigarh in person or through VC for further interview for final selection.
5. No TA/DA will be paid for attending the interview.
6. This is only invitation for applications for engagement as consultants on contract basis and does not purport to be a regular appointment.
7. The eligible candidates may send their applications/CVs complete in all respects so as to reach in Milkfed Head Office latest by 20.10.2026 addressed to
Managing Director
The Punjab State Cooperative Milk Producers' Federation Limited
SCO 153-155, Sector 34 A, Chandigarh – 160022

Or through e-mail latest by 20.10.2026 till 05:00 PM at the below mentioned e-mail:
careersverka@verka.coop

While sending their CV's/applications, the candidates should mention the subject as "Application for Full Time Consultants (Sales & Distribution) for Verka Dairies".

8. Mandatory Submission of Google Form:

All candidates are required to complete the following Google Form accurately providing correct and complete information as requested (kindly login through gmail-id before opening the following google link) :-

https://docs.google.com/forms/d/e/1FAIpQLScSbFv4c4VynlFTMzufYtVUdK2_aLklsTUTOhDtNaL7uv52bA/viewform?usp=publish-editor

MILKFED shall not be held responsible for any consequences arising from incorrect, incomplete, or misleading information provided by the candidate in the application form. Applications/resumes that are incomplete, incorrect, or not received at the specified email/postal address within the prescribed date and time shall be summarily rejected.

9. Important:

It is mandatory for all candidates to:

- Fill out the Google Form till last date and time,
- Submit their CV/resume via email or post within the stipulated deadline.

Failure to comply with either of these requirements will result in disqualification and the application will not be considered under any circumstances.

10. For any query the candidates may contact at 0172-5041830, +91-8800772044 (Sh. Inderjit Singh, Incharge Marketing).

General Manager (HR)
For Managing Director